

# **Bachelor of Business Information Systems (BBIS)**

## **Syllabus**

**Compiled on: December 26, 2019**

# **Semester I**

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>FINANCIAL ACCOUNTING I</b>
<b>Course Code Number</b>	<b>ACC 201</b>
<b>Credit Hours:</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide the participant with the basic theoretical and technical knowledge in financial accounting; both from users' and preparers' perspective. The course also intends to make the participants thoroughly conversant with the processing of accounting information leading to the preparation of trial balance, financial statements, annual report, balance sheet, income statement and statement of cash flows.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -6 hrs</b>	<b>1. Accounting as a Form of Communication</b> What is accounting? Users of accounting information and their needs, financial statements; the conceptual framework, ethics in accounting, the accounting profession.
<b>Learning Unit Two</b> <b>Net Contact Hours - 12 hrs</b>	<b>2. Financial Statements and the Annual Report</b> Objectives of financial reporting, qualitative characteristics, international perspective of financial reporting, classified balance sheet, income statement, statement of retained earnings and the statement of cash flows.
<b>Learning Unit Three</b> <b>Net Contact Hours - 12 hrs</b>	<b>3. Processing Accounting Information</b> Economic events, an Account, chart of Accounts, Ledger, double-entry system, journal And the Trial balance.
<b>Learning Unit Four</b> <b>Net Contact Hours - 12 hrs</b>	<b>4. Income Measurement and Accrual Accounting</b> Recognition and measurement in financial statements, accrual basis of accounting and Adjusting entries, the accounting cycle, and integrative problem.
<b>Learning Unit Five</b> <b>Net Contact Hours – 6 hrs</b>	<b>5. The Statement of Cash Flows</b> Cash flows and accrual accounting, purpose of statement of cash flows, reporting requirements for a statement of cash flows, preparation of cash flow statement and use of cash flow statement.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Gary A. Porter and Curtis L. Norton (2007), <i>Financial Accounting: The Impact on Decision Makers</i> , 5 <sup>th</sup> Edition, Thomson South-Western
<b>Other References</b>	<i>Anthony, Robert N. and Reece, James S (2004), Accounting Principles, 6th Edition, USA: Richard D. Irwin Inc.</i>
<b>Evaluation Scheme</b>	<div>In-Semester evaluation 50%</div> <div>End-Semester evaluation 50%</div> <div>Total 100%</div>

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MICROECONOMICS</b>
<b>Course Code Number</b>	<b>ECO 201</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to acquaint students with the basic concepts of Microeconomic Theory. The course intends to enable participants understand and analyze economic behavior of individual decision-making entities or units such as markets, firms/enterprises and households, thereby facilitating them understand the use of Microeconomics in managerial decision-making.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4 hrs</b>	<b>1. Introduction to Microeconomics and Basic Concepts</b> Introduction; Basic issues in Economics: Scarcity, Efficiency and Alternatives; Basic Division/Classification of Economic Studies; Introduction to Microeconomics; Scope and Purpose of Microeconomics and its Significance in Business Decision Making; Microeconomics and Macroeconomics - basic differences; Need for Economic Models, Assumptions, Theories, Laws and Hypotheses in Microeconomics.
<b>Learning Unit Two</b> <b>Net Contact Hours - 10 hrs</b>	<b>2. Basics of Demand and Supply Analysis</b> Concepts of Demand and Supply: Individual and Market Demand and Supply; Demand and Supply Curves, Schedules and Factors affecting Demand and Supply; Movements along Demand/Supply Curves and their shifts; Concepts, Types and Measurements of and Factors affecting Elasticities of Demand and Supply (point and arc elasticity); Market Mechanism as an Interplay of Demand and Supply; Producer Surplus; Consumer Surplus; Effects of Government Intervention, Effects of Price Ceiling and Price Floor and Dead Weight Loss; Concepts of Externalities.
<b>Learning Unit Three</b> <b>Net Contact Hours - 6 hrs</b>	<b>3. Consumer Behavior</b> Concepts of Utility: Cardinal and Ordinal; Basic Understanding of the Law of Diminishing Marginal Utility; Indifference Curves Analysis: Concept, Properties, MRS; Consumer's Equilibrium: Interplay of the Budget Line and Indifference Curves, Price Effect, Income Effect, Substitution Effect and Effects of changes in Income and Prices.
<b>Learning Unit Four</b> <i>Net Contact Hours - 6 hrs</i>	<b>4. Theory of Production</b> Concepts of Production, Factors of Production and Introduction to Production Functions; Production with One variable Input - Law of Variable Proportions; Concepts of Total, Average and Marginal products; Production with two variable inputs: Production Isoquants, Isocost Lines, Least cost combination of factors, MRTS and two special cases of Production Functions - Perfect Substitutes and Perfect Complements; Introduction to the Laws of Returns to Scale.
<b>Learning Unit Five</b> <b>Net Contact Hours - 8 hrs</b>	<b>5. Costs and Revenues</b> Concepts of Costs: Economic Costs, Accounting Costs, Sunk Costs; Short-run and Long-run costs: Total, Average and Marginal Costs; Schedules, Curves, Characteristics and their interrelationships; Economies and Diseconomies of Scale; Concepts of Revenues: Total, Average and Marginal Revenues under conditions of Perfect and Imperfect Competition; Concepts of and conditions for Profit Maximization by Firms.
<b>Learning Unit Six</b> <b>Net Contact Hours – 10 hrs</b>	<b>6. Market Forms and Product Pricing</b> Concept of Markets and Introduction to Market Forms, Important features of different Market Forms and basic concept of degrees of Market Power exercised; Perfect Competition: Features, Pricing and Production Decisions in the Short and Long-run Time periods; Monopoly: Features, Pricing and Production Decisions in the Short and Long-run Time periods, Social Costs of Monopoly, Sources of Monopoly Power, Monopoly and Consumer's Surplus and First, Second and Third Degree Price Discrimination; Monopolistic Competition: Features, Pricing and Production Decisions in the Short and Long-run Time Periods; Oligopolistic Competition: Features and Basic Distinction from Monopolistic Competition.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 4 hrs</b>	<b>7. Markets for Factor Inputs and Factor Pricing</b> Concept of Factor Markets: Demand for and Supply of Factors of Production; Preliminary notion of the Determination of Rent, Wages, Interest and Profit.

<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	1. Pindyck, Rotert S. Daniel L. Rubinfeld, Metha, Prem L. (2009) <i>Microeconomics</i> (7 <sup>th</sup> Edition, Impression 2012) India: Pearson Education Inc. 2. Salvatore, Dominick (2003), <i>Microeconomics Theory and Applications</i> , 4 <sup>th</sup> Edition, Impression 2007, Oxford University Press, New York
<b>Other References</b>	1. Lipsey, Richard G. and K. Alec Chrystal (2011), <i>Economics</i> , 12 <sup>th</sup> Edition, Great Britain: Oxford University Press. 2. Mankiw, N. Gregory (2012), <i>Principles of Microeconomics</i> , 6 <sup>th</sup> Edition, First Indian Reprint, Akash Press, New Delhi.
<b>Evaluation Scheme</b>	In-Semester evaluation    50% End-Semester evaluation   50% Total                                100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>ENGLISH- I</b>
<b>Course Code Number</b>	<b>ENG 101</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The course aims to widen the horizon of students by exposing them to different discourses and at the same time develop their analytical skills and ability to evaluate writings to help them consolidate their understanding and knowledge of the issues.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours-10 hrs.</b>	<b>Unit A-Intercultural Communication</b> <i>Core Reading</i> -American Values and Assumptions, Where do we stand? Time talks, with an Accent. <i>Making connections</i> -Polite but Thirsty, Friends and Strangers, A Coward, The Blind man and the Elephant.
<b>Learning Unit Two</b> <b>Net Contact Hours-10 hrs.</b>	<b>Unit B: Education</b> <i>Core Reading</i> - School Is Bad for Children, How the Web destroys the Quality of students' Research Papers, An Opposing View, Multiple Intelligences and Emotional Intelligence. <i>Making connections</i> - The Teacher Who Changed My Life, Lets Tell the Story of All America's Cultures, Coyote and the Crying Song, First Grade-Standing in the Hall, Humor.
<b>Learning Unit Three</b> <b>Net Contact Hours-10 hrs.</b>	<b>Unit C:Mass Media and Technology</b> <i>Core Reading</i> - Computers and the Pursuit of Happiness, An Opposing View, We've Got Mail, Propaganda Techniques in Today's Advertising. <i>Making connections</i> - Students shall not Download. Yeah, Sure. Don't Touch That Dial, Conceptual Fruit, All Watched Over by Machines of Loving Grace, Humor.
<b>Learning Unit Four</b> <b>Net Contact Hours-9 hrs.</b>	<b>Unit D : Gender Roles</b> <i>Core Reading</i> -Sex Roles, Boys will be Boys, Sex, Sighs, and Conversation. <i>Making connections</i> -Women Have What It Takes, An Opposing View, An Androgynous Male, The Princess and the Admiral, The Greater God, Humor.
<b>Learning Unit Five</b> <b>Net Contact Hours-9 hrs.</b>	<b>Unit E: Work</b> <i>Core Reading</i> -The New American Dreamers, Someone Is Stealing Your Life, Our Schedules, Our Selves. <i>Making connections</i> -The Rage to Know, Los Pobres, Action will be Taken, To be of Use, Humor.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Gardner, P.S. (2009). <i>New directions: Reading, writing, and critical thinking (2nd ed)</i> . New Delhi: Cambridge University Press.
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation      50% Total                                      100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course title</b>	<b>MANAGERIAL COMMUNICATION</b>
<b>Course Code</b>	<b>GEM201</b>
<b>Credit Hours</b>	<b>3</b>
<b>Main Objectives</b>	The objective of the course is to enable the students to understand the importance of communication in any business, to use modern technology in communication, to prepare effective PowerPoint slides for presentation, to conduct productive meeting, to deliver oral and online presentations, to understand non-verbal signals and use them appropriately, to develop business etiquette, to conduct effective presentations by using right visual tools, to improve cross-cultural communication in diverse and global business world, to develop effective message by using three-step process, to be able to write effective persuasive and negative messages, and to understand the elements of reports and proposals.
<b>Learning Unit-1</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Achieving Success Through Effective Business Communication</b> Achieving success in today's competitive environment, and using technology to improve business communication
<b>Learning Unit-2</b> <b>Net contact</b> <b>Hours-6</b>	<b>Enhancing Presentations with Slides and Other Visuals</b> Planning your presentation visuals, creating effective slides, completing slides and support materials, and giving presentations online
<b>Learning Unit-3</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Mastering team and interpersonal communication</b> Social networks and virtual communities, making your meetings more productive, conducting and contributing to efficient meetings, improving your nonverbal communication skills, and developing your business etiquette
<b>Learning Unit-4</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Designing visual communication</b> Understanding visual communication, identifying points to illustrate, selecting the right type of visual, and producing and integrating visuals
<b>Learning Unit-5</b> <b>Net contact</b> <b>Hours-3</b>	<b>Delivering Oral and Online Presentations</b> Building your career with oral presentations, planning your presentation, writing your presentation, and completing your presentation
<b>Learning Unit-6</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Communicating in a world of diversity</b> Understanding the opportunities and challenges of communication in a diverse world, and improving intercultural communication skills
<b>Learning Unit-7</b>  <b>Net contact</b> <b>Hours-6</b>	<b>Understanding three-step writing process</b> <b>1. Planning</b> Understanding the three-step writing process, analyzing your situation, gathering information, selecting the right medium, organizing your information <b>2. Writing</b> Adapting to your audience, building strong relationships with your audience, controlling your style and tone, composing your message, choosing strong words, creating effective sentences, crafting unified, coherent paragraph, using technology to compose and shape your message <b>3. Completing</b> Revising message, evaluating your content, organization, style, and tone, reviewing the readability, editing for clarity and conciseness, evaluating, editing, and revising the work of others. using technology to revise your message, producing your message, designing multimedia

	documents, using technology to produce your message, formatting formal letters and memos, proof-reading, distributing your message								
<b>Learning Unit-8</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Crafting brief messages</b>  Creating effective email messages using three-step writing process, using the three-step writing process for routine and positive messages, making routine requests sending routine replies and positive messages, strategy for routine replies and positive messages, and common examples of routine replies and positive messages.								
<b>Learning Unit-9</b> <b>Net contact</b> <b>Hours-3</b>	<b>Developing Negative Messages</b> Choosing the best approach, adapting to your audience, and maintaining high standards of ethics and etiquette								
<b>Learning Unit-10</b> <b>Net contact</b> <b>Hours-3</b>	<b>Applying AIDA model in persuasive message</b> Developing marketing and sales messages: assessing audience needs, analyzing your competition, determining key selling points and benefits, anticipating purchase objections, and applying AIDA or similar model								
<b>Learning Unit-11</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Completing Reports and Proposals</b> Putting the final touches on reports and proposals, revising your reports and proposals, producing your reports and proposals, distributing your reports and proposals, and writing requests for proposals.								
<b>Total</b>	<b>48 hrs (excluding assessment and final examination)</b>								
<b>Basic Text</b>	Courtland L. Bovee, John V. Thill, and MukeshChaturvedi (2011), Business Communication Today, 10th Edition, Pearson Education.								
<b>Reference Book</b>	Lehman, C. M., Dufrene, D. D. and Sinha, M. (2011), BCOM - An Innovative Approach to Learning and Teaching Business Communication - A South-Asian Perspective. Cengage Learning, Delhi.								
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>25%</td></tr> <tr> <td>Practical</td><td>25%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td><b>Total</b></td><td><b>100%</b></td></tr> </table>	In-Semester evaluation	25%	Practical	25%	End-Semester evaluation	50%	<b>Total</b>	<b>100%</b>
In-Semester evaluation	25%								
Practical	25%								
End-Semester evaluation	50%								
<b>Total</b>	<b>100%</b>								
<b>Practical</b>	<ol style="list-style-type: none"> <li>1. Demonstration on use of modern technology in communication.</li> <li>2. Demonstration of how to prepare effective PowerPoint slides and how to use the visuals.</li> <li>3. Demonstration of how to conduct meeting and prepare minutes.</li> <li>4. Demonstration of non-verbal signals and their use.</li> <li>5. Demonstration of business etiquettes.</li> <li>6. Demonstration of oral presentations.</li> </ol>								

Updated February 2017



**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MATHEMATICS-I</b>						
<b>Course Code Number</b>	<b>MAS 101</b>						
<b>Credit Hours</b>	<b>3</b>						
<b>Course Objective</b>							
Main Objective	The objective of the course is to provide a sound mathematical foundation especially in non-calculus area to the participants.						
<b>Learning Unit</b>							
<b>Learning Unit One</b> <b>Net Contact Hours -7 hrs</b>	<b>1. Application of Equations and Inequalities</b> Algebra Refresher (Including Elementary Set Theory), Linear, Quadratic Equations, Application of Equation, Linear Inequalities, Application of Inequalities, Absolute Value.						
<b>Learning Unit Two</b> <b>Net Contact Hours - 7 hrs</b>	<b>2. Functions and Graphs</b> Functions, Special Functions, Combinations of Functions, Inverse Functions, Graphs in Rectangle Coordinates, Symmetry, Translations and Reflections.						
<b>Learning Unit Three</b> <b>Net Contact Hours - 8 hrs</b>	<b>3. Lines, Parabolas, and Systems</b> Lines, Applications and Linear Functions, Quadratic Function, System of Linear Equations, Nonlinear Systems, Application of System of Equations.						
<b>Learning Unit Four</b> <b>Net Contact Hours - 5 hrs</b>	<b>4. Exponential and Logarithmic Function</b> Exponential Functions, Logarithmic Functions, Properties of Logarithms, Logarithmic and Exponential Equations.						
<b>Learning Unit Five</b> <b>Net Contact Hours - 6 hrs</b>	<b>5. Mathematics of Finance</b> Compound Interest, Present Value, Annuities, Amortization of Loans.						
<b>Learning Unit Six</b> <b>Net Contact Hours -10 hrs</b>	<b>6. Matrix Algebra</b> Matrices, Matrix Addition and Scalar Multiplication, Matrix Multiplication, Solving Systems by Reducing Matrices, Inverses, Leontief's Input-Output Analysis.						
<b>Learning Unit Seven</b> <b>Net Contact Hours - 5 hrs</b>	<b>7. Linear Programming</b> Linear Inequalities in Two Variables, Linear Programming for problems with two variables (graphical method).						
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)						
<b>Basic Text</b>	Ernest F. Haeussler, Jr., Richard S. Paul, and Richard Wood (2005), <i>Introductory Mathematical Analysis</i> , USA: Pearson Prentice Hall						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>50%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	In-Semester evaluation	50%	End-Semester evaluation	50%	Total	100%
In-Semester evaluation	50%						
End-Semester evaluation	50%						
Total	100%						

