Rajarshi Janak University

Faculty of Management

Office of the Dean

Bachelor of Business Administration (BBA)

Curriculum

Effective from the Academic Batch of 2024 AD

Rajarshi Janak University
Faculty of Management

About Faculty of Management

The Faculty of Management at Rajarshi Janak University stands as a beacon of academic excellence and professional development in the field of business and management education. Known for its innovative curriculum, distinguished faculty, and a commitment to fostering leadership and entrepreneurial skills, the Faculty of Management offers a dynamic learning environment that prepares students to navigate and excel in the global business landscape. The faculty's diverse range of programs, from undergraduate to postgraduate levels, is designed to meet the evolving needs of the industry and society, ensuring that graduates are not only proficient in theoretical knowledge but also adept at practical applications. The curriculum of each program is designed around an integrated and interdisciplinary model that merges teaching, practice and research. With a strong emphasis on research, experiential learning, and industry collaboration, the Faculty of Management at Rajarshi Janak University equips students with the critical thinking, problem-solving, and strategic decision-making skills essential for success in today's competitive market. Currently, the Faculty of Management offers four years, eight semesters Bachelor in Business Administration (BBA) and four years, eight semesters Bachelor in Digital Business Management (BDBM) at undergraduate level and two years, four semesters Master in Business Administration (MBA) at the graduate level.

The Bachelor of Business Administration (BBA) Program

The Bachelor of Business Administration (BBA) program at the Faculty of Management, Rajarshi Janak University is a four-year, 120 credit hours comprehensive bachelor degree program. It is designed to provide students with a better and broader perspective of the world, society, business and life by combining the study of social sciences and information technology with the study of business and management. The program aims to equip students with the necessary skills and knowledge to succeed in various business environments and to prepare them for leadership roles in their future careers. This program helps to develop socially responsive, creative and result oriented management professional to fill up the middle level managerial positions in the rapidly growing business sector in Nepal and abroad. With a focus on both theoretical knowledge and practical skills, the program prepares students for successful careers in the dynamic and ever-changing business world.

Program Objectives

The main objective of the BBA Program is to prepare students to become competent, skilled, confident and socially responsive professionals who can effectively support managerial,

entrepreneurial and leadership roles in business and social organizations in today's competitive environment. More specifically the program aims to:

- Provide professional and research-oriented management education with a blend of computer and management information system courses,
- Enhance the critical thinking skills of the students,
- Develop analytical and problem solving abilities in students,
- Improve communicative and presentation skills of students,
- Familiarize students with contemporary concepts, tools and techniques of management,
- Deepen the knowledge and sharpen the expertise of students in a given functional area,
- Prepare students as sensible and responsive citizens with a high degree of professional, social and ethical values,
- Prepare students to proceed with post graduate level study in business administration or other advanced degrees in business and management.

Key Features of the BBA Program

- It is a four-year, 120 credit hours bachelor degree program in management in line with the international standards of bachelor degree programs in business and management.
- It emphasizes the importance of concentration/specialization on functional areas to enable BBA graduates face effectively and efficiently the complexities of a particular functional area. With proper academic and course planning, students can take advantage of specialization.
- It offers a wide range of concentration courses to match student's individual interests with the demand for employment market. With proper academic and course planning, students can take advantages of specialization.
- It provides students with an opportunity for learning, gaining exposure and networking through its experiential learning project.

Expected Output

After successful completion of the four-year program, a BBA graduate is expected to be one or all of the followings:

1. A suitable candidate with a sound academic background, competence, confidence, skills, attitude and motivation for further study in the area of management.
2. An entrepreneur who can start-up a business and manage it in today's competitive business environment and
3. A professional who will be able to successfully work at an entry level in corporate houses and other social organization with required knowledge, competence, confidence, skills and responsibility.

Specifically, a BBA graduate will be equipped with:

- Knowledge and understanding of contemporary concepts, tools and techniques of management.
- Knowledge of the broader environment in which she/he lives and works and the very dynamic interactions between the individual, organization and the world.
- Critical and creative thinking and sound analytical and problem-solving abilities.
- Inter-personal and team-building skills essential for personal, professional and social life.
- Sound, relevant and latest IT skills which enhances individual and organization productivity and
- An appropriate mix of competence, confidence, skills, ambition, motivation, responsibility, accountability and high standard of professional and ethical values which significantly contribute for further growth in her/his study and career.

Career Opportunities

Graduates of the BBA program at Rajarshi Janak University are well-prepared for a wide range of career opportunities in both the public and private sectors. They may pursue careers in areas such as:

- Marketing and Sales
- Financial Services
- Human Resource Management
- Operations and Supply Chain Management
- Business Consulting
- Entrepreneurship

Additionally, the BBA program provides a strong foundation for further studies, such as pursuing a Master of Business Administration (MBA) or other advanced degrees in business and management.

Eligibility Condition for Admission

Students applying for admission to the BBA program must have

- Successfully completed twelve-year schooling or its equivalent with a minimum of 45 percent in aggregate or CGPA of 1.8 on the scale of 4.0 and minimum 'D ' grade in each subject from any university, board or institution recognized by Rajarshi Janak University.
- Score of 40 percent or above in Rajarshi Janak University Central Management Admission Test (RJU-CMAT)

Admission Criteria

Eligible applicants are required to appear in the entrance test commonly known as Rajarshi Janak University Central Management Admission Test (RJU-CMAT) conducted by the Faculty of Management. There shall be altogether one hundred (100) objective questions in the RJU-CMAT with a total weight of 100 marks.

