Faculty of Management

Bachelor of Business Administration (BBA)
Curriculum

Office of the Dean
Tribhuvan University
Kirtipur, Kathmandu
Nepal
2013
Course Cycle

First Semester

ENG 201: English – I
MGT 201: Principles of Management
ECO 201: Micro Economics
MTH 201: Business Mathematics I
ITC 201: Computer and Information Technology Applications

MTH - 201: Business Mathematics - I

Course Objectives

The course introduces mathematical techniques through examples of their application to economic and business concepts. It also tries to get students tackling problems in economics and business using these techniques as soon as possible so that they can see how useful they are. The purpose of the course, then, is to present mathematical skills and concepts, and to apply them to ideas that are important to the management students.

In addition, three course includes the basics of spreadsheet operations relating to solving equations, systems of equations, quadratic equations, matrices, the Mathematics of Finance and some numerical methods as well.

Contents


Detailed Course

Unit 1. Straight lines and Functions 6 hrs

Straight lines, Linear Functions,
Applications: demand, supply, cost, revenue, Elasticity of demand, supply and income,
Budget and cost constraints, Method of Least Squares;
**Lab. Work**: Introducing Excel, Excel for linear functions.

**Unit 2. Simultaneous equations**  
6 hrs  
Simultaneous linear equations, Equilibrium and break-even, Consumer and producer surplus, the *IS-LM* model  
**Lab. Work**: Excel for simultaneous linear equations.

**Unit 3. Quadratic Equations**  
7 hrs  
Graphs of Quadratic Functions, Quadratic Equations, Applications to Economics;  
**Lab. Work**: Excel for quadratic equations.

**Unit 4. Non-linear functions, their graphs and applications**  
10 hrs  
Cubic and other polynomial functions, Exponential functions, Logarithmic functions, Hyperbolic functions of the form $a/(bx + c)$; Bisecton method, Newton-Raphson method for solving nonlinear equations;  
**Lab. Work**: Excel for non-linear functions;  
**Smart math calculator** (software): Bisecton method, Newton-Raphson method.

**Unit 5. Financial mathematics**  
10 hrs  
Arithmetic and geometric sequences and series; Simple interest, compound interest and annual percentage rates, Depreciation, Net present value and internal rate of return, Annuities, debt repayments, sinking funds; Relationship between interest rates and the price of bonds;  
**Lab. Work**: Excel for financial mathematics.

**Unit 6. Differentiation and applications**  
9 hrs  
Slope of a curve and differentiation, Rules of differentiation, Differentiation and marginal analysis, Optimization for functions of one variable, Economic applications of maximum and minimum points, Curvature and other applications, Elasticity and the derivative;  
**Lab. Work**: Excel for applications of derivatives.

**References**  
Teresa Bradley, *Essential Mathematics for Economics and Business*, John Wiley & Sons Ltd  
Mike Rosser, *Basic Mathematics for Economists*, Routledge Taylor & Francis Group
ECO - 201 : Microeconomics

Course Objectives
This module aims to develop students’ understanding of the microeconomic concepts and theories in order to enhance their skill in analyzing business opportunities, market and risks.

Contents

Detailed Course
Unit 1: Introduction to Microeconomics LH 3
Meaning, Scope, Types, Uses

Unit 2: Theory of Demand and Supply LH 6
Demand function
§ Meaning and types
§ Movement along a demand curve and shifts in demand curve
Supply Function
§ Meaning and types
§ Movement along a supply curve and shifts in supply curve
Concept of Elasticity of demand and supply
§ Price elasticity of demand: degrees, measurement (percentage, total outlay, point and arc methods), uses in business decision making.
§ Income elasticity of demand: degrees, measurement (percentage, arc and point methods)
§ Cross elasticity of demand: types, measurement (percentage and arc methods)
§ Price elasticity of supply: degrees, measurement (percentage, point and arc methods)
Measurement of elasticity
Unit 3: Theory of Consumer's Behaviour

Cardinal vs ordinal utility

Indifference curve analysis

§ Meaning, assumptions and properties
§ Principle of MRS
§ Consumer's equilibrium
§ Price effect – derivation of PCC and demand curves for normal goods (substitutes and complements)
§ Income effect – derivation of ICC and Engel curves for normal goods and inferior goods
§ Substitution effect – Hicksian approach
§ Decomposition of price effect into income and substitution effects – Hicksian approach
§ Applications – tax and subsidy, income leisure choice of workers

Computations and Numerical assignments

Unit 4: Theory of Production

Concept of total, average and marginal product
Production function – meaning, types (short run and long run production function, Cobb-Douglas production function.
Law of variable proportions (explanation of three stages of production with reasons)
Isoquants

§ Meaning, assumptions and properties
§ Principle of marginal rate of technical substitution
§ Optimal employment of two inputs (or least cost combination of two inputs)

Laws of returns to scale

§ Explanation with table and diagram (using IQ)

Computations and Numerical assignments

Unit 5: Cost and Revenue Curves

Cost function
Various concepts of costs: opportunity cost, explicit and implicit costs, accounting and economic costs
Short run costs

§ Behaviour of short run total costs
§ Behaviour of average and marginal cost curves
§ Relation between AC and MC, TVC and MC and AC and AFC and AVC

Long run costs

§ Meaning
§ Derivation of U-shaped and L-shaped LAC with reasons

Revenue

§ Revenue under perfect competition
§ Revenue under imperfect competition
§ Relationship of Revenues (TR, AR and MR) with price elasticity of demand