Updated February 2017

# **Semester**

## **II**

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

Course Title	FINANCIAL ACCOUNTING II	
Course Code Number	ACC 202	
Credit Hours:	3	
Course Objective		
Main Objective	The objective of the course is to provide the students with the theoretical and practical knowledge in financial accounting. The course also intends to develop understanding of accounting principles and make the students conversant with the relevant accounting standards.	
Learning Unit		
Learning Unit One Net Contact Hours -6 hrs	1. Cash and Internal Control Cash and cash equivalents, Control over cash, Internal control, Bank reconciliation	
Learning Unit Two Net Contact Hours - 8 hrs	2. Investments and Receivables Investments in highly Liquid Financial Instruments, Accounting for Investments in Stocks and Bonds, Accounts Receivables and Notes Receivables	
Learning Unit Three Net Contact Hours -6 hrs	3. Inventories and Cost of Goods Sold The nature of Inventory, Income statement for a merchandiser, Inventory systems, Inventory costing methods, Valuing inventory at lower of cost or market, Methods for estimating inventory value, Analyzing the management of inventory.	
Learning Unit Four Net Contact Hours -6 hrs	4. Operating Assets Property, Plant and Equipment; Natural Resources, Intangible Assets, Amortization of Intangible Assets.	
Learning Unit Five Net Contact Hours – 5 hrs	5. Current Liabilities, Contingencies and the Time Value of Money Current Liabilities & Contingent Liabilities.	
Learning Unit Six Net Contact Hours – 5 hrs	6. Long-Term Liabilities Bonds Payable, Liability for Leases, Long-term Liabilities and Statement of Cash Flows, Deferred Tax, Pensions.	
Learning Unit Seven Net Contact Hours – 6 hrs	7. Stockholders' Equity Common Stock, Preferred Stock, Treasury Stock, Retirement of Stock, Distribution of Income to Shareholders, Statement of Stockholders' Equity, Comprehensive Income, Book Value per share, Stockholders' Equity and Statement of Cash Flows.	
Learning Unit Eight Net Contact Hours – 6 hrs	8. Financial Statement Analysis Precautions in Statement Analysis, Analysis of Comparative and Common-size Statements, Liquidity Analysis and Management of Working Capital, Solvency Analysis, Profitability Analysis, Reporting and Analyzing other Income Statement Items, Understanding Annual Report of Company.	
Total Contact Hours	48 hrs (excluding assessment and final examination)	
Basic Text	Gary A. Porter and Curtis L. Norton (2007), <i>Financial Accounting: The Impact on Decision Makers</i> , 5th Edition, Thomson South-Western.	
Other References	Anthony, Robert N. and Reece, James S (2004), <i>Accounting Principles</i> , 6 <sup>th</sup> Edition, USA: Richard D., Irwin Inc.	
Evaluation Scheme	In-Semester evaluation	50%
	End-Semester evaluation	50%
	Total	100%

Updated February 2017

**KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT**  
**BBA/ BBIS**

<b>Course Title</b>	<b>MACROECONOMICS</b>
<b>Course Code Number</b>	<b>ECO 210</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide exposure to the basic concepts, tools and theories of macroeconomics with the intention of enabling the students in identifying and analyzing fundamental national and international macroeconomic issues useful to business management decision-making.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4 hrs</b>	<b>1. Basic Concepts</b> Introduction; Basic Economic Problem/Issue: Resource Scarcity and Efficiency; Macroeconomics' objectives: Growth, Employment and Price stability; Opportunity cost; Stocks and Flows; Society's Technological Possibility; Economic Organizations: Market, Command, Mixed Economies (Market and Government); Black or Underground Economy; Economic Models; Equilibrium and Disequilibrium; Resources/ Inputs and Outputs/Value added.
<b>Learning Unit Two</b> <b>Net Contact Hours - 6 hrs</b>	<b>2. Measuring National Economic Activity</b> The Concept of National Accounts; Essence of Economic Flows: Sectors of the Economy: Household, Firm/Enterprise, Government, Financial, Foreign/External; Circular Flow of Macroeconomic Activity/National Income: Flow-of-Product (Final Goods) and Earnings or Cost/Expenditure Approaches; Gross Domestic Product (GDP) and Gross National Product (GNP) and Capital Consumption/Depreciation; Nominal and Real GDP, and GDP Deflator; Actual and Potential/Full Employment GDP/Output; Disposable Income and Saving; National Income Aggregates: Components of GDP and GNP.
<b>Learning Unit Three</b> <b>Net Contact Hours - 5 hrs</b>	<b>3. Consumption and Investment</b> <b>3.1 Consumption</b> Budgetary Expenditure Patterns; Consumption, Income and Saving; Consumption Function; Savings Function; Marginal Propensity to Consume; Marginal Propensity to Save; National Consumption Behavior; Determinants of Consumption; National Consumption Function; Multiplier Model. <b>3.2 Investment</b> Constituents of Investment; Determinants of Investment; Investment Demand Curve; Accelerator Principle.
<b>Learning Unit Four</b> <b>Net Contact Hours - 5 hrs</b>	<b>4. Aggregate Demand and Supply</b> Concepts of Aggregate Demand and Aggregate Supply, and their Schedules; Output and Employment Determination; Demand side (Level of aggregate demand) and Supply-side (Productivity and production costs) Economics. Concept of Inflationary and Deflationary Gap
<b>Learning Unit Five</b> <b>Net Contact Hours - 6 hrs</b>	<b>5. Money and Banking</b> Definition and Functions of Money; Demand for Money and the Quantity Theory of Money; Banking System and the Economy; Credit Creation by Commercial Banks; Financial Intermediaries (depository and non-depository institutions).
<b>Learning Unit Six</b> <b>Net Contact Hours - 7 hrs</b>	<b>6. Monetary Policy along with Open Economy</b> The Concept of Money Supply; (theories and application) Narrow and Broad Money Supplies; Central Banking; Objectives and Instruments of Monetary Policy; Targeting Money Supply; Managing Money Supply: use of instrument to manage money supply; Types of Exchange Rates (including Nominal and Real Exchange Rates, Determinants, Net Exports, and Balance of Payments.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 5 hrs</b>	<b>7. Inflation Unemployment and underemployment</b> Concepts of Inflation, Unemployment and Underemployment; Concept of Consumer Price Index (CPI) and its calculation, Concept of Wholesale Price Index (WPI); Inflation Targeting; Inflation and Unemployment Trade-off.

<b>Learning Unit Eight</b> <b>Net Contact Hours - 4 hrs</b>	<b>8. Business/Trade Cycle</b> The Concept of the Business Cycle; Business Cycle Theories; Business Cycles and Business Decision making.
<b>Learning Unit Nine</b> <b>Net Contact Hours - 6 hrs</b>	<b>9. Public Finance</b> Concept of Public Finance; Role of Government in the Economy; Government Budgeting; Fiscal Policy: Objectives and Instruments; Taxation Policy and Investment Decisions; Fiscal – Monetary Mix; Deficit Financing; Government or Public Debt Management.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Samuelson, P. A. & Nordhaus, W.D. (2010). <i>Economics (19<sup>th</sup> ed.)</i> . New Delhi: Tata McGraw-Hill. (Indian Adptation by Sudip Chaudari and Anindya Sen)
<b>Other References</b>	Lipsey, R. G. & Crystal, K. A. (2010). <i>Economics (12<sup>th</sup> ed.)</i> . Noida: Oxford University Press. Mankiw, N. G. (2011). <i>Macroeconomics, (6<sup>th</sup> Ed.)</i> . Worth Publisher.
<b>Evaluation Scheme</b>	In-Semester evaluation 50% End-Semester evaluation 50% Total 100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>ENGLISH- II</b>
<b>Course Code Number</b>	<b>ENG 102</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The course aims to widen the horizon of students by exposing them to different discourses of different genres and develop their analytical skills and ability to evaluate writings.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours-22 hrs.</b>	<b>Unit A – Essays</b> Philosophy Plato- <i>The Allegory of the Cave</i> , Karl Marx- <i>The Communist Manifesto</i> , Fredric Nietzsche- <i>Apollonianism and Dionysianism</i> , Albert Camus- <i>The Myth of Sisyphus</i> Psychology Sigmund Freud- <i>Case 4: Katharina</i> Science Albert Einstein- $E = MC^2$ Environment Paul and Anne Enrich- <i>The Rivet Poppers</i> Work and Class James Curry- <i>Speech of January 1840</i>
<b>Learning Unit Two</b> <b>Net Contact Hours-16 hrs.</b>	<b>Unit B – Fiction</b>  <b>Race Relations</b> Jan Rabie- <i>Drought</i>  <b>Work and Class</b> Gish Jen- <i>His Own Society</i>  <b>Social Dimension of Class</b> Gloria Naylor- <i>Kiswana Browne</i>  <b>Art and Class</b> The Diamond as Big as the Ritz  <b>Class Conflict</b> Michael Winerip- <i>The Blue Collar Millionaire</i>  <b>Individual and Society</b> B.P. Koirala- <i>A Tale</i> ParashuPradhan- <i>The Telegram on the Table</i>  <b>Logic</b> Max Schulman- <i>Love is a Fallacy</i>  <b>Entertainment</b> Roald Dahl- <i>The Hitch-Hiker</i> Richard Connel- <i>The Most Dangerous Game</i>

<b>Learning Unit Three</b> <b>Net Contact Hours-6 hrs.</b>	<b>Unit C - Poetry</b>  <b><i>Society and Politics</i></b> L.P Devkota- <i>The Lunatic</i>  <b><i>Social Dimensions of Class</i></b> Lawrence Kearney- <i>K Mart</i>  <b><i>Class Conflict</i></b> David Ignatow- <i>The Boss</i>  <b><i>Art and Class</i></b> Michael L. Johnson- <i>Cowboy Poem</i>  <b><i>Love</i></b> W.B. Yeats- <i>Leda and the Swan</i>
<b>Learning Unit Four</b> <b>Net Contact Hours-3hrs.</b>	<b>Unit D - Drama</b>  The Family Edward Albee- <i>The Sandbox</i>
<b>Learning Unit Five</b> <b>Net Contact Hours-1hr.</b>	<b>Unit – E: Song</b> Work and Class Merle Travis- <i>Sixteen Tons</i>
<b>Text Book</b>	Compilation from books
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation      50% Total                                      100%

Updated February 2017





**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MATHEMATICS-II</b>
<b>Course Code Number</b>	<b>MAS 102</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide the students with basic knowledge of calculus that is applicable in various areas of management.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -6 hrs</b>	<b>1. Limits And Continuity</b> Properties of Limits, Limits at infinity, Continuity, Locating Discontinuities.
<b>Learning Unit Two</b> <b>Net Contact Hours - 12 hrs</b>	<b>2. Differentiation</b> Derivative, Rules for Differentiation, Derivative as a Rate of Change, Differentiability and Continuity, Product and Quotient Rules, Chain Rule and Power Rule, Derivatives of Logarithmic Functions, Derivatives of Exponential Functions, Elasticity of Demand, Implicit Differentiation, Logarithmic Differentiation, Higher-Order Derivatives.
<b>Learning Unit Three</b> <b>Net Contact Hours - 8 hrs</b>	<b>3. Curve Sketching</b> Relative extrema, First derivative test, curve sketching using first derivative test, Absolute extrema on a Closed Interval, Concavity and inflection points, Second Derivative Test, Asymptotes, Applied Maxima and Minima.
<b>Learning Unit Four</b> <b>Net Contact Hours - 7 hrs</b>	<b>4. Integration</b> Indefinite Integral, Integration with Initial Conditions, More Integration Formulas, Techniques of Integration, Summation, Definite Integral, Fundamental Theorem of Integral Calculus, Area between Curves, Consumers' and Producers' Surplus.
<b>Learning Unit Five</b> <b>Net Contact Hours - 6 hrs</b>	<b>5. Methods and Applications of Integration</b> Integration by Parts, Integration by Partial Fraction, Differential Equations, Applications of Differential Equations.
<b>Learning Unit Six</b> <b>Net Contact Hours - 9 hrs</b>	<b>6. Multivariable Calculus</b> Functions of Several Variables, Partial Derivatives, Application of Partial Derivatives, Implicit Partial Differentiation, Higher-order Partial Derivatives, Chain Rule, Maxima and Minima for Functions of Two Variables, Lagrange Multipliers, and Multiple Integrals.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Haeussler, E. F., Richard S. P., & Wood R. J. (2010). <i>Introductory Mathematical Analysis (13<sup>th</sup> ed.)</i> , USA: Pearson Prentice Hall.
<b>Evaluation Scheme</b>	In-Semester evaluation    50% End-Semester evaluation    50% Total                                100%

Updated February 2017

# **Semester**

## **III**

**KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT**  
**BBA/BBIS**  
**Course Syllabus**

<b>Course Title</b>		<b>INFORMATION SYSTEMS TECHNOLOGY</b>
<b>Course Code Number</b>		<b>COM 240</b>
<b>Credit Hours</b>		<b>3</b>
<b>Course Objective</b>		
<b>Main Objective</b>		The objective of the course is to develop understanding on the basic concepts and applications of Information Technology in organizations.
<b>Course Outcomes</b>		<p>After completion of all the learning units and the requirements of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Develop understanding of information technology used in business;</li> <li>• Build knowledge about different computer hardware used in business;</li> <li>• Build the concept of different software used in business;</li> <li>• Build the concept of how organizational data is managed;</li> <li>• Develop understanding of how computer network works and how it is beneficial to business.</li> <li>• Develop understanding of emerging technology which produces organizational benefit.</li> <li>• Understand how information systems are prone to risk and how it can be safeguarded.</li> <li>• Develop hands on experience of basic IT application used in business.</li> </ul>
<b>Learning Unit</b>		
<b>Learning Unit One</b> <b>Net Contact Hours -6 hrs</b>		<b>1. Information Technology and Business</b> Business in the information age; Information systems; Organization structure and IT support; Evolution and types of information systems; IT for business, IT for individuals. Computers in past and present, computers for every need.
<b>Learning Unit Two</b> <b>Net Contact Hours – 16 hrs</b>		<b>2. IT Infrastructure</b>
Learning Unit 2	2.1 Net Contact Hours – 2 hrs	<b>2.1 Computer Hardware</b> Hardware; Input/output - for business and for individuals, Processing- CPU, Memory, Storage-types of storage devices, Strategic hardware issues.
Learning Unit 2	2.2 Net Contact Hours – 4 hrs	<b>2.2 Computer Software</b> Software for business; Open source vs. Close source; Systems and utility software; Application software; Software issues; Programming languages; new trends in software , software for mobile devices, software on the web, utility programs.
Learning Unit 2	2.3 Net Contact Hours – 4 hrs	<b>2.3 Database concept</b> Basics of data arrangement and access; Traditional file environment; Databases: Modern approach; Database management systems, Logical data models; approaches to manage data.
Learning Unit 2	2.4 Net Contact Hours - 6 hrs	<b>2.4 Telecommunication and Networks</b> Telecommunications systems; Networks; Network communications software; data transmission characteristics, networking media, communication protocols, Network processing strategies; Telecommunications applications.

<b>Learning Unit Three</b> <b>Net Contact Hours - 4</b> <b>hrs</b>	<b>3. Web and emerging technology</b> Internet and its evolution; Operation of the internet; World wide web; Internet; Intranets, extranet, web 2.0, cloud computing, green computing, virtual computing,
<b>Learning Unit Four</b> <b>Net Contact Hours - 6</b> <b>hrs</b>	<b>4. Computer security and privacy</b> Information security and control, Unauthorized Access and Unauthorized Use, Protecting Against Unauthorized Access and Unauthorized Use, Computer Sabotage and protection, Cyberbullying, Cyberstalking, and Other Personal Safety Concerns,
<b>Learning Unit Five</b> <b>Net Contact Hours - 16</b> <b>hrs</b>	Practicum session for Application software for business. 1. Advance feature of Word Processor 2. Spreadsheet, 3. PowerPoint, 4. Database management system, 5. Internet and web
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	<b>Morley, D., &amp; Parker, C. S. (2014). <i>Understanding Computers Today &amp; Tomorrow</i> 14<sup>th</sup> ed. Cengage Learning.</b>
<b>Other References</b>	1. <b>Efraim Turban, R. Kelly Rainer, Jr. Richard E. Potter,</b> <i>Introduction to Information Technology</i> , 2005, John Wiley & Sons (Asia) Pte Ltd. 2. Steven Alter (2001), <b><i>Information Systems: A Management Perspective</i></b> , 3 <sup>rd</sup> edition, Pearson Education Asia.
<b>Evaluation Scheme</b>	In-Semester evaluation    50% including lab work End-Semester evaluation    50% Total    100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>COMPUTER PROGRAMMING</b>
<b>Course Code Number</b>	<b>COM 314</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>  Enabling objectives:	<p>This course is meant for the students who major Information System (IS) in Bachelor of Business form Faculty of Management Kathmandu University. It introduces of basic concept of programming and particular of object oriented programming using JAVA.</p> <p>The course aims to enable the students to write simple Java applications also explorer the concept of problem solving skill using tools such as algorithm and flowchart.</p> <p>After completing the course the students will be able to</p> <ul style="list-style-type: none"> <li>○ Understand and improve their lexical, syntactical and programming competence.</li> <li>○ Write, modify, compile, debug, and execute Java programs.</li> <li>○ Design and build programs using problem-solving techniques such as top-down approach</li> <li>○ Demonstrate usage of control structure, modularity, classes, I/O and the scope of the class members.</li> <li>● Demonstrate adeptness of object oriented programming in developing solution to problems demonstrating usage of data abstraction, encapsulation and inheritance.</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -7 hrs</b>	<b>1. Introduction to Programming Language and Object Oriented Concepts</b> Programming overview, Program Design (Algorithm, Flowcharts, Pseudocode) , The Java Technology, Solving common compiler and interpreter problems; Overview of Object Oriented Paradigm: Object, Message, Class, Inheritance, Interface
<b>Learning Unit Two</b> <b>Net Contact Hours – 11 hrs</b>	<b>2. Language Basics</b> Variables, Data types, Operators, Expression, Statements, Blocks, Control statements (Sequencing structure Selecting structure and different between them, Practical Hands-on Working Examples using if, Block if, nested if, switch statements, Looping structure: Practical Hands-on Working Examples based on counter controlled repetition, sentinel controlled repetition, Differentiate between exit level and entry level loop. Nested loop: Practical Hands-on Working Examples.
<b>Learning Unit Three</b> <b>Net Contact Hours - 4 hrs</b>	<b>3. Arrays</b> Types, Operations, Searching and Sorting
<b>Learning Unit Four</b> <b>Net Contact Hours – 12 hrs</b>	<b>4. Classes and Inheritance</b> Creating Classes and Objects, Encapsulation, Managing Inheritance, Polymorphism, Creating and Implementing Nested and Inner Classes, Creating and Implementing Interfaces, Creating and Using Package.
<b>Learning Unit Five</b> <b>Net Contact Hours - 5 hrs</b>	<b>5. Object Basics and Simple Data Objects</b> Life Cycle of Object, Numbers, Characters and Strings, Buffered Reader input, String Tokenizer
<b>Learning Unit Six</b> <b>Net Contact Hours - 8 hrs</b>	<b>6. Essential Java Classes</b> Exceptions, Threads, Files

