Rajarshi Janak University

Faculty of Management

Office of the Dean

Bachelor of Digital Business Management (BDBM)

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 Digital Business Management (BDBM) Program

"Digitalization" has become a pivotal term in the business world, driving companies to enhance revenue and create value-added services. Successful organizations are accelerating their digital transformation by empowering people with the right mindset and technology. Businesses globally are seeking professionals with a blend of cross-functional expertise and digital skills to innovate, manage, and transform traditional business practices. Competencies in designing business systems, organizational structures, and processes using advanced tools and techniques are in high demand. Moreover, the recent pandemic has triggered the need for innovative business models that facilitate seamless transactions across the business value chain with minimal manual intervention. This shift requires businesses to embrace the mantra, "digital is the new normal." Recognizing this shift, RJU has developed a four-year, eight-semester Bachelor's program in Digital Business Management. This program is designed to produce business graduates who are experts in specialized fields such as analytics, fintech, digital marketing, and management consulting in the digital business landscape. The program aims to equip students with the skills and knowledge needed to thrive in the modern business environment and drive digital transformation in organizations.

Digital Business Management combines business administration with digital technology management to optimally prepare the students for the modern business world. This curriculum is designed to provide a balanced mix of theoretical knowledge and practical skills, preparing students for the dynamic field of digital business management. The program has a leading-edge in providing an array of skills to collaborate and combine the conventional and innovative businesses using digital technologies to transform the services and product delivery in contemporary ways. The program follows a holistic approach to provide students with a deep understanding of both basic business principles and digital management aspects. By merging digital business with innovative management, this degree prepares the graduate to be able to launch new business ventures and steer established businesses through digital evolution. The program can strengthen the entrepreneurial ability.

Bachelor of Digital Business Management program is a four-year, 120 credit hours comprehensive bachelor degree program with a focus on Information Technology, exploring IT tools and applications to serve business needs and solve business problems.

Program Objectives

The BDBM program provides the essential components of a traditional business degree plus a broad selection of cutting-edge technology and advanced digital business management and marketing tools. This program has been offered to address the demands of rapidly changing information technology (IT) driven business environment. The program aims to:

- Provide a comprehensive understanding of the world, society, business, and information systems by integrating the study of management, information technology, and social sciences.
- Encourage the development of critical and creative thinking skills.
- Inspire innovative approaches to problem-solving and strategic decision-making in digital business contexts.
- Enhance students' analytical capabilities and problem-solving abilities.
- Equip students with the tools to address complex business challenges using data-driven decision-making.
- Improve students' communicative and presentation skills.
- Familiarize students with contemporary concepts, tools, and techniques in management.
- Provide practical knowledge of emerging trends and technologies in digital business.
- Prepare students to leverage information systems for business optimization and innovation.
- Prepare students as sensible and responsive citizens with a high degree of professional, social, and ethical values.
- Equip students with a strong foundation for pursuing higher studies (Master's level programs) in management and information systems.

Key Features of the BDBM Program

The Bachelor of Digital Business Management (BDBM) program at Rajarshi Janak University is a four-year undergraduate program designed to equip students with a blend of traditional business knowledge and advanced digital skills. Key features of the program include:

- 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.
- The curriculum integrates digital tools, platforms, and business principles, fostering proficiency in areas like digital marketing, e-commerce, data analytics, and cybersecurity.
- Students learn to develop and execute digital business strategies, enhancing their decision-making through data analysis and strategic thinking in a digital environment.
- The program emphasizes creativity, innovation, and leadership, preparing graduates to lead digital transformation initiatives and adapt to the fast-paced changes in the digital business landscape.
- Students gain practical experience in digital tools such as social media platforms, e-commerce management systems, data analysis software, and more. This prepares them for roles that require digital fluency, from online marketing to data-driven decision-making
- The curriculum emphasizes real-world projects and simulations to apply theoretical knowledge practically, enhancing problem-solving and project management skills

Expected Output

The Bachelor of Digital Business Management (BDBM) program aims to produce graduates with a mix of business and digital expertise, preparing them for a competitive landscape driven by technology and innovation. Expected outcomes of this program include:

- Graduates are equipped to leverage digital tools and platforms, such as social media, data analytics, and enterprise resource planning systems, to drive business efficiency. This proficiency in digital tools also extends to e-commerce management and digital marketing.
- The program fosters skills in developing and implementing digital strategies. Graduates can analyze digital trends, understand consumer behavior online, and create strategies for digital transformation within organizations.
- With courses that emphasize adaptability and creativity, students are prepared to navigate and thrive in the constantly evolving digital business environment, fostering a mindset of continuous learning and innovation.
- Graduates are well-suited for roles such as digital marketing manager, data analyst, e-commerce manager, and IT consultant, with opportunities across tech startups, e-commerce companies, and traditional businesses adapting to the digital space.

