

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Digital Business Management (BDBM)

Curriculum

Effective from the Academic Batch of 2024 AD

Rajarshi Janak University

Faculty of Management

About Faculty of Management

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

The Bachelor of Digital Business Management (BDBM) Program

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

Digital Business Management combines business administration with digital technology management to optimally prepare the students for the modern business world. This curriculum is designed to provide a balanced mix of theoretical knowledge and practical skills, preparing students for the dynamic field of digital business management. The program has a leading-edge in

providing an array of skills to collaborate and combine the conventional and innovative businesses using digital technologies to transform the services and product delivery in contemporary ways. The program follows a holistic approach to provide students with a deep understanding of both basic business principles and digital management aspects. By merging digital business with innovative management, this degree prepares the graduate to be able to launch new business ventures and steer established businesses through digital evolution. The program can strengthen the entrepreneurial ability.

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

Program Objectives

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

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

Key Features of the BDBM Program

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

- It is a four-year, 120 credit hours bachelor degree program in management in line with the international standards of bachelor degree programs in business and management.

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

Expected Output

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

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

Career Opportunities

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

- Digital Marketing Manager
- E-commerce Specialist/Manager
- Business Analyst
- Digital Transformation Specialist
- Project Manager
- Product Manager

- Social Media Manager
- Customer Relationship Manager Specialist
- Digital Innovation Manager

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

Eligibility Condition for Admission

Students applying for admission to the BDBM program must have

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

Admission Criteria

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

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

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

Credit Transfer and Withdrawal

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

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

Teaching Pedagogy

The teaching pedagogy for the Bachelor in Digital Business Management program is designed to create an engaging and dynamic learning environment. The methods employed include a variety of instructional techniques to cater to different learning styles and to provide a comprehensive understanding of the course material. The multifaceted approach ensures that students not only

gain theoretical knowledge but also develop practical skills and competencies required for a successful career in digital business management. The teaching faculty will select the appropriate pedagogy based on the specific requirements of each course. The key components of the teaching pedagogy include:

Class Lectures: Structured lectures to introduce and explain fundamental concepts, theories, and frameworks.

Group Discussions: Interactive sessions where students engage in discussions to explore different perspectives and deepen their understanding of topics.

Seminars: In-depth sessions focusing on specific subjects where students can present and discuss their insights.

Case Studies: Analysis of real-world business scenarios to apply theoretical knowledge and develop problem-solving skills.

Guest Lectures: Sessions with industry experts to provide practical insights and contemporary knowledge from the field.

Role Play: Simulated business situations where students assume roles to practice decision-making and leadership skills.

Research Work: Encouragement of independent research to foster critical thinking and deepen knowledge in specific areas.

Project Work: Hands-on projects to apply concepts in practical settings, often involving collaboration and real-world applications.

Assignments: Regular assignments to reinforce learning and assess comprehension of course material.

Seminar and Practicum

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

Capstone Project

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

Internships and Experiential Learning

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

Program Duration

The Bachelor of Digital Business Management (BDBM) program is structured with specific timeframes as follows:

- **Normal Duration:** The program is designed to be completed within 4 years, comprising 8 semesters.
- **Maximum Duration:** Students have up to 8 years to fulfill all program requirements.

Evaluation System

The academic performance of students in the Bachelor of Digital Business Management (BDBM) program is assessed through a comprehensive evaluation system comprising two distinct phases:

1. **Internal (ongoing) Evaluation:** Conducted by the concerned faculty member, this phase includes a variety of assessment methods such as quizzes, tutorials, home assignments, class tests, class participation, term papers, and formal internal examinations.
2. **External (end of the semester) Evaluation:** Managed by the Office of the Dean, FOM, this phase consists of semester-end examinations.

Evaluation Weight and Requirements:

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

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

Grading System

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

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

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

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

Curriculum Structure

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

Semester-I

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

Semester-II

Code	Subject	Credit Hours
BDBM 121	Organizational Behavior & leadership	3
BDBM 122	Financial Accounting and Reporting	3
BDBM 123	Macro Economics for Business	2
BDBM 124	Seminars on Contemporary Issues in Macro Economics	1
BDBM 125	Business Writing and Communication	2
BDBM 126	Practicum Communication	1
BDBM 127	Emerging Technology in Digital Business Management	3
Total Credit Hours		15

Semester-III

Code	Subject	Credit Hours
BDBM 231	Business laws and Ethics	3
BDBM 232	Managerial Accounting	3
BDBM 233	Principles of Marketing	3
BDBM 234	Digital Economy and E-Commerce	3
BDBM 235	Web Development and Design Thinking	3
Total Credit Hours		15

Semester-IV

Code	Subject	Credit Hours
BDBM 241	Human Resource Management& ICT	2
BDBM 242	Practicum on People Analytics	1
BDBM 243	Financial Management	3
BDBM 244	Statistics for Business	3
BDBM 245	Digital and Social Media Marketing	3
BDBM 246	Knowledge Management	3
Total Credit Hours		15

Semester-V

Code	Subject	Credit Hours
BDBM 351	Business environment & Strategic Management	3
BDBM 352	Operations Management	3
BDBM 353	Business Research Methods	3
BDBM 354	Understanding and Managing Data	3
BDBM 355	Business and Management Information System	3
Total Credit Hours		15

Semester-VI

Code	Subject	Credit Hours
BDBM 361	Leading Innovation and Entrepreneurship	2
BDBM 362	Practicum on Business Plan Development	1
BDBM 363	Supply Chain Management& Analytics	3
BDBM 364	Sociology for Business Management	3
BDBM 365	Digital Business and Management Consulting	3
BDBM 366	Digital Business Growth & Cloud Computing	3
Total Credit Hours		15