<b>Learning Unit Seven</b>  <b>Net Contact Hours - 1 hrs</b>	<b>7. JAR Files</b> Using JAR files, Signing and Verifying JAR files, JAR-related APIs
<b>Learning Unit 8 Practical</b>	<p><b>DECLARATIONS &amp; OPERATORS</b></p> <ul style="list-style-type: none"> <li>• Declaring Primitives &amp; Reference Variables</li> <li>• Java Arrays, Multi-Dimensional Arrays Practical (Hands-on Working Examples)</li> <li>• Using Operators Practical (Hands-on Working Examples)</li> </ul> <p><b>FLOW CONTROL</b></p> <ul style="list-style-type: none"> <li>• Conditional Statements</li> <li>• Looping Statements Practical (Hands-on Working Examples)</li> <li>• Branching Statements Practical (Hands-on Working Examples)</li> </ul> <p><b>CLASSES &amp; METHODS</b></p> <ul style="list-style-type: none"> <li>• Declaring Classes Practical (Hands-on Working Examples)</li> <li>• Defining Methods</li> <li>• Use Static methods, JavaBeans Naming Practical (Hands-on Working Examples)</li> <li>• Develop Constructors Practical (Hands-on Working Examples)</li> </ul> <p><b>OBJECT ORIENTED PROGRAMMING (OOP) CONCEPTS</b></p> <ul style="list-style-type: none"> <li>• Describe Encapsulation, Use Polymorphism &amp; Inheritance Practical (Hands-on Working Examples)</li> <li>• Develop Interfaces, Abstract Classes &amp; Nested Classes Practical (Hands-on Working Examples)</li> <li>• Method Overriding, Overloading &amp; Constructor Overloading Practical (Hands-on Examples)</li> </ul> <p><b>PACKAGES</b></p> <ul style="list-style-type: none"> <li>• Defining and Importing packages</li> <li>• Access and non-Access Specifiers Practical (Hands-on Working Examples)</li> <li>• Explore java.lang package – Using String &amp; Wrapper classes Practical (Hands-on Working Examples)</li> </ul> <p><b>EXCEPTION HANDLING</b></p> <ul style="list-style-type: none"> <li>• About Java Exception Handling &amp; Exception Hierarchy</li> <li>• Using try-catch Blocks Practical (Hands-on Working Examples)</li> <li>• “throws” keyword, throwing an Exception &amp; “finally” Statements Practical (Hands-on Working Examples)</li> </ul> <p><b>THREADS &amp; NETWORKING</b></p> <ul style="list-style-type: none"> <li>• Introduction to Java Multithread Programming</li> <li>• Creating a Thread – Implementing Runnable &amp; Extending Thread</li> </ul>

	Practical (Hands-on Working Examples) • Creating Multiple Threads  <b>I/O STREAMS</b>  • An overview of the java.io package • Byte Stream Classes – Byte Arrays, File I /O & Buffering Practical (Hands-on Working Examples) • Character Stream – Char Arrays, File I /O & Buffering Practical (Hands-on Working Examples) • Serialization using the java.io package Practical (Hands-on Working Examples)
<b>Total Contact Hours</b>	48 hrs* (excluding assessment, Laboratory work and final examination)
<b>Basic Text</b>	1. Schildt, H. (20012). <i>The Complete Reference Java2</i> . Tata McGraw-Hill New Delhi India  2. Campione, M., & Walrath, K. (2003). <i>The Java Tutorial</i> . Addison-Wesley.
<b>Other References</b>	1. Horstman, C., & Cornell, G. (n.d.). <i>Core Java Volume-I</i> . Prentice Hall.  2. Horstman, C., & Cornell, G. (n.d.). <i>Core Java Volume-II</i> . Prentice Hall.
<b>Evaluation Scheme</b>	In-Semester evaluation    50% End-Semester evaluation    50% <div style="text-align: right;">Total    100%</div>

**Note:**

- Above mentioned net contact hours are except assignment, exam and lab work. Some extra contact hours for practical parts need to be afforded.
- The thematic team members suggested near about 20 hours of practical classes at least.

Updated February 2017

# Kathmandu University School of Management

## BBA/ BBIS Course Syllabus

<b>Course Title</b>	<b>STATISTICS I</b>						
<b>Course Code Number</b>	<b>MAS 131</b>						
<b>Credit Hours</b>	<b>3</b>						
<b>Course Objective</b>							
<b>Main Objective</b>	The objective of the course is to provide participants with a clear understanding of the basic statistical concepts, techniques, and tools on describing data, numerical measures, probability, probability distribution, sampling and sampling distribution, and index numbers and to enable them in using these techniques for analyzing business decision problems.						
<b>Enabling Objectives</b>	<p>After completion of all the learning units and the requirement of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe and present the data in different form of diagrams and tables.</li> <li>• State, calculate and interpret the measures of central values and dispersions.</li> <li>• Explain, calculate and interpret the basic probability problems.</li> <li>• Explain, calculate and interpret the problems of probability distribution – Binomial, Poisson and normal.</li> <li>• State and use of sampling in the sample survey and calculate sample size and its relations with standard error.</li> <li>• Explain types of index number and calculate the index numbers.</li> </ul>						
<b>Learning Unit</b>							
<b>Learning Unit One</b> <b>Net Contact Hours -8 hrs</b>	<b>1. Introduction</b> Statistics and its subdivision, Statistics and Data, Arranging data using the Data Array and Frequency Distribution, Constructing a Frequency Distribution, Graphing Frequency Distributions: Stem -and -Leaf Display, Histogram, Frequency Polygon, Ogives.						
<b>Learning Unit Two</b> <b>Net Contact Hours - 10 hrs</b>	<b>2. Measures of central tendency and dispersion in frequency distribution</b> Summary Statistics, Arithmetic Mean, Weighted Mean, Geometric Mean, Median, Mode, Dispersion, Ranges, Average Deviation Measures, Standard Deviation, Relative Dispersion: Coefficient of Variation.						
<b>Learning Unit Three</b> <b>Net Contact Hours - 10 hrs</b>	<b>3. Probability</b> Basic terminology in probability, Probabilities Rules, Probabilities under conditions of Statistical Independence, Probabilities under conditions of statistical dependence, Bayes' theorem.						
<b>Learning Unit Four</b> <b>Net Contact Hours - 8 hrs</b>	<b>4. Probability distributions</b> Introduction to Probability Distributions, Random Variables, Use of Expected Value in decision making, Binomial Distribution, Poisson Distribution, Normal Distribution, choosing the correct probability distribution.						
<b>Learning Unit Five</b> <b>Net Contact Hours - 6 hrs</b>	<b>5. Sampling and sampling distribution</b> Introduction to Sampling and types of sampling, sample versus census survey, Sampling Distributions, Central Limit Theorem, Relationship between Sample size and Standard error.						
<b>Learning Unit Six</b> <b>Net Contact Hours 6 hrs</b>	<b>6. Index Numbers</b> Introduction, Un-weighted aggregates index, Weighted aggregates index: Laspeyers method, Paasche method, Fisher method, fixedweight aggregate method, and average of relative method- for price, quantity and value indices. Issues in constructing and using index numbers.						
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)						
<b>Basic Text</b>	Richard I. Levin and David S. Rubin (1997), <i>Statistics for Management</i> , 7 <sup>th</sup> Edition, New Delhi: Prentice Hall of India.						
<b>Reference Text</b>	David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, and P.K. Viswanathan ((2010), <i>Business statistics A FIRST COURSE</i> , 5 <sup>th</sup> Edition, New Delhi: Prentice Hall of India.						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>50%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	In-Semester evaluation	50%	End-Semester evaluation	50%	Total	100%
In-Semester evaluation	50%						
End-Semester evaluation	50%						
Total	100%						

Updated February 2017



**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>PSYCHOLOGY</b>
<b>Course Code Number</b>	<b>PSY 141</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to enable the participants understand the basic processes and structures underlying human behavior as a basis for managing people in an organizational setting.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4.5 hrs</b>	<b>1. Conceptual and Methodological frameworks</b> Understanding Psychology - Concepts and Development; Major areas or sub-fields of Psychology; Major perspectives of Psychology; Psychology and Scientific methods; Research methods in Psychology.
<b>Learning Unit Two</b> <b>Net Contact Hours -4.5 hrs</b>	<b>2. Perception</b> Concepts and Importance; Perceptual Organization; Constancies and Illusions; Key perceptual processes; Perception - Innate or Learned?; Extrasensory Perception.
<b>Learning Unit Three</b> <b>Net Contact Hours - 6 hrs</b>	<b>3. Learning</b> Concepts and Importance; Learning Theories; Behaviouristic Perspectives (Classical and Operant Conditioning), Cognitive perspectives Social/Observational learning perspectives, their applications.
<b>Learning Unit Four</b> <b>Net Contact Hours - 4.5 hrs</b>	<b>4. Memory</b> Concepts and Importance; Models of Human Memory, Types of memory, Forgetting, Memory Distortion and Memory Construction; Improving Memory.
<b>Learning Unit Five</b> <b>Net Contact Hours - 6 hrs</b>	<b>5. Cognition</b> Concepts and Importance; Thinking - Elements of thoughts; Reasoning, Decision making - Heuristics, Decision strategy, Escalation of commitment, Emotion and decision making, Naturalistic decision making; Problem solving - methods, factors affecting effective problem solving, Artificial intelligence.
<b>Learning Unit Six</b> <b>Net Contact Hours - 4.5 hrs</b>	<b>6. Motivation</b> Concepts and Importance; Motivational Theories - drive, arousal, expectancy, goal-setting, equity; Motivational sources - hunger, sex, aggression, achievement, intrinsic.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Emotion and Intelligence</b> Concepts and Importance; Nature of emotion; Biological basis of emotions; Expression of emotions; Emotion and cognition; Subjective well being; Theories of intelligence; Measuring intelligence; Role of heredity and environment; Emotional intelligence; Practical intelligence; Creativity.
<b>Learning Unit Eight</b> <b>Net Contact Hours - 6 hrs</b>	<b>8. Personality</b> Concepts and Importance; Personality Theories - Psychoanalytical, Humanistic, Trait, Social Cognitive; Measuring Personality.
<b>Learning Unit Nine</b> <b>Net Contact Hours - 6 hrs</b>	<b>9. Social Thought and Behaviours</b> Concepts and Importance; Social Perceptions (impression, attribution, attitudes, prejudices) and Interactions (influences and relationships).
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Baron, Robert A. (2003), <i>Psychology</i> , 6 <sup>th</sup> Edition, India: Prentice Hall of India Pvt. Ltd.
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation      50% Total                                  100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>SOCIOLOGY</b>
<b>Course Code Number</b>	<b>SOS 121</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to familiarize students with the concepts of dealing with the society in relation to management. The course intends to enable participants to understand society, social system functioning, individual and institution interaction, and conflict management; individual perception about his or her role as a socioeconomic being, personality shaping as a member of a society, individual participation in the entire developmental process of a society.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours - 8 hrs</b>	<b>1. Introduction of Sociology and Perspectives on Study of Sociology</b> Concept, Origin, Definition, Subject matters, Relationship with other subjects, Major three perspectives of Sociology: Functionalism, Conflict and Symbolic interactions
<b>Learning Unit Two</b> <b>Net Contact Hours - 6 hrs</b>	<b>2. Society and Individual</b> Society: Characteristics and elements of society, Types of society (Primitive, agrarian and industrial), Nature of society (based on relationship with human-social contract theory and organic theory), Relationship between society and individual (impact of society on human and vice versa), Concept of social system. Community: Concept, Elements and characteristics, Difference between rural and urban community, Difference between community and society. Social Group: Concept and definitions, Types of group (primary and secondary) and their characteristics. Institutions: Concept and definition, Types of institutions and their functions/needs, Class and caste system (advantages and disadvantages of caste system). Norms and Values: Concept, definition and characteristics.
<b>Learning Unit Three</b> <b>Net Contact Hours - 6 hrs</b>	<b>3. Culture and Society</b> Culture: Concept and definition, Nature and characteristics of culture, Changes in culture (Factors, acculturation, assimilation and enculturation), Cultural ethnocentrism and relativity, Norms and values. Socialization: Definition of socialization and stages, Agents of socialization, Socialization and personality development, Nature vs. Nurture, Freudian concept of socialization. Role and Status: Role strain and role conflict, Types of status (ascribed and achieved).
<b>Learning Unit Four</b> <b>Net Contact Hours - 11 hrs</b>	<b>4. Social Structure</b> Social Structure: Concept and definition, Bases and foundation of social structure, Social order and hierarchy. Social Stratification: Concept and definition, Caste, class and social mobility, life chance, Social stratification is universal, Stratification in rural and industrial society, Bases and factors of stratification, Theories of social stratification (Functionalism, Symbolic interactions, Conflict (FIC)). Social Institutions: Marriage (Concept and definition, Importance and functions, Types), Family (Concept and definition, Functions and importance, Variation in family structure in Nepal, Perspectives on the family (FIC). Education: Role of education in society. Religion and Morality: Concept and definition, Functions, Forms of religious organization. Politics: Nature of politics and political institutions, Politics, power and authority, Types political systems in modern societies. Economics: Concept, Types of economies.
<b>Learning Unit Five</b> <b>Net Contact Hours - 8 hrs</b>	<b>5. Social Change and Social Movement</b> Social change: Concept and definition of social change, Characteristics and nature of social change, Forces and factors of social change, Consequences of social change, Conflict and its causes. Modernization: Concept and definition, Characteristics of modernization, Factors of modernization. Industrialization: Concept and definition, Characteristics, Factors of industrialization. Urbanization: Concept and definition, Characteristics, Factors of urbanization.

	Social Movement: Concept and definition, Types of social movement, Causes of social movement. Changing status of women in Nepal.
<b>Learning Unit Six</b> <b>Net Contact Hours - 3 hrs</b>	<b>6. Social Processes</b> Concept and characteristics of cooperation, accommodation and assimilation.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Social Control</b> Concept, objectives, need/importance, types, elements, agencies of social control.
<b>Total Contact Hours</b>	<b>48 hrs (excluding assessment and final examination)</b>
<b>Basic Text</b>	<ol style="list-style-type: none"> <li>1. R. M. Maciver and Charls H. Page (1985), <i>Society: An Introductory Analysis</i>, Macmillan India Ltd.</li> <li>2. James W. Vander Zanden (1990), <i>The Social Experience</i>, New York: McGraw-Hill.</li> <li>3. William Kornblum, Holt, Rinehart and Winston (1988), <i>Sociology in a Changing World</i>, New York: The Dryden Press.</li> <li>4. James M. Henslin (1993) <i>Sociology: A Down to Earth Approach</i>, Boston: Allyn and Bacon.</li> <li>5. Rishikeshab Raj Regmi (----), <i>The Essentials of Sociology</i>, Buddha Academic Publishers and Distributors Pvt. Ltd, Kathmandu, Nepal.</li> </ol>
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation      50% Total                                  100%

Updated February 2017

# **Semester**

## **IV**

**Kathmandu University School of Management**  
**Bachelor of Business Information Systems**  
**Course Syllabus**

<b>Course Title</b>	<b>DATA STRUCTURE AND ALGORITHMS</b>
<b>Course Code Number</b>	<b>COM 312</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to make the participants aware of the structures and algorithms used in object oriented programming languages. The course also aims to cover various aspects of data representation, their use in problem solving methodologies.
<b>Learning Unit</b>	
<b>Learning Unit One</b>  <b>Net Contact Hours - 3 hrs</b>	<b>1. Introduction to Data Structure and Algorithms</b> History of Algorithms, Classical Examples of Algorithms: Greatest Common Factor, Square Root, Algorithms vs. Programs, Data Structures, and Abstract Data Types.
<b>Learning Unit Two</b>  <b>Net Contact Hours - 3 hrs</b>	<b>2. Algorithms</b> Principles, Efficiency, Examples: Simple and Smart Power Algorithms, Complexity: Space and Time, Asymptotic Notation: Big Oh Notation, Omega, Theta and Little Oh Notations, Recursion. Example: Simple and Smart Recursive Power Algorithms, Tower of Hanoi.
<b>Learning Unit Three</b>  <b>Net Contact Hours - 6 hrs</b>	<b>3. Array Data Structures</b> Properties of Arrays and Subarrays, Insertion, Deletion, Searching: Linear and Binary Search, Merging, Sorting: Bubble, Selection, Insertion, Merge, Quicksort.
<b>Learning Unit Four</b> <b>Net Contact Hours - 6 hrs</b>	<b>4. Linked List Data Structures</b> Linked Lists: Singly-Linked and Doubly-Linked, Insertion, Deletion, Searching.
<b>Learning Unit Five</b>  <b>Net Contact Hours - 4 hrs</b>	<b>5. Abstract Data Types</b> Data Types: Values, Operations, and Data Representation, Abstract Data Type: Values and Operations Only, Requirements, Contract, Implementation(S), Design of Abstract Data Types, String Abstract Data Types, Abstract Data Types in the Java Class Library.
<b>Learning Unit Six</b>  <b>Net Contact Hours - 4 hrs</b>	<b>6. Stack ADTs</b> Stack Concepts, Stack Applications: Infix and Postfix Expressions, A Stack ADT: Requirements, Contract, Implementations of Stacks: Using Arrays, Linked Lists, Stacks in the Java Class Library.
<b>Learning Unit Seven</b>  <b>Net Contact Hours - 4 hrs</b>	<b>7. Queue ADTs</b> Queue Concepts, Queue Applications, A Queue ADT: Requirements, Contract, Implementations of Queues: Using Arrays, Linked Lists, Queues in the Java Class Library.
<b>Learning Unit Eight</b>  <b>Net Contact Hours - 6 hrs</b>	<b>8. Binary Tree Data Structures</b> Binary Trees and Binary Search Trees, Searching, Insertion, Deletion; Traversal, Implementation of Sets Using Bsts.
<b>Learning Unit Nine</b> <b>Net Contact Hours - 6 Hrs</b>	<b>9. Graph Algorithms</b> Graphs : The Graph ADT ; Data Structures for Graphs : Edge List Structure, Adjacency List Structure, Adjacency Map Structure, Adjacency Matrix Structure, Java Implementation ; Graph Traversals : Depth - First Search, Breadth - First Search.
<b>Learning Unit Ten</b> <b>Net Contact Hours - 6 hrs</b>	<b>10. Hash Table Data Structures</b> Hash-table Principles, Closed-bucket and Open-bucket Hash Tables, Searching, Insertion

