**Mid-Western University**

**Faculty of Management**

**Bachelor in Business Studies (BBS)**

1. **Preamble**

Mid-Western University (MWU) is an autonomous public higher education institution established by the Government of Nepal with an enactment of Mid-Western University Act 2010 through the Parliament of Nepal. It has a mission to serve the people of Nepal and enrich global learning community by extending the advantages of higher education in much deprived areas of the country. The institution intends to provide with technical support to public, private and development sectors in harmonizing their workforce and institutional system capacities under changing national and global contexts. Establishment of Mid-Western University at Birendranagar, Surkhet, Nepal represents the fulfillment of a cherished dream of the general public and institutions dedicated to develop higher education situations in the region.

Right from its inception, the University has placed highest priority to build and transform policies, programs, infrastructure, resources and technologies required to transform a world-class higher education system and practices with an aim to garner an impressive institutional identity and recognition.

Among others, Faculty of Management at MWU has been positioned as a responsible institution producing human capacity under changing local, national, regional and global realities of business and other institutional management and governance. The Central Campus of Faculty of Management has been located in Birendranagar, Surkhet. Its constituent and affiliated campuses have been spread in different locations of *Karnali* Province and other key market zones of the country.

Bachelors in Business Studies (BBS) is a four-year, eight-semester academic program of Faculty of Management. While studying and learning from a variety of dedicated lecturers and researchers, the University aims to help students to enhance their intellectual, interpersonal and social capacity with holistic development of a deeper understanding and determination of their future roles in the society.

The University, in the long run, is dedicated to become "the Centre of Excellence" in teaching-learning, research and innovation, and policy advocacy and development for all sectors. Its primary goal is to promote a culture of inquiry-based teaching-learning in the country. For this, the University aims to build and promote a dynamic community of change makers. Focus, preemptive move, low cost and innovation are the driving strategic considerations in everything the institution does by taking into account a selected philosophy of quality management-beneficiary focus, total participation, shared vision, institution-wide commitment, system standardization and measurements, continuous improvement, and macro systems compliance.

The overall design and delivery of BBS program at Faculty of Management of Mid-Western University has been crafted as a hybrid of different tools and techniques of effective educational interventions.

1. **Program Mission**

The mission of BBS program at Faculty of Management, Mid-Western University has been articulated into four dimensions -

* *Centre of excellence* to promote quality education and management practices by maintaining the universal academic system standards.
* *Source of universal knowledge* for creation, protection and dissemination of meaningful knowledge and information through teaching-learning, research and innovation, industry-academia dialogues and policy advisory discourses.
* *Powerful engine for empowerment* by collective transformation and meaningful empowerment of the society for economic growth and sustainable national development leading to the attainment of economies of welfare-state and prosperity.
* *Sourcing and extension services* for community outreach learning and innovation, national and international development project partnerships and society-academic-industry-wide collaborations.
1. **Program Vision**

As a respectful knowledge community, the BBS program at Faculty of Management in Mid-Western University (MWU) has been positioned as a referred initiative to frame and solve ever-emerging challenges of the present and future. We are always guided by a shared culture of caring for social justice, sense of innovation and entrepreneurial thrusts with inclusive, equitable, sustainable and responsible touch for everything we serve.

1. **Program Objectives**

The key objectives of the BBS program at Faculty of Management, Mid-Western University are to --

1. facilitate the teaching-learning community with empowerment of minimum required knowledge, skill competence and attitude (KSA) in a more pragmatic and holistic way,
2. provide with effective direction with resourcing support to promote research and innovation-based academic interventions in the field of management sciences,
3. promote a culture of building functional collaborations with the diverse industry actors for gaining program ownership from the wider spectrum of the society where we implement our program, and
4. produce pragmatic and professional managers for future of the country and beyond.
5. **Program Value Systems and Working Principles**

The BBS program at MWU, Faculty of Management has been crafted on a blend of a select universal value systems and working principles as stated below:

*Collaboration and partnerships:* Promotion of effective cooperation and partnerships with the industries, education institutions, governments, development agencies, internal academic departments, beneficiary communities and professional societies is our collaborative commitment in action while designing and delivering management education.

*Compliance:* Our actions are always guided to comply with prevailing national and international rule of law and system practices to safeguard natural environment and promote the empowerment of gender, social inclusion and access from every respect of diversity.

*Equality and harmony:* Aligned with the University’s mandate, the BBS program at Faculty of Management, Mid-Western University stands for universal ideology of non-alliance and equal treatment with respect and dignity at individual, institutional and national levels to build and promote everlasting harmonious relationships by the help of our teacher-staff, students and rest of providers.

