

## **ENG 203 Business Communication (BBA-BI: 3<sup>rd</sup> Semester)**

### **General Course Objectives**

After doing this course, students should be able to

- outline basic principles underlying modern business communication and apply these principles in varied contexts
- critically analyze these basic principles, and their application
- review the nature and role of communication in the changing context of modern business organizations

### **Course Description**

The course aims to show both the complexity of communication and how it can be improved. It does not offer simple recipes for success. Because of the complexities, it is necessary to apply principles in ways which suit specific context. The course will try to explain how this can be done.

### **Specific Course Objectives**

- can understand the main points of clear standard input on familiar matters;
- can deal with most situations likely to arise while traveling;
- can produce simple connected texts on familiar topics;
- can describe experiences and events, plans, hopes and ambitions;
- can briefly give reasons and explanations for opinions and plans;
- has enough language to get by in everyday situations;
- can express themselves reasonably accurately;
- can initiate and deal with familiar everyday interactions;
- can link ideas into connected linear sequences.

### **Course Contents**

The course contents are as follows:

#### **Unit I. Communication fundamentals**

1. Analyzing communication
2. Communication codes and meaning
3. Intercultural communication

#### **Unit II. Communication and organizations in context**

4. Organizational culture and communication
5. ICT in organizations
6. Organizational structure and communication

#### **Unit III. Written communication in organizations**

7. Business writing: planning and organizing
8. Effective writing style
9. Effective design and visual aids
10. Effective business documents



#### **Unit IV. Interpersonal communication in organizations**

11. Effective interpersonal communication: defining interpersonal skills
12. Interpersonal skills in action: communicating face to face
13. Meetings and presentations
14. Building effective teams

#### **Unit V. Communication and change**

15. Understanding organizational change
16. Making communication work: summary principles

The course offers the following features:

- Practical examples and theoretical principles
- Alternatives and controversies
- Multicultural and structural factors
- Use of information technology

#### **Teaching Method**

The method suggested is a mix of lectures, workshops, discussions and presentations. Emphasis should be given to do all the exercises so that students will apply the principles studied in the class practically in the exercises given. The summaries will present the main points of the chapter, and it is important to deal with the discussion questions given at the end of each chapter.

#### **Basic Text**

Hartley, Peter, and Clive G. Bruckmann. *Business Communication*. London and New York: Routledge, 2002.

#### **References**

*Oxford Advanced Learner's Dictionary of Current English*. Eighth Edition. Oxford: OUP, 2010.  
Clampitt, P.G. *Communicating for Managerial Effectiveness*. 2<sup>nd</sup>. edition. CA: Sage, 2001.  
Leech, G.N., and Jan Svartvik. *A Communicative Grammar of English*. Third Edition. London: Longman, 2002.





## SIT 101 Business Statistics (BBA-BI: 3<sup>rd</sup> Semester)

### Course Objectives

The aim of the course is to develop competency and ability to use statistical techniques in conducting research and project work. The emphasis of the course is more on interpretation of results and understanding of the strengths and limitations of different statistical measures.

### Course Description

This course has a business focus. The course covers fundamentals of descriptive and inferential statistical techniques. The contents include data summaries and descriptive statistics; introduction to a statistical computer package; Probability: distributions, expectation, variance, covariance, statistical inference of univariate and bivariate data for hypothesis testing.

### Course Outcomes

By the end of this course students would be able to

- understand and use the descriptive and inferential statistical tools used in business decision making ,
- select an appropriate graph to describe a distribution,
- calculate and interpret the shape, center and spread of a distribution,
- understand the problem of inference when working with the results from random samples, and
- analyze the data using excel.

### Course Contents

#### Unit I Introduction

**5 hours**

Basic concepts of statistics, Terminologies associated with statistics such as populations and samples, Variables (Dependent and independent only) , Types and sources of data , Descriptive and inferential statistics, Data processing (editing and coding), Applications of statistics in business and management.

#### Unit II Describing Data: Graphs and Tables

**6 hours**

Data array, Stem and leaf Display, Frequency tables, Histograms, Polygon, Cumulative Polygon, Scatter plots, Simple Bar and Pie charts, Cross tabulation

#### Unit III Describing Data: Summary Measures

**10 hours**

*Central Location:* Mean, Median and Mode

*Non Central Location:* Quartiles, Deciles and Percentiles

*Dispersion:* Range, Interquartile range, Variance, Standard deviation, Coefficient of variation, Index for qualitative variation (IQV)

*Shape:* Crude measure (comparison of mean, median, and mode), Five number summary, Box plot

*Inequality Measure:* Gini concentration ratio



**Unit IV Basics of Probability Theory****5 hours**

Basic concepts, Counting rule, Objective and subjective probability, Marginal and joint probability, Addition rule, Conditional probability, Multiplication rules, Bayes' Theorem.

**Unit V Probability Distributions****10 hours**

Discrete probability distribution (Binomial and Poisson distribution and mean and standard deviation of their distributions), Continuous probability distribution: Normal distribution, Normal approximation of Binomial and Poisson distribution

**Unit VI Estimation and Hypothesis Testing****12 hours**

Concept of estimation, Confidence intervals, confidence intervals for means and proportions ( one sample case only ), Test of significance, p-value approach to hypothesis testing, connection between confidence intervals and hypothesis testing, comparing two means (two sample z and t- test procedures), and comparing two proportions.