	Deletion, Hash-table Design, Implementations of Sets and Maps Using Hash Tables.						
<b>Total contact Hours 48</b>	48 hrs (excluding assessment, laboratory work and final examination)						
<b>Basic Text</b>	<ol style="list-style-type: none"> <li>1. David A. Watt, Deryck F. Brown (2001), <b>Java Collections: An Introduction to Abstract Data Types, Data Structures and Algorithms</b>, Wiley.</li> <li>2. Michael T. Goodrich, Roberto Tamassia, Michael H. Goldwasser (2014), <b>Data Structures and Algorithms in Java</b>, 6<sup>th</sup> Edition, Wiley.</li> </ol>						
<b>Other References</b>	Sartaj Sahni (2005), <b>Data Structures Algorithms and Applications in JAVA</b> , 2 <sup>nd</sup> Edition, University Press.						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>50%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	In-Semester evaluation	50%	End-Semester evaluation	50%	Total	100%
In-Semester evaluation	50%						
End-Semester evaluation	50%						
Total	100%						

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MANAGERIAL FINANCE-I</b>
<b>Course Code</b>	<b>FIN 202</b>
<b>Credit hours</b>	<b>3</b>
<b>Course Objective</b>	The main objective of this course is to provide the students an understanding of and ability to use basic financial management concepts, tools, and techniques for making well reasoned financial decisions.
<b>Enabling objectives</b>	<p>After completion of all the learning units and the requirements of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- Describe and explain basic concepts of financial management decisions;</li> <li>- Explain the financial market and Nepalese financial system;</li> <li>- Analyze the financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.</li> <li>- Prepare loan amortization schedule by applying time value of money concepts;</li> <li>- Apply the techniques to project financial statements for forecasting long-term financial needs;</li> <li>- Estimate the value of bond and stock using different valuation models;</li> <li>- Manage a firm's working capital efficiently.</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours-4 hrs</b>	<b>Introduction to Managerial Finance</b> Meaning and Nature of Managerial finance, Emerging role of financial manager, Financial management decisions, Goals of Financial Management: Profit maximization and Shareholders' wealth maximization goal, Organization of Financial management function.
<b>Learning Unit Two</b> <b>Net Contact Hours 4-hrs</b>	<b>Financial Environment: Financial Markets and Institutions</b> Financial environment, Financial markets: Money market and Capital market, Primary market and Secondary market, Financial institutions, Nepalese financial system.
<b>Learning Unit Three</b> <b>Net Contact Hours-8 hrs</b>	<b>Financial Analysis</b> Meaning of financial statements, Forms of financial statements: Income statement, Balance sheet, Statement of retained earnings, and Statement of cash flows, Notes to the financial statements, Methods of financial statement analysis: Horizontal analysis, Vertical analysis, Trend Analysis, and Ratio Analysis, Rationale of ratio analysis, Types of ratios: Liquidity or Short term solvency ratios, Activity or Turnover ratios, Debt or Leverage ratios, Profitability ratios, and

	Market ratios, DuPont system of analysis, Uses and Limitations of Ratio Analysis.
<b>Learning Unit Four</b> <b>Net Contact Hours-6 hrs</b>	<b>Time Value of Money</b> Concepts, Future value and compounding, Present value and discounting, Annuities and Perpetuities, Loan types and Loan amortization.
<b>Learning Unit Five</b> <b>Net Contact Hours 8-hrs</b>	<b>Financial Planning and Forecasting</b> Meaning and nature of financial plan, Break-even analysis, Sales forecast, Financial statement forecasting, Percent of sales method: Projected financial statement method, External financing and Growth (additional funds needed), Percentage external fund requirement (PEFR).
<b>Learning Unit Six</b> <b>Net Contact Hours-8 hrs</b>	<b>Bond and Stock Valuation</b> Meaning and Features of bond, Bond indenture, Types of bond, Bond yield: Current yield, Yield to maturity (YTM), and Yield to call (YTC), Bond valuation, Features of Common stock and Preferred stock, Common stock valuation: Zero growth model, Constant growth model, and Variable growth model, Preferred stock valuation.
<b>Learning Unit Seven</b> <b>Net Contact Hours-10 hrs</b>	<b>Working Capital Management</b> Concepts, Working capital policies, Cash conversion cycle, Inventory management: Types of inventory, Inventory management technique: Economic order quantity (EOQ) model, Receivable management: Credit policy, Five C's system, Monitoring accounts receivable, Cash management: Facets of cash management, Rationale for holding cash, Managing cash collections and disbursements.
<b>Total contact hours</b>	48 hrs (excluding assessment and final examination)
<b>Evaluation Scheme</b>	In-Semester evaluation:50% End-Semester evaluation:50%
<b>Basic Test Book</b>	Stephen A. Ross, Randolph W. Westerfield, and Bradford D. Jordon (2012). <i>Fundamentals of Corporate Finance</i> , 9 <sup>th</sup> Edition. New Delhi: Tata McGraw-Hill Publishing Company.
<b>References</b>	Richard A. Brealey and Stewart C. Myers (2012). <i>Fundamentals of Corporate Finance</i> , 10 <sup>th</sup> Edition. New Delhi: Tata McGraw-Hill Publishing Company. Gitman J. Lawrence (2007). <i>Principles of Managerial Finance</i> , 11 <sup>th</sup> Edition. New Delhi: Dorling Kindersley (India) Private Limited Eugene F. Brigham and Michael C. Ehrhardt (2012). <i>Financial Management: Theory and Practice</i> , 12 <sup>th</sup> Edition. New Delhi: Cenange Learning India Private Ltd. Pandey, I.M. (2010). <i>Financial Management</i> , 10 <sup>th</sup> Edition. New Delhi: Vikas Publishing House Pvt. Ltd.

Updated February 2017



**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>BUSINESS LAW</b>
<b>Course Code</b>	<b>GEM 230</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide participants with the understanding of business laws and legal environment for business in Nepal. The course intends to familiarize participants with the business organizations; their transactions and resources. The course also assists participants gain basic idea about different laws that govern formation, operations and liquidation of business organizations, particularly of a company, with special emphasis on company law and contract law.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -</b> <b>7 hrs</b>	<b>1. Introduction to Business Law</b> Nature and Sources of law, Classification of Major Legal Systems of the world, Characteristics of Nepalese Legal System, Business law as a separate branch of law and its characteristics and sources.
<b>Learning Unit Two</b> <b>Net Contact Hours -</b> <b>10 hrs</b>	<b>2. Business Transactions</b> <b>2.1 Law of contract</b> Meaning of contract and its Elements, Offer and Acceptance, Void and Voidable contract, Consideration, Capacity to conclude a contract, Principle of Party Autonomy, Quasi-contracts, Performance of contracts, Discharge of contract, Termination of contract, Remedy for breach of contract, the Contract Act of Nepal, 2000. <b>2.2 Law of agency</b> Meaning and Creation of Agency, Kinds of agents, Liabilities of agent and principal, Termination of agency.
<b>Learning Unit Three</b> <b>Net Contact Hours -</b> <b>20 hrs</b>	<b>3. Business Organizations</b> Classification of business organizations in Public and Private Sectors, Concept of Natural and Juristic persons; Introduction to Private firm and Partnership firm; Meaning and Characteristics, Types and Essential elements of Partnership; Companies Meaning and Nature of company, its Benefits, Concept of Corporate Veil, Types of Companies, Incorporation of a company, Memorandum and Articles of Association, Prospectus, Shares and Debentures, Allotment and Transfer of shares, Organizational Structure of the company, Annual General Meeting, Board of Directors, Status and Powers of Managing Director, Liquidation and Deregistration of a Company; Insolvency; Meaning, Necessity and Procedures of Insolvency.
<b>Learning Unit Four</b> <b>Net Contact Hours -</b> <b>7 hrs</b>	<b>4. Business Resources</b> Intellectual property; Industrial property – patent, design, trademark, copyright - concept and their protection under Nepalese laws.
<b>Learning Unit Five</b> <b>Net Contact Hours -</b> <b>4 hrs</b>	<b>5. Settlement of Disputes</b> Judicial settlement of disputes - Court system in Nepal and jurisdiction of different courts; Alternative Dispute Resolution (ADR) and Arbitral Settlement of Disputes - Meaning of ADR and their benefits, Arbitration, Advantages and

	Disadvantages, Arbitral award and its enforcement, Enforcement of foreign arbitral awards.						
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)						
<b>References</b>	<ol style="list-style-type: none"> <li>1. Private Firm Registration Act 2014</li> <li>2. Partnership Act 2020, 3. Contract Act 2056</li> <li>4. Patent Design and Trademark Act 2022</li> <li>5. Judicial Administration Act 2048</li> <li>6. Arbitration Act 2055, 7.</li> <li>7. Copyright Act 2059</li> <li>8. Companies Act 2062 BS.</li> <li>9. Insolvency Act 2062 BS</li> </ol>						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>50%</td></tr> <tr> <td>End-Semester</td><td>50%</td></tr> <tr> <td>evaluation Total</td><td>100%</td></tr> </table>	In-Semester evaluation	50%	End-Semester	50%	evaluation Total	100%
In-Semester evaluation	50%						
End-Semester	50%						
evaluation Total	100%						

Updated February 2017

**KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT**  
**BBA/ BBIS**  
**Course Syllabus**

<b>Course Title</b>	<b>STATISTICS II</b>
<b>Course Code Number</b>	<b>MAS 132</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide participants with a clear understanding of the basic inferential statistical concepts and tools on estimation, hypothesis testing, relationship between variables using correlation and regression techniques, and forecasting models and to enable them in using the tools for analyzing business decision problems.
<b>Enabling Objectives</b>	<p>After completion of all the learning units and the requirement of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain, calculate and interpret the estimation of mean and proportion.</li> <li>• State and setting the null and alternative hypothesis in terms of mean, and proportion and test it using data for one sample using statistical test: t-test, z-test.</li> <li>• State and setting the null and alternative hypothesis in terms of mean and proportion and test it using data for two samples using statistical test: t-test and z-test.</li> <li>• Explain, calculate, and interpret the chi-square test and one way ANOVA.</li> <li>• Explain, calculate and interpret the relationship between and among variables using simple correlation and regression analysis.</li> <li>• Interpret the SPSS output for regression model.</li> <li>• Explain, calculate and analyze the time series data for forecasting.</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -5 hrs</b>	<p><b>1. Estimation</b>  Introduction, Point estimates, Interval estimates, Interval estimates and confidence intervals, Calculating interval estimates of the mean from large samples, Calculating interval estimates of the proportion from large samples, Interval estimates using the t-distribution, Determining the sample size in estimation.</p>
<b>Learning Unit Two</b> <b>Net Contact Hours - 8 hrs</b>	<p><b>2. Testing Hypotheses: One Sample Tests</b>  Introduction, concepts basic to hypothesis testing procedure, testing hypothesis, hypothesis testing of mean when the population standard deviation is known, measuring the power of a hypothesis test, hypothesis testing of proportion of large samples, hypothesis testing of means when the population standard deviation is not known.</p>
<b>Learning Unit Three</b> <b>Net Contact Hours - 6hrs</b>	<p><b>3. Testing Hypotheses: Two Sample Tests</b>  Hypothesis testing for differences between means and proportions, Tests for differences between means: Large sample sizes, Tests for differences between means: Small sample sizes, Testing differences between means with dependent samples, Tests for differences between proportions :Large sample sizes</p>
<b>Learning Unit Four</b> <b>Net Contact Hours - 7 hrs</b>	<p><b>4. Chi-Square and Analysis of Variance</b>  Introduction, Chi-square as a test of independence, Chi-square as a test of goodness of fit, Chi square as a test of single population variance. Analysis of variance, F-test as a test of two population variances.</p>
<b>Learning Unit Five</b> <b>Net Contact Hours – 8 hrs</b>	<p><b>5. Simple regression and correlation</b>  Introduction, correlation analysis, regression equation using least squares method, prediction using regression equation- interpolation versus extrapolation, measures of variation - computing the sum of squares, the coefficient of determination, standard error of the estimate, Inference about the population slope, correlation coefficients, and regression equation using t-test and F-test, confidence interval for the slope, estimation of mean values and prediction of individual values, and Limitations and errors, interpreting SPSS output for regression model.</p>
<b>Learning Unit Six</b> <b>Net Contact Hours - 7 hrs</b>	<p><b>6. Multiple Regression</b>  Introduction, multiple regression models, interpreting the regression coefficient, prediction using regression model, quadratic model, multiple regressions with dummy variables, Inference about the population slope, and regression equation by t-test and F-test, confidence interval for the slope, estimation of mean values and prediction of individual values, interpreting SPSS output for regression model</p>
<b>Learning Unit Seven</b> <b>Net Contact Hours - 7hrs</b>	<p><b>7. Time Series and Forecasting</b>  Introduction, Variations in time series, Trend analysis, Cyclic variation, Seasonal variation, Irregular</p>

	variation, Time series analysis in forecasting using trend projection method, moving average method and simple exponential smoothing method. Accuracy measures of forecast values.						
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)						
<b>Basic Text</b>	Richard I. Levin and David S. Rubin (1997), <i>Statistics for Management</i> , 7 <sup>th</sup> Edition, New Delhi: Prentice Hall of India.						
<b>Reference Text</b>	David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, and P.K. Viswanathan ((2010), <i>Business statistics A FIRST COURSE</i> , 5 <sup>th</sup> Edition, New Delhi: Prentice Hall of India.						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>50%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	In-Semester evaluation	50%	End-Semester evaluation	50%	Total	100%
In-Semester evaluation	50%						
End-Semester evaluation	50%						
Total	100%						

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>POLITICAL SCIENCE</b>
<b>Course Code Number</b>	<b>SOS 131</b>
<b>Credit hours</b>	<b>Three (3)</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The key objective of this course is to introduce the basic concepts of politics and political science to students to enable them to understand the day-to-day dynamics of politics. This course intends to link the basic concepts of Political Science to Nepalese context.
<b>Structure of the Course</b>	
<b>Learning Unit One</b> Net contact hours –3 hrs	<b>1. Introduction</b> Concept, meaning, nature, scope and importance of politics; Politics as the art of government, politics as public affairs, politics as compromise and consensus, and politics as power; approaches to the study of politics (philosophical, empirical, and scientific); study of politics as a scientific discipline.
<b>Learning Unit Two</b> Net contact hours-4.5 hrs	<b>2. Government, Systems and Regimes</b> Concepts of governments, systems and regimes; classification of political systems; importance of classifying political systems; traditional systems of classification (classical typologies, and ‘three worlds’ typology), and regimes of the modern world (western polyarchies, new democracies, East Asian regimes, Islamic regimes and military regimes).
<b>Learning Unit Three</b> Net contact hours-4.5 hrs	<b>3. Democracy</b> Concept of democracy Models of democracy (classical democracy, protective democracy, developmental democracy, people’s democracy); democracy in practice: rival views (pluralist, elitist, corporatist, new right and Marxist).
<b>Learning Unit Four</b> Net contact hours -4.5 hrs	<b>4. The State and Nation</b> Concept and elements of the state; rival theories of the state (pluralist, capitalist, leviathan, patriarchal); the role of the state (minimal, developmental, socio-democratic, collectivized, totalitarian; ‘hollow’); concept of the nation; nations as cultural communities, and nations as political communities.
<b>Learning Unit Five</b> Net contact hours-4.5 hrs	<b>5. Political Culture, Communication and Legitimacy</b> Concept of political culture; civic culture or ideological hegemony, legitimacy and political stability; and mass media and political communication.
<b>Learning Unit Six</b> Net contact hours-4.5 hrs	<b>6. Political Parties and Party System</b> Concept of political party; types of political party; functions of political parties (representation, elite formation and recruitment, goal formulation, interest articulation and aggregation, socialization and mobilization, and organization of government); party organization: location of power in the political party; party systems (one party, two party, dominant party, and multiparty); the decline of political parties: political parties in Nepal, their evolution, working and role.
<b>Learning Unit Seven</b> Net contact hours-4.5 hrs	<b>7. Constitutions, the Law and Judiciaries</b> Concept of constitution and constitutionalism; importance of constitution; classification of constitutions (written and unwritten, codified and un-codified, rigid and flexible, effective and nominal, monarchical and republican, unitary and federal, the purpose of a constitution (empowering states, establishing values and goals, providing government stability, protecting freedom, and legitimizing regimes). <b>The Law</b> Law, morality and politics, <b>The Judiciary</b> Concept of the judiciary: Are judges political?: Do judges make policy?: Composition, powers and functions of the Supreme Court of Nepal <b>Nepalese constitutions</b> Salient features of the Interim Constitution of Nepal, 2007.

