

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



**Course detail of  
BBM (Bachelor of Business Management) 5<sup>th</sup> Semester**

MKT 201: Fundamentals of Marketing	3 Cr. hrs
MGT 205: Operations Management	3 Cr. hrs
FIN 208: Financial Markets & Services	3 Cr. hrs
IT 231: IT and Application	3 Cr. hrs
<u>Focus Area Courses I</u>	
.....	3 Cr. Hrs
➤ Bank Operations and Cooperative Management (BNK) BNK 211: Banking Law	
➤ Sales and Marketing (MKM) (any one of these two) MKM 201: Consumer behavior MKM 209: Retail Marketing	
➤ Insurance and Risk Management (INS) INS 219: Fundamentals of Risk and Insurance	
➤ Entrepreneurship and Enterprise Development (EED) MEM 205: Social Entrepreneurship	
➤ Accounting (ACS) ACS 206: Accounting for Business	

**April 2024**

# ACS 206: Accounting for Business

BBM

Credits: 3

Lecture Hours: 48

## Course Objectives

The objectives of the course are to provide the students with in-depth knowledge of accounting required to handle accounting works in the various business situations like consignment, branch etc. independently. The course further aims at providing knowledge required by the students for advance studies in accounting subject.

## Course Description

This course contains conceptual and theoretical foundation of business. It also comprises the concept of partnership, accounting for consignments, joint ventures, branch, department, packages or containers, professional men, royalties, hire-purchase and installment.

## Course Details

### Unit 1: Business Accounting

3 LHs

Concept, objectives and importance of business accounting;  
Partnership: Concept and objectives; Types of partnership; Partnership agreement

### Unit 2: Accounting for Consignments

6 LHs

Concept, Difference between consignment and sales; Consignment goods sent at invoice price, Consignment expenses, Commission, Valuation of unsold stock, Loss of goods on consignment: Normal loss, Abnormal loss; Consignment goods taken over by consignee

### Unit 3: Accounting for Joint Ventures

5 LHs

Concept; Features and advantage of joint venture; Methods of accounting: Without keeping separate set of books, with keeping separate set of books

### Unit 4: Accounting for Branch

5 LHs

Concept and types of branch; Dependent branch, Independent branch; Accounting treatment of some important adjustments: Normal loss, abnormal loss, cash in transit, goods in transit; Inter branch transactions; Accounting records

### Unit 5: Accounting for Department of Activity

5 LHs

Concept, objectives and types of department; Department trading and profit and loss account; Allocation of expenses; Difference between branch and department; Inter – department transfer

**Unit 6: Accounting for Packages or Containers** **6 LHs**  
Concept, objectives and importance terms of container; Calculation of missing terms of container; Accounting for types of container: Returnable: with maintaining trading and reserve account

**Unit 7: Accounting for Professional Men** **5 LHs**  
Concept and techniques in general; Accounting treatment: receipt and payment account, adjustments, income and expenditure account, profit and loss account, balanced sheet, household cash statement

**Unit 8: Accounting for Royalties** **3 LHs**  
Concept; Objectives; importance and modern terms; Accounting treatment with and without maintaining minimum rent account

**Unit 9: Accounting for Hire Purchase System** **5 LHs**  
Concept and objectives of hire purchase system; Calculation of interest, cash price and installment (using analytical table); Accounting treatment as per actual cash price method: In the book of purchaser: Journal entries, Necessary ledger accounts, In the book of vendor: Journal entries, Necessary ledger accounts

**Unit 10: Accounting for Installment System** **5 LHs**  
Concept and features of installment system; Difference between hire purchase and installment system; Calculation of interest, cash price and installment (using analytical table); Accounting treatment with opening interest suspense account: In the book of purchaser: Journal entries, Necessary ledger accounts, In the book of vendor: Journal entries, Necessary ledger accounts

**Suggested Readings:**

Battliboi, J. R., (2017). *Advanced Accounting*, Standard Accountancy Publication Pvt. Ltd., Mumbai

Jain, S. P. & Narang, K. L., (2014), *Advanced Accounting, Corporate Accounting, Vol. 11*, Kalyani Publishers, New Delhi

Shukla, Grewal & Gupta, (2017). *Advanced Accounting*, S. Chand and Co., New Delhi

# MGT 205: Operations Management

(BBM 5<sup>th</sup> Semester)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to impart the basic knowledge, tools and techniques of operations management and mathematical models used in operations research to make effective business/ management decision to students.

