BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CURRICULUM

Faculty of Management Studies

Pokhara University

2013

POKHARA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Program Objectives

The Bachelor of Business Administration (BBA) program of Pokhara University aims to provide students with foundational knowledge and practical skills in various areas of business administration. It also intends to develop intellectual ability and managerial skills in students through business and other social science courses. Besides, the program helps the students to develop proper attitudes and qualities required for managing business functions. The program specifically aims to produce the graduates who:

- have a sound knowledge and proper conceptual underpinnings of business management,
- are well acquainted with the broad contexts of business organizations in Nepal and outside,
- possess analytical, problem-solving, and communication skills,
- possess the ability to use electronic media and computers to solve organizational problems,
- have the ability to work in teams and individually, and
- have awareness of the environmental factors, social/functional relationships, and ethical standards that affect business and administrative decisions within an organization.

Curricular Structure

The curriculum is designed to equip students with the competencies, knowledge, skills, and attitudes needed for success in management field. The coursework gives students a broad and holistic view of the challenges in today's business environment. The BBA program provides students basis for career growth and prepares them for higher studies. The curriculum comprises the following five distinct components:

- *Foundation Courses*: These courses develop students' communication skills and provide them with strong foundation in economics, behavioral science, statistics, mathematics, information technology, and legal environment of business.
- *Core Courses*: These courses will help students to understand principles and practices in the basic and functional areas of management and develop their ability to synthesize and appreciate the interrelationships among these areas of management.
- *Concentration Courses*: The concentration courses will help students to develop specialized and focused skills in the areas of their choice. Students are required to select four courses from any one of the concentration areas offered by the University.
- *Elective Courses*: The elective courses are non-business courses, based on social sciences. A student may select any two of the listed elective courses. These courses take place as other regular courses, and are graded in the same way.
- *Project Work and Internship*: Students need to take an independent capstone project that carries the weight of 3 credit hours. The project involves fieldwork and its empirical analysis. Students must follow the prescribed formats to prepare such reports. Besides this, students also need to do internships in business organizations for six to eight weeks. Aimed to provide an opportunity to gain real-life experience, this course also helps the

students to apply theoretical understanding to action. The internship carries the weight of 3 credit hours.

Program Features

The BBA is a four-year program structured in eight semesters. A student needs to complete 120 credit hours of course work, project work and internship for graduation.

Besides lectures, the classes are facilitated by case studies, group discussions, project assignments, field visits, class presentations and other teaching methods. In order to develop communication and interpersonal skills, students are emphasized to participate in class activities, group discussions and individual presentations.

The medium of instruction and examination for this program will be English, and a student is expected to have good English language proficiency with acceptable communication skills.

The Semester System

The prominent feature of the semester system is the continuous evaluation of a student's performance, and flexibility given to the students to progress at pace suited to his/her individual ability as per the credit requirements.

The credit hour assigned to each course of this program varies depending on its lecture, tutorial and practical work hours in a week. One lecture/contact hour per week per semester is assigned one credit. That is, a three credit hours course has 48 class hours. A faculty member is assigned to teach each of the courses. If the course is taught by more than one faculty member, then one of the members is designated as the coordinator of that course.

Entry Requirements and Admission Procedures

Eligibility

The entry requirement for a new student in BBA will be Intermediate or Higher Secondary level (10+2) or Proficiency Certificate Level (PCL), or equivalent as recognized by Pokhara University. In addition, the student must pass the entrance test conducted by the concerned college.

Documents Required

The applicant is required to submit the following documents with the application form made available by the concerned college/school by paying a predetermined fee:

- Completed and signed BBA application form
- Official transcripts from the academic institutions previously attended.

Certificates of all degrees should be photocopied and submitted with proper attestation. Enrolment is conditional upon completion of all admission formalities including payment of all fees as determined by the college. Incomplete applications shall not be processed.

Admission Procedures

A notice inviting applications for admission is publicly announced. Application forms and information brochures are provided, on request, after the payment of the prescribed fee.

The concerned college scrutinizes the application. The eligible candidates are informed to take the entrance test. The date and time for the entrance test are informed to the applicants by the concerned colleges. The college may also interview the candidates for the final selection for admission.

The candidates who are given provisional admission under special conditions are required to submit all necessary documents within a month after their regular classes begin. A student who fails to do so will have his/her admission cancelled.

Academic Schedule and Course Registration

An academic session consists of two semesters. The Fall Semester starts in September and the Spring Semester starts in March. Students are normally admitted to the program in the Fall Semester.

Students are required to register the courses by themselves from the concerned college at the beginning of each semester. Registration in absence may be allowed only in rare cases at the discretion of the principal. In normal cases, a student's nominee will not be allowed for course registration of the concerned student, but he/she may complete other formalities.

Addition and Withdrawal from the Course

A student will have the option to add or drop from the course. This can, however, be done only during the first three weeks of the semester.

A student wishing to withdraw from a course should apply on the prescribed form within one month of the start of the semester.

Attendance Requirements

A student must attend every lecture, tutorial, seminar and practical class. However, to accommodate for late registration, sickness and other contingencies, the attendance requirements will be a minimum of 80% of the classes actually held. If a student is absent in the class for more than four weeks without the permission of the concerned authority, his/her name will be removed from the college roll.

Normal and Maximum Duration of Study

The duration for the completion of the program is as follows:

- Normal duration: 4 Years (8 Semesters)
- Maximum Duration: 8 Years

A full-time student has to take a minimum of 12 credits.

