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| <b>Title: Principles of Management</b> | <b>Code: MGMT 311</b>      |                 |
| <b>Credit Hours: 3</b>                 | <b>Year /Semester: I/I</b> | <b>48 Hours</b> |

**Course Objectives:**

The objective of this course is to develop conceptual foundation of management in students. The course familiarizes them with different functional dimensions of management like planning, decision making, organizing, communicating, controlling etc. so that they get acquainted with universal practices of basic managerial jobs.

**Unit 1 Introduction****10 Hours**

Meaning and Nature of Management, Functions of Management, Management Levels, Basic Managerial Roles and Skills, Emerging Challenges for Management

Evolution of Management: (Pre- Modern Era, Classical Approach, Human Resource Approach, Quantitative Approach, Behavioral Approach, and Contemporary Approach)

**Unit 2 Business Environment****6 Hours**

Meaning and Nature of Environment, Components of Environment, Adaptation of an organization to environment, Concept of Social Responsibility, Arguments for and against Social Responsibility, Managerial Ethics, Managing Ethical Behavior, Emerging Business Environment in Nepal.

**Unit 3 Planning and Decision Making****8 Hours**

Concept and Types of Plans, Planning Process, Reason for Planning, Concept and Nature of Decision Making, Decision Making Process, Types of Decisions, Group and Team Decision Making in Organizations, Advantages and Disadvantages of Group Decision Making

**Unit 4 Element of Organizing****8 Hours**

Concept, Significance and Process of Organizing, Principles of Organizing: Work Specialization, Unity of Command, Span of Control, Authority and Responsibility, Centralization, Delegation of Authority and Decentralization, Nature and Types of Organization Design, Forms of Organizing: Learning Organization, Virtual, Organization, Network Organization, Challenges to Organizing.

**Unit 5 Motivation, Communication and Leadership****12 Hours**

**Motivation:** Meaning and Nature of Motivation, Motivation Process, Early Theories of Motivation (Maslow's Hierarchy of Needs Theory, McGregor's Theory X and Theory Y and Herzberg's Motivation Hygiene Theory), Common Motivational Techniques, Relation between Motivation and Performance,

**Communication:** Definition of Communication, Roles of Communication in Management, Communication Process, Barriers to Communication, Overcoming Barriers to Communication, Organizational Communication, Organizational Communication Networks; Conflict: Meaning, Causes and Sources of Conflict, Managing Conflict

**Leadership:** Meaning, Nature and Functions, Role of Leadership in Motivation, Leadership Styles, Important Leadership Characteristics

**Unit 6 Controlling****4 Hours**

Meaning, Nature and Purpose of Control, Steps in Control Process, Types of Control, Qualities of an Effective Control System, Resistance to Control, Overcoming Resistance to Control

**Reference Books:**

1. Griffin W. Ricky (latest edition), *Management: Principles and Application*, Biz Mantra
2. Robbins P. Stephen and Decenzo A. David: *Fundamentals of Management*, 3th Edition, Pearson Education
3. Robbins P. Stephen and Coulter Mary, *Management*, 10th Edition, Pearson Education
4. Pant, P. R., *Principles of Management*, Buddha-Academic Enterprises Pvt. Ltd., Kathmandu.
5. Poudyal, S. R., Pradhan, G. M. and Bhandari, K. P., *Principles of Management*, Asmita Books Publishers and Distributors (P) Ltd., Kathmandu 2012.
6. Adhikari, D. R., *Principles of Management*, Sunrise Publisher, Kathmandu, 2012.

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**Title: Business Communication**  
**Credit Hours: 3**

**Code: MGMT 312**  
**Year /Semester: I/I**

**48 Hours**

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**Course Objectives:**

The core objective of this course is to generate understanding in students the significance of various forms of communication and different techniques and model of formal communication in an organization. The course also intends to impart basic communication approaches to best support organizational performance and better human relationship within an organization.

**Unit 1 Communication**

**6 Hours**

Meaning, Objectives, Process, Nature and Scope of Business Communication, Modern Forms of Communication, Four levels of Business Communication, Barriers to Effective Communication, Characteristics of Good Communication, 7 C's of Communication

**Unit 2 Grammar**

**14 Hours**

**Grammar Rules:** Agreement between Pronoun and Antecedent, Agreement between Subject and Verb, Comma Splice, Faulty Pronoun Reference, Fragments, Fused Sentence, Modification, Parallelism

**Punctuation:** A Apostrophe; Colon, Comma, Dash, Ellipses, Exclamation Point, Hyphen, Parentheses, Period, Question Mark, Quotation Marks, Semicolon

**Vocabulary:** Frequently Confused Words, Frequently Misused Words, Frequently Misspelled Words, Transitional words and Phrases

**Unit 3 Business Letters**

**10 Hours**

Needs and Function of Business Letters, Planning and Layout of Business Letter, Kind of Business Letters (Letters of Inquiry, Cover Letters, Good News Letters, Bad News Letters, Complaint Letters, Adjustment Letters, Sales Letters), Essentials of Effective Correspondence.