Area	Number of objective questions	Marks
Verbal ability	25	25
Quantitative ability	25	25
Logical reasoning	25	25
General Awareness	25	25

The selection for admission is based on the score of the entrance examination**.**

Credit Transfer and Withdrawal

The BBA program accepts the credit transfer of students studying similar programs in other colleges or universities only by getting prior written approval from the Dean's office at Rajarshi Janak University, Faculty of Management. The maximum credit that can be transferred is 25 percent of the total credit load necessary for the BBA program. For the credit transfer, a student must receive at least a C + (50 to 59.99 percent) in respective courses. Courses completed more than five years prior to the transfer request may not be considered for the credit transfer.

A student who has partially completed the BBA program and would like to discontinue his/her studies shall also be allowed to withdraw from the program. In such cases, a certificate specifying the credit earned by the student in the program shall be provided.

Teaching Pedagogy

The teaching pedagogy for the Bachelor in Business Administration program is designed to create an engaging and dynamic learning environment. The methods employed include a variety of instructional techniques to cater to different learning styles and to provide a comprehensive understanding of the course material. The multifaceted approach ensures that students not only gain theoretical knowledge but also develop practical skills and competencies required for a successful career in digital business management. The teaching faculty will select the appropriate pedagogy based on the specific requirements of each course. The concerned faculty must develop a detailed course implementation plan at the beginning of each semester and also recommend the basic text and other suggested readings/reference materials for effective teaching and learning of the course modules. The key components of the teaching pedagogy include:

- **Class Lectures:** Structured lectures to introduce and explain fundamental concepts, theories, and frameworks.
- **Group Discussions**: Interactive sessions where students engage in discussions to explore different perspectives and deepen their understanding of topics.
- **Seminars:** In-depth sessions focusing on specific subjects where students can present and discuss their insights.
- **Case Studies:** Analysis of real-world business scenarios to apply theoretical knowledge and develop problem-solving skills.
- **Guest Lectures:** Sessions with industry experts to provide practical insights and contemporary knowledge from the field.

- **Role Play:** Simulated business situations where students assume roles to practice decision-making and leadership skills.
- **Research Work:** Encouragement of independent research to foster critical thinking and deepen knowledge in specific areas.
- **Project Work:** Hands-on projects to apply concepts in practical settings, often involving collaboration and real-world applications.
- **Assignments:** Regular assignments to reinforce learning and assess comprehension of course material.

Seminar, Simulation and Practicum

Seminar, Simulation and Practicum may conduct in accordance to guidelines issued by Dean Office, Faculty of Management and evaluation criteria strictly follow as per direction mentioned in guidelines.

Internship

In the final semester, students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual project report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the organization, project report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C +" in the internship. The internship carries a weight equivalent to 3 credit hours.

Program Duration

The Bachelor of Business Administration (BBA) program is structured with specific timeframes as follows:
- **Normal Duration:** The program is designed to be completed within 4 years, comprising 8 semesters.
- **Maximum Duration:** Students have up to 8 years to fulfill all program requirements.

Evaluation System

The academic performance of students in the Bachelor of Business Administration (BBA) program is assessed through a comprehensive evaluation system comprising two distinct phases:
1. **Internal (ongoing) Evaluation:** Conducted by the concerned faculty member, this phase includes a variety of assessment methods such as quizzes, tutorials, home assignments, class tests, class participation, term papers, and formal internal examinations.
2. **External (end of the semester) Evaluation:** Managed by the Office of the Dean, FOM, this phase consists of semester-end examinations.

Evaluation Weight and Requirements:

- **Weight Distribution:** The internal evaluation and external evaluation shall carry 40 percent and 60 percent weightage of the final grade awarded for the course.
- **Independent Passing:** Students must pass both internal and external evaluations separately to succeed in the course.
- **Final Grade:** The final grade reflects the student's consolidated performance across both internal and external evaluations.

Not Qualified (NQ) Status: Students who do not meet the minimum requirements for internal evaluations will receive a NOT QUALIFIED (NQ) status. Those with an NQ status will be disqualified from taking the semester-end examination for that course.

Grading System

Rajarshi Janak University follows a letter grade system. The performance of a student is evaluated in terms of the following two indices:

- The semester grade point average (SGPA) which is the grade point average for the semester and is given by:
  SGPA = Total honor points earned in a semester / total number of credit hours taken in a semester.
- The cumulative grade point average (CGPA) which is the grade point average for all completed semester and is given by:
  CGPA = Cumulative total honor points earned/ cumulative total number of credit hours taken.

The letter grades awarded to students will be as follows:

Letter Grade	Cumulative Grade Point Average (CGPA)	Marks Obtained in Percent	Divisions / Remarks
A +	4.00	90 - 100	Excellent
A	3.75 - 3.99	80 - 89.9	Distinction
B+	3.50 - 3.69	70 - 79.9	First Division
B	3.00 - 3.49	60 - 69.9	Second Division
C +	2.50 - 2.99	50 - 59.9	Pass Division
C	1.75 – 2.49	40 – 49.9	Pass in Individual Subject
F	0	Below 40	Fail

Students must secure a minimum of grade 'C +' or Grade Point Average (GPA) of 2.50 in the internal evaluation in order to qualify to appear in the semester examination. In order to pass the semester examination the student must secure a minimum of grade 'C +' or the Cumulative Grade Point Average (CGPA) of 2.50.

Make Up / Retake Exam

Make-up / Retake examination shall be conducted as per the semester guidelines.

Attendance

Students are required to attend regularly all theory and practical classes, assignments, study tours, field trips, seminars, and presentations as required by the course. A student is required to attend at least 75 percent of such activities in order to qualify for the semester examination.

Graduation Requirements

The BBA program extends over eight semesters (four academic years). The BBA degree is awarded upon the successful completion of all the following requirements specified by the curriculum.