**Basic Books**

Davis, G., & Pecar, B. *Business Statistics using Excel*. New Delhi: Oxford University Press

Berenson, M. L. & David M. L. *Basic Business Statistics: Concepts and Applications*. Upper Saddle River, New Jersey: Pearson Prentice Hall of USA.

**References**

Levin, R. I., & David S. R. *Statistics for Management*. New Delhi: Prentice Hall of India

Allbright, S. C., Winston, W., & Zappe, C. J. *Data Analysis and Decision Making with Microsoft Excel*. Pacific Grove: Duxbury Press.

Argyrous, G. *Statistics for Research with a Guide to SPSS*. New Delhi: Sage South India Edition

Whigham, D. *Business Data Analysis using Excel*. New Delhi: Oxford University Press



## **FIN 132 Principles of Insurance** **(BBA-BI: 3<sup>rd</sup> Semester)**

### **Course Objectives**

This course aims to provide students with basic understanding of fundamental concepts and principles of insurance. This course will also enable students to understand about the underwriting and claim procedure, insurance intermediaries and regulatory environment of insurance.

### **Course Description**

The purpose of this course is to provide students an opportunity to learn fundamental principles of insurance along with how insurance business operates in the society. This course covers introduction, types, fundamental principles, underwriting and claim settlement of insurance, insurance intermediaries, regulation and supervision of insurance and insurance industry in Nepal.

### **Course Outcomes**

By the end of this course, students should be able to:

- understand fundamental principles of insurance
- explain different types of insurance and their functions
- demonstrate clear understanding of underwriting and claim settlement procedures
- familiarize with different intermediaries involved in insurance business
- describe with the regulating environments of insurance business
- introduce with the insurance industry in Nepal

### **Course Contents**

#### **Unit 1: Introduction to Insurance**

**8 hours**

Concept and characteristics; Function of insurance and insurer; Evolution of insurance; Requirements of insurable risk; Difference between insurance and gambling, insurance and hedging; Benefits of insurance.

#### **Unit 2: Types of Insurance**

**10 hours**

General insurance: fire, marine, motor, aviation, engineering and contractor's all risk insurance, workers compensation, miscellaneous (meaning, nature and risk coverage by each type); Life insurance: types of life insurance, characteristics of life insurance, contractual provisions, dividend options, non-forfeiture options, settlement options; Additional life insurance benefits; Social insurance: meaning of social insurance, formal and informal insurance; Self insurance and retention; Old-aged, survivors and disability insurance; Types of benefits; Medicare; Unemployment insurance; Health insurance; Reinsurance.

#### **Unit 3: Fundamental Principles of Insurance**

**6 hours**

Principle of indemnity; Principle of insurable interest; Principle of subrogation; Principle of utmost good faith; Principle of proximate cause; Principle of contribution; Principle of



mitigation; Requirement of an insurance contract; Legal characteristics of insurance contracts; Basic parts of insurance contract and other insurance provisions.

**Unit 4: Insurance Underwriting and Claim Settlements**

**6 hours**

Meaning and importance of underwriting; Life and general insurance underwriting procedure; Claim settlement process of life and non life insurance; Provision of Insurance Act on claim settlement.

**Unit 5: Insurance Intermediaries**

**7 hours**

Concept and importance of insurance intermediaries in life and non life insurance industry; Life insurance agent: scope, role and authority; Non life insurance agent: scope, role and authority; Surveyors: scope, role and authority; Broker: scope, role and authority; Reinsurance: issues and practices; Legal provision for agents and surveyors in Nepal; Scope, role and code of conducts of Third Party Administrator.

**Unit 6: Insurance Regulation and Supervision**

**4 hours**

Concept of regulation; Reasons for regulations; Historical development of insurance regulations in Nepal; Insurance Act and Regulation; BeemaSamittee: objectives, rights and duties; International Regulating Organization: scope, objectives and functions.

**Unit 7: Insurance Industry in Nepal**

**7 hours**

Evolution of insurance industry in Nepal; Insurance policy of Government of Nepal; Insurance pool of Nepal; Emerging issues in insurance industry; Crops and Cattle Insurance in Nepal; Opportunity and Challenges of insurance industry in Nepal.

**Basic Texts**

Rejda, G. E. *Principles of Risk management and Insurance* (10<sup>th</sup>ed). New Delhi: Pearson Education.

Harrington, S. E., Niehaus, G. R. & Niehaus, G. *Risk Management and Insurance* (2<sup>nd</sup>ed). New Delhi: Tata McGraw Hill.

**References**

Pal, K., Bodla, B.S. & Garg, M.C. *Insurance management: Principles and Practices*. Delhi: Deep & Deep Publication.

Mishra, M. N. *Insurance: Principles and practice* (11<sup>th</sup>ed). New Delhi: S. Chand & Co.

*Insurance Act, 1992 and Insurance Regulation, 1993, Rastriya Beema Sansthan Act, 1968* and directives, guidelines, policies issued by Insurance Board, Nepal.

