

Rajarshi Janak University
Faculty of Management
Office of the Dean



Bachelor of Business Administration (BBA)

Third Year - Fifth Semester

Fifth Semester Syllabus

Effective from the Academic Batch of 2024 AD

Semester-V		
Code	Subject	Credit Hours
MGT 506	Operation Management	3
MGT 507	Entrepreneurship	3
+IT 503	Management Information System	3
ACC 504	Taxation and Auditing	3
TH 501	Philosophy and Theology	3
MGT 508	New Venture Creation	1
Total Credit Hours		16


उपकुलपति
राजर्षि जनक विश्वविद्यालय



Rajarshi Janak University Faculty of Management



Level: Bachelor
Program: BBA
Course: Operation Management
Course Code: MGT 506
Area of Study: Core
Assessment Pattern: As per university rule

Credit Hrs: 3
Year: Third
Semester: Fifth
Lecture Hours: 48

Internal Assessment: 40 Marks

Course Introduction

Operations Management deals with planning, organizing, and controlling processes that transform input into goods and services. This course introduces core concepts, tools, and mathematical models from operations research used for managerial decision-making. It develops analytical and practical skills to improve productivity, quality, inventory control, and operational decision efficiency in manufacturing and service organizations, and introduces contemporary topics such as AI applications in operations.

Course Objectives

The course aims to enable students to:

- Provide foundational knowledge of operations management and its role in organizational strategy.
- Introduce mathematical models and quantitative techniques used in operations research.
- Equip students to analyse and improve processes for productivity, quality, and cost efficiency.
- Teach inventory, transportation, and assignment models for practical decision-making.
- Introduce quality management systems (TQM, Six Sigma, ISO) and statistical process control.
- Expose students to AI applications, system architecture and algorithms relevant to operations.

Learning Outcomes

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

- Explain operations management scope, the transformation process, and the role of the operations manager.
- Relate operations strategy to corporate and business strategies and propose suitable operations tactics.
- Apply product and service design principles, including value analysis and quality function deployment.
- Use statistical process control tools and understand TQM, JIT, and Six Sigma concepts.
- Formulate and solve transportation and assignment problems using standard methods.
- Construct basic decision models (decision trees, payoff matrices) and apply elementary game theory reasoning.
- Describe system analysis, functional architecture and basic AI algorithms (e.g., CNN basics) and evaluate AI adoption challenges in operations.
- Interpret productivity measures and recommend improvements based on case analysis.

Course Contents

Unit 1: Introduction

L.H. 7

- Definitions, scope and objectives of operations management
- Transformation process; production vs service operations
- Role and key issues for the operations manager
- Historical evolution of operations management
- Productivity: concepts, types and reading a productivity case

Unit 2: Operations Strategy

L.H. 4

- Operations strategy as a competitive weapon
- Linkage between corporate, business and operations strategy
- Components of operations strategy; manufacturing and service strategies

Case study discussions: real industry cases on quality failure, supply chain disruption, and productivity turnaround.

Unit 3: Product and Service Design

L.H. 5

- Concepts of product and service design; product development process
- Differences between product and service design



- Emerging issues: value analysis, concurrent engineering, quality function deployment (QFD)

Productivity case analysis: class discussion and short report on productivity improvement case.

Unit 4: Quality System

L.H. 8

- Introduction and historical evolution of Total Quality Management (TQM)
- Philosophy, principles and concepts of TQM
- Costs of quality, quality control objectives and advantages
- Statistical Process Control (SPC); control charts for variables
- Just-In-Time (JIT) and Six Sigma fundamentals
- Quality management systems: ISO 9000 series; seven quality tools

Unit 5: Transportation Problem

L.H. 7

- Introduction and mathematical formulation
- Methods for initial basic feasible solution (North-West Corner, Least Cost, Vogel's Approximation)
- Testing optimality (MODI method) and handling minimization problems
- Applications and practical situation handling

Unit 6: Assignment Problem

L.H. 4

- Introduction, objectives and mathematical model
- Methods for minimization and maximization assignment problems
- Interpretation and practical applications

Unit 7: Decision Theory, Game Theory and Operations Research

L.H. 5

- Decision-making under certainty, risk and uncertainty (decision trees, payoff tables)
- Elementary game theory: two-person zero-sum games, saddle points, mixed strategies
- Selected OR models relevant to operations management

Game theory simulation: classroom payoff games and strategy reflection.

