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Title: Business Environment in Nepal

Code: MGMT 353

Credit Hours: 3

Year /Semester: III/V

48 Hours

Course Objectives:

This course aims to provide students with a sound understanding of environmental forces affecting business operations and to improve their ability to analyze such environmental forces on Nepalese Business.

Unit 1 An Overview of Business Environment

8 Hours

Concept of Business Environment, Its Nature and Significance, Types of Environment, Environmental Analysis Process and Limitations of Environmental Analysis

Unit 2 Political Environment

6 Hours

Political Environment in Nepal, Government and Legal Environment, Major Laws, Rules and Policies Affecting business

Unit 3 Socio-Cultural and Demographic Environment

10 Hours

Nature and Impact of Culture on Business, Social Structure, Social Attitudes, Social Responsibilities of Business, Social Audit, Demographic Environment: Meaning, Components and Impact on Business

Unit 5 Economic Environment

8 Hours

Nature and Components of Economic Environment, Economic Systems and Their Impact of Business, Monetary and Fiscal policy, Liberalization, Privatization, Other Economic Policies: Trade, Employment, Investment and Tourism Policies, Status of Nepalese Economy and its Impact on Business

Unit 6 Technological Environment

8 Hours

Components, Innovation, Status of Technology in Nepal, Transfer of Technology, Impact of Technology on Globalization, Technology Management

Unit 7 International Environment

8 Hours

Globalization: Meaning Nature and Impact on Developed and Developing Economies, International Institutions: WTO, GATT, SAPTA, SAFTA, IMF etc.

Reference Books:

1. Pant, Prem R. (2005): *Business Environment in Nepal* (latest edition). Buddha Academic Publishers and Distributors.
2. Agrawal, Govind R. (2002): *Dynamics of Business Environment in Nepal* (latest edition). Kathmandu: M. K. Publishers.
3. Aswasthappa, K. (1999): *Business Environment for Strategic Management*. Mumbai: Himalaya Publishing House.