

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:

$$\text{SGPA} = \frac{\text{Total honor points earned in a semester}}{\text{total number of credit hours taken in a semester}}$$
- The cumulative grade point average (CGPA) which is the grade point average for all completed semester and is given by:

$$\text{CGPA} = \frac{\text{Cumulative total honor points earned}}{\text{cumulative total number of credit hours taken}}$$

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 and Above	Excellent
A	3.75	80 and below 90	Distinction
B+	3.50	70 and below 80	First Division
B	3.00	60 and below 70	Second Division
C +	2.50	50 and below 60	Pass Division
C	1.75	40 and below 50	Pass in Individual Subject
F	0	Below 40	Fail

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		
ENG101	Business Communication	3
ENG 403	Academic Writing	2
MTH101	Business Mathematics	3
STM 201	Statistical Methods for Business	3
ECO101	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
MGT101	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
ENG101	Business Communication	3
MTH101	Business Mathematics	3
ECO101	Micro Economics	3
IT 101	Information Technology for Business	3
MGT101	Foundations of Management	3
ENG 102	Practicum on Business Communication	1
Total Credit Hours		16

Semester-II		
Code	Subject	Credit Hours
STM 201	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

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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

Program: BBA

Course: Business Communication

Course Code: ENG 101

Credit: 3

Year: First

Semester: First

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

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

Program: BBA

Course: Business Mathematics

Course Code: MTH 101

Credit: 3

Year: First

Semester: First

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

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 infinities; 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.

Suggesting Readings:

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.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Micro Economics

Course Code: ECO 101

Credit: 3

Year: First

Semester: First

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

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:

Dwivedi, 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 Sutcliffe, M. *Economics for business*. New Delhi: Pearson Education. Latest Edition



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Information Technology for Business

Course Code: IT 101

Credit: 3

Year: First

Semester: First

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: Theory 80 marks + Practical 20 Marks (To be converted at 60%)

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.

Suggesting Readings:

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

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

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

Kenneth C.Laudon , Jane P. Laudon, "Management Information Systems Managing the Digital Firm", Twelfth edition

Kenneth C. Laudon, Carol G. Traver, "E-Commerce Business, Technology, Society", Pearson
Andrew B. Whinston and Ravi Kalakota, "Frontiers of Electronic Commerce", Pearson 1996,
ISBN 81- 7808-357-5

ITL Education Solutions Limited, "Introduction to Information Technology", Pearson Education



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Foundation of Management

Course Code: MGT 101

Credit: 3

Year: First

Semester: First

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

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 Readings:

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

Program: BBA

Course: Practicum on Business Communication

Course Code: ENG 102

Credit: 1

Year: First

Semester: First

Lecture Hours: 16

Internal Evaluation: 100 Marks

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. <i>The Intern</i> (2015) 2. <i>Up in the Air</i> (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.

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Business Administration (BBA)

Second Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-II		
Code	Subject	Credit Hours
STM 201	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



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Statistical Methods for Business

Course Code: STM 201

Credit: 3

Year: First

Semester: Second

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: Theory 80 Marks + Practical with Excel 20 Marks (To be converted at 60%)

Course Description

This course introduces fundamental statistical techniques used in business decision-making. Students will learn how to collect, analyze, and interpret data to solve real-world business problems. Emphasis is placed on practical application using software tools and interpreting outputs for strategic decisions.

Course Objectives

The course aims to equip students with the ability to understand and apply basic statistical concepts within various business contexts, enabling them to summarize, analyze, and interpret data effectively. Through the use of descriptive and inferential statistical techniques, students will develop the skills necessary to draw meaningful conclusions from business data. Additionally, students will gain hands-on experience with data analysis software tools such as Microsoft Excel, enhancing their practical competence in handling real-world business data. Ultimately, the course prepares students to apply statistical reasoning to support evidence-based decision-making in diverse areas of business practice.

Course Learning Outcomes

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

- Understand and apply basic statistical concepts in business contexts.
- Interpret business data using descriptive and inferential statistics.
- Use software tools like Excel for data analysis.
- Make informed business decisions based on statistical reasoning.

Course Contents

Unit 1: Introduction to Statistics

LH 3

- Meaning and definition of statistics
- Descriptive vs. inferential statistics
- Role of statistics in business and management
- Scales of Measurement
- Limitations of statistics

Unit 2: Data Collection and Presentation

LH 5

- Sources of data and methods of data collection
- Frequency distributions

- Tables, charts, diagrammatic and graphical presentations
 - i. Diagrammatic presentation of data: simple bar diagram, subdivided bar diagram, percentage bar diagram, multiple bar diagram and pie-chart.
 - ii. Graphical presentation of frequency distribution: histogram, frequency polygon and ogives
- Data analysis using Excel
 - i. Diagrammatic presentation of data: Simple bar diagram, multiple bar diagram, Subdivided bar diagram, Percentage bar diagram, and Pie-chart,
 - ii. Graphical presentation of frequency distribution: Histogram, frequency polygon and Ogives

Unit 3: Descriptive Statistics

LH 10

- Measures of Central Tendency: Mean, Median and Mode
- Partition Values: Quartiles, Deciles and Percentiles
- Measures of Dispersion: Range, Quartile Deviation, Standard Deviation and Coefficient of Variation
- Skewness: Karl Pearson's and Bowley's methods
- Kurtosis: Percentile method
- Five Number Summary and Box and Whisker Plot
- Data analysis using Excel: Performing Descriptive Analysis

Unit 4: Simple Correlation and Regression Analysis

LH 6

- Introduction, Measurements of Correlation: Scatter Plot, Karl Pearson Correlation Coefficient, Spearman rank correlation coefficient.
- Coefficient of Simple determination, Test of significance of sample correlation coefficient using Probable error.
- Introduction, Simple linear regression model
- Estimation of Simple Linear regression equation
- Interpretation of Intercept and two regression coefficients
- Properties of two regression coefficients
- Data analysis using Excel: Measurement of Correlation coefficient, Estimation of Simple Linear regression equation

Unit 5: Probability Distributions

LH 8

- Concept of probability
- Addition and multiplication theorems
- Conditional Probability
- Discrete Probability Distributions (Binomial & Poisson)
- Continuous Probability Distribution (Normal Distribution)
- Data analysis using Excel: Binomial, Poisson and Normal Distributions

Unit 6: Sampling and Estimation

LH 6

- Population and Sample
- Meaning, definition and objective of sampling
- Parameters and Statistics
- Sampling and non-sampling errors
- Standard Error of mean and proportion
- Point Estimate and Interval Estimate
- Confidence interval estimates for mean and Proportion
- Sample size determination for mean and proportion
- Data analysis using Excel: Confidence interval estimates for mean and Proportion

Unit 7: Hypothesis Testing

LH 10

- Concepts of Hypothesis
- Types of Errors in testing of hypothesis
- Level of Significance, Critical region, One tailed test and two tailed test
- Steps of hypothesis testing using critical value approach / p-value approach.
- Test of significance for large samples(Z-test): Test of significance for a single mean and differences of two means
- Test of significance for small samples(t-test): Test of significance for a single mean and differences of two means
- Data Analysis using Excel: Z-test and t-test for one sample and two samples
 - i. Z-test: Test of significance for a single mean and differences of two means
 - ii. t-test: Test of significance for a single mean and differences of two means

Suggested Readings:

Gupta, S.C. (2007). *Fundamentals of Statistics*. 6th Edition, Sultan Chand & Sons, New Delhi.

Anderson, D.R., Sweeney D.J. and Williams, T.A. *Statistics for Business and Economics*. 11th Edition. Thomson, New Delhi.

David M. Levine, Kathryn A. Szabat & David F. Stephan. (2013). *Business Statistics: A First Course*. 7th edition, Pearson Education.