- The successful completion of 120 credit hours as prescribed with a minimum passing grade in all courses with a CGPA of 2.50.
- A minimum of grade 'C +' was obtained in the internship.
- Completion of courses for the fulfillment of the requirements of the BBA program must occur within eight years from the time of registration.

Curricular Structure

The BBA program typically spans four years, divided into eight semesters. The curriculum is structured to cover a wide range of subjects, including:

1. **Core Business Courses:** These include foundational subjects such as Foundations of Management, Accounting, Finance, Marketing, Human Resource Management, Organizational Behaviour, and Operations Management. These courses are designed to give students a solid understanding of the fundamental principles of business administration.
2. **Computer Related Courses:** These include Information Technology for Business, Data Base Management, Management Information System and Data Analysis and Modeling. These courses are designed to give students a solid understanding of information technology applicable for business administration.
3. **Elective Courses:** Students have the opportunity to choose from a variety of elective courses based on their interests and career goals. Electives may cover specialized areas such as Accounting, Finance, Marketing, and Information Technology Science.
4. **General Education Courses:** To ensure a well-rounded education, the program also includes courses in humanities, social sciences, and natural sciences. These courses help students develop critical thinking, communication, and problem-solving skills.
5. **Practical Experience:** The BBA program emphasizes practical learning through internships, case studies, and project work. Students are encouraged to apply theoretical knowledge to real-world business problems, gaining valuable hands-on experience.

The BBA program requires the students to study a total of 120 credit hours. The curricular structure of the program comprises the following five separate course components:

Code	Courses	Credit Hours
1. **Management and Allied Courses**		
ENG 101	Business Communication	3
ENG 403	Academic Writing	2
MTH 101	Business Mathematics	3
MTH 202	Statistical Methods for Business	3
ECO 101	Micro Economics	3
ECO 202	Macroeconomics	3
SOC 201	Business Sociology and Demography	3
TH 501	Philosophy and Theology	3
ACC 201	Financial Accounting	3
ACC 302	Cost Accounting	3
ACC 403	Management Accounting	3
ACC 504	Taxation and Auditing	3
MKT 301	Principles of Marketing	3
FIN 301	Basic Finance	3
FIN 402	Financial Management	3
HRM 301	Human Resource Management	3
MGT 101	Foundations of Management	3
MGT 202	Organizational Behavior	3
MGT 403	Legal Environment of Business	3
MGT 404	Business Research Methodology	3
MGT 405	Business Environment	3
MGT 506	Operation Management	3
MGT 507	Entrepreneurship	3
MGT 609	Business Ethics and social responsibility	3
MGT 610	Business Strategy	3
MGT 611	International Business	3
MGT 713	Public Policy Analysis	3
MGT 714	Project Management for Sustainable Business	3
Total		**83**
2. **Computer-Related Courses**		
IT 101	Information Technology for Business	3
IT 302	Database Management	3
IT 503	Management Information System	3
IT 604	Data Analysis and Modeling	3
Total		**12**
3. **Specialization Area Courses**		**15**
A. Specialization Accounting		
ACC 605	Advance Management Accounting	3
ACC 706	Advance Cost Accounting	3
ACC 707	Auditing	3
ACC 808	Taxation	3
ACC 809	Accounting for Project Management	3

ACC 810	Sustainable Reporting	3
B. Specialization Finance		
FIN 603	Management of Financial Institutions	3
FIN 704	Corporate Finance	3
FIN 705	Fundamentals of Investment	3
FIN 806	Insurance and Risk Management	3
FIN 807	Financial Derivatives Management	3
FIN 808	Commercial Bank Management	3
C. Specialization Marketing		
MKT 603	Fundamentals of Marketing Research	3
MKT 704	Social Media and Digital Marketing	3
MKT 705	Service Marketing	3
MKT 806	Customer Relationship Management	3
MKT 807	Tourism Marketing	3
MKT 808	Brand Management	3
D. Specialization Information Technology Science		
IT 605	Digital Economy and Business Models	3
IT 706	Cybersecurity for Business	3
IT 707	Management of Technology	3
IT 808	Customer Relationship Management	3
IT 809	Venture Creation through IT	3
IT 810	Knowledge Management	3
4. **Seminar, Simulation, and Practicum**		
ENG 102	Practicum on Business Communication	1
ECO 203	Seminar on Macroeconomics	1
MKT 302	Digital Marketing Practicum	1
MGT 508	New Venture Creation	1
MGT 612	Experiential Learning	1
MGT 715	Business Simulation	2
Total		7
5. **Internship**		
MGT 816	Internship	3
Total		**120**

Semester-I		
Code	Subject	Credit Hours
ENG 101	Business Communication	3
MTH 101	Business Mathematics	3
ECO 101	Micro Economics	3
IT 101	Information Technology for Business	3
MGT 101	Foundations of Management	3
ENG 102	Practicum on Business Communication	1
Total Credit Hours		16

Semester-II

Code	Subject	Credit Hours
MTH 202	Statistical Methods for Business	3
ECO 202	Macroeconomics	3
ACC 201	Financial Accounting	3
SOC 201	Business Sociology and Demography	3
MGT 202	Organizational Behavior	3
ECO 203	Seminar on Macroeconomics	1
Total Credit Hours		16

Semester-III

Code	Subject	Credit Hours
ACC 302	Cost Accounting	3
MKT 301	Principles of Marketing	3
FIN 301	Basic Finance	3
IT 302	Database Management	3
HRM 301	Human Resource Management	3
MKT 302	Digital Marketing Practicum	1
Total Credit Hours		16