*Crops and Livestock Insurance Directives, 2013*, Insurance Board, Nepal.

Annual Reports of BeemaSamittee.





## ACC102 Financial Accounting II (BBA-BI: 3<sup>rd</sup> Semester)

### Course Objectives

This course aims to equip students with the knowledge and skills in accounting, reporting and analyzing different items of assets, liabilities and owners' equities. Specifically, it aims to acquaint students with the processing and reporting of major components of financial statements along with their analysis.

### Course Description

This course discusses the accounting system and disclosure of major components of financial statements. Basically, it deals with recording, valuating and presenting inventory; recording, reporting and analyzing current liabilities; long term liabilities; property, plant and equipment; shareholders' equities; and analysis of financial statements.

### Course Outcomes

By the end of this course, students will be able to:

- record, account, value and present the inventories and the cost of goods sold;
- record, report and analyze account receivables and bills receivables;
- record, report and analyze current and non-current assets and liabilities;
- record, report and analyze property, plant and equipment;
- record, report and analyze owners' equity and dividends;
- analyze financial statements using different tools.

### Course Contents

#### Unit I: Inventories and Cost of Goods Sold

**8hours**

The nature of inventory; cost of goods sold model; perpetual and periodic inventory accounting system, inventory valuation and income measurement; inventory costing methods: FIFO, Weighted average & Specific identification; choice of a method; methods of inventory estimation; effect of inventory valuation method on the cost of goods sold; disclosure in the financial statements; Ratios relating to inventory management.

#### Unit II: Receivables

**7 hours**

**Accounts receivables:** accounts receivable & notes receivables; recognizing accounts receivables, valuation of accounts receivables, methods of accounting for doubtful and uncollectible debt, balance sheet presentation.

**Notes receivables:** interest bearing notes, non-interest bearing notes, presentation of the notes receivable and related aspects in the financial statements; Ratios relating to account receivables.

#### Unit III: Property, Plant and Equipment

**7 hours**

Nature of operating assets (property, plant and equipment); acquisition costs of operating assets; concepts of capital and revenue expenditure; the capitalization process; depreciation: concepts, methods and accounting (straight line method, diminishing balance method, double declining balance method and units of production method), comparison of depreciation methods, disposal



of assets and accounting for gains and losses; disclosure in the financial statements; Ratios relating to property, plant and equipment.

#### **Unit IV: Current Liabilities**

**3 hours**

Accounts payable; notes payable, tax payable, current portion of long term liabilities, contingent liabilities and other current liabilities; accounting procedures and balance sheet presentation; Ratios relating to current liabilities.

#### **Unit V: Non-current Liabilities**

**7 hours**

**Bonds payable:** issuance of bonds, characteristics of bonds, factors affecting bond price, premium or discount on issuance of bonds, amortization of bond premium or discount, redemption of bonds at and before maturity, disclosure in financial statements.

**Leases:** operating and financial lease; Balance sheet presentation; Ratios relating to non-current liabilities.

#### **Unit VI: Stockholders' Equity and Dividends**

**9 hours**

Components of the stockholders' equity section of the balance sheet; types of stocks: common and preferred, types of preferred stocks, issuance of stock, stock issued for cash and non-cash consideration and on a subscription basis, retirement of preferred stocks; accounting for treasury stock: purchase and sale, presentation in the financial statements; dividends: meaning and types of dividend-cash dividend, cash dividend for ordinary stock and preferred stock; stock dividend and stock split, disclosure in financial statements; Ratios relating to stockholders' equity and dividend.

#### **Basic Text**

Porter, G. A., & Norton, C. L. *Financial Accounting: The Impact on Decision Makers*. USA: The Dryden Press.

#### **References**

Hermanson, H. R. and Edwards, D. J. *Financial Accounting: A Business Perspective*. USA: Von Hoffmann Press.

Kimmel, P. D., Weygandt, J. J., & Kieso, D. E. *Financial Accounting*. New Delhi: Wiley India Pvt. Ltd.

Narayanswamy, R. *Financial Accounting: A Managerial Perspective*. New Delhi: Prentice Hall of India.

Koirala, M. P., Acharya, C., Sharma, L. P. B., Sharma, N., & Gautam, C. M. *Financial Accounting*. Kathmandu: Buddha Academic Enterprises.

Nepal Accounting Standards (NASs)

International Accounting Standards (IASs) / International Financial Reporting Standards (IFRSs)



**MGT 211 Fundamentals of Organizational Behaviour**  
**(BBA-BI: 3<sup>rd</sup> Semester)**

**Course Objectives**

Managers need to know why people behave as they do in relation to their jobs, their work groups and their organizations. This knowledge of individuals' perceptions, motivational attitudes and behaviour will enable managers to not only understand themselves better, but also to adopt appropriate managerial policies and leadership styles to increase their effectiveness. The goal of this course is, therefore, to help students develop a conceptual understanding of OB theories and to provide them with skills to put those ideas and theories into practice.