Unit 8: System Analysis, AI in Operations

L.H. 8

- System analysis: functional requirements and system architecture
- Algorithms overview and relevance to operations problems



- Convolutional Neural Network (CNN) fundamentals (conceptual, not deep code)
- AI applications in operations management: demand forecasting, quality inspection, scheduling, predictive maintenance
- Challenges in adopting AI: data, infrastructure, skills, ethics and change management

Suggested Books

1. Adam, E. E., and Jr. R. J. Ebert. *Production and Operations Management*. New Delhi: Prentice-Hall of India Private Limited.
2. Chase, R. B., F. R. Jacobs, N. J. Aquilano, and N. K. Agrawal. *Operations Management for Competitive Advantage*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.
3. Dahlgaard, J. J., Kristensen, K., and G. K. Kanji. *Fundamentals of Total Quality Management: Process Analysis and Improvement*. London and New York: Taylor and Francis.
4. Frederick, S. H., and G. J. Lieberman. *Introduction to Operations Research*. New York: McGraw-Hill Education.
5. Gaither, N., and G. Frazier. *Operations Management*. Singapore: Thomson Asia Pvt. Ltd.
6. Krajewski, L. J., and L. P. Ritzman. *Operations Management*. Delhi: Pearson Education Pvt. Ltd.
7. Stevenson, W. J. *Operations Management*. New York: McGraw-Hill Education Ltd.
8. Taha, H. A. *Operations Research: An Introduction*. England: Pearson Education Ltd.
9. Mishra, K., & Mishra, S. (2025). Artificial and Emotional Intelligence for Employee Engagement with E-Human Resource Management. *Intellectuals' Book Palace*.

Nepal and International Context

- Local ISO certifications and quality initiatives (examples from Nepali firms and public sector).
- Examples from Nepali logistics and distribution networks (terrain and infrastructure constraints) for transportation problems.
- Standard references and best practices (ISO 9000 series, Six Sigma case studies).
- Methodological and algorithmic references from global journals and bodies (APICS/ASCM resources).
- AI in operations benchmark cases from manufacturers in developed markets.



Rajarshi Janak University Faculty of Management



Level: Bachelor
Program: BBA
Course : Entrepreneurship
Course Code: MGT 507

Credit Hrs: 3
Year: Third
Semester: Fifth
Lecture Hours: 48

Internal Assessment: 40 Marks
External Evaluation: 100 Marks (To be converted at 60 %)

Course Description

This course of Entrepreneurship is designed to provide students with the fundamental concept of entrepreneurship and deals with issues related to the establishment, development and management of small enterprises.

Course Objectives

- Develop an understanding of key fundamental concepts relevant to business and economics.
- Apply on entrepreneurship, entrepreneurial process and creativity process for business ideas.
- Enhance quantitative skills for ventures application: Financial analysis, marketing analysis, inventory management and decision making.

Learning outcomes

On complete of this course, students should be able to;

- Know Obstacles in women entrepreneurship development.
- Know Managerial decision making and Entrepreneurial decision making
- Know Planning process, Challenges convert in opportunity, Social entrepreneurship development.

Unit I: Overview of Entrepreneurship

L.H. 6

Concept, Meaning of entrepreneur and entrepreneurship, Features of Entrepreneurship, Traits of entrepreneur, Role and importance of entrepreneurship in economic development, Role of Women entrepreneurship, Small business venture and entrepreneurship, Obstacles of women entrepreneurship,

Unit II: Entrepreneurial Process and Entrepreneurship **L.H. 6**

Entrepreneurial process, Strategic Entrepreneurship, Entrepreneurial Motivation Managerial versus Entrepreneurial decision making, , Difference between Entrepreneur and Intrapreneur, Importance of growing Entrepreneurship

Unit III: Creativity and Innovation **L.H. 6**

Concept of Creativity, Creativity process, Sources of New ideas, Methods of Generating New Ideas, Concept of Innovation, Types of Innovation, Sources of Innovation, Significance of Innovation