Semester-IV

Code	Subject	Credit Hours
MGT 403	Legal Environment of Business	3
MGT 404	Business Research Methodology	3
FIN 402	Financial Management	3
ACC 403	Management Accounting	3
MGT 405	Business Environment	3
ENG 403	Academic Writing	2
Total Credit Hours		17

Semester-V

Code	Subject	Credit Hours
MGT 506	Operation Management	3
MGT 507	Entrepreneurship	3
IT 503	Management Information System	3
ACC 504	Taxation and Auditing	3
TH 501	Philosophy and Theology	3
MGT 508	New Venture Creation	1

	Total Credit Hours	16

Semester-VI		
Code	Subject	Credit Hours
IT 604	Data Analysis and Modeling	3
MGT 609	Business Ethics and social responsibility	3
MGT 610	Business Strategy	3
MGT 611	International Business	3
	Specialization - I	3
MGT 612	Experiential Learning	1
Total Credit Hours		16

Semester-VII		
Code	Subject	Credit Hours
MGT 713	Public Policy Analysis	3
	Specialization - II	3
	Specialization - III	3
MGT 714	Project Management for Sustainable Business	3
MGT 715	Business Simulation	2
Total Credit Hours		14

Semester-VIII		
Code	Subject	Credit Hours
	Specialization - IV	3
	Specialization - V	3
MGT 816	Internship	3
Total Credit Hours		9

Rajarshi Janak University

Faculty of Management

Office of the Dean

Bachelor of Business Administration (BBA)

First Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-I		
Code	Subject	Credit Hours
ENG 101	Business Communication	3
MTH 101	Business Mathematics	3
ECO 101	Micro Economics	3
IT 101	Information Technology for Business	3
MGT 101	Foundations of Management	3
ENG 102	Practicum on Business Communication	1
Total Credit Hours		16

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BBA   **Semester: First**
Course: Business Communication   **Lecture Hours: 48**
Course Code: ENG 101

Course Description

This course equips BBA students with essential communication skills necessary for success in a business environment. Emphasizing clarity, conciseness, and professionalism, the course covers key aspects of written, verbal, and non-verbal communication. Students will learn to prepare business documents, deliver effective presentations, and engage in successful interpersonal communication. Special focus will be given to the role of technology in communication and the impact of cross-cultural differences in the global business landscape.

Course Objectives

The Business Communication course aims to equip students with the skills to effectively convey ideas and information in professional settings through clear, concise, and culturally aware written, verbal, and digital communication.

Course Learning Outcomes

By the end of the course, students will be able to:

- Understand and apply fundamental principles of effective business communication.
- Develop professional writing skills, including emails, reports, and proposals.
- Have presentation and public speaking skills.
- Navigate and adapt to diverse communication styles, especially in cross-cultural settings.
- Utilize digital tools and platforms to enhance communication efficiency.
- Analyze real-world case studies to solve business communication challenges.

Course Contents

Unit 1: Introduction to Business Communication   **LH 8**

- Nature and importance of business communication
- The communication process and models (e.g., Shannon-Weaver model)
- Barriers to effective communication and overcoming them
- Ethical considerations in business communication

Unit 2: Written Business Communication   **LH 10**

- Principles of effective business writing: clarity, tone, and purpose
- Types of business correspondence: emails, memos, reports, and proposals
- Constructing resumes and cover letter
- Structuring documents: headings, bullet points, and visual aids
- Editing and proofreading techniques

Unit 3: Oral Business Communication   **LH 8**

- Developing and delivering business presentations
- Public speaking skills: managing nerves and engaging audiences

- Use of presentation software (e.g., PowerPoint, Prezi) and visual aids
- Pitching ideas and persuasive communication

Unit 4: Interpersonal and Group Communication   **LH 7**
- Interpersonal communication in business settings
- Conflict resolution and negotiation techniques
- Effective communication in teams and meetings
- Leadership and communication

Unit 5: Cross-Cultural Business Communication   **LH 7**
- The impact of cultural differences on communication
- Strategies for effective cross-cultural communication
- Adapting communication styles for diverse audiences
- Case studies of international business communication

Unit 6: Digital and Social Media Communication   **LH 8**
- The role of technology in modern business communication
- Communicating through email, social media, and instant messaging
- Professionalism in online communication
- Video conferencing etiquette and best practices

Suggested Readings:

Adler, R. B., & Elmhorst, J. M. (2022). *Communicating at work: Principles and practices for business and the professions*. McGraw-Hill Education.

Cardon, P. (2020). *Business communication: Developing leaders for a networked world*. McGraw-Hill Education.

Carnegie, D. (2010). *The art of public speaking*. Phulchowki Books

Dwyer, J. (2020). *The business communication handbook*. Cengage Learning.

Guffey, M. E., & Loewy, D. (2022). *Business communication: Process and product*. Cengage Learning.

Thill, J. V., & Bovée, C. L. (2020). *Excellence in business communication*. Pearson.

Varner, I., & Beamer, L. (2011). *Intercultural communication in the global workplace*. McGraw-Hill.

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BBA   **Semester: First**
Course: Business Mathematics   **Lecture Hours: 48**
Course Code: MTH 101

Course Description

This course of Business Mathematics is designed to provide students with the mathematical tools and techniques essential for analyzing and making decisions in economics and business. The course focuses on algebra, calculus, financial mathematics with applications tailored to economics, finance and decision sciences.

Course Objectives

- Develop an understanding of key mathematical concepts relevant to business and economics.
- Apply mathematical methods to solve business and economic problems.
- Enhance quantitative skills for business applications: financial analysis, inventory management and decision-making.

Learning outcomes

On completion of this course, students should be able to:-

- Translate problems in management and business into mathematical form and solve them.
- Apply quantitative skills in business applications: financial analysis, inventory management and decision-making.
- Use mathematical concepts in management and business enterprises in a competitive environment.