## **Course Description**

Introduction to operations management. Operations strategy, Product and service design, Inventory management, Quality system, Decision theory, Transportation problem, Assignment problem and Game theory.

## **Course Details**

### **Unit 1: Introduction**

**5 LHs**

Definitions, scopes, and objectives of operations management; Transformation process; Differences between production and service operations; Operations and supporting functions; Role of the operations manager; Production system: Intermittent and continuous; Key issues for operations managers; Historical evolution of operations management; Productivity: Concepts, and types.

### **Unit 2: Operations Strategy**

**3 LHs**

Introduction to operations strategy; Operations strategy as a competitive weapon; Linkage between corporate, business and operations strategy; Components of operations strategy; Manufacturing strategies; Service strategies.

### **Unit 3: Product and Service Design**

**5 LHs**

Concept of product and service design; Product development process; Difference between product and service design; Emerging issues in product and service design; Value analysis; Concurrent engineering and quality function deployment; Waiting line theory (Single channel only).

### **Unit 4: Inventory Management**

**4 LHs**

Concept and importance of inventory; Inventory costs; Dependent and independent demand; Inventory systems- continuous and periodical; Basic economic order quantity (with and without discount).

### **Unit 5: Quality System**

**6 LHs**

Introduction to quality; Historical evolution of total quality management; Philosophy, principles and concepts of total quality management. Costs of quality; Quality Control: Introduction, objectives, advantages; Statistical process control -Control charts- control charts for variable; JIT and Six Sigma; Quality Management System: ISO 9000 series; 7 tools for the quality.

### **Unit 6: Decision Theory**

**7 LHs**

Introduction to decision making environment; Decision making under uncertainty: Criterion of maximax, maximin, minimax regret, Laplace and Hurwitz's; Decision making under risk: Expected monetary value criterion, expected opportunity loss criterion, Expected profit of perfect information, Expected value of perfect information; Marginal analysis.

**Unit 7: Transportation Problem**

**6 LHs**

Introduction, generating initial basic feasible solution and testing optimality condition; Solution of minimization problem (excluding loop formation).

**Unit 8: Assignment Problem**

**4 LHs**

Introduction, and objectives of assignment problem; Solution of minimization and maximization problem.

**Unit 9: Game Theory**

**5 LHs**

Introduction; Importance of game theory; Two person zero- Sum game; Pure strategies; Games with saddle point; Mixed strategies; Rules of dominance; Solution methods of Games: Algebraic method only.

**Class Lecture = 45 hrs. Assessment = 3 hrs.**

**Suggested Reading**

Adam, E. E., and Jr. R. J. Ebert. *Production and Operations Management*. New Delhi: Prentice-Hall of India Private Limited.

Chase, R.B., F.R. Jacobs, N.J. Aquilano and N.K. Agrawal. *Operations Management for Competitive Advantage*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.

Dahlggaard J. J., Kristensen, K. and G.K. Kanji. *Fundamentals of Total Quality Management Process analysis and improvement*. London and New York: Taylor and Francis.

Frederick S. H., and G. J. Lieberman. *Introduction to Operations Research*. New York: McGraw-Hill Education.

Gaither, N., and G. Frazier. *Operations Management*. Singapore: Thomson Asia Pvt. Ltd.

Krajewski, L. J., and L.P. Ritzman. *Operations Management*. Delhi: Pearson Education Pvt.