Semester-VII

Code	Subject	Credit Hours
BDBM 471	Taxation and Auditing	3
BDBM 472	Project Management in Digital Business	3
BDBM 473	Use of AI and Big Data in Business	3
BDBM 474	Risk & Cyber Security Management	3
BDBM 475	Capstone Project	3
Total Credit Hours		15

Semester-VIII

Code	Subject	Credit Hours
BDBM 481	Digital Sustainability & ESG	3
BDBM 482	Block chain for Business	3
BDBM 483	Fintech and Digital Banking	2
BDBM 484	Practicum on Fintech and Digital Banking	1
BDBM 485	Internships and Experiential learning	6
Total Credit Hours		15

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Bachelor of Digital Business Management (BDBM)

First Semester Syllabus

Effective from the Academic Batch of 2024 AD

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



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Business English

Course Code: BDBM 111

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

Course Objectives

The Business English course aims to explore the integration of digital business communication strategies with artificial intelligence (AI) technologies and covers AI applications in various industries. Students will learn how to leverage AI tools for data-driven decision-making, streamline business operations, and enhance customer experiences in communication. Students will gain skills and insights into the digital transformation of businesses, understanding AI fundamentals, and practical applications of AI in various business functions through clear, concise, and culturally aware written, verbal, and digital communication.

Learning Outcomes

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

- Understand and apply fundamental principles of effective business communication in the age of AI.
- Develop professional writing skills, including emails, reports, and proposals.
- Navigate and adapt to diverse communication styles, especially in cross-cultural settings.
- Utilize digital tools and platforms to enhance communication efficiency.
- Analyze and apply AI tools and techniques to improve business processes.

Course Contents

Unit 1: Introduction to Business Communication

LH 8

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

Unit 2: AI in Business Communication

LH 8

- Introduction to AI-powered efficiency
- Improving Email communication with AI

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

Unit 3: Written Business Communication

LH 8

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

Unit 4: Digital Transformation and Culture in Organizations

LH 8

- Introducing digital transformation
- Transforming the culture in an organization
- Emerging technologies to accelerate digital transformation
- Business drivers for industrial digital transformation

Unit 5: Cross-Cultural Business Communication

LH 8

- The impact of cultural differences on communication
- Strategies for effective cross-cultural communication
- Adapting communication styles for diverse audiences
- Case studies of international business communication

Unit 6: Digital and Social Media Communication

LH 8

- The role of technology in modern business communication
- Communicating through email, social media, and instant messaging
- Professionalism in online communication
- Video conferencing etiquette and best practices

Suggested Readings:

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

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

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

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

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

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

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



Rajarshi Janak University
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Level: Bachelor

Program: BDBM

Course: Business Mathematics

Course Code: BDBM 112

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.

Suggested 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.



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Level: Bachelor

Program: BDBM

Course: Micro Economics for Business

Course Code: BDBM 113

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.

Learning Outcomes

By the completion of the course students will be able to:

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

Course Contents

Unit 1: Introduction to Microeconomics

LH 5

- Scarcity, alternatives and choice
- Microeconomics: concept, scope and uses in business operations
- Basic principles of economics: how people make decisions, how people interact in digital economy and how the economy as a whole works.

Unit 2: Demand, Supply and Market Equilibrium

LH 10

- Demand function: concept and types;
- Supply function: concept and types;
- Movement and shifts in demand and supply curves;
- Market equilibrium; Effect of changes in demand and supply on market equilibrium; Effect of government policy (Tax, subsidy and price control) on market equilibrium;

- Economic efficiency: concepts and measurement;
- Price elasticity of demand: concept, degrees and calculation;
- Relationship between revenue and price elasticity of demand;
- Uses of price elasticity of demand in business decision making;
- Concept of income elasticity of demand, cross elasticity of demand, advertisement elasticity of demand and elasticity of supply.
- Numerical assignments

Unit 3: Theories of Consumer's Behavior

LH 7

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

Unit 4: Production and Cost Analysis

LH 10

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

Unit 5: Pricing Theories and Practices

LH 10

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

Unit 6: Fundamentals of Resource Markets

LH 6

- Rent: concepts, modern theory of rent;
- Wage determination: Three union models, Minimum wage controversy, Pay for performance, and Wage differentials; Optimal choice between work and leisure;
- Interest rate differentials;

- Profit: accounting profit vs economic profit.
- Numerical assignments

Suggesting Readings:

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

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

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

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

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



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Introduction to Digital Business and Management

Course Code: BDBM 114

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 knowledge to the students on basic concepts of digital business and management, digital economy, e-commerce, digital business support system, managing e-business and e-business strategy.

Course Objectives

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

Learning Outcomes

By the completion of the course students will be able to:

- Describe the nature of the digital business and management
- Explain about the application of digital economy in business and management
- Understand the need for digital transformation
- Describe the concept of data analytics and business intelligence
- Understand and application of e-commerce in business and management
- Apply the knowledge and skills of digital business support system in business activities

Course Contents

Unit 1: Foundations of Digital Business

LH 6

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

Unit 2: Digital Transformation in Organizations

LH 6

- Need for Digital Transformation
- Key elements of a Successful Digital Transformation
- Drivers and barriers of digital transformation
- Role of technology in digital transformation
- Managing change in Digital Transformation

Unit 3: Data Analytics and Business Intelligence

LH 6

- Introduction to Data Analytics

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

Unit 4: Emerging Technologies and Digital Business

LH 6

- Artificial Intelligence and its applications in digital business
- Blockchain and its applications in digital business
- Internet of things (IoT) and their applications in digital business
- Future directions and emerging trends in digital business

Unit 5: Overview of E-Commerce

LH 12

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

Unit 6: Cybersecurity in Digital Business

LH 5

- Understanding cybersecurity risks
- Protecting digital assets and data
- Cybersecurity best practices
- Dealing with cyber-attacks and breaches

Unit 7 Digital Marketing Strategies

LH 7

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

Suggested Readings:

Chaffey, D.; Hemphill, T. and Edmundson-Bird, D. (2019). *Digital Business and E-Commerce Management (7th Edition)*. Pearson

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

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

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



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Principles of Management

Course Code: BDBM 115

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

Course Objectives

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

Course Details

Unit 1: The Nature of Organizations

LH 7

- Organization: Meaning and features
- Organizational goals: concept, purposes, and types
- Features of effective organizational goals.
- Goal formulation: processes and approaches.
- Goal succession and displacement
- Problems of goal formulation.
- Changing perspectives of organization.

