

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



**Course detail of**  
**BBA (Bachelor of Business Administration) 6<sup>th</sup> Semester**

RCH 201: Business Research Methods	3 Credit Hours
FIN 208: Financial Markets & Services	3 Credit Hours
SOC 204: Nepalese History and Politics	3 Credit Hours
MGT 237: Entrepreneurship & Business Resource Mapping	2 Credit Hours
MGT 238: Practicum on Business Plan	1 Credit Hour
IT 204: E-Commerce	3 Credit Hours

**October 2024**

# **FIN 208: Financial Markets and Services**

BBA: 6<sup>th</sup> Semester

*Credits: 3  
Lecture Hours: 48*

## **Course Objectives**

The purpose of this course is to provide the students with in-depth understanding of the structure, principles and functions of financial markets and services. Upon completion of this course, the students will have necessary theoretical background of financial markets and how they work globally as well as in the context of Nepal. Furthermore, fund management, lending, insurance and investment.

## **Course Description**

The course deals with fundamental aspect of financial market and services. Particularly, this course covers the financial system, financial market regulation and financial services, financial markets, commercial banks and others lending institutions, insurance companies and pension funds, investment banks and mutual funds and security firms and other institutions.

## **Course Details**

### **Unit 1: The Introduction of Financial System**

**4 LHs**

Meaning of financial system, Function of financial system, Components of financial system, and financial markets and its types, financial intermediaries and classification, financial assets and roles of financial system in economy.

### **Unit 2: Financial market Regulations and Financial Services.**

**5 LHs**

Financial Market regulations; Financial market regulations; Central bank and its functions, conduct of monetary policy, financial services; Meaning, scope and types of financial services, Characteristics of financial services, Causes for financial innovations, financial services and promotion of industries, financial service industries in Nepal.

### **Unit 3: Money Market**

**6 LHs**

Meaning of Money Market; Purposes of money market; Participants in money market; Money Market Instruments: Treasury bills, commercial paper, central bank funds, negotiable certificate of deposits, repurchase agreement, and banker's acceptances; Yield concepts on discount papers: discount yield, bond equivalent yield, effective annual rate, holding period return, and holding period yield; Yield concepts on other money market instruments; Money market in Nepal

### **Unit 4: Capital Market**

**8 LHs**

Meaning of capital market; Functions of capital market; participants in capital market; Capital market securities: Treasury notes and bonds, municipal bonds, corporate bonds, mortgaged

backed securities, and common stock; Yield on capital markets securities; International aspects of capital markets; and Issues in capital markets in Nepal

**Unit 5: Commercial Banks and Other Lending Institutions****8 LHs**

Concept of commercial bank; Financial statements and off-balance sheet assets and liabilities; Financial statement analysis using a return on equity framework; Regulation of commercial banks; Types of regulations: liquidity regulation, capital adequacy regulation in reference to Basel Accord, Saving and loan associations; Saving banks; Credit unions; Overview of development banks, finance companies, micro-credit development banks, and co-operatives, Classification of financial institutions in Nepal.

**Unit 6: Insurance Companies and Pension Funds****7 LHs**

Concept of insurance companies; Types of insurance companies; Life insurance: types, the fair value of an annuity policy, and asset and liability structure; Property-casualty insurance companies: types, asset and liability structure, and profitability; Overview of insurance industry in Nepal; Regulation and supervision mechanism of insurance businesses in Nepal. Concept of pension funds; Types of pension plans; Retirement benefits under defined benefit plan and defined contribution plan; and Pension fund management practices in Nepal

**Unit 7: Investment Banking and Mutual Funds****6 LHs**

Meaning and roles of investment banks, Securitization of assets, Merger and acquisition, investment banking activities in Nepal; Concept of mutual funds; Types of mutual funds; Mutual fund expenses; Net asset value and return on mutual funds; Mutual fund practices in Nepal.

**Unit 8: Securities Firms and Other Institutions****4 LHs**

Concept of merchant banks, functions of merchant banks, merchant bank activities in Nepal; Concept of brokerage and dealer services, and practices in Nepal; Concept of rating agencies, rating agency services in Nepal, Functions of CDS and Clearing Limited; Overview of Employee Provident Fund and Citizen Unit Trust

**Suggested Reading**

Fabozzi, F. J., & Jones, F. J. *Foundations of Global Financial Markets and Institutions*. Massachusetts, USA: MIT Press.

Saunders, A. & Marcia, M. C. *Financial markets and institutions*. New Delhi: McGraw-Hill Education (India) Pvt. Ltd.

Gordon, E., & Natarajan, K. *Financial markets and services*. Mumbai: Himalaya Publishing House.

Banks and Financial Institutions Act (BAFIA), NRB

NRB Directives

Publications of Security Board of Nepal.

Publications of Insurance Board.

Circular and Guidelines related to security market of Nepal.