<b>Learning Unit Eight</b> Net contact hours-4.5 hrs	<b>8. Assemblies</b> Concept and importance of assemblies: parliamentary and presidential systems; functions of assemblies (legislation, representation, scrutiny and oversight, recruitment and training, and legitimacy); structure of assemblies: one chamber or two chambers: committee systems: performance of assemblies: a brief survey of the composition and functions of the Constituent Assembly under the Interim Constitution of Nepal, 2007.						
<b>Learning Unit Nine</b> Net contact hours-4.5 hrs	<b>9. Political Executives</b> Concept of the executive; organization of the executive; functions of political executives (ceremonial leadership, policy-making leadership, popular leadership, bureaucratic leadership, crisis leadership); power structure in the presidential and parliamentary executive; the politics of leadership; theories of leadership: styles of leadership; the role, powers and functions of the Nepalese Prime minister.						
<b>Learning Unit Ten</b> Net contact hours - 4.5 hrs	<b>10. Bureaucracies</b> Concept of bureaucracy; theories of bureaucracy (rational- administrative model, power-bloc model, bureaucratic, and oversupply model); role of bureaucracies: functions of bureaucracies; organization of bureaucracies, bureaucratic power and need to control bureaucrats: Public administration in Nepal; and problems of Nepalese public administration.						
<b>Learning Unit Eleven</b> Net contact hours-4.5 hrs	<b>11. Nepal and the World</b> Concept of foreign policy; foundations of Nepal's foreign Policy; Nepal's relations with India and China, Nepal and SAARC, and Nepal in the United Nations.						
<b>Total Contact Hours</b>	48 hrs						
<b>Text book</b>	<ul style="list-style-type: none"> <li>• Heywood, Andrew (2007). Politics. Third Edition. New York: Palgrave Macmillan.</li> <li>• Pradhan, Bishwa (1996). <i>Behaviour Of Nepalese Foreign Policy</i>. Kathmandu: Mrs. Durga Devi Pradhan, 1996.</li> <li>• <i>The Interim Constitution of Nepal, 2063 B.S. [2007]</i> (With amendments), Kathmandu: UNDP, 2010.</li> </ul>						
<b>Reference Book</b>	<ul style="list-style-type: none"> <li>• Ball, Alan R. and B. Guy Peters. <i>Modern Politics and Government</i>. Sixth Edition. London: Macmillan. Latest Edition.</li> <li>• Hague, Rod, Martin Harrop and Shaun Breslin. <i>Comparative Government And Politics</i>. London: Macmillan. Latest Edition.</li> <li>• Mahler, Gregory S. (2008). <i>Comparative Politics: An Institutional and Cross-National Approach</i>, Fifth Edition. Englewood Cliffs, NJ: Prentice-Hall). (Rpt. New Delhi: Dorling Kindersley (India), 2008).</li> </ul>						
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td> <td>50%</td> </tr> <tr> <td>End-Semester evaluation</td> <td>50%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	In-Semester evaluation	50%	End-Semester evaluation	50%	Total	100%
In-Semester evaluation	50%						
End-Semester evaluation	50%						
Total	100%						

Updated February 2017

# **Semester**

## **V**

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>DATABASE MANAGEMENT SYSTEMS</b>
<b>Course Code Number</b>	<b>COM 330</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The course aims to develop thorough understanding of database; starting from the traditional data management to modern techniques of database management. The objective of the course is also to develop understanding on data-modeling, appropriate database design with normalization, queries for data access, transaction processing, and concurrency control and recovery techniques.
Learning Unit	
<b>Learning Unit One</b> <b>Net Contact Hours -3 hrs</b>	<b>1. Introduction</b> Overview of Manual Database and Flat-file Systems; Purpose of DBMS; Database Users and Administrators; DBMS Architecture, Schemas and Instances, Data Independence, Data Models.
<b>Learning Unit Two</b> <b>Net Contact Hours - 6 hrs</b>	<b>2. Data Modeling Using E-R Diagrams</b> Concept of Entity Sets, Relationships, Attributes; Keys - Candidate, Primary, Foreign; Entity-Relationship (E-R) Diagram; Weak Entity Sets, Reduction of E-R Schema to Tables.
<b>Learning Unit Three</b> <b>Net Contact Hours - 3 hrs</b>	<b>3. Relational Model</b> Introduction, Structure of Relational Model
<b>Learning Unit Four</b> <b>Net Contact Hours - 10 hrs</b>	<b>4. Structured Query Language, SQL</b> Form of a basic SQL Query, examples; Set Operations - UNION, INTERSECT, EXCEPT; Aggregate Operations using GROUP BY and HAVING Clauses; NULL Values, Logical Operators; Views; Database Modification; Querying in Multiple tables using joins; Data Definition Language, DDL
<b>Learning Unit Five</b> <b>Net Contact Hours - 5 hrs</b>	<b>5. Integrity Constraints</b> Domain Constraints; Referential Integrity
<b>Learning Unit Six</b> <b>Net Contact Hours - 7 hrs</b>	<b>6. Normalization</b> Un-normalized Forms and Decomposition; Definitions and Use of Functional Dependencies to get 1NF, 3NF and BCNF; Overview of Normalization using Multi-valued Dependencies
<b>Learning Unit Seven</b> <b>Net Contact Hours - 5 hrs</b>	<b>7. Transaction Processing</b> Concept and State of Transaction; Desirable Properties of Transaction; Schedules, Serializability (Conflict and View) and Recoverability; Testing for Conflict Serializability
<b>Learning Unit Eight</b> <b>Net Contact Hours - 5 hrs</b>	<b>8. Concurrency Control Techniques</b> Lock-based Protocols; Timestamp-based Protocols; Validation-based Protocols; Multiversion Techniques; Deadlock Handling
<b>Learning Unit Nine</b> <b>Net Contact Hours - 4 hrs</b>	<b>9. Database Recovery Techniques</b> Recovery Concepts; Recovery Techniques based on Deferred and Immediate Update; Recovery with Concurrent Transactions; Database backup and Recovery from Catastrophic Failures.
<b>Total Contact Hours</b>	48 hrs (excluding assessment, lab hours, and final examination)
<b>Basic Text</b>	Elmasri and Navathe (2015), <i>Fundamentals of Database Systems</i> , 7 <sup>th</sup> Edition
<b>Other References</b>	Abraham Silberschatz, Henry Korth, and S Sudarshan (2010), <i>Database System Concepts</i> , 6 <sup>th</sup> Edition
<b>Evaluation Scheme</b>	In-Semester evaluation                      50% End-Semester evaluation                      50% Total    100%



**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MANAGERIAL FINANCE-II</b>
<b>Course Code</b>	<b>FIN 203</b>
<b>Credit hours</b>	<b>3</b>
<b>Course Objective</b>	The main objective of this course is to provide an understanding of basic concepts and the skills necessary to raise capital and manage financial assets of a firm. The course will further familiarize the students with the theories of capital structure and dividend policy relevant for making financial decisions.
<b>Enabling objectives</b>	<p>After completion of all the learning units and the requirements of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- Diversify the firm's risk through the application of portfolio theory;</li> <li>- Compute the Weighted average cost of capital (WACC) and identify the factors affecting cost of capital;</li> <li>- Use the various techniques of appraising investment potentials;</li> <li>- Classify the different sources of short term financing;</li> <li>- Identify the various long-term sources of funds for a firm;</li> <li>- Explain the concept of leverage and describe the theories of capital structure; and</li> <li>- Discuss various dimensions of dividend policy.</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours-10 hrs</b>	<b>Risk and Return</b> Meaning of risk and return, Inflation and return, Expected return and variance, Risk and return in a portfolio context: Portfolio risk and return, Importance of covariance and correlation, Optimum portfolio/Minimum variance portfolio, Risk diversification: Systematic and unsystematic risk, Capital Asset Pricing Model (CAPM).
<b>Learning Unit Two</b> <b>Net Contact Hours-6 hrs</b>	<b>Cost of Capital</b> Specific sources of capital, Weighted average cost of capital (WACC): Cost of equity, Cost of retained earnings, Cost of debt and preferred stock, Factors affecting firm's cost of capital.
<b>Learning Unit Three</b> <b>Net Contact Hours-8hrs</b>	<b>Capital Budgeting</b> Meaning and Nature of capital investment decisions, Capital budgeting process, Key motives for making capital expenditures, Project classifications: Independent projects, Dependent projects,, Mutually exclusive projects, Techniques of capital budgeting: Net present value (NPV), Payback period (PBP), Discounted payback period, Average accounting rate of return (AAR), Internal rate of return (IRR), Profitability Index (PI), Modified internal rate of return (MIRR), Ranking of mutually exclusive projects.

<b>Learning Unit Four</b> <b>Net Contact Hours-4hrs</b>	<b>Short-Term Financing Decisions</b> Meaning and nature of short term financing decisions, Alternative current asset policies, Advantages and disadvantages of short-term financing, Sources of short-term financing: Unsecured sources- accruals and trade credit, bank loan, and commercial paper, Secured sources-accounts receivable and Inventory financing.
<b>Learning Unit Five</b> <b>Net Contact Hours-6 hrs</b>	<b>Long-Term Financing Decisions</b> Sources of Long-term financing with their comparative advantages and disadvantages: Equity capital, Preference capital, Term loans, Debentures, Raising of long term finance-Venture capital, Initial Public Offering (IPO), Secondary public offer, Right issue, Private placements.
<b>Learning Unit Six</b> <b>Net Contact Hours-8 hrs</b>	<b>Financial leverage and Capital Structure Policy</b> Meaning and measures of financial leverage, Operating, Financial and total leverage, Factors affecting capital structure of a firm, Optimal capital structure, Theories of capital structure:Net Income(NI) Approach: Net Operating Income (NOI) Approach,Traditional Approach, and Modigliani and Miller (MM) Approach, Bankruptcy costs.
<b>Learning Unit Seven</b> <b>Net Contact Hours-6 hrs</b>	<b>Dividend Policy</b> Meaning and nature of dividend decision, Relevance and Irrelevance of dividend, Factors influencing dividend policy, Dividend stability, Stock dividend and Stock splits, Stock repurchase.
<b>Total contact hours</b>	48 hrs (excluding assessment and final examination)
<b>Evaluation Scheme</b>	In-Semester evaluation:50% End-Semester evaluation:50%
<b>Basic Test Books</b>	Stephen A. Ross, Randolph W. Westerfield, and Bradford D. Jordon (2012). <i>Fundamentals of Corporate Finance</i> , 9 <sup>th</sup> Edition. New Delhi: Tata McGraw-Hill Publishing Company.
<b>References</b>	Richard A. Brealey and Stewart C. Myers (2012). <i>Fundamentals of Corporate Finance</i> , 10 <sup>th</sup> Edition. New Delhi: Tata McGraw-Hill Publishing Company. Gitman J. Lawrence (2007). <i>Principles of Managerial Finance</i> , 11 <sup>th</sup> Edition. New Delhi: Dorling Kindersley (India) Private Limited. Eugene F. Brigham and Michael C. Ehrhardt (2012). <i>Financial Management: Theory and Practice</i> , 12 <sup>th</sup> Edition. New Delhi: Cenange Learning India Private Ltd. Pandey, I.M. (2010). <i>Financial Management</i> , 10 <sup>th</sup> Edition. New Delhi: VikasPubvlishing House Pvt. Ltd.

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>ORGANIZATIONAL BEHAVIOR</b>
<b>Course Code Number</b>	<b>HRM 320</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to provide basic essentials, concepts and applications of organizational behavior so as to enable the participants explain, predict and control human behavior at work and prepare them in pursuing advanced management courses.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -3</b> <b>hrs</b>	<b>1. Introduction to Organizational Behavior</b> Meaning of OB; Objectives of Systematic Study of OB; Primary Disciplines Contributing to OB; <i>Challenges and Opportunity for OB</i> ; Models of Organizational Behavior.
<b>Learning Unit Two</b> <b>Net Contact Hours – 18</b> <b>hrs</b>	<b>2. The Individual in the Organization</b> <b>2.1 Key Variables Affecting Individual Behavior</b> Biographical Characteristics; Ability; Learning; Perception and Individual Decision Making; Personality and Values, Attitudes and Job Satisfaction; Implications of individual Behavior in Performance and Satisfaction. <b>2.2 Motivation Concepts and Applications</b> Basic motivation process; Early theories of motivation; Contemporary theories of motivation; Application of Motivational Concepts: Employee involvement programs, Using rewards to motivate employees, Motivating by Job Design.
<b>Learning Unit Three</b> <b>Net Contact Hours - 15</b> <b>hrs</b>	<b>3. Groups in the Organization</b> <b>3.1 Understanding Groups and Teams</b> Basic group concepts and classification; Stages of group development; Group Decision Making; Team versus groups; Types of teams; Developing and managing effective teams; Turning individuals into team players. <b>3.2 Communication</b> Meaning and functions of communication; The communication process; Methods of communicating; Communication networks; Barriers to effective communication; Cross-cultural communication. <b>3.3 Leadership</b> Concepts of leadership; Managers versus leaders; Leadership traits and skills; Leadership behavioral-tasks vs. people orientation; Charismatic leadership, Situational theory of leadership: Transactional and Transformational leadership behaviors. <b>3.4 Power and Influence</b> Concepts of power and influence; Bases and sources of power; Dependency: The key to power; Influencing tactics and outcomes. <b>3.5 Stress and conflict management</b> Concepts of stress and conflict; Intention and outcomes of conflict; Consequences of stress; Managing stress and conflict.
<b>Learning Unit Four</b> <b>Net Contact Hours - 12</b> <b>hrs</b>	<b>4. The Organization System</b> <b>4.1 Foundations of Organization Structure</b> Meaning of structure; Key elements of the organization structure. <b>4.2 Organization Design</b> Common organizational design: The simple structure, The bureaucracy, The matrix structure, The contingency variables affecting organization design; New options in organization design: The team-based structures, The virtual organization, The boundaryless organization, Organization structure and employee behavior. <b>4.3 Organizational Culture</b> Defining organizational culture, Functions of culture; Creating and sustaining culture, How employees learn culture.

	<b>4.4 Organizational Change and Development</b> Meaning of change, Forces for change; Resistance to change; Approaches to managing change: Changing structure, Changing technology, Changing people; Managing change through organizational development; Contemporary issues in organizational change: Stimulating innovation, Changing organizational culture.	
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)	
<b>Basic Text</b>	Robbins, S. P., Judge, T. A. (2012). <i>Organizational behavior</i> ( 13 <sup>th</sup> ed.). New Delhi: PHL Learning.	
<b>Other References</b>	Pareek, U. (2007). <i>Understanding of Organization Behavior</i> (2 <sup>nd</sup> ed.). New Delhi: Oxford University Press	
<b>Evaluation Scheme</b>	In-Semester evaluation	50%
	End-Semester evaluation	50%
	Total	100%

Updated February 2017

KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT  
BBA/BBIS  
Course Syllabus

Course Title	Quantitative Techniques
Course Code Number	MAS 103
Credit Hours	3
Main Objective	The objective of the course is to provide the students with the concepts and skills to apply the quantitative tools and techniques in decision-making.
Enabling Objectives	<p>After studying this course students will have a solid foundation in quantitative methods and management science. Each learning unit will have some managerial problems to provide motivation for learning the techniques that can be used to address these problems. Furthermore, this course also aims to:</p> <ul style="list-style-type: none"> <li>• Provide a basic understanding of the value and use of quantitative methods in administrative and operational problem solving and decision-making.</li> <li>• Develop an understanding of a variety of quantitative techniques applicable to a wide range of business situations.</li> <li>• Recognize particular techniques and their applications so as to be able to apply these techniques in problem solving for management decision making.</li> </ul>
<b>Learning Unit</b>	<b>Contents</b>
Learning Unit One Net Contact Hours - 3 Hours	<p>Introduction to Quantitative analysis:</p> <ul style="list-style-type: none"> <li>• Introduction to the quantitative analysis approach</li> <li>• Modeling in the real world</li> <li>• Develop a quantitative analysis model</li> <li>• The Role of Computers and Spreadsheet Models in the Quantitative Analysis Approach</li> <li>• Possible Problems in the Quantitative Analysis Approach</li> </ul>
Learning Unit Two Net Contact Hours – 7.5 Hours	<p>Decision Analysis:</p> <ul style="list-style-type: none"> <li>• Introduction and steps in Decision Making</li> <li>• Types of decision making Environments</li> <li>• Decision making under uncertainty: Optimistic, pessimistic, criterion of Realism, equally likely, minimax regret</li> <li>• Decision Making Under risk: Expected monetary value, expected value of perfect information, expected opportunity loss, sensitivity analysis</li> <li>• Decision trees</li> <li>• Bayesian analysis</li> <li>• Utility Theory, Measuring Utility and constructing a utility curve , Utility as a decision-making criterion.</li> </ul>
Learning Unit Three Net Contact Hours – 6 Hours	<p>Game theory:</p> <ul style="list-style-type: none"> <li>• Language of Games</li> <li>• The Minimax Criterion</li> <li>• Pure Strategy Games</li> <li>• Mixed Strategy Games</li> <li>• Dominance.</li> </ul>
Learning Unit Four Net Contact Hours- 11.5 Hours	<p>Linear Programming: Graphical and Simplex methods</p> <ul style="list-style-type: none"> <li>• Formulating LP problem and its graphical solution</li> <li>• Special cases of LP problem</li> </ul>