Unit 2: Introduction to Management

LH 5

- Definition, characteristics, and principles of management.
- Functions of management
- Managerial hierarchy
- Types of managers
- Managerial skills and roles
- The changing role of managers.
- Emerging challenges for management.

Unit 3: Evolution of Management Thought

LH 7

- Introduction, contribution and limitation of Classical theory

- Human relations and Behavioural science theories
- System theory
- Decision theory
- Management science theory and
- Contingency theory
- Emerging management concepts: workforce diversity, outsourcing, knowledge management, learning organization.

Unit 4: Planning and Decision Making

LH 8

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

Unit 5: Designing Organization

LH 7

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

Unit 6: Leadership and Motivation

LH 6

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

Unit 7: Communication

LH 4

- Concept and process of communication
- Types of communication: formal communication, informal communication, Interpersonal communication and nonverbal communication
- Barriers to effective communication.
- Enhancing effective communication.

Unit 8: Control and Quality Management

LH 4

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

Suggested Readings:

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

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

Reference Books

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

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

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

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

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Digital Business Management (BDBM)

First Year, Second Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-II

Code	Subject	Credit Hours
BDBM 121	Organizational Behavior& leadership	3
BDBM 122	Financial Accounting and Reporting	3
BDBM 123	Macro Economics for Business	2
BDBM 124	Seminars on Contemporary Issues in Macro Economics	1
BDBM 125	Business Writing and Communication	2
BDBM 126	PracticumCommunication	1
BDBM 127	Emerging Technology in Digital Business Management	3
Total Credit Hours		15



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BDBM

Course: Organizational Behaviour & Leadership

Course Code: BDBM 121

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.

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: Tata McGraw_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: BDBM

Course: Financial Accounting and Reporting

Course Code: BDBM 122

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 digital 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. Additionally, students will explore the role of emerging technologies in accounting practices.

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 Statements

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: BDBM

Course: Macro Economics of Business

Course Code: BDBM 123

Credit: 2

Year: First

Semester: Second

Lecture Hours: 32

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 indicators such as GDP, inflation, 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 digital business environments. The course focuses on understanding economic policies, market structures, and global economic trends that influence business decision-making. Additionally, students will explore the role of technological advancements in macroeconomic development and assess the challenges and opportunities of digital economies.

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 international trade and globalization in shaping business environments.
- Assess the effects of economic fluctuations and business cycles on digital business models.
- Examine the influence of digital transformation on macroeconomic development.

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, Saving 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 function, and determinants of investment.
- Numerical assignments

Unit 4: 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
- Concept of Fintech, Cryptocurrency and decentralized finance

Unit 5: Business Cycles and Inflation**LH 5**

- 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 6: 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

Recommended 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.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BDBM

Course: Seminars on Contemporary Issues in Macro Economics

Course Code: BDBM 124

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

Level: Bachelor

Program: BDBM

Course: Business Writing and Communication

Course Code: BDBM 125

Credit: 2

Year: First

Semester: Second

Lecture Hours: 32

Internal Assessment: 40 Marks

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

Course Description

This course is designed to equip students with the skills and techniques necessary for effective business communication. It covers essential aspects of professional writing, presentation skills, workplace communication, and the use of communication tools in a business environment. Emphasis is placed on clarity, conciseness, and coherence in writing and speaking, ensuring that students develop proficiency in various business contexts.

Course Objectives

This course aims to develop students' ability to communicate effectively in a professional business environment. It focuses on enhancing written, verbal, and non-verbal communication skills to improve workplace interactions. Students will learn to structure and deliver clear messages, engage in persuasive communication, and utilize communication tools effectively. Additionally, the course emphasizes critical thinking and problem-solving in business communication scenarios while fostering professionalism and ethical considerations.

Learning Outcomes

Upon completing this course, students will be able to:

- Develop professional business writing skills for reports, proposals, and presentations.
- Demonstrate effective verbal and non-verbal communication techniques.
- Apply communication strategies to various business situations, including negotiations and meetings.
- Utilize modern business communication tools efficiently.
- Exhibit professionalism and ethical awareness in business communication.

Course Content

Unit 1: Ethical and Legal Aspects of Business Communication

LH 4

- Concept and importance of confidentiality and privacy in business communication
- Legal aspects of corporate communication
- Avoiding misinformation and misrepresentation
- Corporate social responsibility in business messaging

Unit 2: Verbal and Non-Verbal Communication in Business

LH 6

- Concept and nature of verbal communication
- Essentials of effective verbal communication
- Concept and nature of non-verbal communication

- Classification of non-verbal communication
- Improving non-verbal communication
- Concept of business meetings and purpose of holding meetings
- Ways to conduct an effective meeting
- Written documents related to meeting: notice, agenda, minutes and resolution

Unit 3: Listening Skills

LH 5

- Concept and importance of listening in business communication
- Types of listening
- Barriers to effective listening
- Traits of a good listener
- Guidelines of effective listening

Unit 4: Business Communication Tools

LH 6

- Modern business communication tools (Instant messages / chat, Video & Web conferencing, and social media) and their roles in business communication
- Effective writing strategies for business websites and blogs
- Professional document designing, its importance, and elements
- Graphics in Professional Document, its benefits, types, and criteria

Unit 5: Business Report and Proposal Writing

LH 6

- Introduction to Business Report and Proposal Writing
- Types of business reports (formal, informal, analytical, internal, external etc.)
- The elements of a report
- Writing short reports
- Writing persuasive business proposals

Unit 6: Critical Thinking

LH 5

- Critical thinking and its importance in business communication
- Process of critical thinking
- Components of critical thinking
- Barriers to critical thinking
- Strategies for improving critical thinking

Suggested Readings:

Bovée, C. L., & Thill, J. V. (2021). *Excellence in Business Communication*. Pearson.