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Career Opportunities

Graduates of the BDBM program at Rajarshi Janak University have a variety of career paths in both traditional business and tech-focused industries. The combination of business knowledge and digital expertise makes them valuable assets in the following roles:

- Digital Marketing Manager
- E-commerce Specialist/Manager
- Business Analyst
- Digital Transformation Specialist
- Project Manager
- Product Manager
- Social Media Manager
- Customer Relationship Manager Specialist
- Digital Innovation Manager

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

Eligibility Condition for Admission

Students applying for admission to the BDBM 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 BDBM 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 BDBM 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 BDBM 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 Digital Business Management 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 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 and Practicum

Seminar 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.

Capstone Project

The capstone project will be a significant part of the final year, allowing students to apply their knowledge in a real-world digital business scenario. Students will work on a project that integrates various aspects of digital business management, from strategy to execution.

Internships and Experiential Learning

Incorporate internships or practical experience opportunities during summer breaks or as part of the curriculum to provide hands-on experience in digital business environments.

Program Duration

The Bachelor of Digital Business Management (BDBM) 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 Digital Business Management (BDBM) 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 BDBM program extends over eight semesters (four academic years). The BDBM 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 BDBM program must occur within eight years from the time of registration.

Curriculum Structure

The BDBM program typically spans four years, divided into eight semesters. It requires the students to study a total of 120 credit hours. The curricular structure of the program comprises the following:

Semester-I

Code	Subject	Credit Hours
BDBM 111	Business English	3
BDBM 112	Business Mathematics	3
BDBM 113	Micro Economics for Business	3
BDBM 114	Introduction to Digital Business and Management	3
BDBM 115	Principles of Management	3
Total Credit Hours		15

Semester-II

Code	Subject	Credit Hours
BDBM 121	Organizational Behavior & leadership	3
BDBM 122	Financial Accounting and Reporting	3
BDBM 123	Macro Economics for Business	2
BDBM 124	Seminars on Contemporary Issues in Macro Economics	1
BDBM 125	Business Writing and Communication	2
BDBM 126	Practicum Communication	1
BDBM 126	Emerging Technology in Digital Business Management	3
Total Credit Hours		15

Semester-III

Code	Subject	Credit Hours
BDBM 131	Business laws and Ethics	3
BDBM 132	Managerial Accounting	3
BDBM 133	Principles of Marketing	3
BDBM 134	Digital Economy and E-Commerce	3
BDBM 135	Web Development and Design Thinking	3
Total Credit Hours		15

Semester-IV

Code	Subject	Credit Hours
BDBM 141	Human Resource Management & ICT	2
BDBM 142	Practicum on People Analytics	1
BDBM 143	Financial Management	3
BDBM 144	Statistics for Business	3
BDBM 145	Digital and Social Media Marketing	3

BDBM 146	Knowledge Management	3
	Total Credit Hours	15

Semester-V

Code	Subject	Credit Hours
BDBM 151	Business environment &Strategic Management	3
BDBM 152	Operations Management	3
BDBM 153	Business Research Methods	3
BDBM 154	Understanding and Managing Data	3
BDBM 155	Business and Management Information System	3
	Total Credit Hours	15

Semester-VI

Code	Subject	Credit Hours
BDBM 161	Leading Innovation and Entrepreneurship	2
BDBM 161	Practicum on Business Plan Development	1
BDBM 162	Supply Chain Management & Analytics	3
BDBM 163	Sociology for Business Management	3
BDBM 164	Digital Business and Management Consulting	3
BDBM 165	Digital Business Growth & Cloud Computing	3
	Total Credit Hours	15

Semester-VII

Code	Subject	Credit Hours
BDBM 171	Nepalese History and Politics	3
BDBM 172	Project Management in Digital Business	3
BDBM 173	Use of AI and Big Data in Business	3
BDBM 174	Risk & Cyber Security Management	3
BDBM 175	Capstone Project	3
	Total Credit Hours	15

Semester-VIII

Code	Subject	Credit Hours
BDBM 181	Digital Sustainability & ESG	3
BDBM 182	Block chain for Business	3
BDBM 183	Fintech and Digital Banking	2
BDBM 183	Practicum on Fintech and Digital Banking	1
BDBM 184	Internships and Experiential learning	6
	Total Credit Hours	15

Rajarshi Janak University

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Bachelor of Digital Business Management (BDBM)

First Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-I		
Code	Subject	Credit Hours
BDBM 111	Business English	3
BDBM 112	Business Mathematics	3
BDBM 113	Micro Economics for Business	3
BDBM 114	Introduction to Digital Business and Management	3
BDBM 115	Principles of Management	3
Total Credit Hours		15

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BDBM   **Semester: First**
Course: Business English   **Lecture Hours: 48**
Course Code: BDBM 111

Course Description
This course equips BDBM 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 in the age of AI. 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 AI tools and technologies in communication and the impact of cross-cultural differences in the global business landscape.