Evaluation System

A student's academic performance in a course is evaluated in two phases:

- Internally by the concerned faculty member through quizzes, tutorials, lab works, home assignments, class tests, class participation, term papers, formal internal examination etc.
- Externally by the Office of the Controller of Examinations through semester-end examinations.

A fifty percent weight is given to each internal and external evaluation (semester-end examination). A student is required to pass the internal and external evaluations independently. The final grade awarded on the basis of his/her consolidated performance in both internal and external evaluations.

A student will get NOT QUALIFIED (NQ) status in the internal evaluation if his/her performance falls below the minimum requirement. Such students will not be allowed to appear in the semester-end examination of that particular course.

Grading System

Pokhara University follows a four-point letter grade system. The letter grades awarded to students will be as follows:

Grade	*Grade Point*	*Description*
A	4.0	Excellent
A-	3.7	
B+	3.3	
B	3.0	Good
B-	2.7	
C+	2.3	
C	2.0	Satisfactory
C-	1.7	
D+	1.3	
D	1.0	Minimum Requirement
F	0	Fail

In some rare and unusual circumstances, if a student is unable to complete all the required works for the course, he/she may be temporarily marked with an incomplete grade "I". If all the required works are not completed within the following semester, the letter "I" will be automatically converted into "F". The performance of a student is evaluated in terms of the following two indices:

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

Repeating a Course

A course may be taken only once for grade. Since passing of all courses individually is a degree requirement, the student must retake the failing course when offered and must successfully complete the course. A student will be allowed to retake maximum of two courses to achieve a minimum CGPA of 2.0. The grade earned on the retake examination will substitute the earlier grade earned by the student in that course. A student can retake a course only when it is offered by the college/University.

Credit Transfer and Withdrawal

Up to 25% of the total credit hours of the courses completed in an equivalent program of a recognized institution may be transferred/ waived for credit on the recommendation of the principal of the college. For the credit transfer, a student must receive a "B" or above grade in respective course. Courses taken earlier than five years from the time of transfer may not be accepted for the credit transfer. However, a student transferring from one program to another program of Pokhara University may receive a credit transfer of all the compatible courses completed with at least a "C" grade.

A student may apply for withdrawal from the entire semester only on medical grounds. The principal will examine the application for semester withdrawal, and depending on the gravity of the case, he/she will make the decision. No partial withdrawal from the courses registered in a semester will be considered.

Project Work

Students are required to do an independent capstone project that involves fieldwork and its empirical analysis. At the end, the students must prepare a report of this work in the prescribed format and submit it to the authorized person/body. The objective of these project works is to develop students' skills in research, particularly in areas of data collection, processing, analysis, and report writing. These reports will be evaluated by the concerned authority.

Internship

Students need to do an internship as approved by the college. The purpose of internship is to provide students with the real-life, on-the-job exposure and an opportunity to apply theoretical concepts in real-life situation. Students' interest and intended area of concentration are taken into account while making the internship placement decisions.

Unfair Means

Students are strictly forbidden from adopting any unfair means in class assignments, tests, report-writing and final examination.

The following would be considered as adoption of unfair means during examination:

- Communication with fellow students for help.
- Copying from another student's script/report/paper.
- Copying from disk, palm of hand, mobile phone, or other incriminating documents.
- Processing from any incriminating documents, whether used or not.
- Any direct or indirect approach to influence teacher for the grade.
- Unruly behavior which disrupts academic program.

If the instructor detects a student using unfair means, the student may be given an 'F' at the discretion of the Examination Board. Adoption of unfair means may further result in the expulsion of the student from the program, college and the University as well.

Provision for Re-totaling and Rechecking

Students may apply for re-totaling or rechecking of their grades as per the University rules.

Dismissal from the Program

A student must obtain 2.0 CGPA at the undergraduate level. If his/her performance in the past semesters does not show the possibility of maintaining this CGPA, he/she may be dismissed from the program.

Degree Requirements

For graduation a student should:

- earn at least a 'D' grade in each course as specified in the grading system section,
- complete the internship with 'Pass' grade,
- complete all the courses, project work and internship as specified in the curricular structure, section within the maximum time period mentioned in the duration of study section,
- maintain at least 2 CGPA.

Distinction and Dean's List

A student who obtains 3.6 CGPA or above will receive the BBA degree with distinction. The Dean's list recognizes outstanding academic performances in the FMS. To qualify, a student must have 3.7 CGPA or above.

CURRICULAM STRUCTURE

Foundation Courses		**(39 Credit Hours)**
ENG 101	English I	3
ENG 102	English II	3
MTH 101	Business Mathematics I	3
MTH 102	Business Mathematics II	3
STT 101	Business Statistics	3
STT 201	Data Analysis and Modeling	3
ECO 101	Introductory Microeconomics	3
ECO 201	Introductory Macroeconomics	3
SOC 101	Fundamentals of Sociology	3
PSY 101	General Psychology	3
ENG 201	Business Communication I	3
ENG 202	Business Communication II	3
MIS 101	Computer and IT Applications	3

Core Courses		**(57 Credit Hours)**
MGT 111	Principles of Management	3
LAW 291	Legal Aspects of Business and Technology	3
MIS 201	Introduction to Management Information Systems	3
MGT 211	Fundamentals of Organizational Behaviour	3
ACC 121	Financial Accounting I	3
ACC 122	Financial Accounting II	3
ACC 221	Basics of Managerial Accounting	3
FIN 131	Essentials of Finance	3
FIN 231	Financial Management	3
RCH 311	Business Research Methods	3

