

BHM 7th Semester - Syllabus

RCH 311 Business Research Methods

BHM, Third Year, Seventh 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

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

References

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

MGT 312 Fundamentals of Entrepreneurship

BHM, Fourth Year, Seventh Semester

Course Objectives

This course intends to provide students with the essential concepts, principles and skills of entrepreneurship so that students are able to apply them while launching and operating an entrepreneurial venture.

Course Description

To achieve the objective, the course covers the concept and nature of entrepreneurship, entrepreneurial intentions and strategies, creativity and business ideas, identifying and evaluating entrepreneurial opportunities, protecting intellectual property rights and other legal issues, business plan and emerging issues in entrepreneurship.

Course Outcomes

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

- Understand the fundamentals of entrepreneurship;
- Appreciate entrepreneurial intentions;
- Analyze entrepreneurial strategy;
- Know the concepts, nature and process of creativity and innovation;
- Identify and analyze entrepreneurial opportunities;
- Consider legal issues relating to intellectual property rights, licensing, and contracts;
- Write business plans;
- Comprehend emerging issues of entrepreneurship.

Course Contents

Unit I: Introduction

4 hours

Nature and development of entrepreneurship; Entrepreneurial process; Ethics and responsibilities of entrepreneurs; Role of entrepreneurship in economic development of a developing nation like Nepal; Promoting entrepreneurship in Nepal.

Unit II: Entrepreneurial Intentions

5 hours

Sources of entrepreneurship, entrepreneurial intention; Entrepreneurs' background and characteristics; Role models and support system; Entrepreneurial intentions within existing organizations; Managerial versus entrepreneurial decision making; Establishing corporate entrepreneurship in organization.

Unit III: Entrepreneurial Strategy

5 hours

New entry; Generation of new entry opportunity; Entry strategy for new entry exploitation; Risk reduction strategy for new entry exploitation.

Unit IV: Creativity and Business Idea**9 hours**

Concept of creativity; Creativity process; Idea generation from trends analysis; Common sources of new venture ideas; Methods of generating ideas and solving problems; Creativity, innovation and entrepreneurship; Innovation: concept, types and classification of new products; Entrepreneurial innovation; Opportunity recognition; Product planning and development process; e-Commerce and business start up.

Unit V: Identifying and Analyzing Opportunities**8 hours**

Concept; Opportunity recognition and opportunity assessment plan; Information sources; Sources of information for start-up entrepreneurs in Nepal; Nature and significance of international entrepreneurship; Domestic versus international entrepreneurship; Technological environment; Culture; Available distribution system; Motivation to go global; Strategic effects of going global; Foreign market selection; Entrepreneurial entry strategies; Entrepreneurial partnering; Barriers to international trade; Implications for global entrepreneurship.

Unit VI: Protecting Idea and other Legal Issues**8 hours**

Concept and nature of intellectual property; Types of intellectual property; Need for legal advice; Patents: concept, types and procedure for obtaining patent rights in Nepal; Trademarks - concept, types and procedure for obtaining trademark rights in Nepal; Copyrights - concept and procedure for obtaining copyrights in Nepal; Concept of trade secrets and steps for protecting trade secrets; Licensing; Product safety and liability; Insurance; Contracts.

Unit VII: Business Plan**5 hours**

Concept and nature of business planning; Business planning process; Concept, nature, scope and significance of business plan; Contents and criteria of a business plan; Information needs; Reasons for failure of a business plan.

Unit VIII: Emerging Issues in Entrepreneurship**4 hours**

Social issues: social entrepreneurship; Gender issues: women entrepreneurship; Minority issues: minority entrepreneurship; Environmental issues - eco-efficiency and ecopreneurship

Basic Text

Hisrich, R. D., Manimala, Mathew J., Peters, M. P. and Shepherd, D. A. *Entrepreneurship*. New Delhi: McGraw Hill.