Davis Glyn and PecarBranko. (2014). *Business Statistics using Excel*. 2nd Edition, Faridabad, India: Oxford University Press

Levine, Richard I, and Dabid S. Rubin, *Statistics for Management*, New Delhi: Prentice Hall of India Pvt. Ltd.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Macro Economics

Course Code: ECO202

Credit: 3

Year: First

Semester: Second

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course provides an in-depth understanding of macroeconomic principles and their impact on business decision-making. It covers key macroeconomic components such as GDP, inflation, deflation, fiscal and monetary policies, and global economy. The course emphasizes the role of macroeconomic policies in shaping business environments and explores how businesses navigate economic fluctuations in the digital era. Through theoretical and practical applications, students will develop the ability to analyze macroeconomic trends and make informed business decisions.

Course Objectives

This course aims to equip students with a comprehensive understanding of macroeconomic concepts and their relevance to business operations. It enables students to analyze macroeconomic indicators and assess their impact on business environments. The course focuses on understanding economic policies, market structures, and global economic trends that influence business decision-making.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Explain fundamental macroeconomic concepts and their significance in business decision-making.
- Analyze key macroeconomic indicators such as GDP, inflation, and deflation.
- Evaluate the impact of fiscal and monetary policies on business and economic growth.
- Understand the role of global economy in shaping business environments.
- Assess the effects of economic fluctuations and business cycles on business and decision making.

Course Contents

Unit 1: Introduction to Macroeconomics

LH 3

- Macroeconomics: concept, types, uses and limitations
- Microeconomics vs. macroeconomics
- Digital economy: concept and its impact on macroeconomics

Unit 2: National Income Accounting

LH 6

- National income: concept and measurement

- Various concepts of national income: gross domestic product (GDP), net domestic product (NDP), gross national product (GNP), net national product (NNP), national income (NI), Personal income (PI), disposable income (DI), gross national disposable income (GNDI), and per capita income (PCI)
- Concept of green GDP, real GDP and price index
- Difficulties in measuring national income
- Numerical Assignments

Unit 3: Consumption Function, Saving Function and Investment Function **LH 6**

- Consumption function: concept, technical attributes and determinants
- Saving function: concept, technical attributes, determinants, and Paradox of thrift
- Investment function: concept and types of investment, marginal efficiency of capital, investment demand curve and determinants of investment.
- Numerical assignments

Unit 4: Income and Employment Theories **LH 15**

- Say's law of market: Theory, Implications and Criticisms
- Classical theory of employment: Theory, components (Labour, Product and Money Market) and criticisms
- Keynesian theory of employment: Principle and determinants of effective demand, determination of equilibrium level of employment by the effective demand and criticisms
- Income and output determination: two sector model, three sector model, four sector model;
- Multiplier: investment multiplier (concept, assumption, relationship between MPC and multiplier, leakages and criticisms), government expenditure multiplier, tax multiplier and foreign trade multiplier;
- IS-LM model: derivation of IS and LM curves, determination of equilibrium output and effect in equilibrium output due to change in monetary policy and fiscal policy
- Numerical assignments

Unit 5: Fiscal and Monetary Policies **LH 6**

- Fiscal policy: concept, objectives and instruments
- Government revenue: concept and sources
- Government expenditure: concept and classification
- Government budget: Concepts, components and types
- Deficit financing: concept, objectives and methods
- Central banking: Concept and functions
- Monetary policy: Objectives, types and instruments
- Fintech, Cryptocurrency and decentralized finance

Unit 6: Business Cycles and Inflation **LH 6**

- Business cycles: Concept and phases
- Measures to control business cycles
- Inflation: concept, types, causes, effects and control measures

- Inflation and unemployment trade-off (Phillips Curve)
- Deflation: concept and causes

Unit 7: Global Economy

LH 6

- Global economy: concept and current trends
- Globalization: concept, drivers, benefits and defects
- Exchange rate: concept and types
- Determination of equilibrium exchange rate under fixed and flexible exchange rate system
- Balance of payments: concept and types
- Classification of balance of payment account
- Foreign direct investment: concept, benefits, defect and current status of Nepal

Suggested Readings

Ahuja, H.L. (2022). *Macroeconomics: Theory and Policy*. New Delhi: S. Chand Publishers.

Dhingra, I.C. and Garg, V. K. (2012). *Principles of Macro Economics*. New Delhi: Sultan Chand & Sons

Dwivedi, D.N. (2010). *Macroeconomics: Theory and Practice*. New Delhi: Tata McGraw Hill.

Gupta, J. R. (2014). *Public Economics: Theory and Practice*. Atlantic Publishers & Distributors (P) Ltd

Lipsey, R. G. and Harbury, C. (2004). *Elementary Macroeconomics*. New York: Oxford University Press

Mankiw, N. G. (2010). *Macroeconomics*. 7th Edition. New York: Worth Publishers.

Mishkin, F. S. (2020). *The Economics of Money, Banking, and Financial Markets*. Pearson.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Financial Accounting

Course Code: ACC 201

Credit: 3

Year: First

Semester: Second

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course provides students with fundamental knowledge of financial accounting principles and reporting standards, emphasizing their application in business environments. It covers the preparation, analysis, and interpretation of financial statements, ensuring compliance with international financial reporting standards (IFRS). The course also integrates digital tools and technologies used in modern accounting and financial reporting, enabling students to understand financial decision-making processes in digital business management.

Course Objectives

This course aims to develop a strong foundation in financial accounting concepts, principles, and reporting frameworks. It enables students to understand and apply financial accounting processes, record and analyze financial transactions, and prepare financial statements in compliance with relevant accounting standards. The course also focuses on enhancing students' ability to interpret financial information for decision-making and assess the impact of digital transformation on financial reporting.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Explain fundamental accounting principles, concepts, and financial reporting standards.
- Record, classify, and summarize financial transactions using accounting frameworks.
- Prepare and interpret financial statements in accordance with IFRS and other relevant regulations.
- Analyze financial performance using financial statements and ratio analysis.

Course Contents

Unit 1: Introduction to Financial Accounting

LH 4

- Concept, features, and objectives of financial accounting
- Accounting process and financial reporting cycle
- Qualitative characteristics of accounting information
- Users and uses of accounting information: internal users and external users
- Limitations of financial accounting

Unit 2: Conceptual Framework of Accounting	LH 6
• Generally accepted accounting principles (GAAP) and its features • Basic accounting concepts: the business entity concept, the monetary concept, the going concern concept, the cost concept, the dual aspect concept, the accounting period concept, the realization concept, the accrual concept and the matching concept • Basic accounting conventions: consistency, conservatism, materiality and full disclosure • Differences between accrual versus cash basis of accounting • Accounting standards: meaning and significance of accounting standards • Concept of Nepal Accounting Standards (NASs), International Accounting Standards (IASs), Nepal Financial Reporting Standards (NFRSs), International Financial reporting Standards (IFRSs)	
Unit 3: Accounting Process	LH 6
• Accounting events of business: concept and types • Source documents • Accounting equation for analyzing the transactions • Rules of debit and credit • Recording transactions: journal, sub-division of journal, ledger, and trial balance	
Unit 4: Adjustment Entries	LH 4
• Concept and types of adjusting entries • Adjusted trial balance • Work sheet	
Unit 5: Accounting for Cash and Bank Reconciliation Statement	LH 4
• Concept of cash and bank • Types of bank account • Cheques: concept and types, parties to a cheque, honor and dishonor of cheque • Preparation of Cash Book • Bank Statement: concept and importance • Preparation of bank reconciliation statement	
Unit 6: Basic Financial Statements	LH 8
• Financial statements: concept, objectives, limitations and components • Income statement: concept, components and preparation • Statement of retained earnings: concept, components and preparation • Statement of financial position: concept, components and preparation • Cash flow statement: meaning, objectives and limitations of cash flow statement; Preparation of cash flow statement under direct and indirect method. • Preparation of financial statements as per NFRS	
Unit 7: Financial Statement Analysis	LH 8
• Financial statement analysis: meaning, objectives, importance and limitations • Techniques for analyzing financial statements • Ratio analysis and Interpretation: liquidity, solvency, efficiency and profitability ratios	

Unit 8: Value Added Statement**LH 4**

- Value added: concept and its application
- Value added statement: concept, contents and advantages
- Preparation of value added statement showing value added generated and applied.