**Course Description**

Students are first exposed to fundamentals of organizational behavior such as working with people, the nature of organizations, communication, leadership, and motivation of people. They will then be provided with the knowledge and skills to deal with group behavior, leadership, communication, conflict management, and organizational development issues. The focus of instruction will move progressively through the individual, group and organizational levels of behaviour and will examine the interrelationships of behavioural phenomena among these levels.

**Course Outcomes**

On completion of this course, students will be able to:

- explain the determinants of behavior and the emerging concepts in organizational behaviour;
- understand the importance of organizational behavior in managerial functions;
- understand the definition and concepts of behavior, group and teams, organizational structure, employee motivation, organizational communication, leadership, conflict and stress, organizational change and development;
- form an appreciation of the complexities and uncertainties of organizational behaviour by examining managerial roles;
- demonstrate clear understanding of the concepts and established theories relating to organizational behavior;
- explain and evaluate the key assumptions on which behaviour in organizations is managed and assess the effects of these ideas on employee attitudes and actions.

**Course Contents**

**Unit I: Introduction to Organizational Behaviour**

**5 hours**

Concept and significance, OB system; basic assumptions, levels of OB analysis, contributing disciplines, emerging trends and challenges in OB, determinants of behaviour – beliefs, attitudes, values, emotions and behaviour.

**Unit II: Perception, Personality and Learning**

**10 hours**

Perceptual process, factors influencing perception, perception and individual decision making; Learning – concept and significance of learning, factors influencing learning, major models of





learning – classical conditioning, operant conditioning, cognitive learning and social learning; Behaviour modification; Personality – concept, types, determinants, individual differences, personality attributes influencing behavior.

**Unit III: Organization Structure, Group Dynamics and Team Development 8 hours**

Organization - foundations of organization structure, job design; Human factors in organizing; Organizational Culture - meaning, importance and characteristics of organization culture. Group dynamics – definition and importance, types of groups, group formation, group development, group composition; Work teams – types, team performance factors, building effective work teams, group decision making, issues in managing work teams.

**Unit IV: Motivation and Leadership 10 hours**

Motivation: process of motivation, theories of motivation – need hierarchy theory, two factor theory, ERG theory, expectancy theory, equity theory; Leadership - concept; Leadership styles; Leadership theories – trait theory, behavioural theory, Fielder's contingency theory, Managerial Grid, Path-Goal theory; Emerging issues in motivation and leadership.

**Unit V: Organizational Conflict and Stress 5 hours**

Concept, sources, patterns, levels, and types of conflict; traditional and modern approaches to conflict management, functional and dysfunctional organizational conflicts, resolution of organizational conflicts; Organizational Stress – concept, causes, consequences, managing stress.

**Unit VI: Interpersonal and Organizational Communication 5 hours**

Concept of two-way communication, communication process, barriers to effective communication, types of organizational communication, improving communication, transactional analysis in communication.

**Unit VII: Organizational Change and Development 5 hours**

Concept, need for change, resistance to change, theories of planned change, organizational diagnosis; OD intervention; Learning organizations – concept, characteristics and model of learning organization.

**Basic Texts**

Robbins, Stephen P. *Organizational Behaviour*, Prentice Hall, New Delhi.

McShane, S.L., M.A.V. Glinow and R.R. Sharma, *Organizational Behaviour*, Tata McGraw Hill, New Delhi.

King, Daniel & Lawley, Scott, *Organizational Behaviour*, Oxford University Press.

**References**

Adhikari, D. R. *Organizational Behaviour*, Buddha Publications, Kathmandu.

Acharya, B. S. *Organizational Behaviour*, Asmita, Kathmandu.

Arnold, H. J. and D. C. Feldman, *Organizational Behaviour*, Tata McGraw Hill, New Delhi.

Newstrom, John W. and Keith Davis. *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw-Hill, New Delhi.

Luthans, Fred. *Organization Behaviour*, Tata McGraw-Hill, New Delhi.

Bhattacharya, D. K. *Organizational Behaviour*. Oxford University Press, New Delhi.





**SIT 201 Data Analysis and Modeling**  
**(BBA-BI: 4<sup>th</sup> Semester)**

**Course Objectives**

This course aims to acquaint students with major statistical and quantitative tools used in modeling and analysis of business decision involving alternative choices.

**Course Description**

The component of the course includes regression analysis and models, time series analysis, and forecasting, linear programming models and applications, transportation and assignment models, network models.

**Course Outcomes**

By the end of this course students would be able to

- calculate and interpret the meaning of correlation coefficient to measure the strength of relationship between two numerical variables,
- calculate and interpret the meaning coefficient of determination to measure the predictive power of the simple as well as multiple regression,
- forecast the future values using various models, and
- optimize the resources in the business decision making process.

**Course Contents**

**Unit I Simple Correlation and Regression Models:**

**Measuring and Predicting Relationships**

**8 hours**

*Correlation:* Meaning, Scatterplot, Karl Pearson correlation coefficient, Test of correlation coefficient.

*Simple Linear Regression: Predicting of One Variable from Another*

Statistical model, Least square regression- assumptions, Standard error of estimate, Coefficient of determination, Residual Analysis, Testing of regression coefficient.