Stevenson, W.J. *Operations Management*. New York: McGraw-Hill Education Ltd.

Taha, H. A. *Operation Research: An Introduction*. England: Pearson Education Ltd.



# FIN 208: Financial Markets and Services

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 Readings**

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.



# **IT231: IT and Application**

(BBM 5<sup>th</sup> Sem)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

The main objective of this course is to provide students, knowledge of fundamental concepts of computers and information technology and its applications in real world. Students are expected to learn to use the MS Office for word processing, MS spreadsheet, MS PowerPoint, MS Access, and internet.

## **Course Description**

This course introduces students to the basic concepts of computers and information technology including introduction, hardware, software, memory, input/output, database, networks and data communication, Internet, multimedia, computer security, contemporary technologies.

## **Course Details**

### **Unit 1: Introduction to Computer**

**3 LHs**

Introduction; Digital and Analog Computers; Characteristics of Computer; History of Computer; Generations of Computer; Classification of Computer; Data and Program representation in Computer; Application of Computers.

### **Unit 2: Information Technology and Business**

**4 LHs**

Business in the information age; Information systems; Organization structure and IT support; Evolution and types of information systems; Business information system, Categories of business information system, e-Business system, Enterprise System, IT for business, IT for individuals. Computers in past and present.

### **Unit 3: Computer System Hardware**

**8 LHs**

Introduction; Central Processing Unit; Memory Unit; Interconnecting the Units of a Computer; Inside a Computer Cabinet; Computer Memory: Introduction; Memory Representation; Memory Hierarchy; CPU Registers; Cache Memory; Primary Memory; Secondary Memory; Access Types of Storage Devices; Magnetic Tape; Magnetic Disk; Optical Disk; Magneto-Optical Disk; How the Computer uses its memory; Input and Output Devices: Introduction; Input-Output Unit; Input Devices; Human Data Entry Devices; Output Devices; I/O Port; Working of I/O System.

### **Unit 4: Computer Software**

**6 LHs**

Introduction; Types of Software; System Software; Application Software; Software Acquisition; Programming Languages; Operating System: Introduction, Objectives of Operating System, Types of OS, Functions of OS: Process Management, Memory Management, File Management, Device Management, Protection and Security, User Interface, Examples of Operating Systems; New Trends in Software.

**Unit 5: Database and Business Intelligence****5 LHs**

Introduction; Database; Data Concepts and Characteristics; Database vs file System; Database Models; Database Management System; Business-level advantages of databases; Business Intelligence: Data warehouse, Data Mining, Database Applications.

**Unit 6: Data Communication and Computer Network****3 LHs**

Introduction; Importance of Communication and Networking; Data Communication Media; Data Transmission across Media; Data Transmission and Data Networking; Computer Network; Network Types; Network Topology; Communication Protocol; Networking Hardware; Wireless Networking.

**Unit 7: Internet and Internet Applications****6 LHs**

Introduction; History of Internet, Managing the Internet; Connecting to Internet; Internet Connections; IP Address and Domain Name System (DNS); Client-Server Architecture; Hyper Text Transfer Protocol (HTTP); Electronic Mail (Email); File Transfer Protocol (FTP); World Wide Web; Search Engines; E-Commerce; M-Commerce, E-Payment, E-Governance; Censorship and privacy issues, Digital Divide.

**Unit 8: Multimedia and the Web****3 LHs**

Introduction; Elements of a Multimedia System; Graphics; Sound; Image File Format; Web Based Multimedia; Future of Web Based Multimedia; Multimedia in Business; Applications of Multimedia in Business.

**Unit 9: Computer Security and Privacy****6 LHs**

Computer security and control; Unauthorized Access and Unauthorized Use; Protecting Against Unauthorized Access and Unauthorized Use; Computer Sabotage and Protection; Types of Computer Crime; Software Piracy; Anti-Piracy; Computer Virus, Worm, Spyware; Professionalism, Ethics and Morality, Ethical Issues in Computer; Cyber Law; Digital Literacy, Copyright, Designs and Patents Act, Network Security; Hardware and Software Firewall; Data and Message Security; Encryption and Decryption.