References

1. Barringer, B. R. and Ireland, R. D. *Entrepreneurship: Successfully Launching New Ventures*. New Delhi: Pearson Education.
2. Roy, R. *Entrepreneurship*. New Delhi: Oxford University Press.
3. Blundel, R, and Lockett, N. *Exploring Entrepreneurship: Practices and Perspectives*. New Delhi: Oxford University Press.
4. Kuratko, D. F. and Rao, T. V. *Entrepreneurship: A South-Asian Perspective*. New Delhi: Cengage Learning.

MKT 143 Hospitability Marketing
BHM, Fourth Year, Seventh Semester

Course Objectives

The main objective of this course is to enable the students by equipping them with comprehensive and practical knowledge that are necessary mainly for middle class managers and professionals in businesses and industries especially in Tourism and Hospitality field and enable them to develop plans and programs in the areas of Tourism and Hospitality Marketing independently and support juniors in this areas for better outcome and performance.

Course Description

This course will provide all necessary theoretical knowledge backed by some practical practices such as paper presentation, group discussion, field visits related with relevant sub chapters under it that is helpful for middle class managers that needs the knowledge, skill and experience in actual job and professional areas in Tourism and Hospitality Marketing.

Course Outcomes

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

- describe the mission of sales and marketing department of a hotel/travel organization;
- write job description of the sales and marketing personnel;
- cultivate a customer-oriented attitude;
- have basic knowledge and skill in relation to tourism and hospitality marketing;
- explain the information required for preparing the marketing plan of a hotel and find out the sources of such information;
- describe the ability to carry out the recurring activities of sales personnel;
- develop suitable hospitality marketing programs.

Course Contents

Unit I: Introduction to Marketing and Services **4 hours**

Introduction, Definition, Concept of marketing, Characteristics of products and services.

Unit II: Marketing Environment and Marketing Research **6 hours**

Introduction, Marketing Environment: Micro Environment and Macro Environment, Marketing Research: process and application areas in hospitality.

Unit III: Consumer Behavior in Services **8 hours**

Introduction, Factors influencing consumer behavior, Buying decision making process of hospitality products, Customer expectations and satisfactions, Organizational buyers and buying processes.

Unit IV: Hospitality Products and Services **8 hours**

Introduction, Hospitality products, Dimensions of hospitality products, Product differentiation, Product positioning, Branding of hospitality services.

Unit V: Hospitality Pricing Policies and Strategies **4 hours**

Introduction, Pricing strategies of the hospitality industry, Yield management

Unit VI: Hospitality Place Strategies and Distribution Channels **4 hours**

Introduction, Distribution challenges in hospitality markets, Global distribution system (GDS)
Online hotel reservation, Central reservation system (CRS)

Unit VII: Hospitality Promotion, Advertising and Public Relations **4 hours**

Promotion mix, Hospitality communication channels, Hospitality marketing communication system. Promotional objectives, Promoting of hospitality products and services.

Unit VIII: People as a Marketing Proposition **2 hours**

People- People Relation in Hospitality Marketing, Characteristics and requirements of service personnel, Delivering service as promised.

Unit IX: Strategic Marketing Planning and Control **3 hours**

Concept and benefits of planning, Planning process, Phases of planning, Preparing marketing plan, Essential hospitality marketing strategies.

Unit X: National Tourism Organizations and Their Rolls **5 hours**

Functions and organizations of national tourism organization (NTO), Functions and achievements of Nepal Tourism Board, NTB and Tourism, Role of Civil Aviation, Process of destination marketing.

Basic Texts

1. Andrews, S. *Sales and Marketing A Text Book for the Hospitality Industry*: NEW Delhi: McGraw Hill Publication.
2. Chaudhary, M. *Tourism Marketing*: New Delhi: Oxford University Press.

References

1. Kotler, P., Boven, J. & Makens, J. *Marketing for Hospitality Tourism*: Prentice Hall.
2. Kumar, P. *Marketing of Hospitality and Tourism Services*: New Delhi: McGraw Hill Publication.
3. Victor T. C. Middleton, *Marketing in Travel and Tourism: Toronto*: Clarke Butter Worth Heinemann.