Unit IV: Business Planning Process **L.H. 8**

Concept and Meaning of Business Plan, Scope of Business Plan, Planning Process, Critical Components of Business Plan, SWOT Analysis, Marketing Plan, Operation Plan, Financial Plan, Company and Product Description

Unit V: Legal Environment for Entrepreneurship **L.H. 8**

Concept of Legal Environment, Registration of Intellectual Property Rights: Steps and Factor, Product Safety and Liability, Licensing, Insurance, Contracts, Entrepreneurial Environment, Process of Environmental Analysis, Risks Associated with Entrepreneurship Development

Unit VI: Risk, Stress and Institutional Development to Entrepreneurship **L.H. 8**

Concept of Risk, Types of Risk, Stress and Entrepreneur, Strategies for Managing Stress, Concept of Institutional Support, Need of Institutional Support, Financial Institution, Role of Financial Institution in Entrepreneurship Development in Nepal, Role of Government in Promoting Entrepreneurship, Government Support to Entrepreneurship Development

Unit VII: Social Entrepreneurship **L.H.6**

Meaning of Social Entrepreneurship, Categorization of Social entrepreneurial organization, Qualities of Social Entrepreneurs, Growth of Social Entrepreneurship in Nepal, Government initiatives in Social Entrepreneurship in Nepal, Problems and Prospects of Social Entrepreneurship in Nepal

Suggested Readings:

Hisrich, Robert D. et al (2013), *Entrepreneurship*, New Delhi: Tata McGraw Hill

Holt, David H. (1992), *Entrepreneurship: New Venture Creation*, New Delhi: Prentice Hall

Khanka, S.S. (2014), *Entrepreneurship Development*, New Delhi: S.Chand & Company

Adhikari, D.R. & Bhandari, D.R. (2020) *Entrepreneurship*, Kathmandu: Asmita Publication

Agrawal, G.R. (2013), *Entrepreneurship Development in Nepal*, Kathmandu: M.K. Publishers





Rajarshi Janak University Faculty of Management



Level: Bachelor

Program: BBA

Course: Management Information System (MIS)

Course Code: IT- 505

Area of Study: Core

Nature of the Course: Theory + Lab

Year: Third

Semester: Fifth

Credits Hrs: 3

Lecture Hours: 48

Internal Assessment: 20 + 20 (Lab) = 40 Marks External Evaluation: 60 Marks
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Course Description

This course introduces students to the concepts, applications, and strategic importance of Management Information Systems in modern organizations. It examines information systems for business operations and management, business intelligence, enterprise systems, cyber security, digital transformation, and emerging technologies such as Artificial Intelligence, Cloud Computing, Internet of Things, and Blockchain.

Course Objectives

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

1. Understand the fundamental concepts and components of Management Information Systems.
2. Explain the role of information systems in managerial decision-making and organizational performance.
3. Analyze the strategic use of information systems for achieving competitive advantage.
4. Understand database management, business intelligence, and enterprise applications.
5. Evaluate information security, ethical, and governance issues in information systems.
6. Assess the impact of emerging digital technologies on business and society.
7. Apply MIS concepts to solve contemporary business problems and support organizational decision-making.

Course Outcomes

After completing this course, students should be able to:



- Explain the concepts and applications of MIS in business organizations.
- Analyze organizational information requirements and decision-support systems.
- Demonstrate knowledge of databases, business intelligence, and enterprise systems.
- Evaluate information security risks and ethical issues in information systems.
- Assess the implications of emerging technologies and digital transformation initiatives.

Unit 1: Foundations of Information Systems and Digital Business

LH: 6

- Data, Information, Knowledge, and Business Intelligence
- Information Systems and Information Technology: Concepts and Components
- Types of Information Systems: Operational, Tactical, and Strategic Systems
- Role of MIS in Organizational Decision-Making and Managerial Functions
- Digital Firms, Digital Transformation, and Digital Business Models
- Information Systems in Nepalese Organizations and E-Governance Initiatives in Nepal

Case Study: Digital transformation of Nepalese banking and digital payment systems.