MKT 241	Principles of Marketing	3
MGT 311	Fundamentals of Operations Management	3
MGT 314	Management of Human Resources	3
MGT 313	Introduction to International Business	3
MGT 312	Fundamentals of Entrepreneurship	3
MIS 202	Essentials of e-Business	3
MGT 212	Business and Society	3
MGT 411	Business Environment in Nepal	3
MGT 412	Strategic Management	3

Concentration **(12 Credit Hours)**

Accounting

ACC 421	Taxation	3
ACC 422	Auditing	3
ACC 423	Advanced Management Accounting	3
ACC 424	Accounting Information System	3
ACC 425	Accounting Reports and Financial Statement Analysis	3
ACC 426	Special Topics in Accounting	3

Marketing

MKT 441	Consumer Behaviour	3
MKT 442	Advertising and sales Promotion	3
MKT 443	Sales Management	3
MKT 444	Retail Marketing	3
MKT 445	Service Marketing	3
MKT 446	Foreign Trade Management	3

Finance

FIN 431	Corporate Finance	3
FIN 432	Microfinance	3
FIN 433	Investment Management	3
FIN 434	Bank Operations and Management	3
FIN 435	Risk Management and Insurance	3
FIN 436	Fundamentals of Financial Derivatives	3
FIN 437	Financial Institutions and Markets	3

Human Resource

HRM 451	Labour-Management Relations	3
HRM 452	Contemporary Issues in HRM	3
HRM 453	Compensation and Benefits Management	3
HRM 454	Negotiation and Conflict Management	3
HRM 455	Performance Appraisal	3
HRM 456	Human Resource Development	3

Small Business and Entrepreneurship

SBE 461	Small Business Entrepreneurship	3
SBE 462	Small Business Finance	3

SBE	463	Rural Marketing	3
SBE	464	Retail Management	3
SBE	465	Social Entrepreneurship	3
SBE	466	Venture Ideas and Models	3

Electives **(6 Credit Hours)**

(Any TWO courses from the following list)

The courses offered in this area are basically of non-business nature. These are offered to widen the knowledge base of students in social and development issues. A college can also develop and offer any other non-business elective courses with the prior approval of the Subject Committee and the Dean.

NBE	391	Society and Politics	3
NBE	392	Econometrics	3
NBE	393	Environment and Ecology	3
NBE	394	Media and Public Relations	3
NBE	395	Energy and Sustainable Development	3
NBE	396	Technology for Development	3
NBE	397	Population Dynamics and Development Challenges	3
NBE	398	Creative Thinking and Problem Solving	3

Project Work and Internship **(6 Credit Hours)**

PRJ	491	Project Work	(3 Credit Hours)
INT	391	Internship	(3 Credit Hours)

Pokhara University
BBA Program
CURRICULAR STRUCTURE AND COURSE CYCLE

Semester I			Semester II		
Course Code	**Course Description**	**Credit Hours**	**Course Code**	**Course Description**	**Credit Hours**
ENG 101	English I	3	ENG 102	English II	3
MTH 101	Business Mathematics I	3	MTH 102	Business Mathematics II	3
ACC 121	Financial Accounting I	3	ACC 122	Financial Accounting II	3
MGT 111	Principles of Management	3	PSY 101	General Psychology	3
MIS 101	Computer and IT Applications	3	ECO 101	Introductory Microeconomics	3
		15			**15**

Semester III			Semester IV		
Course Code	**Course Description**	**Credit Hours**	**Course Code**	**Course Description**	**Credit Hours**
ENG 201	Business Communication I	3	ENG 202	Business Communication II	3
STT 101	Business Statistics	3	STT 201	Data Analysis and Modeling	3
FIN 131	Essentials of Finance	3	MGT 211	Fundamentals of Organizational Behaviour	3
SOC 101	Fundamentals of Sociology	3	MKT 241	Principles of Marketing	3
ECO 201	Introductory Macroeconomics	3	FIN 231	Financial Management	3
		15			**15**

Semester V			Semester VI		
Course Code	**Course Description**	**Credit Hours**	**Course Code**	**Course Description**	**Credit Hours**
ACC 221	Basics of Managerial Accounting	3	MIS 201	Introduction to Management Information Systems	3
RCH 311	Business Research Methods	3	LAW 291	Legal Aspects of Business and Technology	3
MGT 314	Management of Human Resources	3	MGT 212	Business and Society	3
MGT 311	Fundamentals of Operations Management	3	PRJ 491	Project Work	3
	Concentration I	3		Concentration II	3
		15			**15**

Semester VII			Semester VIII		
Course Code	**Course Description**	**Credit Hours**	**Course Code**	**Course Description**	**Credit Hours**
MGT 411	Business Environment in Nepal	3	MGT 412	Strategic Management	3
MGT 312	Fundamentals of Entrepreneurship	3	MGT 313	Introduction to International Business	3
INT 391	Internship	3	MIS 202	Essentials of e-Business	3
	Elective I	3		Elective II	3
	Concentration III	3		Concentration IV	3
		15			**15**

BBA
First Year
First Semester

ENG 101 English I
BBA, First Year, First Semester

Course Description
This course comprises all aspects of the English language including speaking, pronunciation, listening, reading and writing. The focus is on improving the students to communicate clearly and effectively. The syllabus for the lessons is based on the course books, but the teacher will also use lots of other materials, including suggestions from students so the content of the class can be more useful and interesting. Students are expected to participate as much as possible, but they will work individually, in pairs and groups as well as the whole class. The teacher will correct their spoken and written errors so that they become more accurate and they will progress quickly.