Computations and Numerical assignments

Unit 6: Theory of Product Pricing

LH 10
Profit maximisation and equilibrium of a firm
  § TR-TC approach (table and diagram)
  § MR-MC approach (table and diagram)
Equilibrium price and output determination under perfect competition
  § Meaning and characteristics
  § Derivation of short run supply curve of a firm
  § Short run equilibrium (firm and industry)
  § Long run equilibrium (firm and industry)
Equilibrium price and output determination under monopoly
  § Meaning and characteristics
  § Short run equilibrium
  § Long run equilibrium
  § Meaning and conditions of price discrimination
  § Degrees of price discrimination
  § Equilibrium of firm under third degree discrimination
Equilibrium price and output determination under monopolistic competition
  § Meaning and characteristics
  § Short run equilibrium
  § Long run equilibrium of a firm
Oligopoly
  § Meaning and characteristics

Computations and Numerical assignments

Unit 7: Theory of Factor Pricing
Rent
  § Concept of economic rent and its determination: modern theory of rent.
Wages
  § Marginal productivity theory of wages
Interest
  § Loanable funds theory of interest
  § Liquidity preference theory of interest
Profits
  § Dynamic theory of profits
  § Innovation theory of profits

Computations and Numerical assignments

References
Ahuja, H.C. Advanced Economic Theory – Micro Economic Analysis, New Delhi – S. Chand (Latest ed.)
Browning and Browning (1994), Microeconomic Theory and Applications, New Delhi, Kalyani Publishers
ENG - 201 : English - I

Module Objectives
This module aims to develop students' skill in oral and written communication in English language.

Contents
Intensive practice to improve listening comprehension for both daily and academic needs: the focus shall be on development of active listening habit and utilizing oral information in a variety of contexts. Grammatical and structural review of English: review of standard grammatical forms and their application in a variety of writing formats. Reading comprehension: development of reading comprehension proficiency from business related areas.

Detailed Course

Unit 1: Poems  
- Piano  
- Great Scott! Gadzooks!  
- On the Eve of His Execution  
- Stopping by Woods on a Snowy Evening  
- Where the Mind Is Without Fear

Unit 2: Short Stories  
- Yudhisthira’s Wisdom  
- The Brave Little Parrot  
- If Not Higher  
- The Library Card  
- Marriage is a Private Affair  
- Who was to Blame?  
- Third Thoughts  
- Mr. Know-All  
- The Telegram on the Table  
- The Great Answer  
- A Tale

Unit 3: Essays  
- Why Go to University?
Curbing the One-eyed Monster
How Sane Are We?
The Burden of Skepticism
Keeping Errors at Bay
We Are Breaking the Silence about Death
The Savage Male

Unit 4: Technical Writing
- Chapter – 18 – Grammar, Punctuation, Mechanics and Spelling

Unit 5: Daily English Newspapers
Questions
- Comprehension (Newspaper) 4 x 2 = 8
- 4 levels from any topic (no text) = 12
- Short answers (6 ques. choice) 5 x 5 = 25
- Technical Writing = 15

ITC 201: Computer and Information Technology Applications

Course Objectives
This module aims to provide students with the fundamental knowledge of computer sand its application in business world.

Contents

Detailed Course
Unit I: Definition of Computer: What is computer? When computer came into existence? Different types of computers. LH 2
Unit II: Input Devices: Mouse, Keyboard, Microphone, Monitor, Uses of input devices LH 2
Unit III: Output Devices: Monitor, Printer, Uses of Output devices LH 2
Unit IV: Storage Devices: Primary Storage Device, Secondary Storage Devices, uses of storage devices LH 2
Unit V: Central Processing Unit: Control Unit, Algorithm and Logic Unit, functions of Central processing Unit LH 2
Unit VI: Operating System: What is operating System? Different operating systems, Why is operating system needed? Support for Networking LH 2
Unit VII: Computer Network: Introduction to computer network, Pros and Cons of computer LH 2
Network, Types of computer network (On the basis of size and architecture), Introduction to IP address.

**Unit VIII:** Application Software: Word Processor, Spread Sheet, Presentation Tools, Image processing software (Photoshop) with basic features.

**Unit IX:** Utility Software: Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter

**Unit X:** Information Technology: What is IT? Importance of IT. Different hardware and software used in IT. Application of IT in Science and Engineering, Business and Commerce, Education, Governance, Medicine, Entertainment.

**Unit XI:** Financial Information System (FIS). What is FIS? Features of FIS. How FIS can help organization in decision making process?

**Unit XII:** Marketing Information System (MkIS). What is MkIS? Features of MkIS. How MkIS can help organization in decision making process?

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**MGT - 201 : Principles of Management**

**Course Objectives**
This module aims to impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

**Contents**

**Detailed Course**

**Unit 1: Introduction**
Management: concepts, meaning and functions. Types of managers. Managerial roles and skills. Becoming a manager: role of education, experience and situation.

**Unit 2: Perspectives in Management**
Early development. Classical Perspective: scientific management, administrative management and bureaucracy. Behavioral Perspective: Hawthorne studies, human relations movement, and emergence of organizational behavior. Quantitative Perspective:

Unit 3: Planning \(\text{LH 7}\)

Unit 4: Organizing \(\text{LH 10}\)

Unit 5: Leading \(\text{LH 8}\)

Unit 6: Controlling \(\text{LH 6}\)

Unit 7: Organizational Change and Development \(\text{LH 5}\)
Nature, forces, paradigm shifts and areas (structure, technology, business process and behaviors) of organizational change. Resistance to change. Overcoming resistance to change. Concept of Organizational Development

Addendum: At least one case will be administered at the end of each chapter. The students will also complete a project work and a few other assignments as specified by the faculty member.

References