Chatfield, T. (2018). *Critical thinking: Your guide to effective argument, successful analysis and independent study*. Sage Publications.

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

Hartley, P., & Bruckmann, C. (2008). *Business Communication: Rethinking your professional practice for the post-digital age*. Routledge.

Kimball, M. A., & Ross, D. G. (2025). *Document Design: From Process to Product in Professional Communication*. State University of New York Press.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Lentz, P. (2019). *Business Communication: Making Connections in a Digital World*. McGraw-Hill.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BDBM

Course: Practicum Communication

Course Code: BDBM 126

Credit: 1

Year: First

Semester: Second

Lecture Hours: 16

Internal Evaluation: 100 Marks

Course Description

This 1-credit practicum is designed to provide students with hands-on experience in professional communication within business settings. Through practical exercises, role-playing, and real-world simulations, students will enhance their verbal, non-verbal, and written communication skills. The course focuses on improving confidence, clarity, and effectiveness in professional interactions, preparing students for workplace communication challenges. The focus will be on enhancing writing, interpersonal communication, and presentation skills through ongoing feedback and reflection.

Course Objectives

This course aims to develop students' ability to apply communication principles in real-world business scenarios. Through interactive activities, real-world simulations, and group projects, students will gain proficiency in creating effective written, oral, and digital communications. It enhances their proficiency in business writing, verbal presentations, and interpersonal communication. Students will learn how to communicate effectively in meetings, negotiations, and professional settings while also developing active listening and feedback-giving skills. The course emphasizes practical learning to build confidence and professional competence in communication.

Learning Outcomes

Upon completing this course, students will be able to:

- Demonstrate effective verbal and non-verbal communication skills in professional settings.
- Apply structured communication techniques in meetings, presentations, and business negotiations.
- Develop clear and concise business correspondence, including emails and reports.
- Utilize feedback and active listening skills to enhance workplace communication.
- Utilize digital communication tools effectively.
- Exhibit professionalism, confidence, and adaptability in business communication.

Course Content

Unit 1: Writing Skills

- Professional document designing and use of graphics
- Structuring concise and effective proposal and reports

Unit 2: Professional Speaking and Presentation Skills

- Structuring and delivering professional presentations
- Overcoming stage fear and building confidence
- Handling Q & A sessions effectively

Unit 3: Interpersonal and Team Communication

- Active listening and giving constructive feedback
- Conflict resolution and negotiation techniques
- Effective communication in teamwork and collaboration

Assessment and Evaluation:

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

References

Bovee, C. L., & Thill, J. V. (2018). *Business Communication Today (14th ed.)*. Pearson.

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

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

Kimball, M. A., & Ross, D. G. (2025). *Document Design: From Process to Product in Professional Communication*. State University of New York Press.



Rajarshi Janak University Faculty of Management

Level: Bachelor

Program: BDBM

Course: Emerging Technology of Digital Business Management

Course Code: BDBM 127

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 the latest emerging technologies transforming digital business management. It explores how technologies such as artificial intelligence, blockchain, big data analytics, cloud computing, and the Internet of Things (IoT) impact business models, operations, and decision-making. The course also examines ethical and security considerations in adopting these technologies.

Course Objectives

This course aims to provide students with a comprehensive understanding of emerging technologies in digital business management. Students will gain insights into the role of digital transformation in modern business strategies and operations. The course will enable students to analyze and evaluate the impact of technologies such as artificial intelligence, blockchain, IoT, and big data analytics on various business functions. Furthermore, students will explore security, privacy, and ethical issues related to digital business environments. By the end of the course, students will develop a strong foundation in digital innovation and its applications, preparing them to leverage these technologies effectively in real-world business scenarios.

Course Learning Outcomes

After completing the course, students will be able to:

- Explain key emerging technologies and their relevance to digital business management.
- Assess how digital innovations improve efficiency, customer experience, and business processes.
- Critically evaluate the risks and benefits of adopting new digital technologies.
- Apply digital solutions to real-world business challenges.
- Demonstrate an understanding of legal, ethical, and security issues in digital business.

Course Contents

Unit 1: Introduction to Emerging Technologies in Digital Business

LH 6

- Overview of digital transformation
- Role of technology in business evolution
- Key drivers of technological change
- The Fourth Industrial Revolution
- Emerging trends in digital business management

Unit 2: Artificial Intelligence and Machine Learning in Business

LH 6

- Introduction to AI and ML
- Applications of AI in business (customer service, automation, analytics)
- Machine learning applications
- Chatbots and conversational AI

- Concept and importance of AI-driven decision-making
- Ethical implications of AI in business
- Unit 3: Blockchain Technology and Business Applications** **LH 6**
 - Fundamentals of blockchain technology
 - Crypto currencies, smart contracts and decentralized finance
 - Blockchain applications in supply chain and digital identity
 - Challenges and future of blockchain in business
- Unit 4: Internet of Things (IoT) and Business Connectivity** **LH 6**
 - Concept and architecture of IoT
 - IoT applications in digital business
 - Challenges in IoT implementation
 - Security and privacy concerns in IoT
- Unit 5: Big Data and Business Analytics** **LH 6**
 - Introduction to big data and analytics
 - Role of data in business decision-making
 - Tools and techniques for data analytics
 - Ethical concerns in data collection and analysis
- Unit 6: Cloud Computing and Digital Business Infrastructure** **LH 6**
 - Basics of cloud computing and its services
 - Benefits of cloud adoption in business
 - Security challenges in cloud computing
 - Cloud-based enterprise solutions
- Unit 7: Extended Reality (XR) & Metaverse** **LH 6**
 - Virtual/Augmented Reality applications
 - Digital twins
 - Metaverse commerce strategies
- Unit 8: Cybersecurity and Ethical Considerations in Digital Business** **LH 6**
 - Importance of cybersecurity in digital business
 - Common cybersecurity threats and solutions
 - Legal and ethical issues in digital business management
 - Strategies for data protection and compliance

Suggested Readings:

Chaffey, D. (2022). *Digital Business and E-Commerce Management*. Pearson.