**Unit 10: Contemporary Technologies and Businesses****4 LHs**

Artificial Intelligence and its Impact on Business and Society, Data Science, Machine Learning; Neural Networks; Cloud Computing; Green Computing; Virtual Computing; Big Data; Blockchain Technology; Social Media & Digital Marketing; Internet of Things.

**Laboratory Works:**

After Completing this course students should have practical knowledge of Hardware components of computer; Operating systems (DOS and Windows Operating System); Word Processors; Spreadsheets; PowerPoint Presentation; Database Management Systems; Internet and its services.

## **Suggested Reading**

Understanding Computers: Today and Tomorrow, Comprehensive, Morley, D., & Parker Charles S., 15th Edition, Cengage Learning, 2015.

Business Information Systems Technology, Development and Management for the E-Business, Paul Bocij, Andrew Greasley and Simon Hickie, Fifth edition 2015.

Introduction to Computers, Peter Norton's, Tata McGraw-Hill

Computer Fundamentals Concepts Systems and Applications, P K Sinha & Priti Sinha, BPB Publications

Information Technology for Management, On-Demand Strategies for Performance, Growth and Sustainability, 11th Edition, Efraim Turban, Carol Pollard and Gregory Wood, Willey.

# MKT 201: Fundamentals of Marketing

Full Marks: 100  
Pass Marks: 50

Credits: 3  
Lecture Hours: 48

## Course Objectives

The main objective of this course is to equip students with knowledge and skills of marketing.

## Course Description

This course on marketing deals on the operation of the marketing functions in a dynamic and competitive environment. It deals comprehensively on issues of emerging marketing practices and challenges. The course includes topics that help students to understand marketing process and environment, information systems and buyer behavior, segmentation, targeting, and positioning strategies, and strategies related to marketing mix variables.

## Course Details

### Unit 1: Introduction

6 LHs

Meaning of marketing. Core concepts of marketing. Marketing process. Marketing management orientation - production, product, selling, marketing, and societal marketing concepts. Meaning and components of the marketing mix for products and services.

### Unit 2: Understanding Marketing Environment

6 LHs

Meaning of marketing environment; Micro environment: The company, suppliers, competitors, marketing intermediaries, publics, customers. Macro environment: demographic, economic, natural, technological, political, social, cultural environment; Responding to the marketing environment: Reactive and proactive marketing. Marketing environment in Nepal.

### Unit 3: Marketing Information System

4 LHs

Concept of marketing information system. Components of the marketing information system. Marketing research process and areas of marketing research

### Unit 4: Buyer Behavior

6 LHs

Meaning of buying behavior, model of consumer behavior, consumer buying process, factors influencing consumer behavior. Business buyer behavior: major types of buying situation, business buyer decision process, factors influencing business buyer behavior.

### Unit 5: Segmentation, Targeting and Positioning Strategies

5 LHs

Concept, process, requirements of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation, and selection. Concept and types of positioning; product positioning process.

### Unit 6: Product Decisions

LH 8

Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages: features and strategies. New product development process. Branding strategies – branding objectives, types of brand, and concept of brand equity. Packaging: functions and levels of packaging; essentials of a good package. Product line and mix strategies. Service product strategies

**Unit 7: Pricing Decisions****4 LHs**

Concept of price and pricing. Factors affecting pricing decisions: Internal and external price factors. Pricing approaches-cost-based, value-based and competition-based approaches. New product pricing decisions. Initiating and responding to price changes. Pricing practices in Nepal.

**Unit 8: Distribution Decisions****4 LHs**

Concept and objectives of distribution, channel designs for consumer and industrial products. Channel selection factors. Concept and components of marketing logistics: transportation, warehousing, inventory management, order processing, and customer services decisions. Distribution practices in Nepal.