	<ul style="list-style-type: none"> <li>• Set Up the Initial Simplex Solution</li> <li>• Converting the Constraints to Equations</li> <li>• Simplex Solution Procedures and interpretation of each Simplex Tableau</li> <li>• Solving Maximization Problems</li> <li>• Surplus and Artificial Variables</li> <li>• Solving Minimization Problems, Special Cases: Infeasibility, Unbounded Solutions, Degeneracy, More than One Optimal Solution</li> <li>• Concept of Sensitivity Analysis from Simplex Tableau</li> <li>• Dual Formulation Procedures (not dual solution).</li> </ul>
Learning Unit Five Net Contact Hours – 7.5 Hours	Transportation and assignment: <ul style="list-style-type: none"> <li>• Structure LP problems for the transportation and assignment models (only equation formulation)</li> <li>• Use the northwest corner and stepping-stone methods</li> <li>• Solve facility location and other application problems with transportation models</li> <li>• Solve assignment problems with the Hungarian (Matrix reduction) method</li> <li>• The Transportation Problem</li> <li>• The Assignment Problem the Transshipment Problem, The Transportation Algorithm</li> <li>• Special Situations with the Transportation Algorithm</li> <li>• Facility Location Analysis</li> <li>• Assignment Algorithm</li> <li>• Special Situations with the Assignment Algorithm.</li> </ul>
Learning Unit Six Net Contact Hours -4.5 Hours	Network Models: <ul style="list-style-type: none"> <li>• Minimal-Spanning Tree Problem</li> <li>• Maximal-Flow Problem</li> <li>• Shortest-Route Problem</li> </ul>
Learning Unit Seven Net Contact Hours -9 Hour	Project Management: <ul style="list-style-type: none"> <li>• Understand how to plan, monitor, and control projects with the use of PERT and CPM</li> <li>• Determine earliest start, earliest finish, latest start, latest finish, and slack times for each activity, along with the total project completion time</li> <li>• PERT/CPM</li> <li>• PERT/Cost</li> <li>• Project Crashing</li> <li>• Reduce total project time at the least total cost by crashing the network using manual or linear, programming techniques (only equation formulation)</li> </ul>
Total Contact Hours	48 Hours (excluding assessment and final examination)
Basic Text	Render, Q., Ralf, M., Michael E. H. & Badri, T.N. (2009). Quantitative analysis for management. (11 <sup>th</sup> ed.), New Delhi: Pearson.
Evaluation Scheme	In-Semester evaluation - 50%; End - Semester evaluation - 50%

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>LOGIC</b>
<b>Course Code Number</b>	<b>PSY 370</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to develop participants' ability and skills in logical reasoning by familiarizing them with the principles and methods of correct reasoning. The course also intends to enable the participants to test and evaluate good/ bad arguments, and reach to defensible conclusions.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours - 6 hrs</b>	<b>1. Basic Logical Concepts</b> Introduction, Propositions and Sentences, Arguments, Premises, and Conclusions, Analyzing Arguments, Recognizing Arguments, Arguments and Explanations, Deduction and Validity, Induction and Probability, Validity and Truth, Complex Argumentative Passages, Reasoning.
<b>Learning Unit Two</b> <b>Net Contact Hours - 5 hrs</b>	<b>2. The Uses of Language</b> Basic Functions of Language, Discourse Serving Multiple Functions, The Forms of Discourse, Emotive Words, Kinds of Agreement and Disagreement.
<b>Learning Unit Three</b> <b>Net Contact Hours - 5 hrs</b>	<b>3. Definition</b> Disputes, Verbal Disputes, and Definitions, Kinds of Definition and the Resolution of Disputes, Extension and Intension, Extensional and Intentional Definitions.
<b>Learning Unit Four</b> <b>Net Contact Hours - 4 hrs</b>	<b>4. Fallacies</b> Introduction, Fallacies of Relevance, Fallacies of Presumption, Fallacies of Ambiguity.
<b>Learning Unit Five</b> <b>Net Contact Hours - 14 hrs</b>	<b>5. Deduction</b> Theory of Deduction, Categorical Propositions and Classes, Quality, Quantity, and Distribution, Traditional Square of Opposition, Categorical Syllogisms, Formal Nature of Syllogistic Argument, Venn Diagram Technique for Testing Syllogisms, Syllogistic Rules and Syllogistic Fallacies, Syllogistic Arguments in Ordinary Language (Syllogistic Arguments in Ordinary Language, Reducing the Number of Terms and Translating Categorical Propositions into Standard Form), Symbolic Language of Modern Logic, Symbols for Conjunction, Negation, and Disjunction, Conditional Statements and Material Implication, Argument Forms and Arguments, Statement Forms and Material Equivalence, Logical Equivalence, Methods of Deduction (Formal proof of validity and Proof of invalidity), Proving Validity and Invalidity using Quantification Theory.
<b>Learning Unit Six</b> <b>Net Contact Hours - 8hrs</b>	<b>6. Induction</b> Argument by Analogy, Appraising Analogical Arguments, Refutation by Logical Analogy, Casual Connection: Cause and Effect, Mill's Methods, Critique of Mill's Methods.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Science and Hypothesis</b> Value of Science, Explanations: Scientific and Unscientific, Evaluating Scientific Explanations, Stages of Scientific Investigation, Pattern of Scientific Investigation, Crucial Experiments and Ad Hoc Hypotheses.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Irving M. Copi and Carl Cohen (2004), <i>Introduction to Logic</i> , 13 <sup>th</sup> Edition, New Delhi: Prentice Hall of India Private Limited.
<b>Evaluation Scheme</b>	In-Semester evaluation    50% End-Semester evaluation    50% Total                            100%

Updated February 2017

# **Semester**

# **VI**



**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

Course Title	SYSTEM ANALYSIS AND DESIGN		
Course Code Number	COM 321		
Credit Hours	3		
Course Objective			
Main Objective	The objective of the course is to develop understanding on the functions and methods of systems development from theoretical and applied perspective. The course aims to develop understanding on System Development Life Cycle, its methodologies and various structured approaches to the system development process and its tools, and techniques. The course also intends to introduce the concepts of business information system analysis and design including the framework for information systems architecture,  , feasibility analysis, requirement discovery, data and process modeling, system construction and implementation, operation and support.		
Learning Unit			
Learning Unit One Net Contact Hours -4 hrs	1. <b>Players in the System Game</b> Importance of System Analysis & Design, Information Workers, Modern System Analyst, Modern Business Trends and Implications, Preparing for Career as System Analyst		
Learning Unit Two Net Contact Hours - 5 hrs	2. <b>Information System Building Blocks</b> Information Systems, Framework for Information Systems Architecture, Data Building Blocks Process Building Blocks, Interface Building Blocks.		
Learning Unit Three Net Contact Hours - 6 hrs	3. <b>Information Systems Development</b> Process of Systems Development, System Development Methodology, Alternate Routes and Methods, Automated Tools and Technology.		
Learning Unit Four Net Contact Hours - 4 hrs	4. <b>Project Management</b> What is Project Management?, Project Management Life Cycle.		
Learning Unit Five Net Contact Hours - 5 hrs	5. <b>Feasibility Analysis and the System Proposal</b> Feasibility Analysis and System Proposal, Four Tests of Feasibility, Cost-Benefit Analysis Techniques, Feasibility Analysis of Candidate Systems, System Proposal.		
Learning Unit Six Net Contact Hours - 5 hrs	6. <b>Requirement Discovery</b> Introduction to Requirement Discovery, Process of Requirement Discovery, Requirement Discovery Methods, Documenting Requirements Methods.		
Learning Unit Seven Net Contact Hours - 6 hrs	7. <b>Data Modeling and Analysis</b> Introduction to Systems Modeling, Systems concepts for Data Modeling, Process of Logical Data Modeling, How to construct Data Models, Analyzing Data Model, Mapping Data Requirement to Locations, DFD, ERD.		
Learning Unit Eight Net Contact Hours - 6 hrs	8. <b>Process Modeling and Analysis</b> Introduction to Systems Modeling, Systems Concepts for Process Modeling, Process of Logical Process Modeling, How to construct Process Models, Synchronizing of System Models.		
Learning Unit Nine Net Contact Hours - 4 hrs	9. <b>System Constructions and Implementation</b> What is System Construction and Implementation?, Implementation Phase.		
Learning Unit Ten Net Contact Hours - 3 hrs	10. <b>System Operations and Support</b> Context of Systems Operation and Support, System Maintenance, System Recovery, Technical Support, System Obsolescence, System Enhancement.		
Total Contact Hours	48 hrs (excluding assessment and final examination)		
Basic Text	1. Jeffrey L. Whitten and Lonnie D. Bentley (2001), <i>Systems Analysis and Design Methods</i> , 7 <sup>th</sup> Edition, Tata McGraw-Hill Edition. 2. CASE tools for lab work		
Evaluation Scheme	In-Semester evaluation	50%	
	End-Semester evaluation	50%	
	Total	100%	

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>CourseTitle</b>		<b>BUSINESSDATA COMMUNICATIONS</b>
<b>Course CodeNumber</b>		<b>COM334</b>
<b>CreditHours</b>		<b>3</b>
<b>Nature ofCourse</b>		<b>Theory andPractical</b>
<b>CourseObjective</b>		
<b>MainObjective</b>		The objective of the course is to develop understanding about data communication as it applies to business and its technology and application related issues. The course aims to enable the participants design simple and complex business data communication networks.
<b>LearningUnit</b>		
<b>Learning UnitOne</b> <b>Net Contact Hours - 4hrs</b>		<b>1. Introduction</b> Information and Communication, Data Communications and Networking for Today's Enterprise, Convergence and Unified Communications, The Nature of Business Information Requirements, Distributed Data Processing, The Internet and Distributed Applications, Networks, The Transmission of Information, Management Issues, Standards.
<b>Learning UnitTwo</b> <b>Net Contact Hours - 4hrs</b>		<b>2. Business Information and Distributed Data Processing</b> Audio, Data, Image, Video, Performance Measures, Centralized Versus Distributed Data Processing, Forms of Distributed Data Processing, Distributed Data, Networking Implication of DDP, Big Data Infrastructure Consideration.
<b>Learning UnitThree</b> <b>Net Contact Hours - 12hrs</b>		<b>3. The Internet and Distributed Applications</b>
<b>Learning Unit3</b>	<b>3.1</b> <b>NetContact Hours - 3hrs</b>	<b>3.1 Internet History and Architecture</b> Internet History, Internet Architecture, Internet Domains, The Structure of The Internet, Internet Access Technologies, The Future of The Internet.
<b>Learning Unit3</b>	<b>3.2</b> <b>NetContact Hours - 3hrs</b>	<b>3.2 TCP / IP and OSI</b> A Simple Protocol Architecture, The TCP/IP Protocol Architecture, Internet networking, TCP and IP details, The OSI Protocol Architecture.
<b>Learning Unit3</b>	<b>3.3</b> <b>NetContact Hours - 3hrs</b>	<b>3.3 Distributed Applications</b> Electronic Mail: SMTP and MIME, Web Access and HTTP, Internet Telephony and SIP, Electronic Data Interchange, Telnet, Instant Messaging, Video conferencing.
<b>Learning Unit3</b>	<b>3.4</b> <b>NetContact Hours - 3hrs</b>	<b>3.4 Client Server, Intranet and Cloud Computing</b> The Growth of Client / Server Computing, Client / Server Applications, Middleware, Intranets, Extranets, Cloud Computing and its Importance.
<b>Learning UnitFour</b> <b>Net Contact Hours - 8hrs</b>		<b>4. Data Communications</b>
<b>Learning Unit4</b>	<b>4.1</b> <b>NetContact Hours - 3hrs</b>	<b>4.1 Data Transmission</b> Signals for Conveying Information, Transmission Impairments and Channel capacity, Electromagnetic Signals, Analog Signals, Digital Signals, Guided Media, Unguided Media.

<b>Learning Unit4</b>	<b>4.2 NetContactHours - 3hrs</b>	<b>4.2 TransmissionMedia</b> Twisted Pair Cable, Coaxial Cable, Fiber Optic Cable, Microwave, Satellite,OpticalFiberVersusSatelliteCommunication, Radio, Infrared.
<b>Learning Unit4</b>	<b>4.3 NetContactHours - 2hrs</b>	<b>4.3 DataCommunicationFundamentals</b> Analog and Digital Data Communications, Data Encoding Techniques,AsynchronousandSynchronousTransmission,ErrorDetection.
<b>Learning UnitFive Net Contact Hours - 6hrs</b>		<b>5. Networks</b>
<b>Learning Unit5</b>	<b>5.1 NetContactHours - 3hrs</b>	<b>5.1 LocalAreaNetworkTechnology</b> Background, LAN Configuration, Topologies and Transmission Media, LAN Protocoland Architecture, Bridges, Hub and Switches, Wireless LAN Overview, IEEE802.11WirelessLANStandards,Bluetooth.
<b>Learning Unit5</b>	<b>5.2 NetContactHours - 3hrs</b>	<b>5.2 WideAreaNetworkTechnology</b> Cellular Wireless Networks, Third Generation Wireless Communication,FourthGeneration Wireless Communications, Satellite Communications, VPNBasicArchitecture andTypes.
<b>Learning UnitSix Net Contact Hours - 6hrs</b>		<b>6. ManagementIssues</b>
<b>Learning Unit6</b>	<b>6.1 NetContactHours - 4hrs</b>	<b>6.1 ComputerandNetworkSecurityThreats</b> Computer Security Concepts, Threats, Security Requirements and Attacks,Intruders,Malicious Software Overview, Message Authentication and Hash Function, PublicKeyEncryption and Digital Signature, Viruses, Worms, Bots and Spam,Keyloggers,Phishing,Spyware,ComputerSecurityTrends.
<b>Learning Unit6</b>	<b>6.2 NetContactHours - 2hrs</b>	<b>6.2 ComputerandNetworkSecurityTechniques</b> Virtual Private Networks and IPSec, Wi-Fi Protected Access, IntrusionDetection,Firewalls,MalwareDefense.
<b>Learning UnitSeven Net Contact Hours - 8hrs</b>		<b>7. PracticumSession</b> <ol style="list-style-type: none"> <li>1. Cabling andTesting.</li> <li>2. BasicNetworkCommands.</li> <li>3. ADSL/DSLRouterConfiguration.</li> <li>4. HandlingFTP.</li> <li>5. DemonstrationofWebServer.</li> </ol> <b>Note:QuestionsfromthisunitwillnotbeaskedinWrittenEndSemesterExam.</b>
<b>Total Contact Hours</b>		48hrs(ExcludingAssessmentandFinalExamination)
<b>BasicText</b>		<ol style="list-style-type: none"> <li>1. WilliamStallings (2005),<b>Business Data Communications</b>, 5<sup>th</sup>Edition, PearsonEducation.</li> <li>2. William Stallings (2007), <b>Data and Computer Communications</b>, 8<sup>th</sup>Edition,PearsonEducation.</li> </ol>
<b>OtherReferences</b>		<ol style="list-style-type: none"> <li>1. Jerry Fitzgerald, Alan Dennis, Alexandra Durcikova (2012), <b>Business Data CommunicationsandNetworking</b>,11<sup>th</sup>Edition,Wiley.</li> <li>2. Douglas E.Comer (2009), <b>Computer Networks and Internet</b>, 5<sup>th</sup>Edition, PearsonEducation.</li> </ol>

<b>EvaluationScheme</b>	In-Semesterevaluation	50%	
	IncludingLabWorkEnd-Semester evaluation	50%	
	Total	100%	

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

Course Title	HUMAN RESOURCE MANAGEMENT		
Course Code Number	HRM 201		
Credit Hours	3		
Course Objective			
Main Objective	The objective of the course is to provide participants with the basic concepts and techniques of human resource management.		
Learning Unit			
Learning Unit One Net Contact Hours -3 hrs	1. <b>Overview of the Field</b> Concept and importance of Human Resource Management; Line and staff aspects of HRM; Contemporary environmental context of HRM; Changing Roles of HRM.		
Learning Unit Two Net Contact Hours - 6 hrs	2. <b>Personnel Planning and Recruitment</b> Forecasting and planning of workforce requirements; Analysis of jobs and preparation of job descriptions and specifications; Recruitment: concept, process and sources/ methods; Preparation and use of application blanks.		
Learning Unit Three Net Contact Hours - 6 hrs	3. <b>Employee Selection</b> <b>Selection: concept and process; Issues in employee selection; Uses and procedures of major selection tests and methods: references, paper and pencil tests, psychometric tests, work sample test, interviews.</b>		
Learning Unit Four Net Contact Hours - 6 hrs	4. <b>Employee Training and Development</b> Concept and importance of employee training and development; Training and development process – need assessment, instructional design, delivery, and evaluation; Various training and development methods: orientation training, on the job training, off the job training; Specific training techniques.		
Learning Unit Five Net Contact Hours – 6 hrs	5. <b>Performance Management and Appraisal</b> Concept of performance management; Performance goal setting; Performance appraisal: concept, purposes, importance, and responsibility; Basic appraisal methods; Appraisal feedback interviews; Making appraisals effective.		
Learning Unit Six Net Contact Hours - 6 hrs	6. <b>Employee Compensation</b> Concept and types of employee compensation; Qualities and determinants of employee compensation; Process of establishing pay rates; Incentives Plans; Employee benefits.		
Learning Unit Seven Net Contact Hours – 6 hrs	7. <b>Labor Relations and Collective Bargaining</b> The Labor Movement – global and Nepali contexts; Labor <i>Union related laws in Nepal</i> ; Collective bargaining process.		
Learning Unit Eight Net Contact Hours - 6 hrs	8. <b>Ethics and Fair Treatment in Human Resource Management</b> Concept and importance of workplace ethics and fair treatment; Factors affecting ethical behaviors at workplace; Role of HRM in fair treatment and workplace ethics; Employee discipline and privacy; Managing dismissal.		
Learning Unit Nine Net Contact Hours - 3hrs	9. <b>Employee Safety and Health</b> Employee safety and health: concept and regulatory framework; Workplace accidents: causes and prevention; Employee health: problems and remedies.		
Total Contact Hours	48 hrs (excluding assessment and final examination)		
Basic Text	Dessler, Gary (2006). <i>A framework for human resource management ( 4<sup>th</sup> Ed. )</i> . New Delhi: Pearson.		
Other References	Dessler, G. &Varkkey, B.(2011). <i>Human resource management, (12<sup>th</sup>ed.)</i> New Delhi: Prentice-Hall		
Evaluation Scheme	In-Semester evaluation	50%	
	End-Semester evaluation	50%	
	Total	100%	