Unit 2: Information Systems for Business Operations and Management

LH: 7

- Transaction Processing Systems (TPS) and Business Process Automation
- Management Information Systems (MIS) and Management Reporting Systems
- Decision Support Systems (DSS), Group DSS, and Business Analytics
- Executive Information Systems (EIS) and Executive Dashboards
- Office Automation Systems (OAS) and Enterprise Communication Systems
- Knowledge Management Systems (KMS), Knowledge Economy, and Organizational Learning
- Enterprise Collaboration Systems, Remote Work Technologies, and Collaborative Platforms

Case Study: Information systems used by Nepalese commercial banks.

Unit 3: Information Systems, Organizations, and Strategic Management

LH: 6

- Business Processes and Business Process Management (BPM)
- Business Process Reengineering (BPR) and Process Innovation
- Organizational Structure, Culture, and Information Systems
- Competitive Advantage through Information Systems: Porter's Value Chain and Five Forces Models

Handwritten signature and stamp in Nepali script.

- Strategic Information Systems and Strategic Alignment of IT
- E-Business, E-Commerce Models, Digital Platforms, and Platform Economy

Case Study: Digital business model of Daraz Nepal.

Unit 4: Database Management and Business Intelligence

LH: 7

- Database Concepts, File Processing Systems, and Database Management Systems
- Relational Database Model and Database Design Principles
- Entity-Relationship (ER) Modeling and Data Flow Diagrams (DFD)
- Data Warehousing, Data Marts, and Online Analytical Processing (OLAP)
- Data Mining Techniques and Business Analytic
- Big Data Technologies and Data-Driven Decision Making
- Business Intelligence Tools, Dashboards, and Data Visualization

Unit 5: Information Technology Infrastructure and Emerging Computing Platforms LH; 6

- IT Infrastructure: Components and Evolution
- Computer Hardware, Software Platforms, and Enterprise Computing
- Telecommunications, Computer Networks, and Internet Technologies
- Cloud Computing, Virtualization, and Edge Computing
- Mobile Computing, Ubiquitous Computing, and Green Computing
- IT Infrastructure Management, Outsourcing, and IT Service Management

Case Study: Cloud adoption in Nepalese organizations.

Unit 6: Enterprise Systems and Digital Applications

LH: 6

- Enterprise Resource Planning (ERP): Concepts, Architecture, and Implementation
- Supply Chain Management (SCM) Systems and Logistics Information Systems
- Customer Relationship Management (CRM) Systems and Customer Analytics
- Enterprise Application Integration and Inter-Organizational Systems
- Social Media Analytics and Digital Marketing Information Systems
- FinTech, Digital Payment Systems, and Electronic Banking in Nepal

Case Study: ERP implementation in large business organizations.

Unit 7: Information Systems Security, Ethics, and Governance

LH: 5

- Information Security Concepts and Security Management Framework
- Cyber Threats, Malware, Cybercrime, and Security Vulnerabilities



- Risk Assessment, Security Controls, and Business Continuity Planning
- Privacy, Data Protection, and Legal and Regulatory Issues in Information Systems
- Ethics, Corporate Governance, IT Governance, and Professional Responsibilities

Case Study: Cybersecurity incidents in the banking sector.

Unit 8: Emerging Trends and Future of MIS

LH: 5

- Artificial Intelligence, Machine Learning, and Intelligent Business Systems
- Internet of Things (IoT) and Smart Business Applications
- Blockchain Technology and Distributed Ledger Applications
- Robotic Process Automation (RPA) and Intelligent Automation
- Industry 4.0, Digital Transformation Strategy, and Future Trends in Information Systems

Case Study: AI applications in modern businesses and digital platforms.

Practical/Lab Work

1. **Spreadsheet Applications and Business Analytics** (MS Excel functions, Pivot Tables, charts, dashboards)
2. **Database Design and Management** (ER diagrams, database creation, queries, forms, and reports using MS Access/MySQL)
3. **Enterprise and Digital Business Applications** (ERP, CRM, SCM, cloud collaboration tools, digital payment systems)
4. **Information Security and Mini Project** (cybersecurity practices, MIS case study, report writing, and presentation)

Recommended Books

Text Book:

Laudon, K. C., & Laudon, J. P. (2024). *Management Information Systems: Managing the Digital Firm* (16th ed.). Pearson Education.