Course Contents

Unit 1 Basics of Algebra and Matrices   LH 6

Review of Real Number System only, Linear Inequalities and properties (with verifications only), Modulus of a real number and its properties (with verifications only); Identity and Equation, System of Linear Equations in two and three variables, Quadratic Equations, Applications of Linear Equations and Quadratic Equations to Economics and Commerce;

Review of matrices, notations and types; Algebra of matrices: addition, scalar multiplication, subtraction and matrix multiplication; Applications of algebra of matrices to solve commercial problems.

Unit 2 Determinant and System of Linear Equations   LH 6

Determinant of square matrices; Minors and Cofactors, evaluation of determinants by method of expansion: Laplace expansion and Sarrus rule (up to 3×3 order); Transpose of matrix; Adjoint and Inverse of square matrices; Singular and Non-singular matrices; Conditions for systems to have unique solution, no solution and infinite number of solutions; Applications of Cramer's rule, Inverse matrix method, Gauss- Jordan method to solve commercial problems.

Unit 3 Mathematics for Finance   **LH 6**

Simple and Compound interests; Nominal and effective rates; Depreciations; Annuities; Amortization of loans; Sinking funds; Perpetuities; Net present value and internal rate of return.

Unit 4 Functions and Graphs   **LH 6**

Review of functions only; Algebraic real valued functions: Identity, Constant, Linear, Quadratic, Polynomial functions and their graphs; Exponential and Logarithmic Functions and their graphs; Properties of logarithmic functions; Applications of Exponential and Logarithmic functions in Economics and Management; Budget and Cost constraints, Concepts of Demand, Supply, Cost, Revenue and Profit functions; Analysis of Equilibrium and Break-even situations; Elasticity of Demand, Supply and Income.

Unit 5 Limit and Continuity   **LH 6**

Meanings of symbols of +ve and –ve infinites; Extended set of real numbers and its properties; Indeterminate forms; Concepts of Limit of a function, Properties of limits (without proof), Limit at infinity; left and right hand limits, Conditions for existence of finite limit at a point, Concept of continuity and discontinuity of a function at a point; Related problems involving algebraic, exponential and logarithmic functions only.

Unit 6 Derivative and its Applications   **LH 9**

Concept of Derivative, Derivative as slope of the curve and Rate of Change; Rules of differentiations: Constant rule, Constant multiple rule, Power rule, Sum rule, Product rule, Division rule, Chain rule, General power rule and Implicit rule; Derivatives of algebraic, Logarithmic, Exponential Functions; Higher ordered derivatives; Elasticity of Demand and supply; Applications of derivatives to Economics and Commerce.

Global and Local Extrema; Monotonicity and Concavity of curves of functions; Stationary, Critical and Inflectional points; Conditions for a function to have Local Extrema; Applications of Extrema to economic and commercial problems.

Unit 7 Antiderivative, Differential Equations and their Applications   **LH 9**

Indefinite Integral, Integration Formulas, Rules and Techniques of Integration; Definite Integral; Applications of definite integrals to solve economic and commercial problems; Consumers' and Producers' Surplus.

Differential Equations: First order Linear differential equations with constant coefficient and constant term, Differential equation for limited and unlimited growth, Dynamics of Market price: Economic applications, First order Linear differential equations with variable coefficient and variable term, Bernoulli's equation.

References

Monga, G. S. (2001). *Mathematics for Management and Economics*, New Delhi: Vikas Publishing House Pvt. Ltd.

Haeussler E F, Paul R S and Wood R (2005). *Introductory Mathematical Analysis*, USA: Pearson Prentice Hall.

Rosser, Mike (2003). *Basic Mathematics for Economists*, London and New York: Routledge Taylors & Francis Group.

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Level: Bachelor   **Credit: 3**
Program: BBA   **Semester: First**
Course: Micro Economics   **Lecture Hours: 48**
Course Code: ECO 101

Course Description
This course imparts conceptual, and problem solving(numerical and case analysis) knowledge to the students on basic concepts of microeconomics; demand, supply and market equilibrium, theories of consumer's behavior, production and cost analysis, pricing theory and practices, and fundamentals of resource markets.

Course Objectives
This course aims to enhance the level of knowledge of students on microeconomic theories and tools of optimization that develop their skills in achieving efficient utilization of economic resources in business practice and policy implications.

Course Learning Outcomes
By the completion of the course students will be able to:
- Describe the nature the microeconomics and its use in business and also understand basic economic issues and principles.
- Use the demand and supply as the basic tools of market equilibrium and efficiency.
- Measure elasticity of demand and supply and use price elasticity of demand in business decision making.
- Derive the demand curve by analyzing the consumer's behavior in both cardinal and ordinal approach.
- Explain the production and cost functions, establish interrelationship among production curves and cost curves and determine optimal combination of inputs.
- Explain market structures, determine profit maximizing price of the products in those market structures and explain the pricing of real practices.
- Explain resource market and pricing.

Course Contents

Unit 1: Introduction to Microeconomics   LH 5
- Scarcity, alternatives and choice;
- Microeconomics: concept, scope and uses in business operations;
- Basic principles of economics: how people make decisions, how people interact and how the economy as a whole works.