**Unit 9: Promotion Decisions****5 LHs**

Concept and objectives of promotion. Promotion mix components. Factors affecting determination of promotion mix. Advertising: Nature and objectives. Nature and process of personal selling. Nature and objectives of sales promotions. Sales promotion tools and techniques. Nature, and tools of public relations. Concept, and methods of direct marketing. Promotion practices in Nepal.

**Suggested Readings**

Kotler and Armstrong, **Principles of Marketing**, Prentice Hall of India, New Delhi, India.  
Stanton, Etzel and Walker, **Fundamentals of Marketing**, McGraw Hill, New Delhi, India



# BNK 211: Banking Law

Credits: 3  
Lecture Hours: 48

## Course Objectives

This Course provides an overview of the legislative provision of bank and financial institution, and fundamental banking laws and regulation. This course familiarize with the basic concept of banking laws in local context as well as international market. It highlights major regulation and policies issued by central bank to protect financial system.

## Course Description

This course contains introduction of banking law, central bank and legal system, structure and formation of bank and financial institutions, major banking law, bank regulation and central bank policy for bank FIs, legal provision relating to negotiable instrument, bank and customer relationship, bank lending and securities, legal aspect of trade finance and emerging challenges in banking business.

## Course Details

### Unit 1: Introduction

5 LHs

Meaning and concept of bank and financial institutions, significance of banking laws and regulations, overview of the role of government in regulating the banking sector, historical development and evolution of banking laws and regulations in Nepal, key events and legislation that shaped the banking industry.

### Unit 2: Regulatory Authorities in Banking

5 LHs

Central bank and its role in banking regulation, Ministry of Finance and other regulatory agencies and their functions, establishment and composition of BOD in Nepal Rastra Bank, function and legal power of Nepal Rastra Bank, Nepal Rastra Bank relationship with government and other agencies.

### Unit 3: Structure and formation of Bank and Financial Institutions

5 LHs

Licensing Policy for bank and financial institutions, capital requirement eligibility criteria and fit proper test for potential promoter, types of bank and FIs, functions of bank and FIs as per BAFIA 2073, composition of BOD, roles and responsibilities of BOD.

### Unit 4: Major Banking Law

6 LHs

Nepal Rastra Bank Act 2058, Bank and Financial Institution Act (BAFIA) 2073, Banking Offense and punishment Act, 2064, Anti-Money laundering Act 2008, Foreign Exchange Act 2019 Company Act 2063.

### Unit 5: Bank Regulation and Central Bank Policy for Bank and Financial Institutions 5 LHs

Concept, need and significance of regulation, Impact of deregulation, major prudential regulation of central bank, capital adequacy, loan classification and provisioning, corporate governance, blacklisting.

**Unit 6: Legal Provision Relating to Negotiable Instrument****LH 4**

Concept of Negotiable Instruments: Cheque, Draft, Bills of exchange, Promissory note, letter of credit. Validity and dishonored of cheque, right and duties of various parties involved in instruments, impact and legal action for miss using negotiable instruments.

**Unit 7: Bank and Customer Relationship****LH 5**

Legal nature of bank and customer relationship, trustee-beneficiary, agent-principal, debtor- creditor, special types of customer(individual, corporate, Government, NGO etc. ) Account opening and closing procedure. Know Your Costumer- KYC, provision of deposit insurance in Nepal.

**Unit 8: Bank Lending and Securities****LH 6**

Procedure for bank lending, credit policy guideline, credit sanction limit and authority, legal procedure for recall and recovery of banks loan, meaning and definition of collateral and security, legal features of collateral and security, generally accepted security in Nepalese banking.

**Unit 9: Legal aspect of Trade Finance****LH3**

Letter of credit, Bank guarantee, Basic features, Parties involves in various trade finance, Roles and responsibilities of parties.