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>OPERATIONS MANAGEMENT</b>
<b>Course Code Number</b>	<b>MAS 310</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to introduce the students the basic concepts, tools and techniques in managing operations functions of manufacturing and service organizations.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours - 3 hrs</b>	<b>1. Operations and Productivity</b> Operations management and its functions, Operations in the service sector, Productivity challenge: productivity measurement, productivity variables, productivity and the service sector, Competitive advantage through operations: competing on differentiation, cost, response, strategic OM decisions.
<b>Learning Unit Two</b> <b>Net Contact Hours – 4hrs</b>	<b>2. Design of Goods and Services</b> <b>Goods and services selection, Product development, Issues for product design, Time based competition, Defining the product, Documents for production, Service design.</b>
<b>Learning Unit Three</b> <b>Net Contact Hours – 8 hrs</b>	<b>3. Managing Quality</b> Quality and Strategy, Defining quality, International quality standards, Total quality management, Tools of TQM, Role of inspection, TQM in services.
<b>Learning Unit Four</b> <b>Net Contact Hours – 4hrs</b>	<b>4. Process Strategy</b> Four process strategies, Process analysis and design, Service process design, Process Reengineering, Environment friendly processes, Selection of equipment and technology.
<b>Learning Unit Five</b> <b>Net Contact Hours – 3hrs</b>	<b>5. Capacity Planning</b> Capacity, Design and effective capacity, Capacity and strategy, Capacity Considerations, Managing demand, Demand and capacity management in the service sector, Capacity planning, Applying break-even analysis and decision trees to capacity decisions
<b>Learning Unit Five</b> <b>Net Contact Hours – 3 hrs</b>	<b>6. Location Strategies</b> Strategic importance of Location, Factors that affect location decisions, Methods of evaluating location alternatives, Service location strategy.
<b>Learning Unit Six</b> <b>Net Contact Hours - 3 hrs</b>	<b>7. Layout Strategies</b> Strategic importance of Layout Decisions, Types of layout, Fixed position layout, Process-oriented layout, Office layout, Retail layout, Warehousing and Storage layouts, and Repetitive and Product- oriented layout.
<b>Learning Unit Eight</b> <b>Net Contact Hours - 3 hrs</b>	<b>8. Supply – Chain Management</b> Strategic importance of the Supply - Chain, Purchasing, Supply-chain strategies, Vendor selection.
<b>Learning Unit Nine</b> <b>Net Contact Hours - 6 hrs</b>	<b>9. Inventory Management</b> Functions of Inventory, Inventory Management, Inventory Models, Inventory Models for Independent Demand.
<b>Learning Unit Ten</b> <b>Net Contact Hours - 8 hrs</b>	<b>10. Aggregate Planning</b> Planning Process, Nature of Aggregate Planning, Aggregate Planning Strategies, Methods for Aggregate Planning, Aggregate Planning in services, Material requirements planning (MRP): Dependent Inventory Model requirements, MRP structure, MRP management, Lot sizing techniques, MRP in services.
<b>Learning Unit Eleven</b> <b>Net Contact Hours - 3 hrs</b>	<b>11. Short-Term Scheduling</b> <b>The strategic importance of short term scheduling, scheduling issues, sequencing method.</b>
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Jay Heizer, Barry Render, and JagadeeshRajashekar (2009), <i>Operations Management</i> , 9 <sup>th</sup> Edition, authorized adaptation from the US edition, Prentice Hall Inc.
<b>Other References</b>	Roberta S. Russell and Bernard W. Taylor III (2003), <i>Operations Managements</i> , 4 <sup>th</sup> Edition, Pearson Education. William J. Stevenson (2009) <i>Operations Management</i> , 9 <sup>th</sup> Edition, Tata McGraw-Hill Edition
<b>Evaluation Scheme</b>	In-Semester evaluation                      50% End-Semester evaluation                      50% Total    100%

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MARKETING</b>
<b>Course Code Number</b>	<b>MKT 201</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to help the participants learn about and apply the basic concepts and practices of modern marketing.
<b>Learning Unit</b>	
<b>Learning Unit One Net Contact Hours -6 hrs</b>	<b>1. Marketing in a Changing World</b> What is Marketing? Core Concepts, Marketing Management, Marketing Management Philosophies: Production Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept.
<b>Learning Unit Two Net Contact Hours - 6 hrs</b>	<b>2. The Marketing Environment</b> Company's Microenvironment: Company, Suppliers, Marketing Intermediaries, Customers, Competitors and Publics, Company's Macroenvironment: Demographic, Economic, Natural, Technological, Political and Cultural environments, Responding to the marketing environment.
<b>Learning Unit Three Net Contact Hours - 6 hrs</b>	<b>3. Consumer Markets and Consumer Buyer Behavior</b> Model of Consumer Behavior, Characteristics affecting Consumer Behavior, Types of Buying Decision Behavior, Buyer Decision Process, Buyer Decision Process for new products, Consumer Behavior across International Borders, Business Markets and Business Buyer Behavior: Business Markets, Business Buyer Behavior, Institutional and Government Markets.
<b>Learning Unit Four Net Contact Hours - 6 hrs</b>	<b>4. Market Segmentation, Targeting and Positioning for Competitive Advantage</b> Market Segmentation, Market Targeting, Positioning for Competitive Advantage, Marketing Mix: Concepts of 4 Ps and 4 Cs.
<b>Learning Unit Five Net Contact Hours - 6 hrs</b>	<b>5. Product and Services Strategy</b> What is a Product? Product Classifications, Individual Product Decisions, Product Line Decisions, Product Mix Decisions, Services Marketing, International Product and Services Marketing, Product Life-cycle Strategies.
<b>Learning Unit Six Net Contact Hours - 6 hrs</b>	<b>6. Pricing Products</b> Pricing considerations and approaches: Factors to consider when setting prices, General Pricing A Approaches, Pricing Strategies: New - Product Pricing Strategies, Product Mix Pricing Strategies, Price – Adjustment Strategies, Price Changes, Public Policy and Pricing.
<b>Learning Unit Seven Net Contact Hours - 6 hrs</b>	<b>7. Distribution Channels and Logistics Management</b> Nature of Distribution Channels, Channel Behavior and Organization, Channel Design Decisions, Channel Management Decisions, Public Policy and Distribution Decisions, Nature and Importance of Physical Distribution and Marketing Logistics, Retailing and Wholesaling: Retailer Marketing Decisions, Wholesaler Marketing Decisions.
<b>Learning Unit Eight Net Contact Hours - 6 hrs</b>	<b>8. Integrated Marketing Communications Strategy</b> Marketing Communications Mix, Integrated Marketing Communications, View of the Communication process, Steps in Developing Effective Communication, Setting the total Promotional Budget and Mix, Socially Responsible Marketing Communication.
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Philip Kotler and Gary Armstrong (2001), <i>Principles of Marketing</i> , 11 <sup>th</sup> Edition, India: Prentice Hall.
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                  100%

Updated February 2017

# **Semester VII**



**Kathmandu University School of Management**  
**Bachelor of Business Information Systems**  
**Course Syllabus**

Course Title	SOFTWARE ENGINEERING	
Course Code Number	COM 469	
Credit Hours	3	
Course Objective		
Main Objective	The objective of the course is to develop knowledge on Software Process, Product, and Project and its management to develop a successful software engineering project. The course also aims to provide in depth understanding on the application of software engineering principles to the conventional methods of software development.	
Learning Unit		
Learning Unit One Net Contact Hours -3 hrs	1. Overview Software and its Characteristics, Crisis and Myths, Software Engineering, Software Process and Models	
Learning Unit Two Net Contact Hours – 2 hrs	2. Project Management in Software Engineering Four P’s of Software Project Management	
Learning Unit Three Net Contact Hours - 3 hrs	3. Software Process and Metrics Measures, Metrics and Indicators, Software Measurement, Metrics for Software Quality, Statistical Quality Control, Metrics for Small Organization	
Learning Unit Four Net Contact Hours - 4 hrs	4. Software Project Planning Objectives, Scope, Resources, Project Estimation, Decomposition Techniques, Empirical Estimation Models, Make/Buy Decision, Scheduling and Error Tracking	
Learning Unit Five Net Contact Hours – 3 hrs	5. Risks Analysis and Management Software Risks, Identification, Projection, Refinement, Mitigation, Monitoring and Management	
Learning Unit Six Net Contact Hours - 5 hrs	6. Software Quality Assurance Concepts, SQA, Software Reviews, Formal Technical Reviews, Formal Approaches to SQA, Statistical; Quality Assurance, Software Reliability, ISO 9000, SQA Plan	
Learning Unit Seven Net Contact Hours - 4 hrs	7. Software Configuration Management Introduction, SCM Process, Identification of Objects in Software Configuration, Version Control, Change Control, Configuration Audit, Status Reporting, SCM Standards	
Learning Unit Eight Net Contact Hours - 7 hrs	8. Analysis Concepts, Principles and Modeling Requirements Engineering, Requirements Analysis, Analysis Principles, Software Prototyping, Specification and its Review, Review of Data Modeling, Functional Modeling and Behavioral Modeling, Structured Analysis Tools and Techniques	
Learning Unit Nine Net Contact Hours - 7 hrs	9. Design Concepts, Principles and Architecture Design Design Process, Principles, Concepts, Cohesion, Coupling, Software Architecture, Data Design, Architectural Styles, Transform and Transaction Mapping, User Interface Design, Structured Programming	
Learning Unit Ten Net Contact Hours - 3 hrs	10. Technical Metrics for Software Software Quality, A framework for Technical Software Metrics, Metrics for the Analysis, Design, Coding, Testing and Maintenance	
Total contact Hours	48 hrs (excluding assessment and final examination)	
Basic Text	Roger S. Pressman (2001), <i>Software Engineering - A Practitioner’s Approach</i> , 5 <sup>th</sup> Edition, McGraw Hill.	
Other References	Ian Sommerville (2000), <i>Software Engineering</i> , 6 <sup>th</sup> Edition, Pearson Education Ltd.	
Evaluation Scheme	In-Semester evaluation	50%
	End-Semester evaluation	50%
	Total	100%

Updated February 2017

**KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT**  
**BBA/ BBIS**  
**Course Syllabus**

<b>Course Title</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Course Code Number</b>	<b>GEM 490</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to introduce the learners with basic concepts, elements and process of strategic management by providing thorough understanding of the integration of all functional areas within the organization, and its interaction with external environment, to enable them to formulate the strategies at different level of the organization
<b>Enabling Objectives</b>	After fulfillment of all the requirements of this course the learners will be able to : <ul style="list-style-type: none"> <li>- Understand and explain the strategic management process, the role of top management in the strategic management process and social responsibility of the strategic decision makers</li> <li>- Analyze the external environmental factors and synthesize the strategic external factors</li> <li>- Analyze the internal organizational factors and synthesize the strategic internal factors</li> <li>- Formulate the strategic alternatives at different levels of management and initiate the choice of the best alternative</li> <li>- Develop the program, policies and structure for implementation of the strategies by designing appropriate control measures</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -6 hrs</b>	<b>1. Introduction to Strategic Management</b> 1.1 Concept of strategic management, Benefits and risks of strategic management, Characteristics of strategic decisions, Elements of strategic management, and Strategic decision making process, 1.2 Role of Board of Directors and role of top management, 1.3 Social responsibility and ethics of strategic decision makers 1.3.1 Responsibility of business firm 1.3.2 Stakeholder Analysis 1.3.3 Corporate ethics and guidelines for ethical behavior
<b>Learning Unit Two</b> <b>Net Contact Hours - 9 hrs</b>	<b>2. Environmental Scanning and Industry Analysis</b> 2.1 Identifying external environmental variables: Economic, Technological, Political-Legal, and Socio-Cultural Forces, Identifying external strategic factors, 2.2 Industry analysis: Analyzing the task environment with special reference to Michael Porters Model Industry Evolution: Fragmented vs. consolidated Industry Categorizing International Industry Strategic Grouping Strategic Types Hyper competition Competitive Intelligence Forecasting 2.3 Synthesis of External Factors EFAS ( External factors Analysis Summary)
<b>Learning Unit Three</b> <b>Net Contact Hours – 7.5 hrs</b>	<b>3. Internal Scanning: Organizational Analysis</b> 3.1 Concept of core and distinctive competencies' framework, <u>using</u> resources to gain competitive advantage, sustainability of advantage 3.2 Value chain analysis( <i>Industry &amp; Corporate</i> ) 3.3 Scanning functional resource and capability: Issues related to Structure, Culture, Strategic Marketing, Financial, Research and Development, Operations, Human resources and Information system 3.4 Synthesis of Internal Factor Analysis Summary.(IFAS)
<b>Learning Unit Four</b> <b>Net Contact Hours - 18 hrs</b>	<b>4. Strategy Formulation</b> 4.1 <b>Situation analysis:</b> SWOT analysis, generating strategic factor analysis Summary_(SFAS) and TOWS matrix, Setting Mission and Objectives; <b>Business strategies:</b> Competitive and Collaborative strategies: Lower Cost strategy and Differentiation strategy, Competitive Tactics Cooperative strategies: Collusion and Strategic Alliances: Mutual Service Consortia, Joint Venture,

	Licensing Agreement, Value Chain Partnership; <b>Corporate strategies:</b> Growth, Stability and Retrenchment Strategies; <b>Portfolio Analysis:</b> BCG Growth Matrix , GE Business Screen <b>Functional strategies:</b> Marketing strategy, Financial strategy, Research and Development strategy, Operations strategy, Purchasing strategy, Logistic strategy, Human Resources strategy, Information Technology strategy, <b>Selection of the Best Strategy:</b> Constructing Scenario, Attitude towards risk, Pressure from stake folders, Pressure from corporate culture, Need and desire of key managers
<b>Learning Unit Five</b> <b>Net Contact Hours – 7.5 hrs</b>	<b>5. Strategy Implementation and Control</b> 5.1 Developing Programs, Budgets, and Procedures, Structure vs Strategy, Stages of Corporate Development Staffing Leading and Directing for strategy implementation 5.2 Evaluation and Control in Strategic Management: Measuring performance and types of control, Enterprise risk management Primary measures of corporate performance Primary measures of divisional and functional performance Problems in measuring performance
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Wheelen, T. L., and Hunger, J. D. (2010), <i>Concepts in Strategic Management and Business Policy</i> , 13 <sup>th</sup> Edition, Pearson Prentice Hall.
<b>Other References</b>	Arthur A. Thompson, A. A. Jr. , A. J. Strickland III, A. J. Gamble, J. E., and Jain, A. K. (2010), <i>Crafting and Executing Strategy, Concepts and Cases</i> , 16 <sup>th</sup> Edition, Tata McGraw-Hill.
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MANAGEMENT INFORMATION SYSTEMS</b>	
<b>Course Code Number</b>	<b>MAS-122</b>	
<b>Credit Hours</b>	3 (Three)	
<b>Course Objective</b>	The objective of the course is to acquaint students with the knowledge of information systems essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers and to introduce them to computer technology and information processing in organizations.	
<b>Learning Unit</b>		
<b>Learning Unit One</b> Net contact hrs- 6 hrs	<b>1. Information Systems in Global Business Today</b> Role of Information Systems in Business Today, Perspectives on Information Systems, Contemporary Approaches to Information Systems	
<b>Learning Unit Two</b> Net contact hrs- 6 hrs	<b>2. E-Business: How Businesses Use Information Systems</b> Business Processes and Information Systems, Types of Information Systems, Systems That Span the Enterprise, Information Systems Function in Business	
<b>Learning Unit Three</b> Net contact hrs- 6 hrs	<b>3. Information Systems, Organizations, and Strategy</b> Organizations and Information Systems, How Information Systems Impact Organizations and Business Firms, Using Information Systems to Achieve Competitive Advantage, Using Systems for Competitive Advantage	
<b>Learning Unit Four</b> Net contact hrs- 6 hrs	<b>4. Ethical and Social Issues in Information Systems and Securing Information Systems</b> Understanding Ethical and Social Issues Related to Systems, Ethics in an Information Society, The Moral Dimensions of Information Systems System Vulnerability and Abuse, Business Value of Security and Control, Establishing a Framework for Security and Control, Technologies and Tools for Protecting Information Resources	
<b>Learning Unit Five</b> Net contact hrs-6 hrs	<b>5. Telecommunications, the Internet, and Wireless Technology</b> Telecommunications and Networking in today's Business World, Communications Networks, The Global Network, The Wireless Evolution	
<b>Learning Unit Six</b> Net contact hrs- 6 hrs	<b>6. E-Commerce: Digital Markets, Digital Goods</b> Electronic Commerce and the Internet, Types of Electronic Commerce, M-Commerce Services and Applications, Electronic Commerce Payment Systems	
<b>Learning Unit Seven</b> Net contact hrs- 6 hrs	<b>7. Building Information Systems</b> Systems as Planned Organizational Change, Overview of Systems Development, Alternative Systems-Building Approaches	
<b>Learning Unit Eight</b> Net contact hrs- 6 hrs	<b>8. Enterprise System, Managing Knowledge and Collaboration</b> Enterprise Systems, Supply Chain Management Systems, Customer Relationship Management Systems, The Knowledge Management Landscape, Knowledge Work Systems.	
<b>Total contact hrs</b>	48 hrs (excluding assessment and final examination)	
<b>Basic Text</b>	Loudon K.C., Loudon J.P. & Dass R. (2011). <i>Management Information Systems: Managing Digital firm (11<sup>th</sup>ed)</i> Pearson	
<b>Evaluation Scheme</b>	In-semester evaluation	50 %
	End-semester evaluation	50 %
	Total	100 %

