

BCIS 8th Semester - Syllabus

MGT 412 Strategic Management BCIS, 8th Semester

Course Objectives

This course aims to familiarize students with the basic concepts of strategic management and enable them to formulate, implement, and evaluate strategies for businesses. The course also aims to develop comprehensive and integrated view of business. The ultimate objective is to develop skill of practical and integrated application of different fields of management in order to make strategic decisions.

Course Description

Starting from the establishment of a company's direction by preparing mission statement and vision, this course will proceed to the identification of opportunities and threats emerging from the external environment and assessment of strengths and weaknesses arising from the internal environmental forces. Development of tools needed to match opportunities and threats with strengths and weaknesses will be the next step. Concepts of removing possible hurdles in the implementation of strategy will be followed by the discussion on the implementation of strategy. Finally, issues related to strategic evaluation and control will be discussed.

Course Outcomes

Upon completion of this course, students should be able to:

- Establish and evaluate mission statement, long term objective, vision, and short term plan for the business;
- Analyze the external and internal environment and identify opportunities, threats, strengths, and weaknesses of the firm and thereby formulate appropriate strategies for business;
- Plan pre-implementation and implementation phase; and
- Monitor and evaluate implemented strategies.

Course Contents

Unit I: Introduction

4 hours

Meaning of strategy and strategic management; Strategic Management Model; Characteristics of strategic management; Formality in strategic management.

Unit II: Company Direction

3 hours

Mission and mission statement; Vision; Strategic intent; Strategic objective vs. Financial objective; Policies; Long term and short term objectives.

Unit III: External Environment Analysis

10 hours

PEST analysis - political, legal, economic, socio-cultural, technological, ecological, and

international environment analysis framework (individualism vs. collectivism, totalitarian system vs. democracy, common law vs. civil law system; Determinants of culture; State of technological stage; Impact of ecological and international factors); Industry and competitive analysis - Porter's five force model; Strategic group mapping; Monitoring competition.

Unit IV: Internal Analysis

5 hours

Resource to competitive advantage pyramid; Internal analysis approaches - value chain; functional approach; and Resource based view (RBV); Benchmarking.

Unit V: Strategic Options and Choice Techniques

10 hours

Porter's generic strategies: Cost leadership, Differentiation, Grand Strategies (concentration, market development, growth and expansion, product development, innovation, vertical and horizontal integration, concentric and conglomerate diversification, retrenchment/turnaround, divesture, liquidation, bankruptcy, joint venture, and strategic alliance); Corporate level analytical tools - BCG and GE nine cell matrices; Business level analytical tools - grand strategy selection matrix and grand strategy cluster.

Unit VII: Strategic Implementation

11 hours

Concept and steps of strategy implementation, Operationalisation of strategies: Annual objectives; functional planning (Finance, Marketing, Human Resource, R&D, Production Operations, MIS and General Management); Communications, Guidelines and policies, Institutionalization: structure, types, matching structure with strategy; Resource allocation and budgeting and role of leadership in strategy implementation.

Unit VII: Strategic Evaluation and Control

5 hours

Difference between strategic and operational control; Strategic control tools - premise control, strategic surveillance, implementation control, and special alert.

Basic Texts

1. Pearce, J. A., Robinson, R. B., & Mital, *Strategic Management: Formulation, Implementation, and Control*. New Delhi: Tata McGraw Hill.
2. Hitt, M. A., Ireland, R. D., Hoskisson, R. E., & Manikutty, S. *Strategic Management: A South-Asian Perspective*. New Delhi: Cengage Learning.

References

1. Dess, G. G., Lumpkin. G. T., & Eisner, A. B. *Strategic Management: Text and Cases*. New Delhi: Tata McGraw Hill.
2. Thomson, A., & Strickland, *Strategic Management*. New Delhi: Tata McGraw Hill.
3. Relevant journal articles and cases.