**Unit10: Emerging Issues in Banking Regulation****LH 4**

Cyber security and data protection, banking fraud, climate change and sustainability considerations in banking regulations, Anti-money laundering (AML) and terrorism financing, E-banking, Technology and Innovation in banking regulation, prudential regulations

**Suggested Readings:**

Gupta, S.N. *The Banking law on Theory and Practice*, Universal.

Rose, P. S. *Commercial Bank management*. New York: McGraw-Hill.

Regmi, R. R. *Banking law of Nepal*. Kathmandu: Lumbini Pustak

Padmalatha S., and Paul, J. *Management of Banking and Financial Services*. New Delhi:

Dorlingkindersley

Indian Institute of Banking & Finance. *General Bank Management*. Macmillan.

Nepal Rastra Bank Act 2058,

Bank and Financial institution Act 2063,

Banking Offense Act, 2064

Foreign Exchange Act 2019

Negotiable Instrument Act

Antimony laundering Act, 2008

Company Act 2006 A.D.

Nepal Rastra Bank-(2015), Unified Directives for Bank and financial institution, Nepal Rastra Bank,Nepal.

NRB (2005), Nepal Rastra Bank in Fifty Years, Sajha Prakashan, Pulchowk, Lalitpur, Nepal.



# MEM 205: Social Entrepreneurship

*Credit: 3  
Lecture Hours: 48*

## **Course Objectives:**

The Course introduces the concepts and the different organizational models for Social Entrepreneurship ventures. It explores how to address social problems; connect stakeholders; establish a self-sustained financing approach; measure and grow the social impact in the community or society; develop a social business model for a social cause. It examines the social enterprise's role and impact in society.

## **Learning Outcomes:**

At the completion of this course, students will be able to:

- Identify and examine real-world social problems and how to articulate them in social causes and social ventures.
- Build an awareness of the stakeholders as essential elements of the problem-solving process.
- Differentiate types of social organization models.
- Develop a social business model/plan, identifying necessary resources, interconnecting diverse stakeholders, and taking action toward implementing your ideas.
- Apply a self-sustaining approach to financing a social venture.

## **Learning strategies/ Tools of Pedagogy:**

The following learning strategies should be used to deliver the course by the concerned faculty/Instructors

- Preparation of social business model with pitching new ideas from social problem
- Case analysis and discussion
- Term paper writing
- Presentation: Individual and group work
- Group projects with SBM Case Project
- Assignment and thematic presentation

## **Course Details:**

### **Unit 1: Introduction to Social Entrepreneurship**

**8 LHs**

Introduction and Meaning of Social Entrepreneurship; the Perspective of Social Entrepreneurship; Evolution of Social Entrepreneurship; Social Entrepreneurship in Practice; Social Problems in Nepal.

### **Unit 2: Social Issues and Problems**

**8 LHs**

Concept and understanding of social issues and problems; Need for identifying social issues and problems; Identify Market Opportunities for social cause; Idea Generation and Validation Techniques; Opportunity Recognition from social issues and problems: Measuring the Social Impact

### **Unit 3: Social Business Model Development**

**8 LHs**

Social Business Model: Concept and Features; Components of Social Business Model; Lean Canvas Model and Value Proposition Design; Lean Startup Methodology; Relate the social cause to social business model; Develop the SBM for case project

**Unit 4: Market Analysis and Customer Validation****6 LHs**

Market Research: Segmentation, Positioning, Targeting and branding; Features of Social Entrepreneurial Marketing; Customer Discovery and Validation for Social Business and entrepreneurship

**Unit 5: Business Planning and Pitching****8 LHs**

Concept of Social Business Plan; Contents of Social Business Plan; Developing a Social Business Plan; Pitch Deck Development and Presentation Skills for Business Plan for Social Cause; Financial Projections and Budgeting; Funding the Social Venture and Self-sustaining Financing Approach; Scaling up a Social Venture