General Course Objectives
The general objectives of the course will be to enable students to

- extend their vocabulary
- increase their fluency
- become more accurate
- communicate in English more easily
- understand more of the world around them

Specific Course Objectives
The specific objectives of the course will be to enable students to

- understand and use basic everyday phrases;
- introduce themselves and ask and answer questions about personal details;
- interact with a co-operative partner;
- acquire a basic repertoire of words and phrases;
- demonstrate limited grammatical control;
- mange short utterances;
- understand sentences and frequently used expressions related to immediately relevant areas;
- communicate in simple and routine tasks;
- describe in simple terms aspects of their background, immediate environment and matters of personal interest;
- use basic sentence patterns;
- use simple structures correctly; and
- read and write on general topics on different themes.

Course Content Areas
The content will include a selection of rich interdisciplinary texts of general academic interest and business texts of various genres. The key areas are as follows: personal identification; house and home, environment; daily life; free time, entertainment; weather; travel; relations with other people; health and body care; education; shopping; food and drink; services; places; cultures; science; environment; language; ancient tales, animals, television, cross-cultural bridges, anthropology, and literature.

Teaching Methods

The suggested teaching method is an eclectic mix of lectures, demonstrations, presentations, activities, and seminars. The specific methods for specific units are as suggested for teachers in the course books. Question models will be developed during the teacher orientation program and made available to the campuses.

Basic Texts

1. Grant, D., Hughes, J., & Turner, R. *Business Result: Elementary Student's Book.* Oxford: OUP (including Elementary Interactive Workbook with video).
2. Nisani, M., & Lohani, S. *Adventures in English Vol I* (3rd ed.). Kathmandu: Ekta. (including Sounds of English and Stories and Poems cassettes)

References

1. Hughes, J. *Business Result: Elementary. Teacher's Book.* Oxford: OUP (including Elementary Class DVD and Elementary Teacher Training DVD).
2. *Oxford Advanced Learner's Dictionary of Current English.* Eighth Edition. Oxford: OUP.
3. Carter, R., & McCarthy, M. *Cambridge Grammar of English.* Cambridge: CUP.

MTH 101 Business Mathematics I

BBA, First Year, First Semester

Course Objectives

The purpose of this course is to provide basic knowledge of algebra, equations and functions for business applications. The course also attempts to impart the knowledge of mathematics of finance, systems of linear equations and matrices to handle various problems related to business and economics.

Course Description

This course covers basic arithmetic and algebraic skills, applications of sets, properties of real numbers; polynomial, logarithmic and exponential equations and functions and their applications in business and economics. Moreover, this course covers matrices & determinants, and mathematics of finance.

Course Outcomes

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

- understand basic algebraic skills and their applications;
- apply different set operations to solve the related problems;
- express and solve business related problems by using equations and inequalities;
- understand the concept of function and visualize the graphs of various types of functions;
- understand the time value of money and solve the problems related to appreciation, depreciation, annuities; and
- apply matrix operations to solve the problems related to business and economics.

Course Contents

Unit I: Basic Algebraic Concepts **10 hours**

Integral Exponents, Radicals and Rational Exponents, Operations with Algebraic Expressions, Factoring, Algebraic Fractions, Permutation and combination, Sets, Real Numbers.

Unit II: Linear Equations and Functions **8 hours**

Linear Equations and Inequalities in One Variable, Functions, Graphs, Linear Functions, Graphical Solutions of Equations, Solutions of Systems of Linear Equations (up to Three Equations in Three Variables), Applications of Functions in Business and Economics (Total Cost, Total Revenue, and Profit; Break-Even Analysis; Supply, Demand, and Market Equilibrium).

Unit III: Quadratic and Other Special Equations and Functions **6 hours**

Quadratic Equations (Factoring Methods, the Quadratic Formula), Quadratic Inequalities, Quadratic Functions: Parabolas, Business Applications of Quadratic Functions (Supply, Demand, and Market Equilibrium; Break-Even Points and Maximization), Special Functions and Their Graphs, Polynomial and Rational Functions, Piecewise Defined Functions, Modeling; Fitting Curves to Data with Graphing Utilities.

Unit IV: Exponential and Logarithmic Equations and Functions **6 hours**

Exponential Functions, Modeling with Exponential Functions, Logarithmic Functions and Their Properties (Logarithmic Functions and Graphs, Properties of Logarithms, Change of Base), Modeling with Logarithmic Functions, Solution of Exponential Equations, Applications of Exponential and Logarithmic Functions (Growth and Decay, Economic and Management Applications, Gompertz Curves and Logistic Functions).

Unit V: Matrices and Determinant **8 hours**

Matrices, Matrix operations, Matrix equations, Determinant, Inverse of a Matrix, Cramer's Rule, Leontief Input-Output Models.

Unit VI: Mathematics of Finance **10 hours**

Simple Interest (Simple Interest, Arithmetic Sequences), Compound Interest (Compound Interest, Geometric Sequences), Future Value of Annuities (Ordinary Annuities, Annuities Due), Present Values of Annuities (Ordinary Annuities, Annuities Due, Deferred Annuities), Loans and Amortization (Unpaid Balance of a Loan).