Course Objectives
The Business English course aims to explore the integration of digital business communication strategies with artificial intelligence (AI) technologies and covers AI applications in various industries. Students will learn how to leverage AI tools for data-driven decision-making, streamline business operations, and enhance customer experiences in communication. Students will gain skills and insights into the digital transformation of businesses, understanding AI fundamentals, and practical applications of AI in various business functions 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 in the age of AI.
- Develop professional writing skills, including emails, reports, and proposals.
- Navigate and adapt to diverse communication styles, especially in cross-cultural settings.
- Utilize digital tools and platforms to enhance communication efficiency.
- Analyze and apply AI tools and techniques to improve business processes.

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: AI in Business Communication   LH 8
- Introduction to AI-powered efficiency

- Improving Email communication with AI
- AI for data analysis and reporting
- The future of AI in business communication

Unit 3: Written Business Communication   **LH 8**
- 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 4: Digital Transformation and Culture in Organizations   **LH 8**
- Introducing digital transformation
- Transforming the culture in an organization
- Emerging technologies to accelerate digital transformation
- Business drivers for industrial digital transformation

Unit 5: Cross-Cultural Business Communication   **LH 8**
- 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.

Chui, M., Manyika, J., & Miremadi, M. (2020). *The impact of artificial intelligence on business and the workforce*. McKinsey Global Institute.

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

Nath, S. V., & et al. (2020). *Industrial digital transformation*. Packt Publishing.

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.

Yap, Mike Yap, M. (2023). *AI-powered efficiency in business*. Univenture Studio.

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Level: Bachelor **Credit: 3**
Program: BDBM **Semester: First**
Course: Business Mathematics **Lecture Hours: 48**
Course Code: BDBM 112

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: BDBM   **Semester: First**
Course: Micro Economics for Business   **Lecture Hours: 48**
Course Code: BDBM 113

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 of 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 in digital economy 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

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Level: Bachelor   **Credit: 3**
Program: BDBM   **Semester: First**
Course: Introduction to Digital Business and Management   **Lecture Hours: 48**
Course BDBM 114

Course Description
This course imparts conceptual and problem solving knowledge to the students on basic concepts of digital business and management, digital economy, e-commerce, digital business support system, managing e-business and e-business strategy.

Course Objectives
The course equips students with the essential skills and knowledge needed to excel in the rapidly evolving digital business landscape. This course blends traditional business principles with cutting-edge digital technologies, preparing graduates to navigate and lead in a technology-driven business world.

Course Learning Outcomes
By the completion of the course students will be able to:
- Describe the nature of the digital business and management
- Explain about the application of digital economy in business and management
- Understand the need for digital transformation
- Describe the concept of data analytics and business intelligence
- Understand and application of e-commerce in business and management
- Apply the knowledge and skills of digital business support system in business activities

Course Contents

Unit 1: Foundations of Digital Business   LH 6
- Definition and evolution of digital business
- Key differences between digital and traditional business models
- Understanding the digital economy
- Difference between physical economy and digital economy
- Opportunities and Challenges of Digital Business
- Application of digital in business and management

Unit 2: Digital Transformation in Organizations   LH 6
- Need for Digital Transformation
- Key elements of a Successful Digital Transformation
- Drivers and barriers of digital transformation
- Role of technology in digital transformation
- Managing change in Digital Transformation

Unit 3: Data Analytics and Business Intelligence   LH 6
- Introduction to Data Analytics

- Importance of Data Analytics in Digital Business
- Types of data analytics: descriptive, predictive, and prescriptive
- Tools for business intelligence
- Data-driven decision-making

Unit 4: Emerging Technologies and Digital Business   **LH 6**
- Artificial Intelligence and its applications in digital business
- Blockchain and its applications in digital business
- Internet of things (IoT) and their applications in digital business
- Future directions and emerging trends in digital business

Unit 5: Overview of E-Commerce   **LH 12**
- Meaning, features and functions of E-Commerce
- Scope, Benefits and limitations of E-Commerce
- Differences between Traditional Commerce and E-Commerce
- E-commerce opportunities and challenges for Industries
- Meaning and features of Business Model
- E-Business Models: Business - to - Business (B2B), Business - to - Consumer (B2C), Consumer - to - Consumer (C2C), Consumer - to - Business (C2B), Business - to - Government (B2G), Government - to - Business (G2B) and Government - to - Citizen (G2C)