LAW 291 Legal Aspects of Business and Technology BCIS, 8th Semester

Course Objectives

This objective of this course is to place business and technology in their proper and prominent legal context. The intention of this course is to prepare students to be successful both personally and professionally in an information-based society.

Course Description

The course is divided into three different sections. In the first part, the concept of legal environment, sources of business laws, and the format, structure and operating practicality of the court systems in Nepal will be discussed. The second part deals with contracts, sale of goods, agency, different forms (types) of doing business, areas of regulatory relationship, and arbitration laws. The final sections are an overview of different types of laws relating to business and technology.

Course Outcomes

After studying this course, students should be able to:

- Explain the concept of legal environment and the court system in Nepal;
- Have an understanding of the basic legal principles and concepts;
- Discuss the role and development of the legal aspects for business and technology under the Nepalese legal system;
- Describe the impact of major areas of law on business operations, particularly where technology is concerned;
- Explain the legal and regulatory compliances in the context of Nepalese business;
- Discuss the provisions of Nepalese laws and regulations relating to information technology/intellectual property.

Course Contents

Unit I: Basics of Legal Environment and Court System

6 hours

Concept and importance of legal environment; Nature, types and sources of law; Meaning and sources of business law in Nepal; The court system - structure, powers, organization and jurisdiction of the court systems; Civil procedures in Nepal; Provisions of the Nepalese Constitution pertaining to business; Changing dimensions of legal environment in Nepal

Unit II: Nepalese Contract Law

10 hours

Concept of contract; Valid, void and voidable contracts; Essentials of a valid contract; Offer and acceptance; Consideration; Free consent; Contingent contract; Performance of contract; Termination of contract; Breach of contract and remedies; Meaning of bailment and pledge; Rights and duties of bailor/bailee and pledger/pledge; Pledge by non-owner; Finder of lost goods; Discharge of liability; Contract of indemnity and guarantee; Rights and duties of surety.

Unit III: Sale of Goods**4 hours**

Meaning and feature of the contract of sale of goods; Types of goods; Conditions and warranties; Transfer of ownership; Unpaid seller; Suits of breach of the contract; Performance of the contract of sale of goods.

Unit IV: Agency and Business Organization**10 hours**

Law of agency: Creation and modes of agency – Classification of Agents – Relation of Principal and Agent – Rights and duties of principal agents, sub-agents, substitute agent; Relation of Principal with Third Party – Personal liability of Agent – Termination of Agency; Classification of companies; Formation and incorporation, registration, memorandum and articles of association, prospectus, shares and share capital, borrowing powers - debentures, board of directors and board meetings, minutes and resolution, auditing, dissolution, winding up, liquidation; Arbitration - powers of arbitrator, duties of arbitrator, revocation of arbitrator's authority .

Unit V: Legal and Regularity Compliance**5 hours**

Basic features and compliances requirement as per: Industrial Enterprises Act, Financial Institutions Act, Legal provisions relating to negotiable instruments, Right to Information Act; Consumer Protection Act. Introduction and major provision of Labor Act, Anti-Money Laundering Laws.

Unit VI: Laws Relating to Information Technology/Intellectual Property**13 hours**

Trade-Related Aspects of Property/Intellectual Property - Definition, scope and importance of intellectual property; Types of intellectual property, *e.g* patent, design, trade mark, industrial design, layout design, integrated circuit; Existing laws on intellectual property in Nepal; WTO's Treaty on Trade-Related Aspects of Intellectual Properties; Agreement relating to transfer of technology (supervisory mechanism-licensing and franchising), royalties and compliance of laws; Cyber law - Electronic Transactions (Digital Signature Attestation) Act, 2063 (especially on the crime and punishment); Nepal Telecommunication Act, 2045; Foreign Investment and Technology Transfer Act, 2049.