Unit 9: Computerized Accounting**LH 4**

- Meaning of computerized accounting
- Advantages of computerized accounting system
- Components of computerized accounting system
- Limitations of computerized accounting system
- Comparison between manual and computerized accounting
- Accounting software and its types

Suggested Readings:

Accounting Standards Board. *Nepal Financial Reporting standards* 2018.

Greunung & Keen, (2000). *International Accounting Standards. A Practical Guide*, USA: World Bank

Porter, Gary A. and Norton, Curtis L. *Financial Accounting: The Impact on Decision Makers*. New York: The Dryden Press.

Shah, B. & Basnet, S. K. (2025). *Financial Accounting*. Kathmandu: Dreamland Publication Pvt. Limited.

Waren, C.S, Reeve, J. M. & Duchac, J. E. (2009). *Financial Accounting Concepts, Methods & Applications*. Cengage Learning

Wild, J.J., Shaw, K.W. & Chiappetta, B. (2013). *Fundamental Accounting Principles (21st Edition)*. McGraw-Hill Irwin



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Business Sociology and Demography

Course Code: SOC201

Credit: 3

Year: First

Semester: Second

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

Business Sociology and Demography blends sociological insights with population studies to help students understand the broader social and demographic contexts in which businesses operate. Course is designed to provide BBA students with a comprehensive understanding of the social and demographic dimensions that influence business operations and decision-making.

Course Objectives

The objective of the course is to familiarize participants with sociological perspectives on how businesses interact with and influence society, emphasizing the role of management in navigating these dynamics. **It aims to build awareness of how societal structures, cultural patterns, and demographic changes affect organizational practices, consumer behavior, and labor markets.** By exploring classical and contemporary sociological theories, students will gain insights into human behavior, social interaction, and institutions, which are essential for effective leadership and management in a rapidly changing world. The course also seeks to sensitize students to current social and demographic issues such as inequality, urbanization, population dynamics, and their implications for business growth and sustainability.

Course Learning Outcomes

Upon successfully completing the course, students will emerge equipped to:

- Develop a sociological understanding of business environments, including how societal structures, cultural norms, and social institutions influence business behavior and decision-making.
- Analyze demographic trends and patterns such as population growth, age structure, migration, urbanization, and workforce diversity and assess their implications for business planning and strategy.
- Examine the impact of social and demographic changes on markets and consumer behavior, helping future managers understand how to adapt to evolving social realities.
- Evaluate the causes and effects of social change and social movements on labor markets and business environments.
- Assess the impact of urbanization on labor supply, infrastructure, markets, and identify related business opportunities and challenges.
- Prepare students for effective human resource management, particularly in diverse and demographically dynamic workplace settings.

Course Contents

Unit 1: Overview to Sociology

LH 5

- Sociology: meaning, nature, subject matter and scope of sociology
- Origin and development of sociology
- Development of sociology in Nepal
- Relationship between sociology and other social sciences (economics, psychology, anthropology and political science)
- Social interaction and its types (exchange, competition, cooperation, conflict and coercion)
- Relevance of sociology in business and management

Unit 2: Theoretical Perspectives of Sociology

LH 5

- Structural Functionalism: meaning, basic assumptions and criticisms
- Conflict Theory: meaning, basic assumptions and criticisms
- Symbolic Interactionism: meaning, basic assumptions and criticisms
- Post Modernism: meaning, basic assumptions and criticisms
- Implications of sociological theories in business and management

Unit 3: The Foundations of Society

LH 12

- Society: meaning, characteristics and types
- Community: meaning, characteristics, distinction between rural and urban community, distinction between society and community
- Culture: meaning, characteristics, functions and types
- Socialization: meaning, functions, agents and types
- Social Institutions: meaning, features and functions
- Types of social institutions: Family (meaning, functions and importance), Marriage (meaning, functions and importance), Education (Role of education in society), Religion (meaning and functions), Economic system (capitalism and socialism), Politics (nature of politics and types of political systems in modern societies)
- Social norms and values: meaning and characteristics
- Status: meaning and types
- Social roles: role conflict and role strain

Unit 4: Social Change and social movement

LH 5

- Social change: meaning and nature of social change
- Factors driving social change: Modernization, Social Movement, Diffusion, Social Media, Technology, Globalization
- Social movement: meaning, types and causes of social movement
- Impact of social change and movement on workforce and markets

Unit 5: Business and Culture

LH 5

- Business adaptation to social and cultural transformation
- Social process (acculturation, enculturation, assimilation, adaptation)
- Business implications of cultural differences (Marketing, HRM, Negotiations)

- Cultural dimensions and their influence on business (e.g., Hofstede's Model)

Unit 6: Business Demography

LH 12

- Demography: meaning, nature and scope of demography
- Population distribution: concept and factors affecting the distribution of population
- Density of population: concept of over, optimum and under population
- Classification of population: urban and rural population, population below poverty line, working population and dependent population.
- Population composition in Nepal: age, sex, education and occupation
- Tools of demographic analysis: census, surveys and vital statistics
- Population as resource
- Importance of human resource in development and growth of business
- Impact of demographic change on business strategy and planning
- Bhandari's conflict perspective for social inequalities and business in Nepal
- Demographic dividend and business opportunities
- Challenges: aging population, youth unemployment and migration trends

Unit 7: Urbanization

LH 4

- Meaning and factors responsible for urbanization
- Urbanization as behavioral concept, structural concept and demographic concept
- Trends and patterns of urban growth (global and national context)
- Impacts of urbanization on infrastructure, labor, and markets
- Business opportunities and challenges in urban settings

Suggested Readings:

- Abraham, F. (2006). *Contemporary Sociology*. New Delhi: Oxford University Press.
- Bhandari, K. P. (2016). *Sociology for Management*. Kathmandu: Samiksha Publication.
- Bhende, A. A., & Kanitkar, T. (1978). *Principles of Population Studies*. Bombay: Himalaya Publishing House.
- Dahal, D. R. (2001). *Nepali Society and Business Culture*. Kathmandu: Centre for Development and Governance.
- Haralambos, M., & Holborn, M. (2013). *Sociology: Themes and Perspectives* (8th ed.). New Delhi: McGraw Hill Education.
- Macionis J. J. (2006). *Sociology*. New Delhi: Pearson.
- Preston, S. H., Heuveline, P., & Guillot, M. (2001). *Demography: Measuring and Modeling Population Processes*. Malden, MA: Blackwell Publishers.
- Regmi, R. R.; Bhandari, U. & Gurung, S.K. *Sociology for Management*. Kathmandu: Buddha Publication
- Upreti, B. R. (2004). *The Politics of Business and Development in Nepal*. Kathmandu: Himal Books.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Organizational Behaviour

Course Code: MGT 202

Credit: 3

Year: First

Semester: Second

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course provides a comprehensive understanding of Organizational Behaviour (OB), focusing on the human aspects of organizations and how individual and group behaviour affects organizational performance. The course explores key OB concepts including perception, personality, learning, leadership, teamwork, organizational culture, and conflict management. Emphasis is placed on applying OB theories and models to real-world organizational issues, particularly in the context of digital transformation and modern workplace dynamics. It aims to enhance students' analytical and interpersonal skills to effectively manage people and organizational change.

Course Objectives

The primary objective of this course is to provide students with a solid foundation in the principles and practices of Organizational Behaviour (OB), enabling them to understand how individuals and groups interact within an organizational setting. The course aims to equip students with the analytical tools to evaluate the impact of individual differences, such as personality, perception, attitudes, and emotions, on workplace behaviour. It also focuses on developing a deep understanding of group dynamics, effective teamwork, and various leadership approaches, emphasizing the importance of emotional intelligence and decision-making in leadership roles. Students will also learn effective strategies for conflict resolution and negotiation. Overall, the course seeks to bridge theory and practice, helping students apply OB concepts to real-life organizational challenges to enhance their managerial and interpersonal effectiveness.