Unit 2: Demand, Supply and Market Equilibrium   LH 10
- Demand function: concept and types;
- Supply function: concept and types;
- Movement and shifts in demand and supply curves;
- Market equilibrium; Effect of changes in demand and supply on market equilibrium; Effect of government policy (Tax, subsidy and price control) on market equilibrium;
- Economic efficiency: concepts and measurement;
- Price elasticity of demand: concept, degrees and calculation;

- Relationship between revenue and price elasticity of demand;
- Uses of price elasticity of demand in business decision making;
- Concept of income elasticity of demand, cross elasticity of demand, advertisement elasticity of demand and elasticity of supply.
- Numerical assignments

Unit 3: Theories of Consumer's Behavior   **LH 7**
- Cardinal approach: assumptions, consumer's equilibrium and derivation of demand curve;
- Indifference curve analysis: assumptions, marginal rate of substitution and properties;
- Price line; Consumer's equilibrium; Price effect and derivation of demand curve for normal and inferior goods.
- Income and substitution effect, Decomposition of price effect into income and substitution effect
- Numerical assignments

Unit 4: Production and Cost Analysis   **LH 10**
- Production function: concept, types and Cobb-Douglas production function ;
- Law of variable proportions;
- Isoquant and Isocost line
- Optimal employment of one and two variable inputs;
- Laws of returns to scale
- Cost function: concepts, implicit and explicit cost, accounting cost and economic cost, opportunity cost;
- Concept and derivation of short-run and long run cost curves;
- Economies and diseconomies of scale;
- Economies of scope.
- Numerical assignments

Unit 5: Pricing Theories and Practices   **LH 10**
- Market structure: concept and characteristics;
- Profit maximization goal of firm;
- Perfect competition: short-run and long-run equilibrium, Derivation of short run supply curve of a firm and industry;
- Monopoly: short-run and long-run equilibrium;
- Monopolistic competition: short-run and long-run equilibrium, selling cost and effect on equilibrium; Optimal level of advertising;
- Cartel: concept and types;
- Pricing practices: price discrimination, cost plus pricing, incremental cost pricing, predatory pricing, skimming pricing, two-part tariffs and penetration pricing
- Numerical assignments

Unit 6: Fundamentals of Resource Markets   **LH 6**
- Rent: concepts, modern theory of rent;
- Wage determination: Three union models, Minimum wage controversy, Pay for performance, and Wage differentials; Optimal choice between work and leisure;
- Interest rate differentials;
- Profit: accounting profit vs economic profit.
- Numerical assignments

Suggesting Readings

Dwibedi, D.N. (2006). *Microeconomic Theory and Application.* New Delhi: Pearson Education.

Koutsoyianis, A. *Modern Microeconomics,* Macmillan. Latest Edition

Mankiw, N. G. (2012). *Principles of Microeconomics.* New Delhi: Cengage Learning India Private Limited

McConnell, C.R., Brue, S.L. and Flynn, S.M. (2009). *Economics: Principles, Problems and Policies.* New Delhi: McGraw Hill Education

Sloman, J. and Sutclife, M. *Economics for business*. New Delhi: Pearson Education. Latest Edition

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BBA   **Semester: First**
Course: Information Technology for Business   **Lecture Hours: 48**
Course Code: IT 101
Nature of the Course: Theory + Lab (80 + 20)

Course Description
This course provides a comprehensive introduction to the essential concepts and technologies that underpin the field of information technology (IT). Designed for beginners, it covers the foundational principles of IT and IS, computing, data management, networking, Internet and Its Application, cyber security and equipping students with the skills necessary for further study

Course Objective
The main objective of this course is to provide students with a foundational understanding of information technology concepts and practices and their applications in Business.

Learning Outcomes
Students who successfully complete this paper will:
- Have developed a conceptual and practical understanding of the computing fundamentals essential to information technology systems, including how computer represent, process ,store and retrieve information, present the user interface, run useful applications and interact in a networked.
- Understand the function and role of operating systems in the management of computer processes and data.
- Have developed a knowledge base regarding computer hardware and software sufficient to make informed selection decision.
- Understand the importance data management in Business today.
- Be familiar with different types of Network/Internet terminologies and their importance in Business.
- Be familiar with different measures of Information and Network Security and ethical issues raise because of advanced technologies.
- Be familiar with the basic features of Microsoft Office Package.

Course Contents
Unit1: Introduction to Information Technology and Information System   LH 4
- Introduction to Information Technology, Application area of Information Technology
- Introduction to Information System, Importance of Information system in Business

- Information System and Decision Making, Differences between Information Technology and Information System,
- Concept of Computer Literacy and Information Literacy

Interactive session: At least one case study about implementation and impact of Information System in business.

Unit 2: Introduction to Computer   LH 5
- Introduction to Computer, Characteristics of Computer, application of computer, architecture of computer
- History of Computer,
- Generations of Computer
- Classification of Computer (based on purpose, size, brand, model)
- Mobile computing and its advantages & disadvantages.

Unit 3: Computer Hardware   LH 7
- Introduction and role of hardware in computer system
- **Central Processing Unit:** components of CPU, function of CPU, Block diagram of CPU
- **Computer Bus:** Definition, function and types of bus
- **Computer Memory:** Introduction and types of Memory
- **Primary Memory**: Definition, functions and types of RAM and ROM, Cache memory and its impact on performance
- **Secondary Memory**: Magnetic disk, optical disk, external storage device
- **Input Devices:** Introduction to input devices, common input devices (Keyboard, Mouse, Scanner, Microphone, Digital camera),contemporary input devices (Touch Screen, Stylus Pen, Voice Recognition, Motion Sensors, Gesture Recognition, VR Controllers, Wearable Devices),
- **Output devices**: Introduction to output devices, common output devices (Monitor, speaker, printer), Contemporary output devices (Virtual Reality Headsets, Augmented Reality Devices, 3D Printers, Smart Speakers, Digital Signage, Wearable Displays)
- **Input/output Ports:** Overview of serial, parallel, USB, HDMI ports, and expansion slots.

Interactive Session: Case studies on business using high performance Computing devices for achieving operational excellence.