**Unit 4 Report and Proposals**

**10 Hours**

**Report:** Definition, Purpose, Types of Reports (Trip Reports, Progress Reports, Lab Reports, Incident Reports, Meeting Minutes), Process, (Pre-Writing Research Techniques, Writing and Rewriting)

**Purpose:** Definition, Purpose, Title Page, Cover Letter, Tables of Contents, List of Illustration, Abstract, Introduction, Discussion, Glossary, Reference Books, Appendix, Process (Pre-Writing, Writing, Rewriting).

**Unit 5 Developing CVs**

**8 Hours**

Key Resume Components, Planning, Writing and Completing Your Resume

Interview: Application Letters, Application Follow ups, What Employers look for in an Interview, Pre Employment, Testing, Preparing for Job Interview, Interview, Interviewing for Success, Following up After the Interview.

**Reference Books:**

1. Gerson, Stven M. Gerson: *Technical Writing* (5th Edition). Pearson Education.
2. John V. Thill, Mukash Chaturvedi: *Business Communication Today* (9th Edition). Pearson Education, Courtland L. Bovee.
3. Rajendra Pal and J.S. Korlhall, *Essential of Business Communication* (latest edition), New Delhi: Sultan Chand and Sons.
4. Lesikar, Flatley, and Rentz, Pande: *Business Communication*, (latest edition), Mc Grawhill Publication.

**Title: Micro Economics****Code: MGMT 313****Credit Hours: 3****Year /Semester: I/I****48 Hours****Course Objectives:**

This course aims to acquaint students with the fundamentals of micro economic theory. It enhances the skills of the students in tabular and graphic interpretation of the economic concepts with respect to business decisions and market trends.

**Unit 1 Introduction****4 Hours**

Micro economics: Meaning, Scope and Types, Basic Concepts: Positive and Normative Economics, Economic Models, Equilibrium, Application of micro economics in Business Decision Making

**Unit 2 Theory of Demand Supply and Equilibrium Price****10 Hours**

Demand function, Movement along a demand curve and shift in demand curve, Supply function, Movement along a supply curve and shift in supply curve, Determination of Equilibrium price, Applications: Effects of Government policies on Equilibrium price (tax, subsidy, price floor, price ceiling)

Price Elasticity of Demand: Meaning, Degrees and its Measurement (Total outlay method and percentage), Application in Business Decision Making

Price Elasticity of Supply: Meaning, Degrees, and its measurement (arc and point methods), Numerical Case Studies

**Unit 3 Theory of Consumer's Behavior****12 Hours**

Cardinal Utility Analysis: Assumptions, Consumer's Equilibrium, Applications; Ordinal Utility Analysis (Indifference curve Analysis): Assumptions, Properties, Budget Line, Consumer's Equilibrium, price Effect and Income Effects: Normal and Inferior Goods, substitution Effect, Decomposition of price Effect on Income and Substitution Effects, Applications: Tax and Subsidy, Income leisure choice of worker. Numerical Case Studies

**Unit 4 Theory of Firm****10 Hours**

Production Analysis: Production Function, Production Function with one Variable Input, Iso-quant: MRTS, properties, Iso-cost Line and optimal Employment of Two Inputs, Laws of Returns to Scale, Economies of scope; Cost and cost curves, Numerical case studies, Various concepts of cost (Explicit and Implicit costs, opportunity cost, Accounting and Economic costs), Behaviour of short-run Average and Marginal cost curves, Numerical Case Studies

**Unit 5 Theory of Product Pricing****8 Hours**

Business profit vs Economic profit, Profit Maximization and Equilibrium of Firm (TR-TC Approach and MR-MC Approach),

Perfect Competition: Characteristics, Short-run and Long-run Equilibrium

Monopolistic Competition: Characteristics, Short-run and Long-run Equilibrium, Price Discrimination: Conditions and Degrees

Oligopoly: Characteristics, Concept of Cartel and Price Leadership, Numerical Case Studies

**Unit 6 Theory of Factor Pricing****4 Hours**

Modern Theory of Rent, Loanable Funds and Liquidity preference Theories of Interest, Dynamic and Innovation Theories of profit, Theory of Wages, Determinants of Equilibrium wages, Case Studies

**Reference Books:**

1. Kreps, D. (2009) *Micro Economics of Managers*, 1<sup>st</sup> edition. Viva Books Ltd.
2. Dwivedi, D.N. (2008) *Managerial Economics*, 7<sup>th</sup> edition. Vikas publishing House
3. Samuelson, P and N Nordhaus W. (2009) *Economics*, 18<sup>th</sup> Edition. Mc Graw Hill education.

