

BBA CURRICULAR STRUCTURE

Foundations

48 credits

1.	English – I	3 credits
2.	English – II	3 credits
3.	Mathematics –I	3 credits
4.	Mathematics –II	3 credits
5.	Statistics-I	3 credits
6.	Statistics-II	3 credits
7.	Quantitative Techniques	3 credits
8.	Microeconomics	3 credits
9.	Macroeconomics	3 credits
10.	Economic Development	3 credits
11.	Sociology	3 credits
12.	Political Science	3 credits
13.	Psychology	3 credits
14.	Logic	3 credits
15.	Information Systems Technology	3 credits
16.	Research Methodology	3 credits

Core Management Courses

48 credits

1.	Business Management	3 credits
2.	Organizational Behavior	3 credits
3.	Managerial Communication	3 credits
4.	Business Law	3 credits
5.	Financial Accounting-I	3 credits
6.	Financial Accounting-II	3 credits
7.	Management Accounting	3 credits
8.	Financial Management	3 credits
9.	Nepalese Financial System	3 credits
10.	Marketing	3 credits
11.	Operations Management	3 credits
12.	Human Resource Management	3 credits
13.	Management Information Systems	3 credits
14.	International Business	3 credits
15.	Entrepreneurship and New Business Formation	3 credits
16.	Strategic Management	3 credits

Concentration	12 credits
Electives	9 credits
Internship	Non- credit compulsory
Business Research Project	3 credits
Total Course Load	120 credits

(Any four courses – equivalent to 12 credit hours – from any one of the following areas)

Marketing		
1.	Marketing Research	3 credits
2.	Sales Management	3 credits
3.	Advertising and Promotion Management	3 credits
4.	Services Marketing	3 credits
5.	Marketing Management	3 credits
6.	Global Marketing	3 credits
7.	Consumer Behavior	3 credits
8.	Directed Study	3 credits
Finance		
1.	Financial Markets and Institutions	3 credits
2.	Investment Decisions	3 credits
3.	Corporate Financing Decisions	3 credits
4.	Commercial Bank Management	3 credits
5.	Risk Management and Insurance	3 credits
6.	Financial Management	3 credits
7.	Directed Study	3 credits
Accounting		
1.	Advanced Accounting	3 credits
2.	Advanced Management Accounting	3 credits
3.	Managerial Cost Accounting	3 credits
4.	Taxation in Nepal	3 credits
5.	Auditing	3 credits
6.	Directed Study	3 credits
Management Information Systems		
1.	Computer Programming	3 credits
2.	Systems Analysis and Design	3 credits
3.	Database Management Systems	3 credits
4.	Business Data Communications	3 credits
5.	Decision Support and Expert Systems	3 credits
6.	Web Technology	3 credits
7.	Directed Study	3 credits

Human Resource Management		
1.	Employee Training and Development	3 credits
2.	Labor Relations	3 credits
3.	Employee Recruitment and Selection	3 credits
4.	Personnel Information System	3 credits
5.	Contemporary Issues in HR	3 credits
Electives		9 credits
Students must choose and complete any three courses – equal to nine credit hours - from outside their area of concentration and/or from the following list:		
1.	Small Business Management	3 credits
2.	Service Management	3 credits
3.	Supply Chain Management	3 credits
4.	Productivity and Quality Management	3 credits
5.	Project Management	3 credits
6.	Advanced Programming Techniques	3 credits
7.	E-commerce	3 credits



RESTRUCTURED SEMESTER-WISE COURSE OFFERINGS -BBA

YEAR I (All courses are compulsory) worth 36 credits

Year I Semester I	Cr. 18	Year I Semester II	Cr. 18
English I	3	English II	3
Mathematics I	3	Mathematics II	3
Microeconomics	3	Macroeconomics	3
Financial Accounting I	3	Financial Accounting II	3
Business Management	3	Managerial Communication	3
Sociology	3	Political Science	3

YEAR II (All courses are compulsory) worth 36 credits

Year II Semester I	Cr. 18	Year II Semester II	Cr. 18
Psychology	3	Management Accounting	3
Statistics I	3	Organization Behavior	3
Marketing	3	Management Information System	3
Financial Management	3	Statistics II	3
Nepalese Economics	3	Nepalese Financial System	3
Information Systems Technology	3	Business Law	3