Dhobale, J.; Dubey, R.; Shaw, B. & Sindhuja, PN. (2025). *Emerging Technologies in Business*. Cengage.

Schwab, K. (2016). *The Fourth Industrial Revolution*. World Economic Forum.

Marr, B. (2020). *Tech Trends in Practice*. Wiley.

Vincent, N. & Igou, A. (2023). *Emerging Technologies for Business Professionals: A Nontechnical Guide to the Governance and Management of Disruptive Technologies*. Wiley.

Rajarshi Janak University

Faculty of Management

Office of the Dean



Bachelor of Digital Business Management (BDBM)

Second Year - Third Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-III		
Code	Subject	Credit Hours
BDBM 231	Business laws and Ethics	3
BDBM 232	Managerial Accounting	3
BDBM 233	Principles of Marketing	3
BDBM 234	Digital Economy and E-Commerce	3
BDBM 235	Web Development and Design Thinking	3
Total Credit Hours		15



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Business Laws and Ethics

Course Code: BDBM 231

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 overview of the fundamental concepts and principles of business law and ethics, emphasizing their importance in managing modern and digital business environments. It introduces the legal framework within which businesses operate, focusing on the Nepalese legal system and its implications for business activities. The course covers key areas such as the law of contract, company and business organization law, cyber law, and intellectual property rights. Furthermore, it explores the ethical dimensions of business decision-making and corporate behavior, including corporate social responsibility and governance. By integrating traditional legal principles with emerging digital and ethical challenges, the course enables students to understand the role of law and ethics in promoting responsible and sustainable business practices.

Course Objectives

The main objectives of this course are to familiarize students with the fundamental principles of business law and to develop their understanding of ethical conduct in business management. It aims to equip students with the ability to identify, interpret, and apply relevant laws affecting business operations in Nepal and beyond. The course further seeks to develop students' appreciation of ethical theories and their application in real-world decision-making and leadership. Through the study of contracts, company law, cyber law, and corporate governance, students will gain practical insights into the legal and moral responsibilities of businesses, particularly in digital contexts. Ultimately, the course prepares students to act ethically, comply with legal obligations, and promote good governance and social responsibility in their professional careers.

Learning Outcomes

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

- Explain the fundamental concepts, characteristics, and classifications of law and their relevance to business.
- Interpret and apply the provisions of contract law, including e-contracts and digital agreements, to business transactions.
- Analyze the legal framework of company formation, corporate governance, and compliance in the Nepalese context.

- Identify and evaluate issues related to cyber law, intellectual property rights, and digital content regulation.
- Apply ethical theories and principles to business decision-making and leadership situations.
- Assess the importance of corporate social responsibility and good governance in ensuring sustainable business practices.

Course Contents

Unit 1: Introduction to Business Law

LH 6

- Meaning, definition, and essential characteristics of law
- Classification of law: civil law, criminal law, and commercial/business law
- Meaning, nature, scope, and sources of business law (legislation, precedent, custom, and equity)
- Importance of business law in ensuring fair business practices
- Significance of business law in promoting ethical and transparent digital business transactions

Unit 2: Law of Contract

LH 10

- Concept and types of contracts
- Valid, void, and voidable contracts
- Essentials of a valid contract: offer, acceptance, consideration, capacity to contract, free consent, legality of object, and lawful purpose
- Discharge and performance of contracts
- Remedies for breach of contract
- E-contracts and online agreements in digital environments
- Meaning and legal implications of bailment and pledge
- Rights and duties of bailor and bailee; pledger and pledgee
- Role and responsibility of a finder of lost goods
- Contracts of indemnity and guarantee – nature, purpose, and legal obligations

Unit 3: Company and Business Organization Law

LH 8

- Concept and classification of business organizations
- Legal process of company formation and incorporation in Nepal
- Memorandum and Articles of Association – structure, contents, and legal significance
- Roles, powers, and duties of directors and shareholders
- Corporate governance and statutory compliance requirements
- Legal obligations in mergers, acquisitions, and dissolution of companies
- Legal issues, risks, and compliance in digital and online business operations

Unit 4: Cyber Law and Intellectual Property Rights

LH 8

- Meaning, scope, and importance of intellectual property
- Types of IP: copyright, patent, trademark, industrial design, and trade secrets
- Overview of existing IP laws and enforcement mechanisms in Nepal

- WTO's TRIPS Agreement (Trade-Related Aspects of Intellectual Property Rights) and its implications for Nepal
- Concept and importance of cyber law and the IT Act of Nepal
- Types of cybercrimes and legal remedies available
- Data privacy, data protection, and digital rights management
- Legal implications of digital content creation, social media use, and e-commerce transactions

Unit 5: Introduction to Business Ethics

LH 8

- Concept, nature, and importance of business ethics
- Major ethical theories and principles (utilitarianism, deontology, virtue ethics, etc.)
- Determinants of ethical and unethical behavior in organizations
- Ethics in managerial decision-making, leadership, and corporate culture
- Ethical dilemmas and frameworks for ethical reasoning
- Ethical challenges in digital business – data misuse, AI ethics, misinformation, and online transparency

Unit 6: Corporate Social Responsibility and Governance

LH 8

- Meaning, concept, and importance of corporate social responsibility (CSR)
- Historical development and evolution of CSR
- Relevance of CSR in digital and sustainable business models
- CSR issues, challenges, and prospects in Nepal
- Corporate governance: definition, principles, and structures
- Accountability, transparency, and integrity as pillars of corporate governance
- Role of CSR and governance in enhancing corporate reputation and stakeholder trust

Suggested Readings:

Kapoor, N. D. (2022). *Business Law*. Sultan Chand & Sons.