# IT 204: E-Commerce

(BBA 6<sup>th</sup> semester)

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objective**

The main objective of this course is to introduce different concepts of e-commerce including business models, security, payment systems, e-commerce marketing and advertisement, social networks, portals, auctions and B2B e-commerce.

## **Course Description**

The course covers different concepts of e-commerce including features, types, business models, infrastructure, security and payment systems of e-commerce. This course also covers additional concepts such as e-commerce marketing and advertising, social networks, portals and auctions, and the concepts of B2B e-commerce.

## **Course Details**

### **Unit 1: Introduction**

**3 LHs**

Why E-commerce? Introduction to E-commerce; Unique Features of E-commerce; Types of E-commerce

### **Unit 2: E-commerce Business Models and Concepts**

**6 LHs**

E-commerce Business Models; B2C Business Models; B2B Business Models; How E-commerce Changes Business: Strategy, Structure, and Process

### **Unit 3: E-commerce Infrastructure: The Internet, The Web and The Mobile Platforms**

**6 LHs**

The Internet: Technology Background; Internet Infrastructure and Access; The Web; The Internet and Web: Features and Services; Mobile Apps

### **Unit 4: E-commerce Security and Payment Systems**

**7 LHs**

E-commerce Security Environment; Security Threats; Technology Solutions; Management Policies, Business Procedures, and Public Laws; E-commerce Payment Systems

### **Unit 5: E-commerce Marketing and Advertising Concepts**

**7 LHs**

Consumers Online: The Online Audience and Consumer Behavior; Digital Commerce Marketing and Advertising Strategies and Tools; Online Marketing Technologies; Understanding the Costs and Benefits of Online Marketing Communication

### **Unit 6: Social, Mobile, and Local Marketing**

**6 LHs**

Introduction to Social, Mobile, and Local Marketing; Social Marketing; Mobile Marketing; Local and Location-Based Marketing

### **Unit 7: Social Networks, Auctions, and Portals**

**6 LHs**

Social Networks and Online Communities; Online Auctions; E-commerce Portals

## **Unit 8: B2B E-commerce: Supply Chain Management and Collaborative Commerce 7 LHs**

Overview of B2B E-commerce; The Procurement Process and Supply Chains; Trends in Supply Chain Management and Collaborative Commerce; B2B E-commerce Marketplaces: The Selling Side of B2B; Private B2B Networks

### **Case Study:**

The case study includes studying and preparing a project report on any popular e-commerce web application including its products, features, payment systems etc. Students can also propose a new e-commerce web application for the organization they study during case study. The project can be done in groups with at most 3 members in each group.

### **Suggested Reading**

E-commerce: Business, Technology, and Society, Kenneth C. Laudon and Carol Guercio Traver, 17<sup>th</sup> Edition, Pearson

Digital Business and E-commerce Management, Dave Chaffey, Tanya Hemphill David Edmundson-Bird, 7<sup>th</sup> Edition, Pearson

# **RCH 201: Business Research Methods**

**BBA 6<sup>th</sup> Semester**

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

This course is an introduction on how to do business research with an emphasis on applied problem solving and report writing. The objective of this course is therefore to provide knowledge and understanding of basic principles of business research methods.

## **Course Description**

The course has a preliminary focus on problem identification, theoretical framework development and hypothesis formulation. The course will then deal with research design issues, measurement, sampling, data collection and analysis. This encompasses the overall understanding and application of appropriate research techniques and research statistics, and report writing and presentation skills.

## **Course Details**

### **Unit 1: Introduction**

**8 LHs**

Meaning of research; Scientific research-features, Types of research-basic research and applied research; The scientific research process; Paradigm shifts-Positivism vs. interpretivism philosophies; Management research-concept, nature, and value in business decision making; applying scientific thinking to management/business problems; Ethical issues in business research.

### **Unit 2: Literature Searching and Theoretical Framework**

**5 LHs**

Concept, purposes and steps in literature survey; Literature search through the internet; Theoretical framework; Research problem; Statement of research objectives; Formulation of research hypothesis; Approaches-deduction and induction.

### **Unit 3: Research Design**

**5 LHs**

Concept of research design; Quantitative research designs -descriptive, correlational, causal-comparative, and experimental; Qualitative research - case study, ethnography and grounded theory.

### **Unit 4: Measurement, Scaling and Sampling**

**8 LHs**

Variables (independent, dependent and moderating) and measurement scale (nominal, ordinal, interval, ratio ); Nature of measurement; Scale construction for attitude measurement; Scales commonly used in business research (rank order rating scale, semantic differential scale, likert scale); Validity and reliability of measurement; Sources of measurement problems; Sampling process; Types of sampling -probability sampling (simple random, systematic, stratified and cluster) and non-probability sampling(convenience, judgmental and quota); Sampling and non- sampling errors; Determination of sample size.