Course Learning Outcomes

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

- Define organizational behaviour and explain its key elements, assumptions, and contributing disciplines.
- Analyze how individual factors such as beliefs, attitudes, emotions, and personality affect workplace behaviour.
- Apply models of behaviour to interpret behavioural outcomes.
- Evaluate perceptual processes and decision-making in organizational settings.
- Identify group development stages and assess the effectiveness of teamwork in traditional and digital workplaces.

- Compare various leadership theories and styles, and understand the role of emotional intelligence in effective leadership.
- Interpret organizational culture and assess strategies for managing organizational change and resistance.
- Distinguish between functional and dysfunctional conflict, and demonstrate effective conflict management and negotiation strategies.

Course Contents

Unit 1: Introduction to Organizational Behaviour (OB) LH 6

- Concept and importance of OB
- Key elements of OB
- Organizational behaviour system
- Basic Assumptions of OB
- Levels of organizational behaviour analysis
- Contributing disciplines to the field of OB
- Key challenges in organizational behaviour management

Unit 2: Individual Behaviour in Organizations LH 4

- Concept of individual behaviour
- Factors affecting individual behaviour
- Behaviour as an input-output system (S-R model, S-O-R Model and S-O-B Model)
- Concept of beliefs, attitudes, values and emotions

Unit 3: Perception, Personality and Learning LH 8

- Concept of perception
- Perceptual process
- Factor affecting perception
- Application of perception in organizations
- Perception and decision-making process
- Concept of personality
- Determinants of personality
- The big five personality model
- Concept of learning
- Learning process
- Factors influencing learning

Unit 4: Group Dynamics and Stress Management LH 6

- Groups: concept and types
- Group dynamics: Concept and importance
- Stages of group development (Tuckman's model)
- Teams: concept and types
- Groups vs teams
- Stress: concept and causes
- Approaches for managing stress

Unit 5: Leadership in Organizations**LH 8**

- Leadership theories: trait theory, behavioural theories (Ohio and Michigan studies), Fielder's contingency theory, Managerial Grid and Path-Goal theory
- Contemporary leadership styles: Transactional leadership, Transformational leadership, Charismatic leadership, Value-based leadership, Spiritual leadership, Servant leadership and Agile leadership
- The role of emotional intelligence in leadership
- Decision-making and problem-solving as a leader

Unit 6: Organizational Culture and Change**LH 6**

- Organizational culture: concept and determinants
- The role of culture in digital transformation
- Organizational change: concept and importance
- Theories of planned change
- Resistance to change and overcoming it

Unit 7: Conflict Management**LH 6**

- Concept and nature of conflict
- Functional and dysfunctional conflict
- Types of conflict
- Sources of conflict
- Approaches to conflict management
- Resolving conflict through negotiation

Unit 8: Emerging Trends in OB and Leadership**LH 4**

- The impact of technology on organizational behavior
- Virtual teams and remote leadership
- Workplace diversity and inclusion
- Ethical issues and corporate social responsibility in leadership

Suggested Readings:

Aswathappa, K. (2024). *Organizational Behaviour*. New Delhi: Himalayan Publishing House.

Dwivedi, R. S. *Human Relations and Organizational Behavior: A Global Perspective*. New Delhi: Macmillan India Limited.

Greenberg, J. and Baron, R.A. (2011). *Behavior in Organizations*. New Delhi: Pearson Education.

Luthans, F. *Organizational Behaviour* (12th ed.). New Delhi: McGraw Hill Education (India) Pvt. Ltd.

Newstorm, J. W., *Organizational Behavior: Human Behavior at Work*. New Delhi: TataMcGraw_Hill Publishing Company.

Robbins, S. P.; Judge, T. A. & Vohara, N. (2023). *Organizational Behaviour* (18th ed.). New Delhi: Pearson Education India.

Singh, K. (2015). *Organizational Behaviour*. New Delhi: Vikas Publishing House



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BBA

Course: Seminars on Macro Economics

Course Code: ECO 203

Credit: 1

Year: First

Semester: Second

Lecture Hours: 16

Evaluation: 100 Marks (Faculty: 80 Marks and External Expert: 20 Marks)

Course Description

This seminar course is designed to provide students with an in-depth discussion on contemporary macroeconomic issues and their implications for business and policy-making. The seminar will focus on real-world applications of macroeconomic theories, examining economic trends, policy decisions, and emerging challenges in both global and national economies. Students will engage in interactive discussions, presentations, and case study analyses to develop critical thinking and analytical skills related to macroeconomic topics.

Course Objectives

This course aims to enhance students' understanding of current macroeconomic issues and policies from a global and Nepalese perspective and their relevance to business environments. It provides a platform for students to analyze macroeconomic trends, policy changes, and global economic challenges through discussions and research. The seminar encourages students to critically evaluate economic reports, policy frameworks, and financial market developments while fostering the ability to present and defend their perspectives effectively.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Analyze contemporary macroeconomic trends and policy developments.
- Assess the impact of macroeconomic policies on business environments.
- Develop critical perspectives on fiscal, monetary, and trade policies.
- Present and debate macroeconomic issues with well-supported arguments.
- Get the skills to develop a seminar paper and present it.

Learning strategies

- Students will conduct an in-depth review of conceptual, theoretical, or research papers based on both theoretical and empirical analysis.
- Under the close supervision of a faculty member, students will develop their review papers. The faculty member will assess the paper, providing feedback for revisions if necessary.
- Once finalized, students will submit their completed review papers to the faculty member at the campus.
- Students are required to present their review papers in a seminar, where their work will be evaluated by faculty members and other experts.
- Grades will be awarded collaboratively by the faculty members and experts based on the quality of the review and presentation.

Course Contents

Unit 1: Introduction to Seminar and Seminar Paper

LH 3

- Concept of seminar, webinar, workshop, symposium and conference
- Importance of seminars for students in higher education
- Seminar paper and its structure
- Concept of thematic review
- Topic selection
- Article searching, article reading, drawing materials for a seminar paper
- Citation and referencing

Unit 2: Introduction to current macroeconomic issues

LH 5

- Recent global economic developments and forecasts
- Inflation, recession, and economic recovery post-pandemic
- The role of central banks in economic stability
- Trade agreements, tariffs, and globalization challenges
- The rise of digital currencies and decentralized finance
- Sustainability and green economy policies
- Government spending, taxation, and economic growth
- Central banking policies and their impact on businesses
- Privatization and economic liberalization
- Foreign employment and remittance
- Foreign direct investment
- Financial inclusion
- Public-private partnership

***Note:** Faculty members can assign topics of contemporary economic issues other than those above.*

Unit 3: Development of seminar paper and its presentations

LH 8

The faculty member will assign contemporary macroeconomic issues, incorporating both global and Nepalese perspectives. These issues will be carefully selected to reflect current economic trends, challenges, and policy implications at national and international levels. Students will conduct a comprehensive review of multiple scholarly articles, research papers, and other relevant literature related to the assigned topics. Based on their research, students will develop a structured thematic paper that presents their findings, interpretations, and conclusions in a well-organized manner. Additionally, they will prepare a set of presentation slides summarizing the core aspects of their review. As the final outcome of the seminar, students will present their thematic paper and slides before an audience of faculty members, peers, and experts.