Unit 4: Computer Software   LH 7
- Introduction and Types of Software, System Software, Application Software
- Operating System: Introduction, Objectives of Operating System, Types of Operating System, Functions of Operating System, Device Drivers
- Programming Languages: Introduction, Language processor/Translator (assembler, compiler, interpreter)

- Contemporary Software platform trends (open source software, software for the web, web services and service oriented architecture, Software Outsourcing and cloud services)

Interactive Session: Case studies on businesses adopting software for automation and digitization.

Unit 5: Database and Database management System   LH 4

- Introduction to Database, Application of database, Advantage of database,
- Introduction to Database Management System, Centralized vs. Distributed Database System
- DBA, Responsibilities of DBA, Qualities of good DBA,
- Concept of Data warehouse and Data mining, Data mart, Big Data, Cloud Database.

Interactive Session: Case studies on enhancing decision making with effective data management.

Unit 6: Overview of Network   LH 7

- Introduction to Network, objective of Network, Common Network Components (Server, Client, Resources, Network Adapter, Network Protocol, Bandwidth , Data Rate, Gateway, Repeater, Hub, Bridge, Switch, Routers)
- Types of Network (LAN, MAN,WAN),
- Network Architecture (Peer to Peer Architecture, Client Server Architecture)
- Communication media: Guided Media (Twisted Pair, Coaxial Cable, Optical Fiber), Unguided Media (Microwave System, Communication Satellites)
- Network topologies (Ring, Bus, Star, Mesh, Hybrid)

Unit 7: Internet and Its Applications   LH 5

- Basic concept of Internet, Intranet and Extranet, Internet as Client-Server Model
- The Internet Architecture: IP Address and Domain Name System (DNS)
- Web Server and Web Browsers, Hyper Text Transfer Protocol (HTTP and HTTPS)
- Web Versions: Evolution from Web 1.0 to Web 3.0.
- Internet Services: Electronic Mail (Email), File Transfer Protocol (FTP), World Wide Web, TELNET for remote login
- E-Commerce and E-Governance: Basics and significance in modern applications.
- E-Learning Platforms and Technologies
- Digital marketing and Social Media: Definition, advantages, disadvantages, and their impact
- Concept of Business Intelligence and Online Banking
- Internet of Things (IoT): Applications in smart homes and businesses
- Concept of Artificial Intelligence and blockchain

Interactive Session: Analyze a real-world implementation of a network/Internet in a business setting, discussing its Challenges and opportunities.

Unit 8: Basic of Security and Ethics   **LH 9**

- Security Basics: Introduction to Security and security types (Information Security, Network Security, Computer Security), Basic components of security (Confidentiality, Integrity and Availability)
- Security threats (Snooping, Modification, Masquerading, repudiation of origin, denial of receipt, Delay, Denial of service)
- Common cybercrimes (Identity theft, fraud, hacking, intellectual property theft).
- Overview of cyber laws, digital rights, and intellectual property rights
- Malicious Software, Types of Malicious Software (Virus, Worms, Trojans, Phishing, Key loggers) and Countermeasures for Malwares
- Ethics in Information Technology, Ethical challenges in cyber security, Ethical hacking and its role in improving cyber security.

Interactive Session: Analysis of a real-world cybercrime incident and an ethical challenge in cybersecurity, focusing on legal implications and security strategies for businesses.

Laboratory Works: The laboratory work includes realizing hardware components of computer, using basic features of Word Processors, Spreadsheets and Presentation tools.

Basic Reading:
1. Introduction to Computers, Peter Norton's, Tata McGraw-Hill
2. Understanding Computers: Today and Tomorrow, Comprehensive, Morley, D., & Parker Charles S., 15th Edition, Cengage Learning, 2015.
3. Information Technology for Management, On-Demand Strategies for Performance, Growth and Sustainability, 11th Edition, Efraim Turban, Carol Pollard and Gregory Wood, Willey.
4. Kenneth C.Laudon , Jane P. Laudon, "Management Information Systems Managing the Digital Firm", Twelfth edition
5. Kenneth C. Laudon, Carol G. Traver, "E-Commerce Business, Technology, Society", Pearson
6. Andrew B. Whinston and Ravi Kalakota, "Frontiers of Electronic Commerce", Pearson 1996, ISBN 81- 7808-357-5
7. ITL Education Solutions Limited, "Introduction to Information Technology", Pearson Education

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BBA   **Semester: First**
Course: Foundation of Management   **Lecture Hours: 48**
Course Code: MGT 101

Course Description:
This course provides a comprehensive introduction to essential management principles, including planning, organizing, leading, and controlling. Students will apply these concepts to real-world situations, focusing on decision-making, leadership, organizational design, and motivation. The course also covers managing organizational politics, diversity, sustainability, and technological integration, preparing students to navigate contemporary business challenges and develop effective leadership and management skills

Course Objectives:
This course aims to equip students with essential knowledge and skills in fundamental management aspects within the organizational context. It focuses on enhancing their managerial capabilities and enabling them to apply these skills effectively in real-world situations.

Learning Outcomes:
By the end of this course, students will be able to:
- Apply essential management concepts to real-world organizational challenges to enhance effectiveness.
- Demonstrate leadership skills and navigate organizational dynamics, including managing internal politics.
- Analyze organizational structures and recommend effective designs based on specific needs.
- Address contemporary management issues such as diversity, sustainability, and technological integration.
- Identify and manage organizational politics, distinguishing between functional and dysfunctional practices.

Course Contents
Unit 1: Introduction of Management   **LH 7**
- Organization: concept and types;
- Management: concept, function, role; Manager: skills;
- Management history module: early management, classical approach (scientific Management and general administrative theory), behavioral approach, quantitative approach, contemporary approach;
- The science and art of management;

- The changing role of managers.