## **Unit 5: Data Collection and Analysis**

**12 LHs**

Types of data and their sources-secondary data, advantages and disadvantages of using secondary data; Primary data-sources and methods; Questionnaires-design, components and principles of questionnaire writing; Research interviews- face-to-face and telephone interviews, computer assisted interviewing; Observation-concept and methods;

Presenting data in tables, diagrams and graphs, Quantitative data analysis methods - descriptive and inferential statistics; Methods of collecting qualitative data; Qualitative data analysis methods - content analysis, narrative analysis, discourse analysis, grounded theory analysis; Chi-square test for goodness of fit and independence of attributes with examples.

## **Unit 6: Research Proposal and Report Writing**

**10 LHs**

Topic selection; Research proposal – purpose, types and structure; Writing research reports -the reporting process, procedure for writing, and style of writing; Typing and layout of the research report; Citations and references by using APA format; Essentials of a good research report.

### **Basic Books**

Bryman, A. and E. Bell. *Business Research Methods*. New Delhi: Oxford University Press.

Pant, P. R. *Fundamentals of Business Research Methods*. Kathmandu: Buddha Academic Enterprises.

Zikmund, and G. William. *Business Research Methods*. New Delhi: Thomson India.

### **Reference Books**

Chawla, D. and N. Sondhi. *Research Methodology-Concepts and Cases*. New Delhi: Vikas Publishing House.

Cooper, D. R. *Business Research Methods*. New Delhi: Tata McGraw- Hill Publishing Company Ltd.



# SOC 204: Nepalese History and Politics

BBM 3rd Semester

Credits: 3  
Lecture Hours: 48

## Course Objectives

After the completion of the course the students will be able;

- to describe the major historical events of Nepal,
- to examine the political changes and development of different historical time,
- to corroborate the contemporary politics with the past historical events,
- to identify the factors and issues affecting current politics of Nepal

## Course Description

This course is designed to impart the introductory knowledge to the student about the history and political development of Nepal. This course mainly focuses on the main trends of Nepalese history covering major historical events and political changes of Nepal.

## Course Details

### Unit 1: Nepal in Ancient and Medieval Times

8 LHs

- Historicity of Nepal
- Brief history of ancient Nepal-Gopala, Mahishpala and Kirat dynasty
- Malla Rule in Nepal Mandala-political, social and economic condition
- Division of Malla Kingdom
- Introduction to the Baise and Chaubise principalities of Medieval Nepal
- Causes of the Fall of Malla Kingdom

### Required Readings:

1. Shah, Rishikesh (1992), *Ancient and Medieval Nepal*, New Delhi: Manohar Publications.
2. Regmi, D. R. (1965/1966), *Medieval Nepal, Part I & II*, Calcutta: Firma K.L. Mukhopadhyay.
3. Pande, Ram Nivas, *Making of Modern Nepal*, New Delhi: Nirala Publications, 1997.
4. सुवेदी, राजाराम, *कर्णाली प्रदेशको मध्यकालीन इतिहास*, काठमाडौं: साभ्ना प्रकाशन, वि.सं. २०५४ ।
5. सुवेदी, राजाराम, *वाइसी राज्यको ऐतिहासिक रूपरेखा*, काठमाडौं: नेपाल र एशियाली अध्ययन केन्द्र, वि.सं. २०५५

### Unit 2: Modern Nepal: Shah Rule (1742-1846)

8 LHs

- Prithvinarayan Shah and the conquest of Kathmandu Valley
- Bahadur Shah as Regent
- Rise and Fall of Bhim Sen Thapa
- Anglo-Nepal War, 1814-16- Causes and effects

### Required Readings:

1. Regmi, D. R., *Modern Nepal, I & II Vols.*, Calcutta: Firma K.L. Mukhopadhyaya, 1975.

2. Stiller, Ludwig F., *The Rise of the House of Gorkha*, Ranchi: Patna Jesuit Society. 1975.
3. Vaidya, T. R., *Advanced History of Nepal*, New Delhi: Anmol Publications, 1994.
6. आचार्य, बाबुराम, श्री ५ बडामहाराजाधिराज पृथ्वीनारायण शाहको संक्षिप्त जीवनी (भाग- १, २), काठमाडौं: श्री ५ महाराजाधिराजका प्रेस सचिवालय, वि.सं. २०२४ ।

### **Unit 3: Modern Nepal: Rana Regime (1846-1951)**

**10 LHs**

1. Rise of Jaga Bahadur and Emergence of Rana regime
2. Family conflict and Classification of Rana family
3. Peace and Friendship Treaty of 1923 between Nepal and British India
4. Causes of the Fall of Rana Rule