Unit 6: Cybersecurity in Digital Business   **LH 5**
- Understanding cybersecurity risks
- Protecting digital assets and data
- Cybersecurity best practices
- Dealing with cyber-attacks and breaches

Unit 7 Digital Marketing Strategies   **LH 7**
- Introduction to digital marketing
- Digital Marketing channels and tools
- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Marketing
- Email Marketing

Reference Text:

Chaffey, D.; Hemphill, T. and Edmundson-Bird, D. Seventh Edition (2019). **Digital Business and E-Commerce Management**. Pearson

Eloise Coupey, E. 2nd Edition. **Digital Business Concepts and Strategy**. Pearson

Combe, C. (2006). **Introduction to E-business Management and Strategy**. ELSVIER

P.T. Joseph,S.J. (2023). **E - Commerce – An Indian Perspective**. PHI Learning Pvt. Ltd

Rajarshi Janak University
Faculty of Management

Level: Bachelor   **Credit: 3**
Program: BDBM   **Semester: First**
Course: Principles of Management   **Lecture Hours: 48**
Course Code: BDBM 115

Course Description

This course contains the Nature of Organizations, Introduction to Management, Evolution of Management Thought, Environmental Context of Management, Planning and Decision Making, Organizing Function, Leadership, Motivation, Communication, Control and Quality Management, Global Context of Management, Management Trends and Scenario in Nepal.

Course Objectives

The basic objective of this course is to give a comprehensive knowledge to students about organization and help them understand the major functions, principles, and techniques of management. The course deals with basic functions like planning, organizing, leading, and controlling with special orientation to modern management practices which are essential to manage business successfully and other organizations.

Course Details
Unit 1:   The Nature of Organizations   **LH 7**
- Organization: Meaning and features
- Organizational goals: concept, purposes, and types
- Features of effective organizational goals.
- Goal formulation: processes and approaches.
- Goal succession and displacement
- Problems of goal formulation.
- Changing perspectives of organization.

Unit 2: Introduction to Management   **LH 5**
- Definition, characteristics, and principles of management.
- Functions of management
- Managerial hierarchy
- Types of managers
- Managerial skills and roles
- The changing role of managers.
- Emerging challenges for management.

Unit 3: Evolution of Management Thought LH 7
- Introduction, contribution and limitation of Classical theory
- Human relations and Behavioural science theories
- System theory
- Decision theory
- Management science theory and
- Contingency theory
- Emerging management concepts: workforce diversity, outsourcing, knowledge management, learning organization.

Unit 4: Planning and Decision Making LH 8
- Concept, types, hierarchy of planning
- Process and importance of planning
- Environmental scanning – concept and methods
- SWOT analysis
- Decision making: concept, types, process, and approaches
- Guidelines for effective decision-making

Unit 5: Designing Organization LH 7
- Organizational Design: concept, elements, primary forms of organization design;
- Mechanistic and organic organizational structure;
- Virtual organizational structure;
- Flexible organizational structure;
- Factors affecting organizational structure
- Delegation of authority – meaning, features, advantages, and barriers.
- Centralization and decentralization – meaning, advantages and disadvantages.

Unit 6: Leadership and Motivation LH 6
- Concept and functions of leadership
- Leadership styles
- Transformational, Visionary, and Charismatic Leadership
- Approaches to leadership – trait, behavioral, and situational
- Conflict: meaning and types.
- Managing conflicts in organization.
- Motivation: Concept and importance
- Theories of motivation (Need Hierarchy and Motivation-Hygiene)

Unit 7: Communication LH 4
- Concept and process of communication
- Types of communication: formal communication, informal communication, Interpersonal communication and nonverbal communication

- Barriers to effective communication.
- Enhancing effective communication.

Unit 8: Control and Quality Management   **LH 4**

- Concept, process, and types of control systems
- Characteristics of effective control system
- Concept of quality
- Total Quality Management (TQM): concept and tools
- Deming management: principles and techniques.

Basic Books

Griffin, Ricky W., *Management*, AITBS Publishers and Distributors, Delhi.

Hitt, Michael A., J. Black, Stweart, and Porter, Lyman W., *Management,* Pearson, India.

Reference Books

Charles, Hill, W.L. and McShane, Steven L., *Principles of Management,* Tata McGraw Hill, India

Robins, Stephen P. and Coulter, Mary, *Management,* Prentice Hall of India.

Weihrich, Heinz and Koontz, Herold, *Management: A Global Perspective,* McGraw Hill.

James, Stoner, AF, Freeman, Edward, R. and Gillbert, R., Jr. Daniel, *Management¸*Pearson, India.