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>PROJECT MANAGEMENT</b>
<b>Course Code Number</b>	<b>GEM 332</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to equip the participants with the concepts, tools and techniques for managing various types of projects, and to recognize potential and positive contribution of project management for the organization.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4 hrs</b>	<b>1. Introduction</b> Define a project, Historical Perspective, Current Issues in Project Management, Relationship between Project Management and General Management.
<b>Learning Unit Two</b> <b>Net Contact Hours - 5 hrs</b>	<b>2. Structure and Frameworks</b> Project model, Four phases of project management, Project environment, Complexity of the project, Project organizational structure.
<b>Learning Unit Three</b> <b>Net Contact Hours – 4 hrs</b>	<b>3. Strategic Important of Project Management</b> Project and Organization strategy, Project management as a strategic capability, Project performance measurement.
<b>Learning Unit Four</b> <b>Net Contact Hours -6 hrs</b>	<b>4. Project Definition</b> Developing concept, Scope management, Project process, Work Breakdown Structure (WBS), Process mapping, Stakeholder management
<b>Learning Unit Five</b> <b>Net Contact Hours – 8 hrs</b>	<b>5. Time Planning</b> Time planning as a process, Gantt charts, Time estimation, Critical path analysis (CPM)
<b>Learning Unit Six</b> <b>Net Contact Hours - 8 hrs</b>	<b>6. Planning Analysis</b> Analysis time plan, Crashing a project, Risk management in a project, Risk quantification method: PERT.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Project Control</b> Control system, control of major constraints (cost constraint and quality constraint), resource leveling, visual control, monitoring technical performance
<b>Learning Unit Eight</b> <b>Net Contact Hours – 6 hrs</b>	<b>8. Project Completion and Review</b> Project completion and handover, structuring improvement activities, carrying out reviews, evaluate the cost of quality
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Harvey Maylor (2003), <i>Project Management</i> , 3 <sup>rd</sup> edition, Pearson Education, Singapore.
<b>Other References</b>	Project Management Institute (2000), <i>A Guide to Project Management Body of Knowledge</i> , PMI, Upper Durby, PA
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                100%

Updated February 2017

# **Semester VIII**

**Kathmandu University School of Management**  
**Bachelor of Business Information Systems**  
**Course Syllabus**

Course Title	SOFTWARE ENGINEERING	
Course Code Number	COM 469	
Credit Hours	3	
Course Objective		
Main Objective	The objective of the course is to develop knowledge on Software Process, Product, and Project and its management to develop a successful software engineering project. The course also aims to provide in depth understanding on the application of software engineering principles to the conventional methods of software development.	
Learning Unit		
Learning Unit One Net Contact Hours -3 hrs	1. Overview Software and its Characteristics, Crisis and Myths, Software Engineering, Software Process and Models	
Learning Unit Two Net Contact Hours – 2 hrs	2. Project Management in Software Engineering Four P’s of Software Project Management	
Learning Unit Three Net Contact Hours - 3 hrs	3. Software Process and Metrics Measures, Metrics and Indicators, Software Measurement, Metrics for Software Quality, Statistical Quality Control, Metrics for Small Organization	
Learning Unit Four Net Contact Hours - 4 hrs	4. Software Project Planning Objectives, Scope, Resources, Project Estimation, Decomposition Techniques, Empirical Estimation Models, Make/Buy Decision, Scheduling and Error Tracking	
Learning Unit Five Net Contact Hours – 3 hrs	5. Risks Analysis and Management Software Risks, Identification, Projection, Refinement, Mitigation, Monitoring and Management	
Learning Unit Six Net Contact Hours - 5 hrs	6. Software Quality Assurance Concepts, SQA, Software Reviews, Formal Technical Reviews, Formal Approaches to SQA, Statistical; Quality Assurance, Software Reliability, ISO 9000, SQA Plan	
Learning Unit Seven Net Contact Hours - 4 hrs	7. Software Configuration Management Introduction, SCM Process, Identification of Objects in Software Configuration, Version Control, Change Control, Configuration Audit, Status Reporting, SCM Standards	
Learning Unit Eight Net Contact Hours - 7 hrs	8. Analysis Concepts, Principles and Modeling Requirements Engineering, Requirements Analysis, Analysis Principles, Software Prototyping, Specification and its Review, Review of Data Modeling, Functional Modeling and Behavioral Modeling, Structured Analysis Tools and Techniques	
Learning Unit Nine Net Contact Hours - 7 hrs	9. Design Concepts, Principles and Architecture Design Design Process, Principles, Concepts, Cohesion, Coupling, Software Architecture, Data Design, Architectural Styles, Transform and Transaction Mapping, User Interface Design, Structured Programming	
Learning Unit Ten Net Contact Hours - 3 hrs	10. Technical Metrics for Software Software Quality, A framework for Technical Software Metrics, Metrics for the Analysis, Design, Coding, Testing and Maintenance	
Total contact Hours	48 hrs (excluding assessment and final examination)	
Basic Text	Roger S. Pressman (2001), <i>Software Engineering - A Practitioner’s Approach</i> , 5 <sup>th</sup> Edition, McGraw Hill.	
Other References	Ian Sommerville (2000), <i>Software Engineering</i> , 6 <sup>th</sup> Edition, Pearson Education Ltd.	
Evaluation Scheme	In-Semester evaluation	50%
	End-Semester evaluation	50%
	Total	100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>PROJECT MANAGEMENT</b>
<b>Course Code Number</b>	<b>GEM 332</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to equip the participants with the concepts, tools and techniques for managing various types of projects, and to recognize potential and positive contribution of project management for the organization.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4 hrs</b>	<b>1. Introduction</b> Define a project, Historical Perspective, Current Issues in Project Management, Relationship between Project Management and General Management.
<b>Learning Unit Two</b> <b>Net Contact Hours - 5 hrs</b>	<b>2. Structure and Frameworks</b> Project model, Four phases of project management, Project environment, Complexity of the project, Project organizational structure.
<b>Learning Unit Three</b> <b>Net Contact Hours – 4 hrs</b>	<b>3. Strategic Important of Project Management</b> Project and Organization strategy, Project management as a strategic capability, Project performance measurement.
<b>Learning Unit Four</b> <b>Net Contact Hours -6 hrs</b>	<b>4. Project Definition</b> Developing concept, Scope management, Project process, Work Breakdown Structure (WBS), Process mapping, Stakeholder management
<b>Learning Unit Five</b> <b>Net Contact Hours – 8 hrs</b>	<b>5. Time Planning</b> Time planning as a process, Gantt charts, Time estimation, Critical path analysis (CPM)
<b>Learning Unit Six</b> <b>Net Contact Hours - 8 hrs</b>	<b>6. Planning Analysis</b> Analysis time plan, Crashing a project, Risk management in a project, Risk quantification method: PERT.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Project Control</b> Control system, control of major constraints (cost constraint and quality constraint), resource leveling, visual control, monitoring technical performance
<b>Learning Unit Eight</b> <b>Net Contact Hours – 6 hrs</b>	<b>8. Project Completion and Review</b> Project completion and handover, structuring improvement activities, carrying out reviews, evaluate the cost of quality
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Harvey Maylor (2003), <i>Project Management</i> , 3 <sup>rd</sup> edition, Pearson Education, Singapore.
<b>Other References</b>	Project Management Institute (2000), <i>A Guide to Project Management Body of Knowledge</i> , PMI, Upper Durby, PA
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                100%

Updated February 2017



**KATHMANDU UNIVERSITY SCHOOL OF MANAGEMENT**  
**BBA/ BBIS**  
**Course Syllabus**

<b>Course Title</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Course Code Number</b>	<b>GEM 490</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to introduce the learners with basic concepts, elements and process of strategic management by providing thorough understanding of the integration of all functional areas within the organization, and its interaction with external environment, to enable them to formulate the strategies at different level of the organization
<b>Enabling Objectives</b>	After fulfillment of all the requirements of this course the learners will be able to : <ul style="list-style-type: none"> <li>- Understand and explain the strategic management process, the role of top management in the strategic management process and social responsibility of the strategic decision makers</li> <li>- Analyze the external environmental factors and synthesize the strategic external factors</li> <li>- Analyze the internal organizational factors and synthesize the strategic internal factors</li> <li>- Formulate the strategic alternatives at different levels of management and initiate the choice of the best alternative</li> <li>- Develop the program, policies and structure for implementation of the strategies by designing appropriate control measures</li> </ul>
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -6 hrs</b>	<b>1. Introduction to Strategic Management</b> 1.1 Concept of strategic management, Benefits and risks of strategic management, Characteristics of strategic decisions, Elements of strategic management, and Strategic decision making process, 1.2 Role of Board of Directors and role of top management, 1.3 Social responsibility and ethics of strategic decision makers 1.3.1 Responsibility of business firm 1.3.2 Stakeholder Analysis 1.3.3 Corporate ethics and guidelines for ethical behavior
<b>Learning Unit Two</b> <b>Net Contact Hours - 9 hrs</b>	<b>2. Environmental Scanning and Industry Analysis</b> 2.1 Identifying external environmental variables: Economic, Technological, Political-Legal, and Socio-Cultural Forces, Identifying external strategic factors, 2.2 Industry analysis: Analyzing the task environment with special reference to Michael Porters Model Industry Evolution: Fragmented vs. consolidated Industry Categorizing International Industry Strategic Grouping Strategic Types Hyper competition Competitive Intelligence Forecasting 2.3 Synthesis of External Factors EFAS ( External factors Analysis Summary)
<b>Learning Unit Three</b> <b>Net Contact Hours – 7.5 hrs</b>	<b>3. Internal Scanning: Organizational Analysis</b> 3.1 Concept of core and distinctive competencies’ framework, <u>using</u> resources to gain competitive advantage, sustainability of advantage 3.2 Value chain analysis( <i>Industry &amp; Corporate</i> ) 3.3 Scanning functional resource and capability: Issues related to Structure, Culture, Strategic Marketing, Financial, Research and Development, Operations, Human resources and Information system 3.4 Synthesis of Internal Factor Analysis Summary.(IFAS)
<b>Learning Unit Four</b> <b>Net Contact Hours - 18 hrs</b>	<b>4. Strategy Formulation</b> 4.1 <b>Situation analysis:</b> SWOT analysis, generating strategic factor analysis Summary_(SFAS) and TOWS matrix, Setting Mission and Objectives; <b>Business strategies:</b> Competitive and Collaborative strategies: Lower Cost strategy and Differentiation strategy, Competitive Tactics Cooperative strategies: Collusion and Strategic Alliances: Mutual Service Consortia, Joint Venture,

	Licensing Agreement, Value Chain Partnership; <b>Corporate strategies:</b> Growth, Stability and Retrenchment Strategies; <b>Portfolio Analysis:</b> BCG Growth Matrix , GE Business Screen <b>Functional strategies:</b> Marketing strategy, Financial strategy, Research and Development strategy, Operations strategy, Purchasing strategy, Logistic strategy, Human Resources strategy, Information Technology strategy, <b>Selection of the Best Strategy:</b> Constructing Scenario, Attitude towards risk, Pressure from stake folders, Pressure from corporate culture, Need and desire of key managers
<b>Learning Unit Five</b> <b>Net Contact Hours – 7.5 hrs</b>	<b>5. Strategy Implementation and Control</b> 5.1 Developing Programs, Budgets, and Procedures, Structure vs Strategy, Stages of Corporate Development Staffing Leading and Directing for strategy implementation 5.2 Evaluation and Control in Strategic Management: Measuring performance and types of control, Enterprise risk management Primary measures of corporate performance Primary measures of divisional and functional performance Problems in measuring performance
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Wheelen, T. L., and Hunger, J. D. (2010), <i>Concepts in Strategic Management and Business Policy</i> , 13 <sup>th</sup> Edition, Pearson Prentice Hall.
<b>Other References</b>	Arthur A. Thompson, A. A. Jr. , A. J. Strickland III, A. J. Gamble, J. E., and Jain, A. K. (2010), <i>Crafting and Executing Strategy, Concepts and Cases</i> , 16 <sup>th</sup> Edition, Tata McGraw-Hill.
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                100%

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>MANAGEMENT INFORMATION SYSTEMS</b>	
<b>Course Code Number</b>	<b>MAS-122</b>	
<b>Credit Hours</b>	3 (Three)	
<b>Course Objective</b>	The objective of the course is to acquaint students with the knowledge of information systems essential for creating competitive firms, managing global corporations, adding business value, and providing useful products and services to customers and to introduce them to computer technology and information processing in organizations.	
<b>Learning Unit</b>		
<b>Learning Unit One</b> Net contact hrs- 6 hrs	<b>1. Information Systems in Global Business Today</b> Role of Information Systems in Business Today, Perspectives on Information Systems, Contemporary Approaches to Information Systems	
<b>Learning Unit Two</b> Net contact hrs- 6 hrs	<b>2. E-Business: How Businesses Use Information Systems</b> Business Processes and Information Systems, Types of Information Systems, Systems That Span the Enterprise, Information Systems Function in Business	
<b>Learning Unit Three</b> Net contact hrs- 6 hrs	<b>3. Information Systems, Organizations, and Strategy</b> Organizations and Information Systems, How Information Systems Impact Organizations and Business Firms, Using Information Systems to Achieve Competitive Advantage, Using Systems for Competitive Advantage	
<b>Learning Unit Four</b> Net contact hrs- 6 hrs	<b>4. Ethical and Social Issues in Information Systems and Securing Information Systems</b> Understanding Ethical and Social Issues Related to Systems, Ethics in an Information Society, The Moral Dimensions of Information Systems System Vulnerability and Abuse, Business Value of Security and Control, Establishing a Framework for Security and Control, Technologies and Tools for Protecting Information Resources	
<b>Learning Unit Five</b> Net contact hrs-6 hrs	<b>5. Telecommunications, the Internet, and Wireless Technology</b> Telecommunications and Networking in today's Business World, Communications Networks, The Global Network, The Wireless Evolution	
<b>Learning Unit Six</b> Net contact hrs- 6 hrs	<b>6. E-Commerce: Digital Markets, Digital Goods</b> Electronic Commerce and the Internet, Types of Electronic Commerce, M-Commerce Services and Applications, Electronic Commerce Payment Systems	
<b>Learning Unit Seven</b> Net contact hrs- 6 hrs	<b>7. Building Information Systems</b> Systems as Planned Organizational Change, Overview of Systems Development, Alternative Systems-Building Approaches	
<b>Learning Unit Eight</b> Net contact hrs- 6 hrs	<b>8. Enterprise System, Managing Knowledge and Collaboration</b> Enterprise Systems, Supply Chain Management Systems, Customer Relationship Management Systems, The Knowledge Management Landscape, Knowledge Work Systems.	
<b>Total contact hrs</b>	48 hrs (excluding assessment and final examination)	
<b>Basic Text</b>	Loudon K.C., Loudon J.P. & Dass R. (2011). <i>Management Information Systems: Managing Digital firm (11<sup>th</sup>ed)</i> Pearson	
<b>Evaluation Scheme</b>	In-semester evaluation	50 %
	End-semester evaluation	50 %
	Total	100 %

Updated February 2017

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course Title</b>	<b>PROJECT MANAGEMENT</b>
<b>Course Code Number</b>	<b>GEM 332</b>
<b>Credit Hours</b>	<b>3</b>
<b>Course Objective</b>	
<b>Main Objective</b>	The objective of the course is to equip the participants with the concepts, tools and techniques for managing various types of projects, and to recognize potential and positive contribution of project management for the organization.
<b>Learning Unit</b>	
<b>Learning Unit One</b> <b>Net Contact Hours -4 hrs</b>	<b>1. Introduction</b> Define a project, Historical Perspective, Current Issues in Project Management, Relationship between Project Management and General Management.
<b>Learning Unit Two</b> <b>Net Contact Hours - 5 hrs</b>	<b>2. Structure and Frameworks</b> Project model, Four phases of project management, Project environment, Complexity of the project, Project organizational structure.
<b>Learning Unit Three</b> <b>Net Contact Hours – 4 hrs</b>	<b>3. Strategic Important of Project Management</b> Project and Organization strategy, Project management as a strategic capability, Project performance measurement.
<b>Learning Unit Four</b> <b>Net Contact Hours -6 hrs</b>	<b>4. Project Definition</b> Developing concept, Scope management, Project process, Work Breakdown Structure (WBS), Process mapping, Stakeholder management
<b>Learning Unit Five</b> <b>Net Contact Hours – 8 hrs</b>	<b>5. Time Planning</b> Time planning as a process, Gantt charts, Time estimation, Critical path analysis (CPM)
<b>Learning Unit Six</b> <b>Net Contact Hours - 8 hrs</b>	<b>6. Planning Analysis</b> Analysis time plan, Crashing a project, Risk management in a project, Risk quantification method: PERT.
<b>Learning Unit Seven</b> <b>Net Contact Hours - 6 hrs</b>	<b>7. Project Control</b> Control system, control of major constraints (cost constraint and quality constraint), resource leveling, visual control, monitoring technical performance
<b>Learning Unit Eight</b> <b>Net Contact Hours – 6 hrs</b>	<b>8. Project Completion and Review</b> Project completion and handover, structuring improvement activities, carrying out reviews, evaluate the cost of quality
<b>Total Contact Hours</b>	48 hrs (excluding assessment and final examination)
<b>Basic Text</b>	Harvey Maylor (2003), <i>Project Management</i> , 3 <sup>rd</sup> edition, Pearson Education, Singapore.
<b>Other References</b>	Project Management Institute (2000), <i>A Guide to Project Management Body of Knowledge</i> , PMI, Upper Durby, PA
<b>Evaluation Scheme</b>	In-Semester evaluation      50% End-Semester evaluation    50% Total                                100%

Updated February 2017