*Integrity, openness and respect:* The entire institutional mission shouldering BBS program at Faculty of Management, Mid-Western University has been crafted with an assumption of honesty, dedication and fairness. We embrace freedom of ideas, inquiry, and expression. We value our differences, our environment, and our individual and collective contributions to proclaim the universal relevance of this crucial academic program.

*Learning organization:* As the University has been proposed as a learning organization, the respective program management at the Central Campus as well as rest of institutions is always open to listen to constructive criticisms and feedback to initiate and sustain continued improvement. Initiating change for sustainable development is one of the core institutional values. We strive to be better for everyone, always by driving out fear of failure and dominance in all respects.

*Responsiveness and accountability:* Each member at BBS program within MWU system has been nurtured for abiding with the norms and values on socio-ethical responsiveness and obligation. We have an expectation that our people always strive to be the first to respond in every situation. We commit to take initiatives and share our responsibility for exemplifying excellence. We are responsible for making our community ever better, through our words and actions in nurturing our valuable graduates and dealing with others.

*Rich in commitment:* MWU bears a rich culture of fulfillment of its commitment towards all stakeholders, always. So, our collective effort at BBS program is always vested on delivering more than promised to cherish a shared happiness in each instance.

1. **Eligibility for Admissions**

Following are the eligibility criteria for admission in BBS Program:

1. Completion of secondary level education in any discipline with at least Grade D+ in each subject (aggregate of both grades 11 and 12) in grading system of evaluation, or having at least 45% aggregate in percentage based evaluation system.
2. Passed in Mid-Western University Central Admission Test (MWU-CAT):

Criteria for Grading in MWU-CAT

1. Secondary level results: 100 points\*
2. Written test: 100 points
3. Group Discussion: 25 points

Total: 250 points

\*For percentage-based system of marking, allot the corresponding points to the earned percentage and for grading the letter grade based system, use the following mechanism:

|  |  |  |
| --- | --- | --- |
| **SN** | **Range of CGPA** | **Points to be Allotted** |
| 1. | 3.60 and above | 80-100 points with respect to CGPA |
| 2. | 3.20-3.60 | 70-80 points with respect to CGPA |
| 3. | 2.80-3.20 | 60-70 points with respect to CGPA |
| 4. | 2.40-2.80 | 50-60 points with respect to CGPA |
| 5. | 2.00-2.40 | 40-50 points with respect to CGPA |
| 6. | 1.60-2.00 | 20-40 points with respect to CGPA |

1. **Assessment System**

Following is the breakdown of BBS program assessment system for evaluating, grading and certifying individual student’s learning achievement:

|  |  |  |  |
| --- | --- | --- | --- |
| **SN** | **Activities** | **Weightage** | **Remarks** |
| **Internal Evaluation** |
| 1. | Class attendance, participation and punctuality | 5% | Subject-wise attendance records; at least 80% attendance required.  |
| 2. | Take home assignments | 5% | To be accomplished prior to mid-term test. |
| 3. | Class assessments | 5% | Up to 2 events during the course work. |
| 4. | Thematic presentation | 10% | In individual or group. |
| 5. | Mid-term structured test | 15% | Campus administered, after 50% completion of course. |
| **Total** | **40%** |  |
| **External Evaluation** |
| 6. | Semester-end Structured Test  | 60% |  |
| **Grand total** | **100%** |  |

Each student enrolled in respective course of study should maintain at least 50% level of performance results separately in both internal and external evaluations to be considered for passing it.

1. **Results Grading System**

The grading system for student performance results has been presented as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SN** | **Grade** | **Percentage (%)** | **Grade Category** | **Grade Points** |
| 1. | A | 85 and above | Outstanding | 4.00 |
| 2. | A- | 80-85 | Distinction | 3.67 |
| 3. | B | 75-80 | Excellent | 3.33 |
| 4. | B- | 70-75 | Very good | 3.00 |
| 5. | C | 65-70 | Good | 2.50 |
| 6. | C- | 60-65 | Average | 2.00 |
| 7. | D | 55-60 | Satisfactory  | 1.50 |
| 8. | D- | 50-55 | Fair | 1.00 |
| 9. | F | Less than 50 | Fail | 0.00 |

1. **Teaching-Learning System**

The overall teaching-learning and assessment system for Bachelor in Business Studies (BBS) program of Faculty of Management, Mid-Western University has been expected to be crafted on a perfect blend of basic conceptual knowledge, skill competence and attitude (KSA) required to transform effective learning and professional maturity among the teaching-learning community.

Each theme of teaching-learning requires a thorough conceptual clarity and understanding of prevailing specialized issues and problems facing the management of an institution. The teaching-learning community of our BBS program is expected to relate with national and international cases and best practices to the optimal extent.