Basic Texts

1. Harshbarger, R. J., & Reynolds, J. J. *Mathematical Applications for the Management, Life, and Social Sciences.* USA: Brooks Cole.
2. Budnick, F. S. *Applied Mathematics for Business, Economics and the Social Sciences*. New Delhi: Tata McGraw-Hill.

References

1. Haeussler, E. F., Paul, R. S., & Wood, R. J. *Introductory Mathematical Analysis for Business, Economics and the life and Social Sciences.* New Delhi: Prentice Hall.
2. Shrestha, K. K., & Thagurathi, R. K. *Applied Mathematics. Kathmandu*: Buddha Academic Enterprises.

ACC 121 Financial Accounting I

BBA, First Year, First Semester

Course Objectives

The aim of this course is to provide students with an understanding of the basic concepts, principles, procedures and techniques underlying the accounting process and make them able to prepare financial statements of an organization.

Course Description

The course will cover the nature, scope and function of accounting; basic fundamental concepts and generally accepted accounting principles and practices; the accounting cycle; journalizing adjusting entries, preparation of financial statements; accounting for cash and cash equivalent transaction. The course will also include computer-based project work / case studies.

Course Outcomes

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

- understand accounting concepts, GAAP and accounting standards, and their role;
- introduce the legal and practical aspects of financial reporting with its components and characteristics;
- identify the difference between accrual and cash basis accounting, and carry out adjusting entries;
- prepare financial statements i.e. income statement, balance sheet and cash flow statement;
- explain cash and cash equivalents and prepare bank reconciliation statement;
- appreciate the role of accounting software applications play in gathering, recording, reporting and interpreting financial accounting information; and
- use computers to record and process business transactions.

Course Contents

Unit I: The Conceptual Foundation of Accounting **7 hours**

Accounting as a language of business, forms of business organizations, types of activities performed by business organization; Users of accounting information: internal and external; Qualitative characteristics of accounting information; The accounting profession, role and activities of an accountant; The accounting framework - basic accounting assumptions, concepts, GAAP, definitions and terminology, Accounting information system in modern business organizations; Use of computers in accounting process.

Unit II: Basics of Corporate Reporting **5 hours**

Legal requirements of accounting, provisions of Company Act relating to accounting, introduction to accounting standards (IFRS and NAS), annual report, major components, basic components of financial statements, basic financial statements: Income Statement, Balance Sheet, Statement of Changes in Equity, Cash Flow Statement, Accounting Policies and Notes, Introduction to audit, Legal provisions regarding audit of accounts in Nepal.

Unit III: Processing and Recording Business Transactions **6 hours**

The Basis for Recording Transactions: Sources of accounting information, External and internal events; Accounting transaction, the accounting equation and analysis of transactions, the role of source documents.

The Double Entry System: Debits and credits and its rules; The journals; T account; General ledger; Normal account balances; Objectives and preparation of trail balance; Use of excel in processing business transaction.

Unit IV: Accrual Accounting and Adjustments **12 hours**

Adjusting Entries: The revenue recognition principle, matching principle; Cash verses accrual basis of accounting, The need for adjusting entries; Types of adjusting entries; Journalizing adjusting entries; Effects of failing to prepare adjusting entries, Preparation of adjusted trial balance.

Worksheet and Accounting Cycle: Preparation of ten and twelve column work-sheet; Preparing financial statements from the work sheet The closing process; Post-closing trail balance; Completion of accounting cycle.

Unit V: Preparation of Financial Statements **12 hours**

Income Statement: Concepts and major components; revenues, cost of goods sold, gross profit, net income and retained earnings; statement of retained earnings, preparation of income statement with vertical multi-step format.

Balance Sheet: Concepts and major components; assets, liabilities and stockholders' equity; preparation of balance sheet under vertical- classified format; use of computers in preparation of income statement and balance sheet.

Cash Flow Statements: Cash flows and accrual accounting; purpose of the statement of cash flows; financing, investing and operating activities; formats of statement of cash flows; preparation of cash flow statement using direct method, Reconciling cash flow under operating activity using indirect method, use of computers in preparation of cash flow statement.

Unit VI: Accounting for Cash and Cash Equivalents **6 hours**

Components of cash and cash equivalents; preparation of the bank reconciliation statement and the need for adjustments to accounting records; petty cash, balance sheet presentation of cash and cash equivalent, Internal control system; Cash control: receipt and disbursement.

Basic Text

Porter, G. A., & Norton, C. L. *Financial Accounting: The Impact on Decision Makers*. USA: The Dryden Press.

References

1. Hermanson, H. R., & Edwards, D. J. *Financial Accounting: A Business Perspective*. USA: Von Hoffmann Press.
2. Kimmel, P. D., Weygandt, J. J., & Kieso, D. E. *Financial Accounting.* New Delhi: Wiley India Pvt. Ltd.

3. Narayanswamy, R. *Financial Accounting: A Managerial Perspective*. New Delhi: Prentice Hall of India.
4. Koirala, M. P., Acharya, C., Sharma, L. P. B., Sharma, N., & Gautam, C. M. *Financial Accounting*. Kathmandu: Buddha Academic Enterprises.
5. Nepal Accounting Standards (NASs).
6. International Accounting Standards (IASs) / International Financial Reporting Standards (IFRSs).

MGT 111 Principles of Management

BBA, First Year, First Semester

Course Objectives

The purpose of this course is to provide students with a broad and integrative introduction to the theories and practice of management. In particular, this course focuses on the major areas of the management process: planning, organizing, leadership and control from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

Course Description

This course presents a thorough and systematic coverage of management theory and practice, and focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. Special attention is given to communication, motivation, leadership, team management, quality management, conflict management, and organizational change and development.