**Unit II Multiple Regression Models:**

**Predicting One Factor from Several Others**

**8 hours**

Multiple regression model, Standard error of estimate, Coefficient of determination, Significance of regression model, Test of significance of regression coefficients (Which variables are significant and explaining the most?), Model building, Curvilinear models, Qualitative variables, Stepwise regression, Residual analysis, Multi-collinearity.

**Unit III Index Number and its Construction Models**

**5 hours**

Introduction, Definition of index number, Uses of index number, Types of index number, Methods of constructing index number, Base shifting, Deflation, Cost of living index.

**Unit IV Time Series and Forecasting Models**

**10 hours**

Index number, Understanding time series analysis, Decomposition of time series, Cyclic variation, Seasonal variation, Deseasonalizing the time series data (Ratio to moving average method), Choosing the appropriate forecasting technique, Moving average, Exponential

smoothing, Regression based linear and curvilinear trend models, Measures of forecast accuracy (MAD, MAPE, and MSE).

**Unit V Introduction to Optimization Models**

**12 hours**

*Review of Linear Programming Model:* Problem formulation, Graphical solution, special cases, Duality in LP

*Transportation Model:* Vogel's Approximation Method only

*Assignment Model:* Hungarian Method only

**Unit VI: Network Models**

**5 hours**

Introduction, Critical Path Method (CPM), Project Evaluation and Review Technique (PERT), Network diagram, Probability in PERT analysis

**Basic Books**

Davis, G., & Pecar, B. *Business Statistics using Excel*. New Delhi: Oxford University Press

Berenson, M. L. & David M. L. *Basic Business Statistics: Concepts and Applications*. Upper Saddle River, New Jersey: Pearson Prentice Hall of USA.

Eppen, G. D., Gould, F. J. & Schmidt, C.P. *Introductory Management Science*. New Delhi: Prentice Hall

Richard I. Levin, David S. Rubin, Joel P. Stinson, Everette S. Gardner, Jr. *Quantitative Approaches to Management*. McGraw-HILL, INC.

**References**

Levin, R. I., & David S. R. *Statistics for Management*. New Delhi: Prentice Hall of India.

Panneerselvam, R. *Research Methodology*. New Delhi: PHI Learning Private Limited.

Allbright, S. C., Winston, W., & Zappe, C. J. *Data Analysis and Decision Making with Microsoft Excel*. Pacific Grove: Duxbury Press.

Argyrous, G. *Statistics for Research with a Guide to SPSS*. New Delhi: Sage South India Edition

Whigham, D. *Business Data Analysis using Excel*. New Delhi: Oxford University Press



## **RCH 311 Business Research Methods** **(BBA-BI: 4<sup>th</sup> Semester)**

### **Course Objectives**

The objective of this course is to provide students with the opportunity to learn the process of collecting, analyzing, and interpreting quantitative and qualitative data to aid managerial decision making. Students develop and practice the knowledge and skills necessary to review, apply and conduct organizational research.

### **Course Description**

This course introduces students to a number of research methods useful for academic and professional investigations of information practices, texts and technologies. By examining the applications, strengths and major criticisms of methodologies drawn from both the qualitative and quantitative traditions, this course permits an understanding of the various decisions and steps involved in conducting research, as well as a critically informed assessment of published research. The emphasis of the course is therefore on problem definition, hypothesis formulation, research design, measurement, sampling, secondary data gathering, observation and interviews, and data analysis. Emphasis will also be placed on conducting and using research in an ethical manner.

### **Course Outcomes**

At the conclusion of the course, students should be able to:

- describe the concept, process, significance, and value of scientific research;
- explain the nature of different types/methods used in management research;
- explain the research process in terms of problem statement, theoretical framework, research questions and hypothesis formulation;
- demonstrate understanding of research design: how research methodology is selected given a problem, how the data are analyzed and interpreted; how research is reported; and the implications of the findings to theory, research and practice;
- compare and contrast quantitative and qualitative research methods;
- demonstrate skill in using the library and internet resources to identify and synthesize research literature by writing a review of literature;
- demonstrate skill in describing and interpreting various statistical techniques using descriptive and inferential statistics;
- describe data collection and analysis techniques in qualitative research;
- prepare research proposals and communicate research results through writing acceptable reports which follow formatting requirements.

### **Course Contents**

#### **Unit I: Introduction to Research**

**8 hours**

The meaning of research; the nature and types of research; application of scientific thinking in research, scientific research - scientific research process, characteristics of scientific research; Emerging paradigms in research; quantitative and qualitative approaches to research; Business research – role, types and value for decision making; Ethical considerations in business research.





**Unit II: Literature Review and Theoretical Framework****5 hours**

Literature review - purpose and steps; searching, obtaining, and evaluating the literature, literature search through the Internet, format and guidelines for presenting the literature review; Theoretical framework – concept and format; Research and theory – deduction and induction.

**Unit III: Problem Definition and Hypothesis Formulation****3 hours**

Problem definition – concept and steps in problem formulation; Research questions; Hypothesis - functions and types; criteria of good hypothesis statement.

