

BBA 3rd Semester Syllabus

ENG 201 Business Communication I (BBA: 3rd Semester)

Course Objectives

The objectives of the course are to

- bring the world of business into the classroom
- provide skills and strategies for different business scenarios
- help students to communicate confidently in everyday situations
- focus on key expressions and then put the new language into practice
- enable independent learning at a pace to suit each student

Course Description

This course in business English gives students the communication skills they need for immediate use at work. It helps those who need to communicate better in English at work, by teaching a range of business communication skills. It features video clips for every unit, including documentary clips, authentic interviews and dramatized scenarios showcasing business communication skills. The Interactive Workbook on the DVD-ROM will also be available online for teachers who want to be able to communicate and collaborate with students outside of class. It combines a communicative approach with authentic business material and digital multi-media, to give in-work and pre-work students relevant and immediate communication skills. A fairly detailed treatment of the theory and practice of technical communication geared to the Nepali experience is an important component of this course.

Course Contents

The contents of the course include:

- Working with words
- Business communication skills
- Speaking
- Language at work
- Case study
- Communication and technical communication
- Audience analysis
- Technical communication competencies and process
- Organization, design and graphics
- Technical writing style

Teaching Method

Video clips can be used as focal points of discussion, to develop students' listening skills, introduce new vocabulary and teach the business communication skills that students need in context. Language and skills practice can be given through activities in the Student's Book and the Workbook (available on DVD-ROM). It is suggested that student-centered activities should be encouraged with the teacher acting as a facilitator.

Basic Texts

1. Hughes, John, and Jon Naunton. Business Result: Intermediate Student's Book. Oxford: OUP, 2007. (containing interactive workbook with video)
2. Adhikari, Dharma, and Phanindra Upadhyaya. Technical Communication I. Kathmandu: Buddha, 2013.

References

1. Oxford Advanced Learner's Dictionary of Current English. Eighth Edition. Oxford: OUP, 2010.
2. Hughes, John. Business Result: Intermediate Teacher's Book. Oxford: OUP, 2008.
3. Leech, G.N., and Jan Svartvik. A Communicative Grammar of English. Third Edition. London: Longman, 2002

SOC 101 Fundamentals of Sociology (BBA: 3rd Semester)

Course Objectives

The course aims to provide students with basic sociological concepts that will help students understand various ideas on society, culture, group, organizations, etc. By knowing all these concepts, students' knowledge on organization, business and management will be enhanced and such that they will be able to apply their enriched knowledge in their future career and endeavor.

Course Description

This course presents basic ideas and foundations of sociology through an argument of various sociological variables, terms, terminology and subject matter. The course includes, besides an introduction to sociology, basic sociological ideas like society, culture, norms, values group. It comprises of social institution like religion, family, and others, which help students understand more about existing social structure. More importantly, course has tried to explain the basic sociological theories, social change and some emerging social perception, understanding on sexuality, crime and deviance. Moreover, Max Weber's theory of bureaucracy, group and group behavior, sociology theories of organization are not less important to include in the course, since they will entail a nexus between sociology and management and basic sociological tenet.

Course Outcomes

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

- know the basic ideas on the emergence of sociology, methods of study, subject matter and nature of sociology;
- exhibit the understanding on the relationship of sociology with other social sciences and business-management;
- express the knowledge on foundations of sociology like society, culture, group, norms, values, etc., along with ideas on sexuality, crime, etc;
- analyze various social institutions like family, economic institutions, religion;
- understand and evaluate basic sociological theories and its connotation to management;
- can discuss social stratification to view how societies are divided into different groups on the basis of power, prestige and property and create inequality;
- evaluate the ideas of social change and socialization.

Course Contents

Unit I: Introduction to sociology

6 hours

Meaning of sociology; nature of sociology; subject matter of sociology; emergence of sociology and methods of sociology along with brief description on the contribution of founders of sociology; Relationship of sociology with economics, psychology, political science and business management.

Unit II: Theoretical perspective in sociology

8 hours

What is perspective?

Functionalism: Meaning, context, basic tenets or key assumptions: Functionalism of Emile Durkheim and Talcott Parsons (Basic ideas with criticism).

Interactionism: Meaning, context, basic tenets or key assumptions : Interactionism of George Herbert Mead and Herbert Blumer (Basic ideas and criticism).

Conflict theory: Meaning, context, basic tenets or key assumptions: Conflict theory of Karl Marx and Max Weber (basic ideas and criticism).

Post modernism: meaning, context, basic tenets or key assumptions: Post Modernism of Fredric Jameson and Jean Baudrillard (basic ideas and criticism).

Unit III: The foundations of society**14 hours**

Society: Meaning, Definition, nature and types (Industrial and pre-industrial).