Fernando, A. C. (2021). *Business Ethics and Corporate Governance*. Pearson Education India.

Cheeseman, H. R. (2021). *Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues*. Pearson.

Reed, A., & Mukherjee, S. (2020). *Cyber Law and E-Commerce*. McGraw-Hill Education.

Pandey, J. R. (Latest Edition). *Business and Company Law in Nepal*. Buddha Academic Publishers.



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Managerial Accounting

Course Code: BDBM 232

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 managerial accounting concepts, tools, and techniques that are essential for effective planning, control, and decision-making in business organizations. It emphasizes the use of accounting information for managerial functions such as cost analysis, budgeting, variance analysis, performance evaluation, and strategic decision-making. Students will gain practical insights into the preparation and analysis of income statements under different costing methods, cost-volume-profit analysis, flexible budgeting, and decision-making regarding alternative choices. In addition, the course highlights emerging trends in managerial accounting, including target costing, Kaizen costing, life-cycle costing, and the balanced scorecard, with a focus on their applications in digital business environments.

Course Objectives

The primary objective of this course is to develop students' competence in applying managerial accounting concepts and techniques to solve practical business problems. It aims to help students understand various cost concepts, costing methods, budgeting processes, and variance analysis tools, and to apply them in managerial decision-making. The course also seeks to enhance analytical and problem-solving skills by introducing decision-making scenarios such as make-or-buy, drop-or-continue, and special order decisions. Furthermore, the course prepares students to appreciate the role of managerial accounting in supporting business strategies and equips them with knowledge of emerging practices relevant to the digital business context.

Learning Outcomes

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

- Explain the nature, scope, objectives, and limitations of managerial accounting and its distinction from financial and cost accounting.
- Apply various cost concepts and classifications for effective managerial decision-making.
- Prepare and analyze income statements under both absorption and marginal costing, and reconcile differences in reported income.
- Conduct cost-volume-profit (CVP) analysis, including break-even analysis, margin of safety, and sales volume for targeted profits.
- Prepare standard costs and perform variance analysis to evaluate material and labor performance.
- Design and analyze master budgets for planning and control purposes.
- Evaluate overhead variances and apply flexible budgeting to dynamic business situations.

- Make informed managerial decisions regarding alternative choices.
- Understand and apply emerging trends in managerial accounting such as target costing, Kaizen costing, life-cycle costing, and the balanced scorecard.

Course Contents

Unit 1: Introduction to Management Accounting **LH 3**

- Concept, nature, scope, objectives and limitations of management accounting
- Role of managerial accounting in decision-making and strategic planning
- Tools and techniques of management accounting
- Differences between financial accounting and management accounting
- Differences between cost accounting and management accounting
- Managerial accounting in digital business environments

Unit 2: Cost Concepts and Classification **LH 3**

- Concept of cost
- 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

Unit 3: Income measurement and reporting **LH 6**

- Absorption costing: Concepts, advantages, and limitations
- Preparation of income statement under absorption costing
- Marginal costing: Concepts, advantages, applications, and limitations
- Preparation of income statement under marginal costing
- Causes of differences in net income and reconciliation statement

Unit 4: Cost Volume Profit Analysis **LH 6**

- CVP analysis: Concepts, objectives, assumptions, and limitations
- Variable cost ratio and contribution margin ratio
- Break-even analysis
- Break-even point (single and multi-products)
- Margin of safety, sales volume for desired profit

Unit 5: Standard Costing and Variance Analysis **LH 5**

- Concept and characteristics of standard costing
- Purpose of standard costing
- Advantages and limitations of standard costing
- Variance analysis: direct material and direct labour costs variances

Unit 6: Budgeting for Profit Planning **LH 10**

- Concepts, need and objectives of budgeting
- Preparation of master budget for manufacturing and trading firms: sales budget, production budget, material purchase budget, merchandise purchase budget, manufacturing overhead budget, operating expenses budget, cash collection and disbursement budget, budgeted income statement, and budgeted balance sheet

Unit 7: Flexible Budgeting and overhead variances**LH 5**

- Concepts and features of flexible budget
- Need and significance of flexible budget
- Features of Flexible Budget
- Difference between Flexible Budget and Fixed Budget
- Preparation of Flexible Budget
- Overhead Variance (Three variances)

Unit 8: Decision Regarding Alternative Choices**LH 6**

- Concepts, need and objectives of decision regarding alternatives
- Decision-making process: qualitative vs. quantitative
- Decisions on:
 - Make or buy
 - Drop or continue a segment
 - Accept or reject special offers

Unit 9: Emerging Trends in Managerial Accounting**LH 4**

- Target costing: Concept and advantages
- Kaizen costing: Concept and advantages
- Life-cycle costing: Concept and advantages
- Balanced scorecard: Concept and managerial implications

Suggested Readings:

- Atkinson, A. A., Kaplan, R. S., Matsumura, E.M., Young, S.M & Kumar, G. A. (2012). *Management Accounting/6e*. New Delhi: Pearson Education Pvt. Ltd.
- Garrison, R. H., Noreen, E. H., & Brewer, P.C. (2012). *Managerial Accounting*. New Delhi: Tata McGraw Hill Education Pvt. Ltd.
- Hilton, R.W., Ramesh, G., & Madugula, J. (2011). *Managerial Accounting*. New Delhi: Tata McGraw Hill Education Pvt. Ltd.
- Hornigren, C. T., Datar, S. M., & Rajan, M. V. (Latest Edition). *Cost Accounting: A Managerial Emphasis*. Pearson.
- Shah, B; Ojha, B.R and Basnet, S.K. (2018). *Management Accountancy*. Kathmandu: Dreamland Publication Pvt. Limited.