**Unit IV: Research Design****10 hours**

Definition; elements of a research design; Types of research design – exploratory; descriptive (developmental and case study); correlational; causal-comparative and experimental research designs; Qualitative research – concept, basic assumptions, features and design.

**Unit V: Measurement, Scaling and Sampling****5 hours**

Variables – concept and types; Measurement and scales, scale construction and attitude measurement; Scales and techniques commonly used in business research; Validity and reliability of measurement; Sampling – concept, probability and non-probability sampling; sampling and non-sampling errors.

**Unit VI: Data Collection and Analysis****12 hours**

Data and its types; sources of primary and secondary data; Questionnaire – principles, components and types – format and types; Research interviews – principles and types; Sources of qualitative data – observation, participant observation, focus groups; E-research using Internet and websites to collect data from individuals; web surveys, e-mail surveys; Getting data ready for analysis; Data processing; Presenting data in graphs and tables; Statistical analysis of data – descriptive and inferential statistics; Hypothesis testing; Methods of analyzing qualitative data.

**Unit VII: Writing Proposals and Project Reports****5 hours**

Project work – concept, purpose and methods; Research proposals – functions, types and components; features of research proposal; Research report – concept, process, types and procedure for writing research reports; conventions of academic writing; components of the project report; body of the project report; Documenting sources - APA style of citation and referencing; Essentials of good research report.

**Basic Texts**

Bryman, A and Bell, E. *Business Research Methods*. Oxford University Press, New Delhi.  
Zikmund, W. G. *Business Research Methods*. Thompson, New Delhi.

**References**

Cooper, D. R. and Schindler, P. S. *Business Research Methods*. Tata McGraw Hill, New Delhi.  
Pant, Prem R. *Business Research Methods*. Buddha Academic Enterprises, Kathmandu.  
Flick, U. *An Introduction to Qualitative Research*. Sage South Asia Edition, New Delhi.  
Sekaran, U. *Research Methods for Business: A Skill Building Approach*. Wiley, New Delhi.





## **FIN 131 Essentials of Finance** **(BBA-BI: 4<sup>th</sup> Semester)**

### **Course Objectives**

This course aims to provide students with an understanding of fundamental concepts of business finance. It will lay the foundation in students for their specialization in finance and equip them adequately to undertake financial analysis and decisions.

### **Course Description**

The course provides students opportunity to understand fundamental concepts of business finance and their application in financial decisions in business. This course focuses on the fundamentals of business finance, especially, introduction to finance, financial statement analysis, financial environment, fundamentals of risk and return, time value of money, cost of capital, bond valuation, stock valuation, and investment decision. Through lectures, readings and case studies students learn essentials of business finance and acquire skills for financial decision making.

### **Course Outcomes**

By the end of this course, students should be able to:

- understand fundamental nature of business finance;
- understand the financial environment and its implication in financial decisions;
- interpret the financial statements and carry out financial analysis of a corporation;
- understand the concept of risk and return, and measure them for individual assets and portfolio of assets;
- understand the concept of time value of money, gain the skill of computation, and apply them in solving business problems involving time value of money;
- compute yields on securities and value them;
- conceptualize component cost, overall cost and marginal cost of capital, and gain the skill on the calculation of these costs; and
- understand the basics of investment decision and gain the fundamental skills of making investment decision.

### **Course Contents**

#### **Unit 1: Introduction**

**4 hours**

Meaning of finance; Basic areas of finance; Finance functions; Finance in the organization structure of a firm; Forms of business organizations; The goals of financial management; Relationship with other functional departments; Career in finance.

#### **Unit 2: The Financial Environment: Markets, Institutions, Interest Rates and Taxes**

**5 hours**

Financial markets: concept and types; Financial institutions: concept, role in funds transfer, and types; Interest rates: level of interest rate, determinants of market interest rates, the term structure of interest rate and yield curve; Taxes: corporate tax, marginal tax and average tax.



**Unit 3: Financial Statement Analysis****6 hours**

Financial statements: balance sheet, income statement and cash flows statement; Modifying financial data for managerial decisions: net cash flows, operating assets and operating capital, net operating profit, free cash flows, market value added and economic value added; Financial analysis: types of ratios, Du-Pont identity, use and limitation of ratio analysis; Common-size financial statements.

**Unit 4: Risk and Return****6 hours**

Concept and measurement of return: rupee return, percentage return, average return, expected of return, required rate of return, nominal and real rate of return; Concept and measurement of risk: concept, types and measures of risk; Portfolio risk and return: concept of portfolio, portfolio risk and portfolio return, calculation of portfolio risk and return; Capital assets pricing model: estimation of required rate of return, the security market line.

**Unit 5: Time Value of Money****5 hours**

Future value and compounding: single period and multiple period, compound interest; Present value and discounting: single period and multiple period; Present value versus future value; Determining the discount rate; Finding the number of periods; Future value and present values of multiple cash flows; Present value for annuity; Annuity payments; Finding the number of payments; Finding the rate; Future value for annuity; Annuities due; Perpetuities: present value of perpetuity; The compounding rates: the effect of compounding periods; Effective annual rate and annual percentage rate; Amortization of loan.