Evaluation of Seminar Paper and Presentation

A student is required to undertake a review based research assignment and prepare a seminar paper at the end of the session. Concerned faculty member will evaluate the seminar paper and external expert will evaluate the presentation. Evaluation of the seminar paper and presentation shall be based on the following criteria:

- Seminar paper by Faculty: 80 % (80 marks)
- Presentation by External Expert: 20% (20 marks)

Marking Criteria for Seminar Paper

Evaluation dimensions	Marks assigned
Contents of the seminar paper	40
Organizing the paper (structure/citation/reference etc.)	40
Total	80

Marking Criteria for Presentation

Evaluation dimensions	Marks assigned
Organization of presentation	10
Presentation skills and contents	10
Total	20

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Business Administration (BBA)

Second Year - Third Semester Syllabus

Effective from the Academic Batch of 2024 AD

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



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Cost Accounting

Course Code: ACC 302

Credit: 3

Year: Second

Semester: Third

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course provides an in-depth understanding of the principles, methods, and applications of cost accounting in modern business organizations. It equips students with the knowledge and skills necessary to classify, record, and analyze cost information for effective decision-making, planning, and control. The course covers the fundamentals of cost concepts and classifications, material, labour, and overhead costing, and extends to advanced topics such as service costing, job and batch costing, contract costing, and process costing. Emphasis is placed on both theoretical foundations and practical applications through problem-solving, case analysis, and preparation of cost statements. By integrating concepts with real-world practices, the course enables students to appreciate the role of cost accounting in enhancing operational efficiency and strategic decision-making.

Course Objectives

The primary objective of this course is to develop a solid understanding of cost accounting concepts and practices and their relevance to business management. Specifically, the course aims to introduce students to the scope, functions, and significance of cost accounting; provide them with the ability to identify and classify costs for managerial use; and train them in the techniques of material, labour, and overhead control. Furthermore, the course seeks to familiarize students with various costing methods, including service, job, batch, contract, and process costing, thereby preparing them to address cost-related issues in diverse business environments. Through theoretical knowledge and practical exercises, students will gain the capacity to analyze cost information, support managerial decisions, and contribute to effective cost planning, control, and reduction.

Learning Outcomes

On successful completion of this course, students will be able to:

- Explain the concept, functions, and importance of cost accounting.
- Identify, classify, and analyze different types of costs for decision-making purposes.
- Apply cost estimation, segregation, and control techniques in business scenarios.
- Use costing methods such as service costing, job and batch costing, contract costing, and process costing to compute and analyze unit costs.
- Employ Activity-Based Costing (ABC) and distinguish it from traditional costing methods.

- Analyze cost information to support planning, control, and decision-making in real-life business contexts.

Course Contents

Unit 1: Introduction to Cost Accounting

LH 4

- Concept, objectives, functions, and scope of cost accounting
- Role and importance of cost accounting in business decision-making
- Differences between cost accounting and financial accounting
- Differences between cost accounting and management accounting

Unit 2: Cost Concepts and Classification

LH 4

- Concept of cost, cost object, cost unit, cost driver and cost centre
- Elements of cost: material, labor, and overhead
- Cost classification: direct and indirect cost, manufacturing and non-manufacturing cost, product and period cost, variable, semi-variable, and fixed cost, differential cost, sunk cost, and opportunity cost, relevant and irrelevant cost.
- Cost segregation methods: two-point and least squares
- Cost estimation
- Cost control and cost reduction

Unit 3: Material Costing and Control

LH 6

- Concept, reasons and objectives for holding material/inventory.
- Material control: concept and objectives
- Economic Order Quantity (EOQ): concept, formula, graphical method, trial & error method
- Stock levels: reorder level, safety stock, minimum, maximum, and average stock levels
- Concept and techniques of perpetual inventory system
- Stock control through ABC analysis
- Just in time inventory: concept, advantages and limitations

Unit 4: Labour Costing and Control

LH 4

- Concept and importance of labour cost control
- Methods of remuneration: time rate, piece rate, incentive plans (Halsey, Rowan, Taylor)
- Labour Turnover: Concept, causes and effects
- Cost of labour turnover: preventive and replacement cost and calculations
- Labour turnover ratios

Unit 5: Overhead Costing

LH 6

- Meaning and classification of overhead
- Allocation, apportionment, and absorption of overheads
- Concept and importance of Activity Based Costing
- Procedures of absorption of overhead cost under ABC technique
- Traditional absorption costing vs. Activity-Based Costing

Unit 6: Service Costing**LH 4**

- Service Costing: Concept and features of service
- Applications of Service Costing
- Preparation of cost sheet for transport service, hospital, hotel and restaurant services
- Limitations of service costing.

Unit 7: Job order and batch costing**LH 4**

- Job Order Costing: concept and features
- Accounting for job order: preparation of job order cost sheet
- Batch Costing: concept and features
- Determination of Economic Batch Quantity (EBQ).

Unit 8: Contract Costing**LH 8**

- Contract costing: concept and features
- Accounting procedures: incomplete contracts, near-completion contracts, and completed contracts
- Work certified, work uncertified, contractee's account, work-in-progress account, and preparation of balance sheet

Unit 9: Process Costing**LH 8**

- Process Costing: Concept and features
- Applications of Process Costing
- Comparison between Job Costing and Process Costing
- Preparation of process accounts with/without beginning and ending work-in-progress inventory, partial and total transfer of output to next process, accounting for process loss/gain: normal and abnormal loss, abnormal effective/gain and computation of unit costs
- Accounting for inter process profit.

Suggested Readings:

Banerjee, B. (Latest Edition). *Cost Accounting: Theory and Practice*. PHI.

Horngren, C. T., Datar, S. M., & Rajan, M. V. (Latest Edition). *Cost Accounting: A Managerial Emphasis*. Pearson.

Jawahar Lal, Cost Accounting, Tata McGraw Hill Co., New Delhi

Khan, M. Y., & Jain, P. K. (Latest Edition). *Cost Accounting*. McGraw Hill.

Maheshwari, S. N., Mittal, S. N. (Latest Edition). *Cost Accounting: Theory and Problems*. Shree Mahavir Book Depot.

Pillai & Bagavathi (2017). Cost Accounting New Delhi: S. Chand and Company Ltd

Shah, B; Mahato, S. & Basnet, S.K. (2025). *Cost Accounting*. Kathmandu. Dreamland Publication



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Principles of Marketing

Course Code: MKT 301

Credit: 3

Year: Second

Semester: Third

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course is a foundational course designed to introduce students to the key concepts, theories, and practices of modern marketing. The course covers the evolution of marketing thought, the role of marketing in creating value for customers, and the importance of building long-term customer relationships. The course emphasizes the study of marketing environment, consumer behavior, market segmentation, product development, pricing, distribution, and promotion strategies alongside emerging issues such as services marketing, digital and social media strategies, green and sustainable marketing, and relationship marketing. Students will gain both theoretical knowledge and practical insights into how marketing decisions are made and implemented in dynamic business environments.

Course Objectives

The primary objective of this course is to provide students with a strong foundation in marketing principles and practices. It seeks to develop an understanding of how marketing functions as a key business activity and how it contributes to organizational success and societal well-being. The course aims to enhance students' ability to analyze the marketing environment, interpret consumer behavior, and apply segmentation, targeting, and positioning strategies effectively. It also focuses on equipping students with the knowledge to design appropriate product, pricing, promotion, and distribution strategies. Furthermore, the course introduces students to contemporary marketing issues such as services marketing, digital marketing, sustainability, and relationship management, thereby preparing them to respond to changing market dynamics in the modern business world.

Learning Outcomes

Upon completion of the course, students will be able to:

- Explain the fundamental concepts, scope, and evolution of marketing.
- Evaluate marketing environments and their impact on marketing decisions
- Analyze consumer behavior and factors influencing purchase decisions.
- Apply segmentation, targeting, and positioning strategies in marketing planning.
- Design effective product, pricing, promotion, and distribution strategies.
- Assess emerging issues in marketing, including services marketing, digital and social media marketing, green marketing, sustainable marketing, and relationship marketing.