References

1. Wagle, R., & Pant, K. B. *Legal Environment of Business in Nepal*. Kathmandu: Ratna Pustak Bhandar.
2. Kalika, S. N. *Business Law*. Kathmandu: Buddha Academic Enterprises Pvt. Ltd.
3. Albuquerque, D. *Legal Aspects of Business*. New Delhi: Oxford University Press.
4. Singh, Y. *Cyber Laws*, New Delhi: Universal Law Publishing Co.
5. *Related Nepal Acts and Regulations*
6. WTO. *A Final Act on the Embodiment of WTO*, Geneva: WTO publications.
7. Dhakal, D. R. *Business Law*. Kathmandu: Ashmita Publication.

Unit III: Fundamentals of e-Readiness and its Assessment Techniques 2 hours

Unit IV: Role of Information and Communications Technologies in Economic Development 4 hours

Economic and Social dimensions of ICTs: ICTs and economic growth interlink ages, ICTs and Development interlink ages, IT enabled business and service delivery models, BPO/BPM/IT-ITeS landscape and fundamentals, Positioning Nepal in global sourcing landscape

Unit V: ICTs and Enterprise Level Value Creation 4 hours
ERP (Enterprise Resource Planning), CRM (Customer Relationship Management)

Unit VI: Fundamentals of Knowledge Economy 7 hours
Internet economy, E-business – Conceptual premise and topologies, Leveraging ICTs to build brand awareness and expanding product and services visibility; Components of fully integrated e-business models involving Enterprise, Manufacturing, Distribution, Financials, Human Resources, Suppliers, concepts of value proposition, value chain and integrated value chain with examples, ICTs and Supply chain management, Electronic sourcing and procurement, Integrated forecasting, Quality System Management; Electronic Commerce: Customer Service, Interactive marketing, Demand forecasting, Order Management, Developing e-business models,

Unit VII: E-commerce 2 hours
Topology of e-commerce - B2C, B2B and B2G, Prospects, Issues and challenges, Payment mechanisms, Order fulfillment, Payment gateways, Nepal e-Commerce landscape, issues and challenges

Unit VIII: Issues on Developing E-Commerce Based Business Models 4 hours
Analyzing value proposition, Technographic profiling, case studies in e-Commerce/e-Business, Impact of ICTs based implementations on traditional business models on some verticals: travel, entertainment and hospitality industries

Unit IX: Financing 3 hours
Elements of knowledge industry growth ecosystem, Concept of Venture capital (VC), Angels

Unit X: Information Economy: Requisite Infrastructure 3 hours
Regulatory regime, Trust - governance and accountability, Operational issues,

Unit XI: Emerging/Evolving Technology Landscape and their Implications on Digital Economy 5 hours
Concepts of business/competitive intelligence and business analytics, social media, mobile and cloud computing, Data mining and Big Data Analytics, Cyber security and Public Key Infrastructure (PKI)

Unit XII: Information Economy Landscape: Nepal 3 hours
IT policy and strategy, Application of ICTs in public and private sector, Level of e-business related activities, prevailing Regulatory instruments, Opportunities/Constraints/ limitations

Unit XIII: Internet Access and Infrastructure Related Issues**3 hours**

Telecom policy, Telecom infrastructure, ISP's, Issues impinging upon ICT penetration and uptake in the country

Basic Texts

1. Tapscott, D. *The Digital Economy*. McGraw Hill Inc.
2. Tapscott, D., Lowy, A., & Ticoll, D. *Blueprint to the Digital Economy*. New Delhi: McGraw Hill Inc.
2. Tissen, R., Andriessen, D., & Deprez, F. L. *The Knowledge Dividend, Financial Times*. New York: Prentice Hall.
3. Timmers, P. *Electronic Commerce*. New York: John Wiley & Sons, Ltd.

References

1. Trepper, C. *E-Commerce Strategies*. Microsoft Press 2000.
2. *IT Policy 2000*, National Planning Commission. Government of Nepal.
3. *Electronic Transaction Ordinance, 2061*. Government of Nepal