**Unit 6: Bond and Stock Valuation****8 hours**

Concept and features of bond; Bond valuation: perpetual bond, zero coupon bond, coupon bond with a finite maturity, bond valuation with semi-annual interest; Discount and premium bond; and Bond yields: rate of return, current yield and capital gain yield, yield to maturity, Yield on call.

Features of common stock; Cash flows from common stock; Stock valuation for definite holding period; Valuation of stock for indefinite holding period: zero growth, constant growth and non-constant growth; Features of preferred stock; Valuation of preferred stock.

**Unit 7: Cost of Capital****4 hours**

Concept and uses of cost of capital; Cost of equity: the dividend growth model approach, the SML approach; Cost of debt and preferred stock; the weighted average cost of capital: the capital structure weight; and marginal cost of capital.

**Unit 8: Capital Investment Decisions****10 hours**

Concept of investment decisions; Generating investment project proposal; Process of capital budgeting decision; Classification of capital projects; Project cash flows: relevant cash flows, the stand-alone principle; Incremental cash flows: sunk cost, opportunity cost, net working capital, financing costs and other issues; Investment criteria: net present value, the payback rules, discounted payback period, the average accounting rate of return, the internal rate of return, and profitability Index.





### Basic Texts

Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2012). *Fundamentals of Corporate Finance* (9<sup>th</sup>ed). New Delhi: Tata McGraw-Hill.

Brigham, E. F., & Ehrhardt, M. C. (2008). *Financial Management: Theory and Practice* (12<sup>th</sup>ed). Delhi: Clengage Learning.

### References

Brealey, R.A., Myers S.C., Alen, F., & Mohanty, P. (2012). *Principles of Corporate Finance* (10<sup>th</sup>ed). New Delhi: McGraw-Hill Education (India).

Van Horne, J. C., & Wachowicz, J. R. (2009). *Fundamentals of Financial Management*, (13<sup>th</sup>ed). New Delhi: PHI Learning.

Paudel, R. B., Baral, K. J., Gautam, R. R. Rana, S. B. & Dahal K. B. (2013). *Fundamentals of Financial Management*. (3<sup>rd</sup>ed) Kathmandu: Asmita Book Publishers and Distributors.

Pradhan, R. S. (2014). *Financial Management*. (5<sup>th</sup>ed) Kathmandu University: Buddha Education Publishers.

**ACC 221 Basics of Managerial Accounting**  
**(BBA-BI: 4<sup>th</sup> Semester)**

**Course Objectives**

This course aims to provide an understanding of cost and cost behavior and develop an ability to use cost information for planning and control decision. It also emphasizes the use of accounting information for internal planning and control purposes.

**Course Description**

Management accounting course aids to understand the concepts, tools and techniques of management accounting functions; measuring income under different techniques for analyzing, decision-making, planning and controlling activities of an organization. It covers cost behavior, cost-volume-profit analysis, decision regarding alternative choices, pricing products and services, planning profit through budgets, controlling direct material, direct labor and factory overhead, and responsibility accounting.

**Course Outcomes**

By the end of this course, students will be able to:

- describe management accounting system and uses of accounting information.
- illustrate the cost –benefit and behavioral issues involved in designing an accounting system.
- construct an income statement using variable and absorption costing approach.
- demonstrate the function of budgets and performance reports in planning and control.
- apply the decision process to make business decisions.
- describe the relationship of management control systems to organizational goals.

**Course Contents**

**Unit: I Management Accounting and Its Environment**

**4 hours**

Concept, scope and objectives of management accounting; Changing role of management accounting in a dynamic business environment; The management process and accounting; Managerial versus financial accounting; Role of management accountant in an organization; Management accounting as a career; Ethical codes of conduct for management accountants.

**Unit: II Basic Cost Management and Cost Behavior**

**6 hours**

Concept of cost; Product and period costs; Manufacturing costs and flows; Product costing in nonmanufacturing organizations; Controllable and uncontrollable costs; Opportunity costs; Differential costs; Cost drivers and cost behavior patterns, Variable cost and fixed costs; Segregation of semi-variable cost into variable and fixed cost using high low and least square method; Cost functions; Concept of cost allocation; Introduction to activity-based costing.

**Unit: III Cost-Volume Relationship**

**9 hours**

The relationship among cost, volume and profit; Break-even-point; Assumptions behind breakeven analysis; Breakeven formula derivation and significance, Profit volume graph and its usefulness, contribution margin and its interpretations; Goal setting and breakeven analysis;



Multiple products and breakeven rules, cost structure and operating leverage; Use of break-even analysis in decision making.

**Unit: IV Income Recognition, Measurement and Reporting**

**5 hours**

Inventorial cost under variable and absorption-costing method; Income measurement under two costing methods; Reconciliation of income under absorption and variable costing.

**Unit: V Accounting for Planning and Control**

**12 hours**

Budget and organization; Potential problems in implementation of budgets; Types of budget; Preparing the master budget; Flexible budgeting; Concept of material, labor and overhead variances.

**Unit: VI Alternative Decision Making Process and Pricing**

**9 hours**

The concept of relevant information; Make or buy, drop or continue, accept or reject a special offer and replacement of assets decision; The concept of pricing; Basic principles for pricing decision; General influences on pricing in practices; Cost plus pricing and target costing.