Unit 2: Planning and Decision-Making   **LH 6**
- Planning: concept; need, process, approach, level;
- Goal setting: approaches, types;
- Planning and performance;
- Decision making: concept, conditions, types, process, approaches;
- Guidelines for effective decision-making.

Unit 3: Designing Organization   **LH 6**
- Organizational Design: concept, elements, primary forms of organization design;
- Mechanistic and organic organizational structure;
- Virtual organizational structure;
- Flexible organizational structure;
- Factors affecting organizational structure.

Unit 4: Organizational Leadership and Motivation   **LH 9**
- Leadership and Leader: concept, leader's traits, leader's behavior;
- Understanding the organizational stakeholders;
- Understanding employees in organization: psychological contract breach, person-organization-fit, nature of individual differences;
- Understanding groups in organization;
- General understanding on leadership approaches: leader-member exchange leadership, transformational-transactional leadership, characteristic-visionary leadership, servant leadership, autocratic and democratic leadership, Contingency leadership.
- Theories of motivation: Goal setting theory, equity theory, expectancy theory.

Unit 5: Monitoring and Controlling   **LH 8**
- Monitoring: Concept, types, objectives;
- Controlling: Concept, purpose, process, types, area, level, responsibilities, characteristics of effective control;
- Measuring organizational performance; measuring employee performance; Tools for measuring organizational performance;
- Operational control: preliminary control, screening control, and post-action control; Financial control; Structural control: bureaucratic control, decentralized control; Integrating strategy and control.

Unit 6: Contemporary Issues in Management   **LH 7**
- Diversity and inclusion;
- Green management and sustainability;
- Management integrating with artificial intelligence;
- Cross-culture management;
- virtual management;

- Globalized products and services;
- Socially responsible managers;
- Ethical managers;
- Continuous change and innovation;
- Designing a customized rewards system.

Unit 7: Managing Politics in an Organization **LH 5**
- Organizational politics: Concept, level;
- General understanding of the taxonomy of organizational politics: Perception of organizational politics, political behaviors, political skills, political wills, political prudence;
- Powers in an organization: Concept, types;
- Functional and dysfunctional organizational politics.

Suggested References

Stephen P. Robbins and Mary Coulter (2018). *Management, 14th edition*. Pearson, New York

Ricky W. Griffin (2016). Management (12th edition). Cengage Learning, South Western

Buchanan David and Badham Richard (2020). *Power, Politics, and Organizational Change.* SAGE Publications, United Kingdom

Harold Koontz, Heinz Weihrich and Mark V. Cannice (2020). *Essentials of Management: An International, Innovation, and Leadership Perspective, 11th edition.*McGraw Hill Education (India) Private Limited

Rajarshi Janak University

Faculty of Management

Level: Bachelor   Credit: 1
Program: BBA   Semester: First
Course: Practicum on Business Communication   Lecture Hours: 16
Course Code: ENG 102

Course Description

This 1-credit practicum provides students with a hands-on learning experience aimed at developing essential communication skills for professional business environments. Participants will acquire practical experience in utilizing business communication skills to effectively deliver messages in both written and oral forms within real-world contexts. Through interactive exercises, role-playing, and collaborative projects, students will engage in writing, presenting, and digital communication activities that mimic professional settings. The focus will be on enhancing writing, interpersonal, and presentation skills through ongoing feedback and reflection**.**

Course Objectives

The Business Communication practicum is designed to improve students' practical skills in professional communication within a business setting. Through interactive activities, real-world simulations, and group projects, students will gain proficiency in creating effective written, oral, and digital communications. This course bridges theory and practice, highlighting the importance of clarity, persuasion, and intercultural awareness. It encourages critical thinking, teamwork, and adaptability in various workplace communication scenarios. By mastering essential communication strategies, students will develop the confidence and skills necessary to excel in diverse business environments and succeed in various professional roles.

Course Learning Outcomes

After the completion of the course, the students will be able to:
- Develop and deliver clear messages.
- Apply practical communication skills in real business settings.
- Prepare and pitch professional emails, letters, proposals, and reports.
- Design a business model template for real business scenarios.
- Enhance presentation skills while adhering to professional standards.
- Utilize digital communication tools effectively.
- Navigate interpersonal and team communication dynamics.
- Practice cross-cultural communication skills.

Course Contents

Unit 1: Business Writing

- Draft professional emails, memos, letters, proposals, and reports.
- Participate in peer reviews and feedback sessions to enhance clarity and tone.

Unit 2: Oral Communication

- Prepare and deliver concise business presentations or pitches.
- Receive and incorporate feedback from peers and instructors on delivery and style.

Unit 3: Interpersonal Communication

- Role-play exercises in negotiation, conflict resolution, and teamwork.

Assessment Methods:

• **Case Studies**
Movies:
  1. *The Intern* (2015)
  2. *Up in the Air* (2009)
	20%

• **Practical Assignments**: Submission of a business proposal and a report	30%
• **Presentation**: Delivery of a 5-10 minute business presentation	30%
• **Participation**: Active participation, role-plays, and peer feedback sessions	20%

Suggested Readings:

Carnegie, D., & Lucas, S. E. (2014). *The art of public speaking* (12th ed.). McGraw-Hill Education.

Davidson, W. (2014). *Business writing: What works, what won't* (3rd ed.). St. Martin's Griffin.

Garner, B. A. (2013). *HBR guide to better business writing.* Harvard Business Review Press.

Guffey, M. E., & Loewy, D. (2018). *Business communication: Process and product* (9th ed.). Cengage Learning.