Reference Books:

1. O'Brien, J. A., & Marakas, G. M. (2020). *Management Information Systems*. McGraw-Hill.
2. Baltzan, P., & Phillips, A. (2022). *Business Driven Information Systems*. McGraw-Hill.
3. Turban, E. (2023). *Information Technology for Management*. Wiley.



उपकुलपति
पिंपरी चिंचवड विद्यापीठ



Rajarshi Janak University Faculty of Management

Program: BBA
Course: Taxation and Auditing
Course Code: MGT 507
Area of Study: Core

Year: Third
Semester: Fifth
Credits Hrs: 3
Lecture Hours: 48

Internal Assessment: 40 Marks External Evaluation: 60 Marks
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Course objectives

The objective of the course is to provide the students with basic knowledge of income tax in Nepal, Value Added Tax in Nepal and auditing and develop in them basic skills required to serve as tax administrators or tax consultants in the Nepalese society.

Course description

This course contains conceptual foundation, definition of basic terms, tax accounting, status of an assessee, quantification, allocation and characterization of amount, tax exemptions, concessions, deductions, tax rates and classification of sources of income, computation of assessable income, taxable income and tax liability, value added tax and basic knowledge of auditing.

Course Details

Unit 1: Conceptual Foundation

LH: 3

Meaning and objectives of tax, Classification of tax and their merits and demerits, Canon of taxation, Historical background of income tax in Nepal, Income Tax Act 2058 and its features, Heads of income and Sources of income

Unit 2: Definition of Basic Terms

LH: 3

Income year, Assessment year, Adjusted taxable income, Assets, Trading stock, Business assets, depreciable assets, Non business chargeable assets, Company, Entity, Individual, partnership, Natural resource payment, Rent, Royalty, Exempt organization, Retirement fund, Retirement contribution, Retirement payment, Normal interest rate, Cash and accrual basis of accounting, PAN and E-PAN



Unit 3: Classification and Status of Tax Payer

LH 1

Natural person and entity, Resident and non- resident, Single and couple

Unit 4: Quantification, Allocation and Characterization of Amount

LH 3

Concept, Quantification of an asset transferred, Quantification of vehicle facility, Quantification of accommodation facility, Interest benefit, Fringe benefit and Quantification of rupees

Unit 5: Tax Exemption, Concessions, Tax rates and Withholding Payments

LH 4

Exempt amount, Business exemptions and concessions, Tax rates for natural person, Tax rates for entity, Withholding payments, Expenses disallowed for deduction

Unit 6: Computation of Taxable Income and Tax Liability from Employment

LH 7

Concept of income from employment, Income included under the head of employment, Non taxable/ non chargeable income, Allowable reduction, Computation of assessable income from employment, Statement of taxable income, Tax liability and Tax credit

Unit 7: Computation of Taxable Income and Tax Liability from Business

LH 11

Concept of business income, Income included under the head of business, Amount excluded from business income, Allowable deductions, Allowable reductions, Tax credit, Computation of assessable income from business (except entity), Statement of taxable income and Tax liability

Unit 8: Computation of Taxable Income and Tax Liability from Investment

LH 3

Concept of investment, Income included under head of investment, Amount excluded from investment income, Allowable deductions, Allowable reductions, Tax credit, Computation of assessable income from investment(except entity), Statement of taxable income and Tax liability

Unit 9: Tax Administration, Assessment, Tax collection and Appeal

LH 3

Tax authorities and their powers, rights and duties, Rights and duties of taxpayers, Assessment of tax: self assessment, jeopardy assessment and amended assessment, Methods of tax collection, Administrative review and Appeal to revenue tribunal

Unit 10: Value Added Tax

LH 5

Concept of value added, Meaning of VAT, Origin and evolution of VAT, Types of VAT, and Methods of computing VAT, Collection and refund of VAT, Challenges of implementing VAT in Nepal.

Unit 11: Auditing

LH 5

Meaning, scope, objectives and advantages of audit, Accounting, auditing and investigation, Evolution of auditing in Nepal, Types of audit and Nepal Standard on Auditing



Suggested Readings

Agrawal, J. *Income tax – Theory and practice*. Himalayan Academic Publishers & Distributors P. Ltd, Kathmandu. (Latest edition)

Auditing Standard Board of Nepal, *Nepal Standard on Auditing* (Updated)

Dhakal, K.D., Bhattarai, I. P., Koirala, G.P., & Bhattarai R. *Taxation and Auditing*. Asmita Books Publishers and Distributors Pvt. Ltd., Kathmandu. (Latest edition).