**Unit 6: Tourism Entrepreneurship and Agri-Preneurship in Nepal****10 LHs**

Meaning of Tourism Entrepreneurship; Policy Measures for Tourism Entrepreneurship in Nepal; Eco-Tourism/Nature Tourism/Rural Tourism; Need for Developing Agri-Preneurship in Nepal; Opportunities for Developing Agri-Preneurship as a social entrepreneurship in Nepal; Contribution of Tourism Entrepreneurship and Agri-Preneurship in Nepalese Economy

**Suggested Readings**

Yunus, Muhammad (2010) Building Social Business: The New Kind of Capitalism that Serves the Humanity's Most Pressing Needs. NY: PublicAffairs.

Martin L.R.; Osberg, S.R. (2015). Getting Beyond Better: How Social Entrepreneurship Works. MA: Harvard Business Review Press.

MacMillan, I.; Thompson, J. (2013). The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale your Enterprise. PA: Wharton Digital Press.

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries (Audio), September 13, 2011, USA

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series) by Alexander Osterwalder and Yves Pigneur, July 13, 2010, John Wiley and Sons, USA

# MKM 201: Consumer Behavior

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

The major objective of this course is to develop students understanding of the buying process of consumer and identify the various factors that influence the buying process.

## **Course Description**

This course includes introduction to consumer behavior, consumer buying decision process. It includes problem recognition, information search, alternative evaluation and choice, post purchase behavior. It also includes individual determinants as well as group and family influence plus social and cultural influences.

## **Course Details**

### **Unit 1: Introduction to Consumer Behavior**

**4 LHs**

Concept and nature of consumer behavior. Differences between consumer buying and organizational buying. Application of consumer behavior knowledge in business decisions, marketing management, social marketing, and public policy decisions. Consumer right and movement.

### **Unit 2: Consumer Buying Decision Process**

**4 LHs**

Consumer buying decision processes in high-involvement and low involvement purchase. Problem/Need recognition: Types of problems recognition, results of problem recognition, problem recognition under low involvement conditions. Marketing implications of problem recognition: measuring problem recognition, activating problem recognition and utilizing problem recognition information.

### **Unit 3: Information Search**

**5 LHs**

Concept of information search. Types of consumer search activities: pre-purchase search, ongoing search, internal search, external search. The information evaluation process: evaluation criteria, alternatives available, alternative characteristics. Sources of consumer information. Information search in internet. Marketing implications of the information search process.

### **Unit 4: Alternative Evaluation and Choice**

**7 LHs**

Consumer's choice: rational choice, affective choice, attribute based choice, attitude based choice. Criteria for Evaluation and its measurement. Decision rules for attribute-based choices: conjunctive and disjunctive decision rule, elimination-by-aspects decision rule, lexicographic decision rule, compensatory decision rule. Marketing strategies in evaluation and choice.

**Unit 5: Post Purchase Behavior****6 LHs**

Post purchase evaluation: consumer satisfaction and dissatisfaction, consumer complaint behavior. Post purchase dissonance; reasons and remedies. Product disposition: disposition methods and marketing strategies.

**Unit 6: Individual Determinants of Consumer Behavior****9 LHs**

Consumer Motivations: Nature and role of consumer motives. Consumer learning: concept of learning and principal elements of learning. Consumer perception: nature and process of perception. Personality: nature and types of consumer personality, consumer personality and brand personality. Consumer attitude: concept and characteristics of attitude, sources of attitude development.

**Unit 7: Group and Family influences****6 LHs**

Reference group influences: nature and degree of influences, marketing strategies based on reference group influences. Family influences: structure of household, family decision role and family lifecycle.

**Unit 8: Social and Cultural Influences****7 LHs**

Characteristics of culture. Social class influence in consumer behavior. Social classes in Nepal and their consumption behavior. Cultural and sub-cultural influences. Characteristics of culture. Cultural and sub-cultural influences. Nepalese core cultural values and adopted cultural values and their implications in consumer behavior.