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Principles of Marketing

Course Code: BDBM 233

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: BDBM

Course: Digital Economy and E-Commerce

Course Code: BDBM 234

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 a comprehensive understanding of the digital economy and the growing influence of e-commerce in today's business environment. It explores how information and communication technologies (ICTs) have transformed traditional economic activities, reshaped business models, and created new opportunities for innovation, entrepreneurship, and global trade. Students will examine the fundamental concepts of e-commerce, digital marketing, payment systems, and security mechanisms while also gaining insights into the technological, legal, and ethical aspects of digital business. The course further introduces emerging trends such as mobile commerce, artificial intelligence, fintech, and the sharing economy, preparing students to operate effectively in the dynamic digital marketplace.

Course Objectives

The main objective of this course is to equip students with the knowledge and skills required to understand, analyze, and manage digital business operations in the modern economy. It aims to develop students' ability to comprehend the structure and drivers of the digital economy, evaluate e-commerce business models, and apply digital tools for marketing, transactions, and analytics. The course also seeks to enhance awareness of the technological infrastructure, security issues, and legal frameworks governing online business activities. Furthermore, it encourages critical thinking about emerging digital trends, ethical considerations, and global implications of the digital transformation.

Learning Outcomes

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

- Explain the fundamentals of the digital economy and e-commerce.
- Analyze different e-business models and digital strategies.
- Evaluate e-commerce infrastructure, digital payment mechanisms, and online security systems.
- Apply digital marketing tools and techniques to attract, engage, and retain online customers.
- Assess emerging trends such as AI, big data, fintech, and mobile commerce in the context of the digital economy.
- Recognize and address legal, ethical, and global issues related to digital business and e-commerce operations.

- Develop strategic insights into digital entrepreneurship and innovation in the global marketplace.

Course Contents

Unit 1: Introduction to Digital Economy LH 6

- Concept and scope of digital economy
- Characteristics of digital economy
- Evolution of the digital economy
- Role of ICT in shaping the digital economy
- Key drivers of the digital economy (technology, globalization, innovation)
- The impact of the digital economy on traditional industries

Unit 2: E-Commerce Business Fundamentals LH 8

- Overview of e-commerce: definition, scope, and significance
- Benefits and challenges of e-commerce
- The role of e-commerce in the digital economy
- Types of e-commerce: B2B, B2C, C2C, C2B, B2G, G2C
- E-business models: revenue models, subscription, freemium, marketplace, platform economy
- Digital business strategies and value chain
- Case studies of successful e-commerce businesses

Unit 3: Digital Marketing and Online Consumer Behavior LH 8

- Digital marketing in e-commerce: SEO, SEM, email, content, and social media
- Understanding online consumer behavior and decision-making processes
- Personalization and customer experience in e-commerce
- Analytics and metrics for measuring digital marketing success
- E-Customer relationship management strategies

Unit 4: Electronic Payment Systems and Security LH 8

- Online payment methods: debit/credit cards, digital wallets, mobile banking, cryptocurrency
- Payment gateways and transaction processes
- Security challenges in e-commerce (threats, fraud, data breaches, etc.)
- Security technologies: encryption, firewalls, digital signatures, authentication
- Best practices for securing online transactions

Unit 5: E-Commerce Infrastructure and Technologies LH 6

- Internet, intranet, and extranet in e-commerce
- E-commerce architecture and platforms
- Web design, hosting, and online store development
- Cloud computing and e-commerce

Unit 6: Emerging Trends in Digital Economy LH 6

- The rise of mobile commerce (m-commerce)
- The impact of artificial intelligence and machine learning on e-commerce

- The role of big data and analytics in shaping the digital economy
- Fintech innovations
- Sharing economy and gig economy
- Digital entrepreneurship and start-ups

Unit 7: Legal, Ethical, and Global Issues in E-Commerce

LH 6

- Intellectual property rights in the digital economy
- Consumer protection laws and dispute resolution in e-commerce
- Privacy and data protection regulations: General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA)
- Ethical issues in digital business and e-commerce
- Cross-border e-commerce and global trade
- Cultural and social impacts of digital economy

Suggested Readings:

- Bhattacharya, S. (2023). *Dynamics of Digital Economy*. India: Dreambook Publishing
- Chaffey, D. (2015). *Digital Business and E-Commerce Management*. Pearson Education.
- Laudon, K. C., & Traver, C. G. (2024). *E-Commerce: Business, Technology, and Society*. Pearson.
- Kalakota, R., & Whinston, A. B. (2008). *Frontiers of Electronic Commerce*. Pearson India.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Turban, E., Pollard, C., & Wood, G. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective*. Springer.



Rajarshi Janak University
Faculty of Management

Level: Bachelor

Program: BDBM

Course: Web Development and Design Thinking

Course Code: BDBM 235

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 fundamentals of web development and the principles of design thinking to create user-centered digital experiences. Students will learn to design, develop, and manage interactive and responsive websites by combining technical web skills with creative problem-solving approaches. The course emphasizes both the technical aspects of web design—such as HTML, CSS, and JavaScript—and the design thinking framework for developing innovative, user-oriented digital solutions. Students will engage in hands-on projects to conceptualize, prototype, and deploy functional web interfaces suited for business and entrepreneurial contexts.

Course Objectives

The main objectives of this course are to:

- Equip students with foundational knowledge and practical skills in web design and development.
- Introduce the principles and stages of design thinking to solve real-world digital business challenges.
- Enable students to design user-centered and responsive websites using modern web technologies.
- Foster creativity, collaboration, and problem-solving abilities in developing digital interfaces.
- Encourage integration of aesthetic, functional, and business considerations in website design and innovation.