YEAR III worth 33 credits

Year III Semester I	Cr. 15	Year III Semester II	Cr. 15
International Business	3	Operations Management	3
Quantitative Techniques	3	Logic	3
Human Resource Management	3	Entrepreneurship and New Business Formation	3
Introduction to Philosophy and Theology (New)	3	Corporate Financing Decisions	3
Consumers' Behavior	3	Advertising and Promotion Management	
Investment Decisions		Employee Training and Development	
Employee Recruitment and Selection		Taxation in Nepal	3
		Project Management	

YEAR IV worth 20 credits

Year IV Semester I	Cr. 9	Year IV Semester II	Cr. 9
Research Methodology	3	Introduction to Strategic Management	3
Risk Management and Insurance	3	Financial Market and Institutions	3
Sales Management		Marketing Research	
Human Resources Information System		Industrial Relations and Labor Laws	
Fundamentals of Econometrics (New course)	3	Business Research Project	3
Social Entrepreneurship (New course)		Internship	Non Credit

Total credit of regular BBA Program 120

Note: Non Credit Courses are Mandatory

SEMESTER EDUCATIONAL AIMS

Semester I

The first semester will reestablish the knowledge on subjects including English, Mathematics, and Financial Accountancy. As these subjects are necessary to work on other managerial related subjects, this semester will lay a foundation on them. With subjects like Microeconomics and Managerial Communication, this semester allows students to know about the working of the economics from grassroot level and give an idea about how the business organization is built and its operational management.

Semester II

The second semester will cover the second part of the subjects English, Mathematics, and Financial Accountancy that were started in the first semester. Financial Accountancy will serve as a foundation course for seventh and eighth semesters. A broader concept of economics is discussed through the subject of Macroeconomics, where external economic environment is covered. Business management is also included in this semester.



Semester III

Management related subjects like Management Accounting, Sociology, and Psychology are introduced in this semester. Management related concepts are given along with some understanding of people including their demography and psychology as the subject deals with the management of people. The basics of statistics are covered here. The Information Systems Technology will give the students an idea how information systems are operated and managed in a business organization.

Semester IV

The second part of Statistics is covered in this semester. The students are given some idea about how the finances work in a corporate sector through Managerial Finance. This will serve as the foundation for the finance specialization in the seventh and eighth semesters. Some broader aspects of business environment are also discussed here with subjects like Business Law, Political Science and Economic Development.

Semester V

The working module of an organization and the market is introduced in this semester. The student's knowledge of business office and organizational management and human resources are put in exercise through more practical oriented subject like Organizational Behavior, where role playing exercise will help develop human resource related skills in them. The dynamism of market including the ever changing needs, wants and attitudes of the consumers and their demographic characteristics is discussed through Marketing. Marketing will also serve as the foundation for its specialization in the seventh and eighth semesters. The students also discuss how market is segmented, product positioned, priced, distributed, promoted, and how integrated marketing communication is executed. The student's analytical skills are enhanced through subjects like Quantitative Techniques and Logic.

Semester VI

The students get to discuss the global business system in the subject of International Business. The concept of trade and its global rules and regulation are discussed in the subject. The Human Resource Management will cover topics like recruiting, training, motivating of the work force in an organization. Management Information System instills the knowledge in organizational communication system design. This course serves as the foundation for its specialization in the seventh and eighth semesters. Operations Management will give students the knowledge about the efficient working procedures in an organization. Entrepreneurship & New Business Formation will develop the entrepreneurial skills in the students, whereby they venture with new business ideas.

Semester VII & VIII

Specialization course are offered in these two semesters. The students will take four subjects from one specialization course and four subjects from elective area outside of the subject of specialization. The specialization is offered in Marketing, Finance, Management Information System and Accounting. Internship is included in this semester. The objective of this semester is to prepare the students for their career in any one of the specialized area. Effective from this year, Research methodology will be taught in semester VII to provide the basic understanding for the research project report offered in semester VIII with 3 credit hours.