Course Contents

Unit 1: Introduction to Marketing	LH 6
• Concept, scope, and importance of marketing • Evolution and development of marketing thought: Production concept, product concept, selling concept, modern marketing concept, societal marketing concept and holistic marketing concept. • Core concepts of marketing: needs, wants, demand, exchange, customer value, and customer satisfaction • Marketing mix: Concept and components. • Marketing vs. selling	
Unit 2: Marketing Environment	LH 5
• Marketing environment: concept and features • Micro and macro environment of marketing • Environmental scanning: concept and importance • Marketing environment in Nepal	
Unit 3: Consumer Behavior and Market Research	LH 5
• Buyer's behavior: meaning and importance • Consumer buying decision: process and determinants • Organizational buying decision: process and determinants • Marketing research: concept, scope, and process • Role of information in marketing decision-making	
Unit 4: Market Segmentation, Targeting, and Positioning	LH 5
• Market segmentation: concept, objectives and process • Bases for segmenting consumer and organizational market • Target market selection strategies • Positioning: concept, strategies, and differentiation	
Unit 5: Product Decisions	LH 5
• Concept of product, product levels, and product classification • Product life cycle: concept, stages and strategies • New product development; concept and process • Branding, packaging, and labeling decisions • Product mix and line strategies	
Unit 6: Pricing Decisions	LH 5
• Pricing: concept, objectives and importance • Methods of pricing • Factors influencing pricing decisions • Pricing strategies and approaches	
Unit 7: Promotion Decisions	LH 7
• Promotion: concept, objectives and importance • Integrated marketing communication: concept and process • Advertising: concept and types	

- Publicity: concept and forms
- Sales promotion: concept and types
- Personal selling: concept, types and personal selling process of indoor and outdoor salespersons
- Promotion mix strategies

Unit 8: Distribution Decisions

LH 5

- Distribution decision: concept and importance
- Types of distribution channels and intermediaries
- Role of marketing intermediaries in distribution system
- Selection of channel distribution
- Logistics Management: concept and importance
- Supply chain management: concept and importance

Unit 9: Emerging Issues in Marketing

LH 5

- Services marketing and the extended marketing mix (7Ps)
- Digital and social media marketing: tools, and strategies
- Green marketing: Concept and importance
- Relationship marketing and customer loyalty
- Sustainable marketing: concept and principles

Suggested Readings:

- Armstrong, G., Adam, S., Denize, S., Volkov, M. & Kotler, P. (2018). *Principles of Marketing*. Pearson Education
- Baines, Fill and Page, *Essentials of Marketing, South Asia Edition*, New Delhi: Oxford University Press.
- Jobber, D., & Ellis-Chadwick, F. (2016). *Principles and Practice of Marketing*. Mc-Graw Hill Publications.
- Kotler, P., Armstrong, G. & Opresnik, M.O. (2020). *Principles of Marketing*. Pearson Education
- Lamb, C.W., Hair, J.F. & McDaniel, C. (2020). *MKTG: Principles of Marketing*. Cengage Learning



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Basic Finance

Course Code: FIN 301

Credit: 3

Year: Second

Semester: Third

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course introduces students to the fundamental concepts, principles, and practices of financial management. It covers essential topics such as introduction to financial management, financial statement analysis, time value of money, capital structure and leverage, risk and return, valuation of bonds and valuation stocks. Students will learn both theoretical concepts and practical applications necessary to analyze financial decisions within a corporate context. The course aims to provide students with the knowledge and analytical skills necessary to make informed financial decisions in both personal and corporate contexts.

Course Objectives

The main objective of this course is to provide students with a strong foundation in the principles and practices of financial management. It aims to introduce the concepts, functions, and objectives of financial management in modern organizations, while also developing the ability to analyze and interpret financial statements for effective decision-making. The course equips students with the skills to apply the concept of time value of money in both personal and business finance and examines the relationship between capital structure, risk, leverage, and firm value. It further explores the principles of risk-return trade-off and their role in investment decisions, along with providing knowledge of bond and stock valuation techniques for assessing securities. In addition, the course familiarizes students with the broader financial environment, including emerging issues in finance, with a particular focus on the Nepalese context.

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Understand the role and scope of financial management in business organizations.
- Analyze financial statements using ratio analysis.
- Apply the concepts of time value of money in various financial decisions.
- Assess the impact of capital structure, leverage, and risk on firm value and financing decisions.
- Analyze the risk-return relationship and its implications for investors.
- Value different types of bonds and determine yields.
- Value preferred stocks and common stocks and determine yields.

Course Contents

Unit 1: Introduction to Financial Management

LH 6

- Financial management: concept and functions
- Role of financial managers
- Objectives of financial management: profit maximization vs. wealth maximization
- Agency Conflicts: Conflict between Managers and Shareholders, Conflict between Shareholders and Creditors
- Financial system: Financial institutions, financial markets and financial instruments
- Financial Environment in Nepal
- Emerging issues in finance

Unit 2: Financial Statement Analysis

LH 6

- Financial Statement Analysis: Concept and Objectives
- Financial Ratio Analysis: concept, uses and limitations
- Types of financial ratios: Liquidity Ratios, Asset Management Ratios, Debt Management Ratios, Profitability Ratios and Market Value Ratios
- Interpretation of financial ratios for managerial decision-making
- Du-Pont system of financial analysis

Unit 3: Time value of Money

LH 8

- Concept of time value of money
- Significance of time value of money
- Compounding and discounting techniques
- Future value and present value of a single sum
- Future value and present value of series of cash flows
- Future value and present value of an annuity (ordinary and due)
- Determining the unknown interest rate and time period
- Sinking fund establishment
- Loan amortization

Unit 4: Capital Structure and Leverage

LH 6

- Concept of financial structure and capital structure
- Optimal capital structure
- Factors affecting capital structure
- Business risk and financial risk
- Break-even point: operating, cash and financial
- Concept and types of leverage
- Indifference level of EBIT
- EBIT-EPS analysis

Unit 5: Risk and Return

LH 8

- Concept of risk and return
- Measurement of expected return and risk of a single asset
- Measurement of expected return and risk of a portfolio of assets

- Covariance and correlation
- Systematic and unsystematic risk
- Capital Asset Pricing Model (CAPM)
- Concept of beta

Unit 6: Bond Valuation

LH 6

- Concept and features of bonds
- Types of bonds
- Valuation of bonds: perpetual bonds, zero coupon bonds and coupon bonds with finite maturity
- Valuation of bonds with semi-annual coupons
- Required return and bond values
- Changes in bond values over time
- Bond yields: current yields, capital gains yield, yield to maturity and yield to call.

Unit 7: Stock Valuation

LH 8

- Concept and features of preferred stock
- Types of preferred stock
- Valuation of preferred stock: perpetual and redeemable preferred stock
- Yield on preferred stock
- Concept and features of common stock
- Common stock valuation: single and multiple holding periods
- The dividend discount model: zero growth model, normal growth model, non-constant growth model
- Yield on common stock: current yield and capital gains yield

Suggested Readings:

Brigham, E. F. & Houston, J. F. *Fundamentals of Financial Management*. Delhi: Cenage Learning.

Brealey, R. A., Myers, S. C., Allen, F., & Mohanty, P. *Principles of Corporate Finance*. Tata McGraw-Hill Education.

Gitman, L. J. *Principles of Managerial Finance*. Delhi: Pearson Education.

Ross, S. A., Westerfield, R. W., & Jordan, B. D. *Corporate Finance*. New Delhi: Tata McGraw-Hill.

Shah, B; Paudel, L. & Purbe, P. (2025). *Basic Finance*. Kathmandu. Dreamland Publication

Van Horne, J.C. & Wachowicz, J.R., *Fundamentals of Financial Management*, New Delhi: Prentice- Hall India Ltd.



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Data Base Management

Course Code: IT 302

Credit: 3

Year: Second

Semester: Third

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: Theoretical 80 Marks + Practical 20 marks (To be converted at 60%)

Course Description

This course introduces students to the fundamental principles, techniques, and applications of Database Management Systems (DBMS). It covers the conceptual foundations of data modeling, relational theory, and structured query language (SQL), along with advanced features such as triggers, stored procedures, and transaction management. Students will learn how to design, implement, and optimize databases using industry-standard tools, ensuring data integrity, security, and efficient performance. Through theoretical understanding, case studies, and hands-on lab sessions, the course emphasizes practical applications in real-world scenarios such as banking, retail, e-commerce, and university information systems. By the end of the course, students will be capable of building robust database solutions and applying them to organizational and business contexts.