**Suggested Reading**

David L. Loudon & Albert J. Della Bitta, *Consumer Behavior*. McGraw-Hill Education,  
David L. Mothersbaugh & Del I. Hawkins, *Consumer Behavior*. McGraw-Hill Education, New York.

P. C. Jain & Monika Bhatt, *Consumer Behaviour*. New Delhi: S Chand and Company Pvt. Ltd.

# MKM 209: Retail Marketing

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objective**

This course aims to provide knowledge and skills to students in the area of retail marketing required specially for the big retail institutions.

## **Course Description**

This course includes an introduction, consumer behavior, and retail operations, the management of service and quality in retailing, retail marketing mix, the retail product, and retail brand, merchandise management, retail pricing, retail communication and promotion, retail distribution and supply chain management and consumerism and ethic in retailing.

## **Course Details**

### **Unit 1: Introduction**

**5 LHs**

Concept of retailing, characteristics of retailing. Types of retailers. Growing importance of retail industry. Dynamism in retailing: environmental theory, cyclical theories, and conflict theory. Retailing and marketing – strategic approach to retail marketing.

### **Unit 2: Consumer Behavior and Retail Operations**

**5 LHs**

Consumer behavior in retail context- simple model of retail purchase, time taken to shop, buying roles buying decision process and its implications for retail management, influences on the consumption process: motivational forces, demographic factors, social class, family influence, psychographics, role of children, social influence.

### **Unit 3: The Management of Service and Quality in Retailing**

**8 LHs**

Service components in retailing: tangible – intangible continuum, service quality management – Model of perceived serviced quality, quality gap model: the Gronroos model of perceived quality management and the Parasuraman, Zeithaml and Berry model, implementation of service management, growing emphasis on quality control, characteristics of retail quality, quality auditing system, service recovery in retail context.

### **Unit 4: Retail Marketing Mix, the Retail Product and Retail Brand**

**6 LHs**

Concept of retail marketing mix, marketing mix for retail services, retail products and its break down, concept of retail brand, role of branding in retail business, retail brand positioning, brand loyalty, brand personality, consumers' concept of self image, brand proposition, managing brands over their life cycles, brand updating, brand extension.



**Unit 4: Merchandise Management****6 LHs**

Merchandise management concept, methods of planning and calculating inventory levels, merchandiser skills and profile, category management, range planning, space allocation, merchandise assortment and support, negotiating the purchase.

**Unit 5: Retail Pricing****5 LHs**

Concept of retail price, price sensitivity, factors affecting price sensitivity, approaches to retail pricing, pricing and the relationship to value, mark down policy consideration for retailers.

**Unit 6: Retail Communication and Promotion****5 LHs**

Objectives of retail promotion, promotional budget approaches communication effects, advertising, sales promotion, retail marketing and loyalty schemes, design and implementation of relationship marketing scheme, s personal selling, public relations.

**Unit 7: Retail Distribution and Supply Chain Management****4 LHs**

Channels and channel flows, supply channel, growth of channel relationship and partnership, distribution logistics and stock control, retail logistics: the cost structure.

**Unit 8: Consumerism and Ethic in Retailing****4 LHs**

The different pressures for a company to be socially responsible, criticism of marketing activities, product misuse and safety issues, green issues, acceptability of societal marketing approach, corporate social responsibility

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

**Suggested Books**

Gilbert, D. (2012). *Retail Marketing Management*. New Delhi: Pearson Education, Prentice Hall of India Limited.

Bajaj, C., Tuli, R., & Srivastava, N. V. *Retail Management*. New Delhi: Oxford University Press.

Berman, B. R. *Retail Management: A Strategic Approach*. New Delhi: Pearson Education, Prentice Hall of India Limited.

Harjit Singh. *Retail Management: A Global Perspective*. New Delhi: S Chand and Company Limited.

Levy, M., Weitz, B. A., & Pandit, A. . *Retailing Management*. New Delhi: Tata McGraw Hill Education Private Limited.