Culture: Meaning, definition, features and functions; types (material and non-material); subculture (youth, ethnic and age sub culture vis-a-vis society and organization, e.g. Consumer behavior, organizational culture)

Norms, values, status and role: meaning, definition and types; linkage to business and management

Socialization: Meaning, definition and function of socialization; agents of socialization; types of socialization (primary and secondary socialization); theories of primary socialization; personality and socialization

Group and organization: Group- meaning, definition and features; types (various types with focusing on primary and secondary groups). Organization- meaning, definition (view from founding fathers of sociology); formal and informal organization; Max Weber's Bureaucracy; sociology of organization; work and leisure; group dynamics; dynamics of social capital

Sexuality: understanding sexuality; sexual issues (pornography, teen pregnancy, prostitution and sexual violence, sexual abuse)

Crime and deviance: Meaning, definition and difference between them

Conformity and sanction: meaning and definition

Unit IV: Social stratification**7 hours**

Meaning definition and features; Functional and conflict approach to social stratification; Stratification and inequality; Class, caste, ethnicity and gender as various aspects of social stratification - Meaning, definition, features and Nepalese context.

Unit V: Social Institution**7 hours**

Meaning, definition, features, function and types (as required by subject matter): family, marriage, polity, economic institution, religion (along with dysfunction), educational institution; Conflict and functional approach to religion and education; Nepalese context.

Unit VI: Social change**6 hours**

Meaning, definition and features; Factors of social change; Conflict approach to social change; Application and experiences in Nepalese society.

Basic Text

1. Horton, P. B., & Haunt, C. L. Sociology. New Delhi: Tata McGraw Hill.

References

1. Abraham, M. F. Contemporary Sociology: an introduction to concepts and theories. New Delhi: Oxford University Press.
2. Abraham, M. F. Modern Sociological Theory: An Introduction. New Delhi: Oxford University Press.
3. Bhandari, U. et al. Sociology for Management. Kathmandu: Buddha Academic Enterprises.
4. Etzioni, A. Modern Organization. New Delhi: Prentice Hall of India. Pvt. Ltd.
5. Haralombos, M., & Heald, R. M. Society: Themes and Perspective. New Delhi: Oxford University Press.
6. Inkeles, A. What is Sociology? An Introduction to Discipline and Profession. New Delhi: Prentice Hall of India Pvt. Ltd.
7. Macionis, J. J. Sociology. New Delhi: Dorling Kindersley (India) Pvt. Ltd.
8. Ritzer, G. Modern Sociological Theory. USA: McGraw-Hill Companies, Inc.
9. Solomon, M. R. Consumer Behaviour: Buying, Having and Being (8th ed.). New Delhi: PHI Learning Pvt. Ltd.
10. Turner, J. H. The Structure of Sociological Theory. Jaipur: Rawat publication.

ECO 201 Introductory Macroeconomics

(BBA: 3rd Semester)

Course Objectives

This course is designed to reinforce and expand students' understanding of the basic macroeconomic theory. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique beside the results. Besides, it helps the students to master the basic macroeconomic tools used by the prominent economists in practice, and makes them able to apply these tools in a variety of contexts to set up and solve macroeconomic problems.

Course Description

The first two units of this course examine the two fundamental macroeconomic topics, viz. national income & employment. Then the course focuses on various macroeconomic theories, viz. consumption, saving and investment functions and macroeconomic equilibrium as well as macroeconomic issues and policies viz. inflation, trade cycle and fiscal monetary policies. The major concentrations of this course are: national income and employment, consumption, saving and investment, aggregate demand and aggregate supply, determinations of macroeconomic and general equilibrium of an economy.

Course Outcomes

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

- explain basic macroeconomic terminology (as e.g. national income, aggregate demand, aggregate supply, trade cycle, inflation etc.) in a comprehensive and intuitive way;
- describe and justify the main assumptions behind simple macroeconomic models as e.g. the aggregate demand and aggregate supply model, saving investment equality model, etc;
- illustrate diagrammatically these models and perform policy experiments;
- derive numerically macroeconomic instruments and learn how to use them in practice (e.g. national income, multiplier, inflation etc.);
- solve algebraically simple macroeconomic models in order to determine the equilibrium economic variables, and reflect on the solutions with a critical mind;
- use economic intuition to explain topical policy issues (e.g. fiscal policy, monetary policy and fiscal-monetary mix).

Course Contents

Unit I: Nature and Scope of Macroeconomics

4 hours

Meaning and Concept of macroeconomics; Basic issues in macroeconomics: unemployment, inflation, business cycles, and economic growth; Scope and importance of macroeconomics; Distinction and interdependence between microeconomics and macroeconomics.