Course Objectives

The main objective of this course is to provide students with a solid foundation in database management concepts and their practical implementation. It aims to familiarize students with the history, purpose, and characteristics of DBMS while enabling them to understand different data models and modeling techniques. Students will develop the ability to design conceptual, logical, and physical database structures through ER modeling and normalization techniques. The course further equips learners with skills to use SQL for defining, manipulating, and querying data, as well as implementing procedural extensions such as triggers, stored procedures, and transaction controls. Special emphasis is placed on concurrency control, recovery mechanisms, indexing, and query optimization to ensure reliable, secure, and high-performance databases. Through labs, projects, and case studies, students will gain practical exposure to designing and implementing databases for diverse domains.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Explain the concepts, characteristics, and advantages of DBMS compared to traditional file-based systems.
- Identify and design databases using ER diagrams, relational schemas, and advanced data modeling.
- Construct SQL queries for data retrieval, modification, and management.
- Understand normalization, denormalization, and functional dependencies.
- Manage transactions, concurrency, recovery, and integrity in databases.

- Explore modern database technologies such as NoSQL, cloud databases, and data warehousing.
- Design and implement database solutions for real-world applications such as banking, inventory, e-commerce, and student management systems through lab exercises and mini-projects.

Course Contents

Unit 1: Introduction to DBMS & Data Models

LH 5

- Definition, advantages, disadvantages, applications and purpose of DBMS
- History and evolution of database systems
- Characteristics of DBMS:
 - Self-describing nature
 - Insulation between programs and data
 - Support for multiple views
 - Multi-user concurrency control
 - Data integrity and security
 - Backup and recovery
 - Reduced data redundancy
 - Data independence (logical & physical)
- DBMS vs. File System
- DBMS components: DBMS engine, query processor, transaction manager, storage manager
- Data models: hierarchical, network, relational, object-oriented, entity-relationship
- Introduction to modern approaches: NoSQL, NewSQL, Datawarehouse, cloud databases

Case Study: Retail Company migrating from spreadsheets to DBMS – impact on reporting, stock management, and sales analysis.

Unit 2: Entity–Relationship (ER) Modeling

LH 5

- Entities and entity sets
- Attributes: simple, composite, derived, multi-valued
- Keys: primary, candidate, superkey, foreign key, alternate key, composite key
- Relationships: types, cardinality, participation
- ER diagrams: symbols, conventions, constraints
- Weak entities, aggregation, generalization, specialization
- Enhanced ERD concepts: hierarchies, constraints, business rules

Case Study: University database – modeling students, courses, faculties, and enrollment relationships using advanced ERD concepts.

Unit 3: Relational Model & Relational Algebra

LH 5

- Relational schema, tuples, domains, relations
- Constraints: primary key, foreign key, unique, check, NOT NULL
- Relational algebra: selection, projection, union, intersection, set difference, Cartesian product, division, join (inner, outer, natural)

- Aggregate functions: COUNT, SUM, AVG, MAX, MIN
- Relational calculus (overview)

Case Study: Employee database – department-wise salary aggregation and report generation using relational algebra operations.

Unit 4: SQL – Data Definition & Manipulation

LH 12

- SQL overview, syntax, and command types (DDL, DML, DCL, TCL)
- DDL: CREATE, ALTER, DROP, TRUNCATE
- DML: SELECT, INSERT, UPDATE, DELETE
- Constraints in SQL
- Joins: inner, outer, cross, self
- Aggregate functions, GROUP BY, HAVING, subqueries
- Views and indexes
- Data types, NULL handling, string operations
- User-defined functions
- Transaction commands: COMMIT, ROLLBACK, SAVEPOINT

Case Study: Banking system – SQL queries for account balances, transactions, interest computation, and using views for customer reporting.

Unit 5: Advanced SQL & Procedural Extensions

LH 6

- Nested and correlated subqueries
- Set operations: UNION, INTERSECT, EXCEPT
- Triggers: BEFORE, AFTER INSERT/UPDATE/DELETE
- Stored procedures and functions
- Cursors: declaration, opening, fetching, closing
- Error handling in SQL procedures
- Transaction management and control

Case Study: E-commerce platform – implementing triggers to automatically update inventory and notify stock managers.

Unit 6: Normalization & Database Design

LH 6

- Redundancy, anomalies, and functional dependencies
- Normalization: 1NF, 2NF, 3NF, BCNF, 4NF
- Multivalued dependency, join dependency
- Denormalization and trade-offs for performance
- Database design methodology: conceptual, logical, and physical design
- Case-based design examples for business systems

Case Study: Inventory management system – converting unnormalized product and supplier data into 3NF and BCNF.

Unit 7: Transaction Management & Concurrency Control

LH 5

- Transaction concept and ACID properties
- Transaction states and schedules
- Serializability, conflict and view serializability

- Locking protocols: shared, exclusive, two-phase locking
- Deadlock prevention and detection
- Concurrency control techniques: optimistic, pessimistic
- Recovery techniques overview

Case Study: Banking transactions – ensuring consistency during simultaneous ATM withdrawals and online transfers.

Unit 8: Recovery, Storage & Query Optimization

LH 5

- Database recovery: logging, checkpoints, undo/redo
- Storage structures: files, pages, records, B-trees, hashing
- Query processing: parsing, optimization, execution plans
- Indexing: clustered, non-clustered, composite, bitmap
- Introduction to data warehousing and business intelligence

Case Study: Telecom billing system – fast query retrieval of customer call logs using indexing and query optimization techniques

Practical / Lab Work

- Installation and configuration of DBMS (MySQL/PostgreSQL)
- ER modeling and relational schema creation
- SQL exercises: DDL, DML, joins, subqueries, triggers, views, stored procedures
- Normalization exercises
- Transaction and concurrency simulations
- Mini projects: student database, inventory system, library management system, e-commerce order database

Suggested Readings:

Alexis Leon & Mathews Leon. *Database Management System*. Leon Press.

Date, C. J. *An Introduction to Database Systems*. Pearson.

Elmasri, R. & Navathe, S.B. *Fundamentals of Database Systems*. Pearson India.

Ramakrishnan, R. & Gehrke, J. *Database Management Systems*. McGraw-Hill.

Silberschatz, A., Korth, H. F., & Sudarshan, S. *Database System Concepts*. McGraw-Hill.



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Human Resource Management

Course Code: HRM 301

Credit: 3

Year: Second

Semester: Third

Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 100 Marks (To be converted at 60%)

Course Description

This course introduces the principles, practices, and functions of Human Resource Management (HRM) and its strategic importance in modern organizations. It emphasizes the role of HRM in attracting, developing, motivating, and retaining a talented workforce while aligning people practices with organizational goals. Students will learn about the evolution of HRM, human resource planning, recruitment, selection, training, performance appraisal, compensation, and employee relations. Practical cases and contemporary issues such as globalization, technology, and ethical challenges in HRM will also be discussed to equip students with a holistic understanding of managing people in organizations.

Course Objectives

The main objective of this course is to provide students with a strong foundation in the concepts, functions, and practices of Human Resource Management. It aims to equip them with the necessary knowledge and skills related to manpower planning, staffing, training, and performance management. The course also seeks to develop an understanding of compensation systems and employee motivation techniques while familiarizing students with labor relations, legal frameworks, and ethical issues in HRM. Furthermore, it is designed to enhance students' analytical and problem-solving abilities through the use of case studies and practical applications, enabling them to apply HRM principles effectively in real organizational contexts.

Learning Outcomes

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

- Explain the nature, scope, and evolution of HRM.
- Analyze HR planning and staffing strategies in organizations.
- Apply recruitment, selection, and training methods effectively.
- Evaluate performance appraisal systems and compensation management approaches.
- Understand the role of employee relations, labor law, and ethical practices in HRM.
- Assess contemporary HRM challenges in a global and technological context.