Course Outcomes

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

- understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;
- demonstrate knowledge about the historical development, theoretical aspects, and emerging trends and developments in management;
- conceptualize how internal and external environment shape organizations and their responses;
- analyze organizational goals, planning systems, organizational structures, staffing practices, and conflict management strategies of an organization;
- examine the interpersonal talents a manager must develop to be effective as a leader and change agent; and
- discuss various concepts and approaches to decision making, leadership, employee motivation, management control, work group behavior, and quality management.

Course Contents

Unit I: The Nature of Management **10 hours**

Introduction to Management: Definition; Characteristics of management; Principles of management; Process and functions of management; Managerial hierarchy and levels; Managerial Skills and roles; Emerging issues and challenges for management.

Management Theories: The classical, behavioural, management science, systems, contingency, and contemporary perspectives on management.

The Environmental Context of Management: Concept; Organization-environment interface; Types and components of organizational environment; Emerging business environment in Nepal.

Unit II: Planning and Decision Making **7 hours**

Organizational Goal Setting and Planning: Organizational goals – purpose and functions; The planning function – planning system, methods, types, and steps in the planning process; Concept of strategic planning - situational analysis; Tools to aid strategic planning.

Managerial Decision Making: Concept; The decision making process; Types and conditions of decision making; Group decision making; Techniques to aid decision making.

Unit III: Organizational Structure and Staffing **10 hours**

Organizational Structure and Design: Principles, process, and approaches to organizing; Organizational design – major types; Departmentation; Authority, power and responsibility; Delegation and decentralization of authority; Informal organization; Emerging concepts in organizing and design.

Staffing: Concept, objectives, importance and components of staffing; Human resource management system.

Unit IV: Mobilizing Individuals and Groups **11 hours**

Leadership: Concept and functions; Leadership versus management; Qualities of good leadership; Leadership traits and styles; Approaches to leadership.

Managing Work Teams: Concept, importance, types, and formation of work groups; Team management – concept, types and strategy for effective team management; Organizational conflicts – concept, types, and sources; Conflict management strategies and techniques.

Employee Motivation: Concept and types; Theories of Maslow and Herzberg; Techniques of employee motivation.

Interpersonal and Organizational Communications: Concept and purpose; Communication network and process; Communication flows; Types of communication; Barriers to effective communication; Enhancing organizational communication.

Unit V: Management Control System **5 hours**

Control System: Concept, types and process; Features of effective control; Managing information for effective control; Techniques of control.

Quality Management: Concept and principles; Quality control – concept and methods; Total Quality Management – concept and techniques; Factors affecting control; Deming management; Emerging quality management issues and challenges.

Unit VI: Organizational Change and Development **5 hours**

Organizational Change: Concept; Forces for change – internal and external; Need for planned change; Process of planned change; Resistance to change; Causes of resistance; Overcoming resistance to change; Implementing and monitoring the change process.

Organizational Development: Concept, objectives, key benefits, OD activities and process.

Basic Texts

1. Robbins, S. P., & DeCenzo, A. D. *Fundamentals of Management*. New Delhi: Pearson Education.
2. Griffin, R. W. *Management*. New Delhi: AITBS Publishers and Distributors.

References

1. Bateman, T. S. & Snell, S. A. *Management: Competing in the New Era*. New Delhi: Tata McGraw Hill.
2. Pant, P. R. *Principles of Management*. Kathmandu: Buddha Academic Enterprises.
3. Paudel, S. R., Pradhan, G. M., & Bhandari, K. P. *Principles of Management*. Kathmandu: Asmita Publications.
4. Weihrich, H., Cannice, M. V. & Koontz, H. *Management: A Global Perspective.* New Delhi: Tata McGraw Hill.

MIS 101 Computer and IT Applications

Course Objectives

This course is designed to familiarize students with the usage of computer as a business and personal tool through the use of applications software. The objective of the course is to make students familiar with the basic principles of a computer system, including computer arithmetic, internal hardware, operating system, software applications, Internet and the World Wide Web.

Course Description

This course introduces students to the fundamental concepts of computers and computing including number systems, hardware, architecture, information processing, operating systems, networks (including the Internet) and office application software. Additionally, students are required to complete project work in a group of three or more, utilizing contemporary word processing, spreadsheet, presentation and database software.

Course Outcomes

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

- understand the basic computer vocabulary;
- understand the basic roles and responsibilities of the software, hardware and operating system;
- make the use of the applications; and
- locate and use sufficient and appropriate resources to learn how to apply computer application software features specifically using the software's help facility and online tutorials and reference.

Course Contents

Unit I: Computing Devices, Software and Operating System **9 hours**

Computer Arithmetic, Computer System (Central Processing Unit, memory and storage systems) Applications of computer, current trends in computing, I/O devices, Network Types, Topologies and Applications Introduction, types of computer software, system management software, History of operating system, Functions of operating systems, process management, file management, memory management and security management

Unit II: Programming Language **2 hours**

Introduction, Generation of programming language, Flowchart and Algorithms.

Unit III: Word Processor **6 hours**

Learn to use help, Opening, creating, editing documents in different formats. Password protection, Customization of MS Word to user's requirements, Checking spelling, thesaurus and grammar, Editing, formatting and changing appearance of the page and merging documents, Importing graphics and creating drawing objects, Creating tables, Embedding and linking, Creating a hyperlink, Customizing document (e.g. bullet and numbering, header and footer,

printing area, putting a picture, track change, insert table of content, index, table of authorities and other techniques), Familiarization with Macro and Mail merge.