Unit II: National Income: Concept and Measurement

10 hours

Circular Flow of Income and Expenditure: two, three and four sector economy, Meaning, definitions and various concept of National income, Methods of computing/measuring National income, Difficulties in the measurement of National income, Importance of National income analysis.

Unit III: Theories of Employment

5 hours

Classical theory of employment and output, Summary of the classical model (including Say's law and Quantity theory of money), Principle of Effective Demand: Aggregate demand price, Aggregate supply price, Determination of effective demand, Importance of effective demand, Repudiation of Say's law and Full Employment Theory.

Unit IV: Consumption Function, Saving Function and Investment Functions 7 hours

Meaning of consumption function, Keynes's psychological law of consumption, Concept of MPC and APC, Determinants of the consumption function, Measures to raise the propensity to consume, Saving function, Meaning of capital and investment, Types of investment, Determinants of investment, Marginal Efficiency of Capital (MEC), Marginal Efficiency of Investment (MEI); Relation between MEC and the MEI.

Unit V: Macro-Economic Equilibrium**12 hours**

Meaning and concepts goods market, Determination of equilibrium level of income in two-, three- and four- sector conomy (Goods market equilibrium) with aggregate expenditure and aggregate output, Equilibrium with saving and investment, Concept of multiplier, Determination of multiplier in two-, three- and four-sector economy, Leakages of multiplier, Importance of multiplier. IS and LM Function: General Equilibrium of Product and Money Markets, The product (goods) market, Deriving the IS Curve, The money market, Deriving the LM Curve, Shift in the IS and LM functions, Changes in general equilibrium, Simultaneous shift in the IS and LM function, Derivation of aggregate demand curve (AD), Derivation of aggregate supply curve (AS), Equilibrium with AD-AS, change in macroeconomic equilibrium with shift in AD and AS.

Unit VI: Macro-Economic Phenomenon and Policies**10 hours**

Inflation: Meaning and measures of inflation, inflationary gap, Causes of inflation, Effects of Inflation, The Phillips curve: The short-run relationship between unemployment and inflation, Business Cycles: Meaning of business cycles (economic fluctuations), Phases of a typical business cycle: Recovery; prosperity; recession, and depression, Counter cyclical measures, Fiscal and Monetary Policies: Objectives, tools and policy measures in developing countries.

Basic Texts

1. Mankiw, N. G. Macroeconomics. Dryden Press, Harcourt Brace College Publishers. (Indian Edition)
2. Samuelson, P. A. Macroeconomics. New Delhi: Tata McGraw Hill.

References

1. Donbush, R., Fisher, S. & Startz, R. Macroeconomics, New Delhi: Tata McGraw Hill.
2. Salvatore, D. Macroeconomics. New Delhi: Oxford University Press.
3. Jhingan, M. L. Macroeconomics. New Delhi: Vrinda Publications.
4. Dwivedi, D. N. Macroeconomics: Theory and Policy. New Delhi: Tata McGraw Hill

STT 101 Business Statistics

(BBA: 3rd 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 test procedures), and comparing two proportions.

Basic Texts

1. Davis, G., & Pecar, B. Business Statistics using Excel. New Delhi: Oxford University Press
2. Berenson, M. L. & David M. L. Basic Business Statistics: Concepts and Applications. Upper Saddle River, New Jersey: Pearson Prentice Hall of USA.

References

1. Levin, R. I., & David S. R. Statistics for Management. New Delhi: Prentice Hall of India
2. Allbright, S. C., Winston, W., & Zappe, C. J. Data Analysis and Decision Making with Microsoft Excel. Pacific Grove: Duxbury Press.
3. Argyrous, G. Statistics for Research with a Guide to SPSS. New Delhi: Sage South India Edition
4. Whigham, D. Business Data Analysis using Excel. New Delhi: Oxford University Press

FIN 131 Essentials of Finance

(BBA: 3rd 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 nonconstant 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

1. Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2012). Fundamentals of Corporate Finance (9th ed). New Delhi: Tata McGraw-Hill.
2. Brigham, E. F., & Ehrhardt, M. C. (2008). Financial Management: Theory and Practice (12th ed). Delhi: Clengage Learning.

References

1. Brealey, R.A., Myers S.C., Alen, F., & Mohanty, P. (2012). Principles of Corporate Finance (10th ed). New Delhi: McGraw-Hill Education (India).
2. Van Horne, J. C., & Wachowicz, J. R. (2009). Fundamentals of Financial Management, (13th ed). New Delhi: PHI Learning.
3. Paudel, R. B., Baral, K. J., Gautam, R. R. Rana, S. B. & Dahal K. B. (2013). Fundamentals of Financial Management. (3rd ed) Kathmandu: Asmita Book Publishers and Distributors.
4. Pradhan, R. S. (2014). Financial Management. (5th ed) Kathmandu: Buddha Education Publishers. ENG 202 Business Communication I