Course Contents

Unit 1: Introduction to Human Resource Management

LH 6

- Concept, nature, scope, and objectives of HRM
- Importance and functions of HRM
- Evolution of HRM: From personnel management to strategic HRM

- HRM and organizational performance
- Challenges and responsibilities of HR manager
- HRM in the Nepalese context

Unit 2: Human Resource Planning and Job Analysis

LH 6

- Concept, characteristics and importance of HR planning
- Process of HR planning
- Demand and supply forecasting of HR
- Succession planning
- Job analysis: Concept, methods, and importance
- Job description and job specification
- Job design: Concept and approaches

Unit 3: Recruitment, Selection, and Placement

LH 6

- Concept, sources, and methods of recruitment
- Concept and importance of selection
- Selection process and techniques (tests, interviews, etc.)
- Placement, induction, and socialization
- Recruitment and selection challenges in the digital age

Unit 4: Training and Development

LH 6

- Concept, objectives, and importance of training
- Training vs. development
- Training methods: On-the-job and off-the-job
- Training evaluation and effectiveness
- Management development: Concept, objective and methods
- Career development and talent management

Unit 5: Performance Management and Appraisal

LH 6

- Concept, objectives, and process of performance appraisal
- Problems with performance appraisal
- Essential characteristics of an effective appraisal system
- Methods of performance appraisal (traditional and modern)
- Feedback and performance counseling
- Performance management systems

Unit 6: Compensation and Reward Management

LH 6

- Concept and objectives of compensation
- Components of compensation: Wages, salaries, incentives, and benefits
- Factors affecting compensation
- Compensation management process
- Motivation and reward systems
- Pay equity and contemporary compensation practices

Unit 7: Employee Relations and Legal Aspects**LH 6**

- Employee relations: Concept and significance
- Industrial relations and labor-management cooperation
- Grievance handling and disciplinary procedures
- Legal aspects of HRM: Overview of Nepalese labor laws
- Ethics and social responsibility in HRM

Unit 8: Contemporary Issues in HRM**LH 6**

- Globalization and HRM
- Comparison of Domestic and International HRM
- Technology and HRM (HRIS, e-HRM, AI in HR)
- Managing diversity and inclusion

Suggested Readings:

Aswathappa, K. (2023). *Human Resource Management: Text and Cases*. McGraw Hill Education (India).

Bohlander, G. and Snell, S, *Principles of Human Resource Management*. New Delhi: Cenage Learning.

Dessler, G. (2020). *Human Resource Management*. Pearson.

Gilmore, S. and Williams, S. *Human Resource Management*. New Delhi: Oxford University Press.

Halder, U. K. and Sarkar, J. *Human Resource Management*. New Delhi: Oxford University Press.

Rao, V. S. P. (2010). *Human Resource Management: Text and Cases*. Excel Books (India).



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BBA

Course: Digital Marketing Practicum

Course Code: MKT 302

Credit: 1

Year: Second

Semester: Third

Lecture Hours: 16

Internal Evaluation: 100 Marks

Course Description

The Digital Marketing Practicum is a skill-oriented course designed to provide students with hands-on experience in applying digital marketing concepts and tools. It focuses on the practical application of social media marketing, search engine optimization (SEO), content marketing, and digital advertising strategies. Students will work on real-world assignments, case analyses, and projects to develop the skills required to design, execute, and evaluate digital marketing campaigns.

Course Objectives

The main objectives of this course are to provide students with practical exposure to digital marketing tools and platforms, enabling them to gain hands-on experience in real-world applications. It aims to develop their ability to design and implement effective digital marketing campaigns that align with organizational goals. The course further enhances students' skills in search engine optimization, social media management, and content creation, ensuring they are equipped with the competencies required in the digital era. Finally, the course equips learners with the knowledge of ethical practices and emerging trends in digital marketing, preparing them to adapt to the dynamic digital landscape.

Learning Outcomes

Upon completion of this course, students will be able to:

- Apply digital marketing strategies across various platforms.
- Create and manage digital content for websites, blogs, and social media.
- Utilize SEO techniques to optimize online visibility.
- Develop paid advertising campaigns using tools like Google Ads and Facebook Ads.
- Demonstrate teamwork and creativity in digital project execution.

Course Contents

Unit 1: Introduction to Digital Marketing

LH 4

- Concept and scope of digital marketing
- Overview of digital platforms (Google, Facebook, Instagram, LinkedIn, YouTube)
- Importance of hands-on skills in digital marketing

Unit 2: Website and Content Development

LH 3

- Basics of website/blog creation (WordPress or Blogger)
- Content strategy and development
- Practical: Creating a blog/website and publishing posts

Unit 3: Search Engine Optimization (SEO)

LH 3

- On-page and off-page SEO techniques
- Keyword research and optimization
- Practical: Optimizing website/blog content for SEO

Unit 4: Social Media Marketing

LH 3

- Creating and managing business pages on social media
- Content planning and scheduling
- Practical: Running a small social media campaign

Assessment and Evaluation:

Class participation and engagement	20%
Individual assignments (written and oral)	40%
Final practicum presentation	40%

Suggested Readings:

Anil, G.S. (2021). *Digital and Social Media Marketing*. Himalaya Publishing House Pvt. Ltd.

Babu KG Raja Sabarish; Anbazhagan B. & Meenakumari S. (2023). *Digital Marketing*. Sultan Chand & Sons

Ryan, D. (2020). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page

Shah B. & Mahto, S. (2025). *Mastering Digital Business: Concepts, Tools and Strategies*. Kathmandu: Asmita Publication

Barry, J. (2015). *Social content marketing for entrepreneurs*. Business Expert Press, LLC.

Appendix – I: Internal Assessment Form

**Rajarshi Janak University
Faculty of Management**

..... Campus,

Internal Assessment Form

Program: BBA

Year / Semester:

Course:

Full Marks: 40

Course Code:

Pass Marks: 16

S.N.	Roll No.	Reg. No.	Name of the Students	Marks Obtained				Total (40 Marks)
				Attendance (5 Marks)	Presentation (10 Marks)	Assignment (10 Marks)	Internal Exam (15 Marks)	
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Signature:

Name:

Subject Teacher

Signature:

Name:

Coordinator/ Campus Chief

Appendix – II Practical Exam Marks Sheet

Rajarshi Janak University
Faculty of Management
.....Campus,

Practical Exam Marks Sheet

Program: BBA

Year / Semester: First/First

Course: Information Technology for Business

Full Marks: 20

Course Code: IT 101

Pass Marks: 08

S.N.	Symbol No.	Reg. No.	Name of the Students	Practical Marks (10 Marks)	Report Marks (05 Marks)	VIVA (05 Marks)	Total (20 Marks)	Remarks
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Signature:

Name:

Internal Examiner

Date:

Signature:

Name:

External Examiner

Date:

Appendix – III: Practicum Evaluation Form

**Rajarshi Janak University
Faculty of Management**

..... Campus,

Practicum Evaluation Form

Program: BBA

Year / Semester: First/First

Course: Practicum on Business Communication

Full Marks: 100

Course Code: ENG 102

Pass Marks: 40

S.N.	Symbol No.	Reg. No.	Name of the Students	Marks Obtained				Total (100 Marks)
				Case Study (20 Marks)	Practical Assignment (30 Marks)	Presentation (30 Marks)	Participation (20 Marks)	
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Signature:

Name:

Subject Teacher

Signature:

Name:

Coordinator / Campus Chief

Appendix – IV Seminar Evaluation Sheet

**Rajarshi Janak University
Faculty of Management**

.....Campus,

Seminar Evaluation Sheet

Program: BBA

Year / Semester: First/Second

Course: Seminars on Macro Economics

Full Marks: 100

Course Code: ECO 203

Pass Marks: 40

S.N.	Symbol No.	Reg. No.	Name of the Students	Faculty / Subject Teacher		External Expert		Total (100 Marks)
				Contents of the seminar paper (40 Marks)	Organizing the paper (Structure /citation /reference etc.) (40 Marks)	Organization of presentation (10 Marks)	Presentation skills and contents (10 Marks)	
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Signature:
Name:
Faculty /Subject Teacher

Signature:
Name:
External Expert

Signature:
Name:
Coordinator / Campus Chief