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|-------------------------------|----------------------------|-----------------|
| <b>Title: Cost Accounting</b> | <b>Code: MGMT 314</b>      |                 |
| <b>Credit Hours: 3</b>        | <b>Year /Semester: I/I</b> | <b>48 Hours</b> |

**Course Objectives:**

The objective of this course is to provide the student with basic knowledge of cost accounting and element of cost and to train the students in finding the cost of product by using different methods of costing.

**Unit 1 Cost Concepts 8 Hours**

Definition of Cost Accounting; Objectives and Importance of Cost Accounting; Difference between Financial Accounting and Cost Accounting; Cost Reduction and Cost Control; Classification of Cost; Segregation of Semi Variable Cost

**Unit 2 Material 6 Hours**

Purchasing procedure of Material; Receiving of Material; Storage of Material; Pricing of Material Issues; Material Control; Inventory Management (Economic Order Quantity, Stock Levels)

**Unit 3 Labour 10 Hours**

Control of Labour Cost; Labour turnover, Causes and effects of labour turnover, System of Wage Payment (Piece Rate System & Time Rate System); Incentive Plans: Halsey Premium Plan, Rowan Premium Plan, Taylor's Differential Piece rate system, Idle Time causes and treatment

**Unit 4 Overhead 8 Hours**

Meaning of Overhead; Classification of Overhead; Allocation & Apportionment of Overhead

**Unit 5 Job and Batch Costing 6 Hours**

Collecting Direct Costs of Each Job; Attributing Overhead Costs to Jobs; Application of Job Costing; Batch Costing

**Unit 6 Process Costing 10 Hours**

Concept and Uses of Process Costing; Treatment of Normal and Abnormal Loss and Gain; Inter Process Profit; By-Product; Joint Product

**Reference Books:**

1. Jawaharlal, *Cost Accounting*: Tata Mcgraw Hill
2. Jain & Narang, *Cost Accounting- Principle & Practice*: Kalyani Publishers, Ludhiana.
3. Maheshwari, S.N. *Cost Accounting*
4. Joshi, P.R., Bhandari, D. R., Neupane, A. Gautam, R., *Cost Accounting*: Asmita Publication
5. Rokaya, A., *Cost Accounting*: Dream Land Publication

**Title: Marketing Management****Code: MGMT 315****Credit Hours: 3****Year /Semester: I/I****48 Hours**

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**Course Objectives:**

The objective of this course is to enrich and impart the students to understand the concepts, principles, tools and techniques to plan, organize and implement in the changing marketing land scope.

**Unit 1 Introduction to Marketing****6 Hours**

Meaning, Nature Scope of Marketing, Marketing Process, Marketing Management Concepts, (Production Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept), Marketing Mix: 4Ps and 4Cs, Major Trends and Forces that are Changing the Marketing land Scope

**Unit 2 Marketing Environment Analysis****8 Hours**

Meaning, Micro and Macro Environmental Factors Affecting Marketing, Consumer Behavior, Characteristics Affecting Consumer Behavior, Types of Buying Behavior, Consumer Buying Decision Process, Buying Decision Process for New Product, Business Buying Behavior, Business Buying Process

**Unit 3 Market Segmentation****6 Hours**

Meaning, Requirements for Effective Segmentation, Bases for Consumer and Business Market Segmentation, Market Targeting (differentiated and undifferentiated), Niche Marketing, Positioning

**Unit 4 Products, Services and Brands****8 Hours**

Meaning of product, Product and Service Classifications, Individual Product Decisions, Product Mix Decisions, Branding, Packaging, Labeling, Service Marketing, Characteristics of Service, New Product Development Process, Product Lifecycle Strategies

**Unit 5 Pricing****6 Hours**

Meaning, Factors Affecting Price Determination, New Product Pricing Strategies (Market – Skimming Pricing and Market Penetration Pricing) Product Mix Pricing Strategies, Price Adjustment Strategies, Price Changes, Public Policy and Pricing

**Unit 6 Distribution Channels and Logistics****8 Hours**

Nature and Importance of Marketing Channels, Direct Marketing Channel and Indirect Marketing Channel, Channel Behavior and Organization, Channel Design Decisions, Channel Management Decisions, Nature and Importance, Retailing, Retailer Marketing Decisions, Wholesaling, Wholesaler Marketing Decisions

**Unit 7 Promotion****6 Hours**

Meaning, Components of Promotion, Advertising, Developing Advertising Strategy, Public Relations Role and impact of Public Relations, Personal Selling Process, Sales Promotion, Rapid Growth of Sales Promotion, Publicity

**Reference Books:**

1. Kotler, P. and Armstrong G.: *Principles of Marketing*, (13<sup>th</sup> ed.), Pearson India
2. Saxena, R.: *Marketing Management*, (latest ed.), Mc Graw Hill, India
3. Agrawal, G. R., *Marketing in Nepal, fundamentals, management, and strategy*, Educational Enterprise, Kathmandu