MGT 216 Tourism Business Environment BHM, Fourth Year, Seventh Semesters

Course Objectives

The travel and tourism industry is going through a state of change, affected by developments in new technology and information systems, consumer demand, regulation, competition and general political and economic forces. This module provides an introduction to the interactions and strategies of tourism businesses operating within a dynamic macro environment. This course will also encourage students to develop their awareness of historical and current events/issues that impact on tourism businesses.

Course Description

This course delivers an analytical and systematic knowledge about Tourism, its major components which are closely related to tourism businesses because of which the social, cultural, environment and economy are being effected in a positive or negative way. And also the course focuses on the techniques, theories and roles of different organization in international or national way which can foster the tourism to calculate the cost and benefit of tourism in a sustainable manner.

Course Outcomes

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

- understanding and explain the concept its components along with its Scope, types and platforms of tourism.
- understand socio-cultural, economical, environmental cost and benefits of tourism and ways to preserve it.
- understand the relation of tourism business with the environment and its different forms;
- understand the theories and ways of developing the tourism business.
- understand the needs of planning and policies for the tourism environmental management.
- understand the role of national, international and other organization for tourism development along with its functions and roles.
- understand the global trends in tourism in the present scenario.

Course Contents

Unit I: Tourism

6 hours

Introduction , Concept of Tourism, Components of Tourism, Tourist and Tourism typologies, Scope of Tourism, Tourism Importance, Tourism Platforms.

Unit II: Impact of Tourism

7 hours

Tourism impacts on the economy and the environment, Socio-Cultural impact of tourism, Environmental impact of Tourism, Economic impact of Tourism, 2.3.1(BOP, GDP, Inflation), Benefits and cost of Tourism, Preservation of Culture and tourism.

Unit III: Tourism and Environment**7 hours**

Introduction, Relation between tourism and the environment, Sustainable tourism, Alternative tourism, Ecotourism and nature based tourism, Ecotourism and new environmental paradigm, Protected areas its promotion and present issues, Destination and attraction competitiveness, Protected areas and Tourism:- A Symbolic Relationship.

Unit IV: Tourism Theories**10 hours**

Introduction, Butler tourism area life cycle theory (TALC), Carrying Capacity, Plog's destination rise and fall in popularity, Visitor impact assessment, Limits of acceptable change, Leiper's theory.

Unit V: Tourism Policy and Planning**8 hours**

Introduction, Concept and need of Tourism policy, Tourism planning, Nature and importance of tourism planning, Stages in the tourism planning process, Tourism research, Management of tourism destination, Hurdles in achieving tourism policy objectives.

Unit VI: International, National, and Regional Tourism and Related Organization 5 hours

Introduction, National and International Organization, Roles and function of tourism organizations.

Unit VII: Contemporary Trends and Practices**5 hours**

Introduction, Tourism and its factors contributing in the twenty-first century, Global tourism by 2020, Globalization and liberalization, Emerging tourism destination countries in the Asia-Pacific Travel and Tourism.

References

1. Swain, S. K. & Mishra, J. M. *Tourism Principles and Practices*: New Delhi: Oxford University Press.
2. Mishra, R. S. *Tourism Geography*: Kathmandu: Devchuli Offset Press.
3. Charles R. G, J. R Brent Ritchie & Robert .W. McIntoch. *Tourism, Ecotourism and Protected Areas (IUCN) Tourism Principles, Practices, Philosophies*.

MGT 412 Strategic Management
BHM, Fourth Year, Seventh 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. and Mital, *Strategic Management: Formulation, Implementation, and Control*. New Delhi: Tata McGraw Hill.
2. Hitt, M. A., Ireland, R. D., Hoskisson, R. E. and Manikuttu, S. *Strategic Management: A South-Asian Perspective*. New Delhi: Cengage Learning.

References

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