Government of Nepal, *Auditing Act, 2048* (with latest amendment)

Government of Nepal, *Income Tax Act, 2058* (with latest amendment)

Government of Nepal, *Income Tax Rules, 2059* (with latest amendment)

Government of Nepal, *Value Added Tax Act, 2052* (with latest amendment)

Government of Nepal, *Value Added Tax Rules, 2053* (with latest amendment)

Pandey, D. L. and Sapkota, P.P.(updated edition). *Fundamental of Taxation and Auditing*. Pinnacle Publication Pvt. Ltd., Kathmandu.

Saxena, R.G.. *Principles of Auditing*. Himalyan Publishing House, Bombay. (Latest edition)

Tandon, B.N.. *Practical Auditing*. S. Chand and Co., New Delhi. (Latest edition)

उपकुलपति
गणेश ज्ञानक विश्वविद्यालय



Rajarshi Janak University Faculty of Management

Level: Bachelor
Program: BBA
Course: TH 501: Philosophy and Theology
Course Code: TH 501

Credit Hrs: 3
Year: Third
Semester: Fifth
Lecture Hours: 48

Internal Assessment: 40 Marks

External Evaluation: 60 Marks

Course Introduction

This course introduces BBA students to the practical application of philosophy and theology in business, leadership, ethical decision-making, and personal development. Rather than focusing on complex philosophical theories or theological doctrines, the course emphasizes values, integrity, responsibility, purpose, and human-centered management.

Students will explore how philosophical thinking develops critical reasoning, while theological perspectives promote ethical responsibility, compassion, and service. Drawing examples from both Eastern and Western traditions, the course demonstrates how values contribute to sustainable business practices, responsible leadership, organizational success, and social well-being.

Course Objectives

The course aims to:

- Introduce the basic concepts of philosophy and theology from a practical business perspective.
- Develop ethical reasoning and responsible decision-making.
- Explain the relationship between values, faith, character, and professional conduct.
- Demonstrate the relevance of Eastern and Western philosophical traditions in management.
- Promote socially responsible, value-based, and sustainable business leadership.

Learning Outcomes

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

- Explain basic concepts of philosophy and theology relevant to business.
- Apply ethical principles in managerial decision-making.
- Compare Eastern and Western perspectives on work, leadership, and organizational culture.
- Demonstrate the importance of integrity, accountability, and social responsibility in business.

- Analyze business situations using philosophical and theological perspectives.
- Recognize the importance of self-development, values, and spirituality in professional life.

Unit 1: Foundations of Philosophy and Theology for Business

LH: 8

- Meaning and scope of philosophy and theology
- Philosophy, theology, ethics, and business
- Faith, reason, values, and human behavior
- Managers need philosophical thinking
- Theology as a source of moral responsibility
- Philosophy and theology in everyday decision-making

Practical Focus: Students learn how philosophical thinking improves reasoning while theology encourages ethical responsibility in personal and professional life.

Unit 2: Eastern and Western Perspectives on Business and Leadership

LH 10

- Eastern and Western approaches to business
- Material success and holistic well-being
- Spirituality and business ethics
- Yoga as self-discipline, emotional balance, and stress management
- Leadership through service, compassion, and responsibility
- Integrating Eastern wisdom with modern management

Practical Focus: Application of Eastern values such as balance, mindfulness, and self-control together with Western strengths including innovation, efficiency, and professionalism.

Unit 3: Ethics, Human Values, and Responsible Decision-Making

LH 10

- Meaning of ethics and moral values
- Honesty, integrity, fairness, accountability, and trust
- Ethical dilemmas in business
- Stakeholder responsibility
- Personal character and professional success

Practical Focus: Students analyze simple business cases involving ethical decision-making and responsible leadership.

Unit 4: Human Development, Motivation, and Technology

LH10

- Human development from philosophical and theological perspectives



- Motivation through purpose and values
- Creativity, self-awareness, and lifelong learning
- Emotional and spiritual intelligence
- Artificial Intelligence and ethical business
- Technology, human dignity, and responsible innovation
- Sustainable development and future business challenges

Practical Focus: Understanding how technology should serve humanity while maintaining ethical standards and human values.