#### **Required Readings:**

1. Jain, M.S. *The Emergence of a New Aristocracy in Nepal*, Agra: Sri Ram Mehra & Co. Publishers, 1972.
2. Sever, Adrian, *Nepal Under the Ranas*, Delhi: Oxford and IBH Publishing Co., 1993.
3. Amatya, Shaphalya, *Rana Rule in Nepal*, Delhi: Nirala Publications, 2004.
4. Whelpton, John, *A History of Nepal*, London: Cambridge University Press, 2005.
5. Manandhar, T.R., *Ten Years of Trouble*,

### **Unit 4: Nepal: Experiment with Democracy**

**12 LHs**

1. The 1950-51 Movement: Its causes and effects
2. Parliamentary System of Government (1959-60)
3. Emergence of Panchayat System and its chief features
4. Causes of the End of Panchayat System
5. People's Movement of 1990 and Restoration of Democracy
6. People's Movement of 2006 and End of the Monarchy

#### **Required Readings:**

1. Joshi, Bhuvan Lal and Leo E. Rose, *Democratic Innovations in Nepal*, Berkeley: University of California Press, 1966, (Reprinted by Mandala Publication, Kathmandu, 2004).
2. Whelpton, John, *A History of Nepal*, London: Cambridge University Press, 2005.
3. Toffin, Gerard, *From Monarchy to Republic*, Kathmandu: Vajra Books, 2013.

### **Unit 5: Political Development and Governance in Nepal**

**10 LHs**

1. Constitution and its development in Nepal
2. Political Parties and Their Roles after 1990
3. The Comprehensive Peace Agreement
4. Issue of Federalism in Nepalese Politics
5. Elections of Constituent Assembly
6. Chief Features of Constitution of Nepal (2015)
7. Administrative System of Nepal- Federal, Provincial and Local Government

## **Required Readings:**

1. Toffin, Gerard, From Monarchy to Republic, Kathmandu: Vajra Books, 2013.
2. Brown, T. Louis, The Challenge to Democracy in Nepal, London: Routledge, 1996.
3. Einsiedel, Sebastian Von, David M. Nalone and Suman Pradhan (eds.), Nepal in Transition (From People's War to Fragile Peace), New York: Cambridge University Press, 2012.
4. Pyakurel, Uddhab Prasad and Indra Adhikari, State of Conflict and Democratic Movement in Nepal, Delhi: Vij Books India, 2013.
5. Raghavan, V. R. (ed.), Internal Conflict in Nepal (Transnational Consequences), New Delhi: Vij Books India, 2011

## **References**

1. Baral, L. R., *Oppositional Politics in Nepal*, New Delhi: Abhinav Publications, 1977.
2. Baral, L.S., *Nepal Facets of Maoist Insurgency*, New Delhi: Adroit Publishers, 2011.
3. Parmanand, The Nepali Congress Since its Inception, New Delhi: Ankur, 1977. Gyanwali, Ram Prasad, 2012. Know Nepal. Kathmandu: Bhundipuram Prakashan.
4. Manandhar, Tri Ratna, Nepal: The Years of Trouble, Kathmandu: Purna Devi Manandhar, 1986
5. Sharan, P. Government and Politics of Nepal, New Delhi: Metropolitan Publications, 1983.
6. Shah, Rishikesh, Politics in Nepal, New Delhi: Manohar, 1993
7. Uprety, Prem R., Political Awakening in Nepal, New Delhi: Commonwealth Publishers. 1992.
8. आचार्य, बाबुराम, श्री ५ बडामहाराजाधिराज पृथ्वीनारायण शाहको संक्षिप्त जीवनी (भाग १-४), काठमाडौं: साभ्का प्रकाशन, वि.सं. २०६१ ।
9. गौतम, राजेश, नेपालको प्रजातान्त्रिक आन्दोलन र नेपाली कांग्रेस, काठमाडौं: श्रीराम श्रेष्ठ र कृष्णमुरारी अधिकारी, वि.सं. २०५५
10. गौतम, राजेश, नेपालको प्रजातान्त्रिक आन्दोलन र नेपाली कांग्रेस, भाग-२, काठमाडौं: कृष्णमुरारी अधिकारी र श्रीराम श्रेष्ठ, वि.सं. २०६६ ।
11. शर्मा, देवीप्रसाद, आधुनिक नेपालको इतिहास, काठमाडौं, रत्न पुस्तक भंडार, वि.सं. २०७४ ।
12. नेपालको संविधान, नेपाल सरकार,, नेपाल कानून किताव व्यवस्था समिति, वि.सं. २०७२ ।
13. नेपाली, चित्तरञ्जन, श्री ५ रणबहादुर शाह, काठमाडौं: मेरी राजभण्डारी, वि.सं. २०२० ।
14. नेपाली, चित्तरञ्जन, जनरल भीमसेन थापा र तत्कालीन नेपाल, काठमाडौं: रत्नपुस्तक भण्डार वि.सं. २०२२ ।