Learning Outcomes

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

- Explain core concepts of web development and design thinking.
- Build responsive web pages using HTML, CSS, and JavaScript.
- Apply design thinking stages to digital product development.
- Conduct user research and create user personas for design projects.
- Develop and deploy a working website prototype solving a real business problem.
- Work collaboratively in teams using iterative design and development methods.

Course Contents

Unit 1: Introduction to Web Development

LH 8

- Concept, evolution, and scope of web development
- Structure of a website: front-end and back-end overview
- Web technologies: HTML, CSS, JavaScript basics
- Website planning and project workflow
- Introduction to web hosting, domains, and CMS (WordPress, Wix, etc.)

Unit 2: Hyper Text Markup Language (HTML)

LH 8

- **Introduction and Role:** Concept of HTML, its role in web development, versions (HTML4, HTML5), static vs. dynamic pages.
- **HTML Structure and Elements:** Basic structure (<!DOCTYPE>, <html>, <head>, <body>), elements, attributes, and semantic tags (<header>, <footer>, <section>).
- **Working with Text and Links:** Headings, paragraphs, formatting tags, hyperlinks (internal/external), and anchors.
- **Lists, Tables, and Forms:** Ordered/unordered lists, tables (<table>, <tr>, <td>), and forms with various input types, labels, and buttons.
- **Embedding Multimedia:** Adding images, audio, video, and iframes.
- **Page Layout and Formatting:** Using <div> and for structure, simple inline CSS styling, and creating basic static web pages.

Unit 3: Cascading Style Sheet (CSS)

LH 8

- **Concept and Importance:** Purpose of CSS, advantages over inline styling, linking CSS (inline, internal, external).
- **Syntax and Selectors:** CSS rules (selector, property, value), element/class/ID selectors, grouping, and pseudo-classes.
- **Formatting Pages:** Setting colors, fonts, text alignment, margins, padding, borders, and box model concept.
- **Layout Design:** Designing layouts using Flexbox and CSS Grid.
- **Responsive Design:** Use of media queries for different screen sizes (mobile, tablet, desktop).
- **Frameworks:** Introduction to Bootstrap and Tailwind CSS for quick and responsive design.

Unit 4: Introduction to JavaScript for Interactivity

LH 8

- **Introduction:** JavaScript as a client-side scripting language, embedding JS in HTML, and basic syntax.
- **Core Concepts:** Variables, data types, operators, conditions, loops, and functions.
- **DOM Manipulation:** Accessing and modifying HTML elements, event handling (onclick, onchange, etc.).
- **Dynamic Interactivity:** Form validation, alerts, pop-ups, hiding/showing elements, and simple animations.

- **Integration:** Linking JavaScript with HTML and CSS to build functional and interactive web pages.

Unit 5: Introduction to Design Thinking

LH 8

- Concept, principles, and importance of design thinking
- The five stages: Empathize, Define, Ideate, Prototype, Test
- Design research, brainstorming, and user journey mapping
- Tools: Miro, Figma, Canva for prototyping
- Role of design thinking in digital product development

Unit 6: Integrating Web Development and Design Thinking

LH 8

- Applying design thinking to website development projects
- User research and persona creation for web design
- Wireframing and prototyping web pages
- Usability testing and feedback iteration
- Ethical and aesthetic considerations in digital design

Lab Work / Practical

Practical No.	Name	Objectives
1	Building a Basic Web Page using HTML	To introduce students to the structure of a web page using HTML elements.
2	Designing Web Layout and Styling with CSS	To apply CSS for enhancing the visual presentation of a web page.
3	Adding Interactivity with JavaScript	To use JavaScript to make a web page interactive.
4	Applying Design Thinking – Empathize and Define	To understand users and define a problem statement through research.
5	Design Thinking – Ideate and Prototype	To generate creative ideas and create a low-fidelity prototype.
6	Final Website Project	To apply both technical and creative design skills to develop a functional business website.

Suggested Readings:

Jon Duckett (2011). *HTML and CSS: Design and Build Websites*. John Wiley & Sons.

Jon Duckett (2014). *JavaScript and JQuery: Interactive Front-End Web Development*. John Wiley & Sons.

Tim Brown (2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. Harper Business.

Crockford, D. (2008). *JavaScript: The good parts*. O'Reilly Media.

Robbins, J. (2018). *Learning web design* (5th ed.). O'Reilly Media.

W3Schools Online Web Tutorials: <https://www.w3schools.com>

Mozilla Developer Network (MDN): <https://developer.mozilla.org>

CSS and front-end development techniques: <https://css-tricks.com>

Appendix – I: Internal Assessment Form

Rajarshi Janak University
Faculty of Management
University Campus, Janakpurdham
Internal Assessment Form

Program: BDBM

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								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Signature:

Name:

Subject Teacher

Signature:

Name:

Coordinator/ Campus Chief

Appendix – II: Practicum Evaluation Form

Rajarshi Janak University
Faculty of Management
University Campus, Janakpurdham
Practicum Evaluation Form

Program: BDBM

Year / Semester: First/First

Course: Practicum Communication

Full Marks: 100

Course Code: BDBM 126

Pass Marks: 40

S.N.	Roll No.	Reg. No.	Name of the Students	Marks Obtained			Total (100 Marks)
				Class participation and engagement (20 Marks)	Individual assignments (40 Marks)	Final practicum presentation (40 Marks)	
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Signature:

Name:

Subject Teacher

Signature:

Name:

Coordinator / Campus Chief

Appendix – III: Seminar Evaluation Sheet

**Rajarshi Janak University
Faculty of Management
University Campus, Janakpurdham
Seminar Evaluation Sheet**

Program: BDBM

Course: Seminars on Contemporary Issues in Macro Economics

Course Code: BDBM 124

Year / Semester: First/Second

Full Marks: 100

Pass Marks: 40

S.N.	Roll 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