**Unit: VII Management Control Systems and Responsibility Accounting**

**3 hours**

Management control systems and organizational goals; Responsibility accounting and centers; Developing performance measures and monitoring and reporting results.

**Basic Text**

Horngren, Charles T. Gary I.Sundem, and William O.Stratton: *Introduction to Management Accountancy*(14<sup>th</sup> Edition), Prentice- Hall of India.

**References**

Hilton, Ronald W: *Managerial Accounting*. Tata McGraw- Hill.

Jiambalvo, James: *Managerial Accounting* (4<sup>th</sup> Edition), Wiley Publication, Sareen Printing Press, Delhi.

## **FIN 238 Risk and Insurance Management (BBA-BI: 4<sup>th</sup> Semester)**

### **Course Objectives**

The aim of this course is to enable students to organize and manage insurance business with a focus on risk management of insurance business. At the end of the course the students will have basic understanding of ownership and operational aspects of insurance companies along with knowledge and skill to identify, measure and manage risk related to insurance business.

### **Course Description**

This course introduces students the concepts and basic principles of risk management in insurance business. They will acquire skills to identify, measure and manage risk. The course also helps students understand how insurance companies are incorporated and operated. Accordingly, the course covers – risk management and its objectives, risk identification and measurement, pooling arrangement and diversification of risk, insurability of risk, contractual provisions and legal doctrines, and analysis tools used in corporate risk management. The course further includes – insurance organization and management, insurance company operations, and financial management of insurance companies.

### **Course Outcomes**

On successful completion of this course students will be able to:

- understand different concepts of risk in the context of insurance business
- identify insurability of risk and measure them
- understand contractual provisions and legal doctrine related to insurance
- apply appropriate tools for risk analysis and management
- follow appropriate process for establishing various types of insurance companies
- determine the rate and underwrite various insurance policies
- settle the claims
- understand how financial statements of insurance companies are prepared
- manage investment funds of insurance companies

### **Course Contents**

#### **Unit 1: Risk Management and Its Objectives**

**8 hours**

Meaning of risk; Type of Risk Facing Business and Individuals; Risk Management Process and Methods; Risk Management in Organizational Structure; Need for Risk Management Objective, Understanding the Cost of Risk; Firm Value Maximization and the Cost of Risk; Individual Risk Management and the Cost of Risk; Risk Management and Societal Welfare

#### **Unit 2: Risk Identification and Measurement**

**5 hours**

Risk Identification; Basic Concepts from Probability and Statistics; Evaluating the Frequency and Severity of Losses.





**Unit 3: Pooling Arrangements and Diversification of Risk** **5 hours**  
Risk Reduction through Pooling Independent Losses; Pooling Arrangements with Correlated Losses; Insurers as Managers of Risk Pooling Arrangements.

**Unit 4: Insurability of Risk, Contractual Provisions and Legal Doctrines** **6 hours**  
Factors that Limit the Insurability of Risk; Contractual Provisions that Limit Coverage, Legal Doctrines.

**Unit 5: Analysis Tools Used in Corporate Risk Management** **6 hours**  
Risk Management Tools; Calculating Frequency and Severity of Losses from Historical Data; Using Entire Probability Distributions; Correlation Analysis; Use of Discounted Cash Flow Analysis.

**Unit 6: Insurance Companies and Their Management** **6 hours**  
Formation of Insurance Companies; Ownership Types of Insurance Companies; Organisational Structure and Concept of Departmentalization; Scope, Authorities and Responsibilities of each Department; Management of Life, Non-life and Reinsurance Companies.

**Unit 7: Insurance Company Operations** **6 hours**  
Insurance Company Operation; Rate Making; Underwriting; Production; Claims Settlement; Reinsurance; Alternatives to Traditional Reinsurance; Investments.

**Unit 8: Financial Management of Insurance Companies** **6 hours**  
Financial Management of Life insurers and Non Life Insurers; An Overview of Reporting of Financial Statements of Insurance Companies; Directives Related to Preparation of Financial Statements; Asset and Liabilities Management; Importance of Insurance Fund; Investments of Insurance Fund: objectives of investment policy, investments directives, constraints of investments, mobilizing large resources; Taxation in insurance

#### **Basic texts**

Harrington, E. Scott and Niehaus R. Gregory. *Risk Management and Insurance* (2<sup>nd</sup> ed), Delhi: Tata McGraw Hill.  
Rejda, George E. *Principles of Risk Management and Insurance* (10<sup>th</sup> ed). New Delhi: Pearson Education.

#### **References**

McNamara, Michael J. *Principles of Risk Management and Insurance* (2<sup>nd</sup> ed). New York: Addison-Wesley.  
Dorfman, M. S. *Introduction to Risk Management and Insurance*, Prentice Hall.  
Arthur, Williams, C. Smith, Michael L. & Young, Peter C. *Risk Management and Insurance*, McGraw Hill.  
Trieschman, James S., Sandra G. Gustavsonh, & Robert E. Hoyt. *Risk management and Insurance*, Singapore: Thomson Asia Pvt. Ltd.