Unit 5: Applied Philosophy and Theology in Business and Society

LH 10

- Philosophy and theology in management practice
- Value-based leadership
- Organizational culture and ethical workplaces
- Business for social good
- Sustainability and stewardship
- Business as service to society
- Case studies on ethics, leadership, and social responsibility

Practical Focus: Students evaluate real business situations where values, ethics, leadership, and social responsibility influence organizational success.

Suggested References

- Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization* (5th ed.). Oxford University Press. <https://global.oup.com/academic/product/business-ethics-9780198810070>
- Mishra, A. K. (2022). *A reference book on comparative assessment from the Eastern approach*. Zenodo. <https://doi.org/10.5281/zenodo.7113124>
- Mishra, A. K., & Aithal, P. S. (2023). Building ethical capital through human resource. *International Journal of Management, Technology, and Social Sciences*, 7(2), 1–15. <https://doi.org/10.5281/zenodo.7519862>
- Mishra, A. K., & Aithal, P. S. (2023). Relationship between demographic characteristic and ethical capital. In *Future trends in information, communication and computing technology* (pp. 47–56). Srinivas Publication. <https://doi.org/10.5281/zenodo.8422544>
- Mishra, A. K., Nirubarani, J., Radha, P., Priyadharshini, R., & Mishra, S. (2025). *Artificial and emotional intelligence for employee*. Intellectuals' Book Palace. <https://doi.org/10.5281/zenodo.14810072>
- Nelson, J. S., & Stout, L. A. (2022). *Business ethics: What everyone needs to know®*. Oxford University Press. <https://doi.org/10.1093/wentk/9780190610272.001.0001>

स्वास्थ्य विभाग
राज्य सरकार
गोवा



Rajarshi Janak University
Faculty of Management

Program: BBA

Course Title: New Venture Creation

Course Code: MGT 508

Area of Study: Core

Year: Third

Semester: Fifth

Credits Hrs: 1

Lecture Hours: 16

Course description

This 1-credit subject provides BBA students with a hands-on learning experience aimed at providing BBA students with practical exposure to the process of creating a new business venture. The course enables students to identify business ideas, develop a business model, prepare a basic business plan, understand the legal procedures for business registration in Nepal. Students work individually or in teams under faculty supervision to complete a practical venture creation project.

Course objectives

The New Venture Creation course is designed to improve students' practical skills in identify and evaluate and generate innovative business ideas, develop a Business Model Canvas for a startup venture, prepare a simple business plan and financial estimates, understand the legal procedures for establishing a business in Nepal.

Course Details

Unit1: Idea Generation

LH: 3

- Screening business ideas
- Brainstorming session

Unit 2: Business Model Development

LH: 5

- Prepare Business Model Canvas
- Present business model for feedback

Unit 3: Business Planning and Financial Feasibility

LH: 4

- Components of a business plan
- Prepare a basic business plan

LF 4

Assessment Methods:

Case Studies	20%
Movies: 1. Band Baaja Baarat (2010) 2. Rocket Singh: Sales man of the Year (2009)	
• Practical Assignments: Submission of a business proposal and a report	30%
• Presentation: Delivery of a 5–10-minute entrepreneurial presentation	30%
• Participation: Active participation, role-plays, and peer feedback sessions	20%

1. Chalise, M., & Gautama, P. *Entrepreneurship & Business Resources Mapping*. KEC Publication & Distribution (P.) Ltd. Kathmandu.
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. *Entrepreneurship*. Tata McGraw Hill.
3. Katz, J. & Green, R. *Entrepreneurial Small Business*. Tata McGraw-Hill Education.
4. Khanka, S. S. *Entrepreneurial Development*. S. Chand & Co.
5. Dollinger, M. J. *Entrepreneurship: Strategies and Resources*. Pearson Education.
6. Publications of the Office of the Company Registrar (OCR), Nepal.
7. Guidelines of the Department of Industry (DOI), Nepal.
8. Guidelines of the Inland Revenue Department (IRD), Nepal.

संस्कृत विद्यालय