Unit IV: Spreadsheet **12 hours**

Working with workbooks and worksheet, Entering data and selecting cells, editing work-sheet data, Creating formula and using functions(Spreadsheet Formulas, IF Functions, Date and Time Functions, Lookup Functions and Formulas, Math and Trig Functions, Random and Rounding Number Functions, Logical Functions, Text and Information Functions, Count and Database Functions, Statistical Functions, Financial Function), Sheet and workbook linking, cell referencing, working with charts, creating drawing and working with pictures, validating cell entries, sorting and conditional formatting, Making decision using Excel, Pivot tables; Graphs.

Unit V Presentation **4 hours**

Fundamentals of presentation, Creating presentation slides using Microsoft power point, Different techniques of presenting slides, Arranging and sorting slides, Animation and other effects.

Unit VI: Database **5 hours**

Introduction to Data processing, File Processing, Database, Entity Relationship (E-R) diagram (Symbols), Database Management system and Relation Database Management system.

Unit VII: Internet and World Wide Web **10 hours**

Introduction, Internet Applications, Understanding World Wide Web, web browsers, using a search engine, email service, Protocols used for the internet

Basic Text

Balagurusamy, E. *Fundamentals of Computers.* New Delhi: Tata McGraw Hill.

References

1. Norton, P. *Introduction to Computers*. New Delhi: Tata McGraw Hill.
2. Dodge, M., & Stinson, C. *Excel 2010 Inside Out*. USA: MS Press.

BBA
First Year
Second Semester

ENG 102 English II

BBA, First Year, Second Semester

Course Description

The second semester English course is built on the first semester course and aims at developing students' language proficiency along similar lines. This course comprises all aspects of the English language including speaking, pronunciation, listening, reading and writing. The focus is on improving the students to communicate clearly and effectively. The syllabus for the lessons is based on the course books, but the teacher will also use lots of other materials, including suggestions from students so the content of the class can be more useful and interesting. Students are expected to participate as much as possible, but they will work individually, in pairs and groups as well as the whole class. The teacher will correct their spoken and written errors so that they become more accurate and they will progress quickly.

General Course Objectives

The general objectives of the course will be to enable students to

- extend their vocabulary
- increase their fluency
- become more accurate
- communicate in English more easily
- understand more of the world around them

Specific Course Objectives

The specific objectives of the course will be to enable students to

- make themselves understood in short turns;
- respond to questions and take part in simple conversation;
- link ideas together in a simple way;
- read and enjoy longer texts and write about them;
- understand the main points of clear standard input on familiar matters;
- deal with most situations likely to arise while traveling;
- produce connected texts on familiar topics;
- describe experiences and events, plans, hopes and ambitions;
- give brief reasons and explanations for opinions and plans;
- have enough language to get by in everyday situations;
- express themselves reasonably accurately;
- initiate and deal with familiar everyday interactions;
- link ideas into connected linear sequences;
- read and write on general topics on different themes.

Content Areas

The content will include a selection of rich interdisciplinary texts of general academic interest and business texts of various genres. The key areas are as follows: personal identification; house and home, environment; daily life; free time, entertainment; weather; travel; relations with other people; health and body care; education; shopping; food and drink; services; places; cultures; science; environment; language; and literature.

Teaching Method

The suggested teaching method is an eclectic mix of lectures, demonstrations, presentations, activities, and seminars. The specific methods for specific units are as suggested for teachers in the course books and teacher manual. Question models will be developed during the teacher orientation program and made available to the campuses.

Basic Texts

1. Grant, D., & Hudson, J. *Business Result: Pre-intermediate Student's Book.* Oxford: OUP, 2009. (including Pre-intermediate Interactive Workbook with video)
2. Nisani, M., & Lohani, S. *Adventures in English Vol II.*(3rd ed.). Kathmandu: Ekta 2013. (including Sounds of English and Stories and Poems cassettes)

References

1. Bartram, M. *Business Result: Pre-intermediate. Teacher's Book.* Oxford: OUP, 2009. (including Pre-intermediate Class DVD and Pre-intermediate Teacher training DVD)
2. *Oxford Advanced Learner's Dictionary of Current English.* Eighth Edition. Oxford: OUP, 2010.
3. Carter, R., & McCarthy, M. *Cambridge Grammar of English.* Cambridge: CUP, 2006.

MTH 102 Business Mathematics II

BBA, First Year, Second Semester

Course Objectives

The purpose of this course is to provide sound knowledge of derivatives of function of single variable as well as several variables, optimization techniques, and their applications in business and economics. The course also imparts the knowledge of integration and linear programming and their applications.

Course Description

This course covers limits and continuity of a function, derivative of a function of single variable and several variables and their applications in business and economics. It also covers optimization problems, integration and its applications. Moreover, it deals with graph of inequalities and linear programming.

Course Outcomes

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

- apply differentiation techniques to solve the related problems;
- use derivatives to determine rate measures and solve optimization problems;
- solve the problems related to definite and indefinite integrals; and
- understand the concept of linear optimization.

Course Contents

Unit I: Derivatives **10 hours**

Limit of function, Continuity and discontinuity of function, Average Rates of Change, Instantaneous Rates of Change: The Derivative, Techniques of differentiation, Derivative of: algebraic, exponential and logarithmic functions, Higher order derivatives, Applications related to rate measures.