In addition to regular class lectures, the teacher-students of our BBS program should always look for creating an application of multi-mode approach of teaching-learning and assessment systems which may comprise of individual and group delivered thematic presentations, business simulations, industry-based project works, initiatives for social welfare and social entrepreneurship, and so on. The respective institutions offering our BBS program must have in place an institution recognized system of these activities along corresponding weightage for internal and external assessments.

A student undergoing BBS program within Mid-Western University system is mandatorily required to maintain at least 80 percent attendance in each subject enrolled in each semester.

1. **Course Cycle**

Following is the university approved course cycle of BBS program:

|  |
| --- |
| **Year I** |
| **Semester I** | **Semester II** |
| **Code** |  **Course Title** | **Cr. Hrs.** | **Code** | **Course Title** | **Cr. Hrs.** |
| MGMT 311 | Principles of Management | 3 | MGMT 321 | Business Statistics - I | 3 |
| MGMT 312 | Business Communication | 3 | MGMT 322 | Macro Economics | 3 |
| MGMT 313 | Micro Economics | 3 | MGMT 323 | Introduction to Finance – I | 3 |
| MGMT 314 | Cost Accounting | 3 | MGMT 324 | Computers in Management | 3 |
| MGMT 315 | Marketing Management | 3 | MGMT 325 | Agri-Business Management | 3 |
| **Total** | **15** | **Total** | **15** |
| **Year 2** |
| **Semester III** | **Semester IV** |
| **Code** | **Course Title** | **Cr. Hrs.** | **Code** | **Course Title** | **Cr. Hrs.** |
| MGMT 331 | Company Accounts | 3 | MGMT 341 | Introduction to Finance – II | 3 |
| MGMT 332 | Co-operative Management | 3 | MGMT 342 | Human Resource Management | 3 |
| MGMT 333 | Business Statistics - II | 3 | MGMT 343 | Introduction to Sociology | 3 |
| MGMT 334 | Risk and Disaster Management | 3 | MGMT 344 | Business Law | 3 |
| MGMT 335 | E-commerce | 3 | MGMT 345 | NGO Management | 3 |
| **Total** | **15** | **Total** | **15** |
| **Year 3** |
| **Semester V** | **Semester VI** |
| **Code** | **Course Title** | **Cr. Hrs.** | **Code** | **Course Title** | **Cr. Hrs.** |
| MGMT 351 | Management Accounting | 3 | MGMT 361 | Business Ethics | 3 |
| MGMT 352 | Research Methodology | 3 | MGMT 362 | Organizational Behavior | 3 |
| MGMT 353 | Business Environment in Nepal | 3 | MGMT 363 | Project Management | 3 |
| MGMT 354 | Tourism Management | 3 | MGMT 364 | Entrepreneurship | 3 |
| MGMT 355 | Production and Operation Management | 3 | MGMT 365 | Micro Finance in Nepal | 3 |
| **Total** | 15 | **Total** | 15 |
| **Year 4** |
| **Semester VII** | **Semester VIII** |
| **Code** | **Course Title** | **Cr. Hrs.** | **Code** | **Course Title** | **Cr. Hrs.** |
| MGMT 371 | Managerial Personality Development | 3 | MGMT 381 | Project Report\* | 6 |
| MGMT 372 | International Business Environment | 3 | MGMT 382 | Strategic Management | 3 |
|  | **Specializations** |  | MGMT 383 | Learning from Business Leaders | 3 |
|  | **Finance Group** |  |  | **Specializations** |  |
| FIN 375 | Financial Institutions and Market | 3 |  | **Finance Group** |  |
| FIN 376 | Investment Analyses | 3 | FIN 385 | Corporate Finance | 3 |
|  | **Account Group** |  | FIN 386 | Banking and Insurance | 3 |
| ACC 375 | Taxation | 3 |  | **Account Group** |  |
| ACC 376 | Accounting for Financial Institutions | 3 | ACC 385 | Introduction to Auditing | 3 |
|  | **Human Resource Management Group** |  | ACC 386 | Business Accounting | 3 |
| HRM 375 | Human Resource Development | 3 |  | **Human Resource Management Group** |  |
| HRM 376 | Industrial Relation and Labor Law | 3 | HRM 385 | Labor Welfare Management | 3 |
|  | **Marketing Group** |  | HRM 386 | Compensation Management | 3 |
| MKT 375 | Service Marketing | 3 |  | **Marketing Group** |  |
| MKT 376 | Sales Marketing | 3 | MKT 385 | Advertising Management | 3 |
|  |  |  | MKT 386 | Retail Management | 3 |
| **Total** | **12** | **Total** | **18** |
| **Grand Total** | **120** |

*\*Project Report should be commenced in the beginning of Semester VII with weekly 1 contact session and accomplished in Semester VIII with final report submission. Its grading should be considered for Semester VIII. Please check the guidelines for project report writing.*