Unit II: Applications of Derivatives **7 hours**

Concavity: Points of Inflection, Relative Maxima and Minima, Absolute Maxima and Minima, Optimization in Business and Economics (Maximizing Revenue, Minimizing Cost, Maximizing Profit, Profit in a Monopoly Market, Profit in a Competitive Market), Elasticity.

Unit III: Functions of Several Variables **8 hours**

Functions of Two or More Variables, Partial Differentiation (First-Order Partial Derivatives, Higher-Order Partial Derivatives), Applications of Partial Derivatives in Business and Economic, Differentials, Total Derivatives.

Unit IV: Optimization: Functions of Several Variables **6 hours**

Maxima and minima of functions of several variables, Discriminating monopolists, Constrained Optimization: The Method of Lagrange Multipliers.

Unit V: Integration and its Applications **10 hours**

Indefinite integrals, Techniques of integration, Definite integrals, Consumer's Surplus and Producer's Surplus, Improper integrals, Ordinary differential equations.

Unit VI: Inequalities and Linear Programming **7 hours**

Linear Inequalities in Two Variables, Linear Programming Model, Graphical Solution Method, Special Cases (infeasible solution, unbounded solution, alternative optima).

Basic Texts

1. Harshbarger, R. J., & Reynolds, J. J. *Mathematical Applications for the Management, Life, and Social Sciences.* USA: Brooks Cole.
2. Budnick, F. S. *Applied Mathematics for Business Economics and the Social Sciences.* New Delhi: Tata McGraw Hill.

References

1. Hoffmann, L. D, & Bradley, G. L. *Calculus for Business, Economics, and the Social and Life Sciences.* New Delhi: Tata McGraw Hill.
2. Shrestha, K. K., & Thagurathi, R. K. *Applied Mathematics*. Kathmandu: Buddha Academic Enterprise.

ACC102 Financial Accounting II
BBA, First Year, Second Semester

Course Objectives
This course aims to equip students with the knowledge and skills in accounting, reporting and analyzing different items of assets, liabilities and owners' equities. Specifically, it aims to acquaint students with the processing and reporting of major components of financial statements along with their analysis.

Course Description
This course discusses the accounting system and disclosure of major components of financial statements. Basically, it deals with recording, valuating and presenting inventory; recording, reporting and analyzing current liabilities; long term liabilities; property, plant and equipment; shareholders' equities; and analysis of financial statements.

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

- record, account, valuate and present the inventories and the cost of goods sold;
- record, report and analyze account receivables and bills receivables;
- record, report and analyze current and non-current assets and liabilities;
- record, report and analyze property, plant and equipment;
- record, report and analyze owners' equity and dividends; and
- analyze financial statements using different tools.

Course Contents

Unit I: Inventories and Cost of Goods Sold **9 hours**
The nature of inventory; cost of goods sold model; perpetual and periodic inventory accounting system, inventory valuation and income measurement; inventory costing methods: FIFO, Weighted average & Specific identification; choice of a method; methods of inventory estimation; effect of inventory valuation method on the cost of goods sold; disclosure in the financial statements; Ratios relating to inventory management.

Unit II: Receivables **8 hours**
Accounts receivables: Accounts receivable & notes receivables; recognizing accounts receivables, valuation of accounts receivables, methods of accounting for doubtful and uncollectible debt, balance sheet presentation.

Notes receivables: Interest bearing notes, non-interest bearing notes, presentation of the notes receivable and related aspects in the financial statements; Ratios relating to account receivables.

Unit III: Property, Plant and Equipment **8 hours**
Nature of operating assets (property, plant and equipment); acquisition costs of operating assets; concepts of capital and revenue expenditure; the capitalization process; depreciation: concepts, methods and accounting (straight line method, double declining balance method and units of production method), comparison of depreciation methods, disposal of assets and accounting for

gains and losses; disclosure in the financial statements; Ratios relating to property, plant and equipment.

Unit IV: Current Liabilities **4 hours**

Accounts payable; notes payable, tax payable, current portion of long term liabilities, contingent liabilities and other current liabilities; accounting procedures and balance sheet presentation; Ratios relating to current liabilities.

Unit V: Non-current Liabilities **9 hours**

Bonds payable: Issuance of bonds, characteristics of bonds, factors affecting bond price, premium or discount on issuance of bonds, amortization of bond premium or discount, redemption of bonds at and before maturity, disclosure in financial statements.

Leases: Operating and financial lease; Balance sheet presentation; Ratios relating to non-current liabilities.

Unit VI: Stockholders' Equity and Dividends **10 hours**

Components of the stockholders' equity section of the balance sheet; types of stocks: common and preferred, types of preferred stocks, issuance of stock, stock issued for cash and non-cash consideration and on a subscription basis, retirement of preferred stocks; accounting for treasury stock: purchase and sale, presentation in the financial statements; dividends: meaning and types of dividend-cash dividend, cash dividend for ordinary stock and preferred stock; stock dividend and stock split, disclosure in financial statements; Ratios relating to stockholders' equity and dividend.

Basic Text

Porter, G. A., & Norton, C. L. *Financial Accounting: The Impact on Decision Makers.* USA: The Dryden Press.

References

1. Hermanson, H. R. and Edwards, D. J. Financial *Accounting: A Business Perspective.* USA: Von Hoffmann Press.
2. Kimmel, P. D., Weygandt, J. J., & Kieso, D. E. *Financial Accounting.* New Delhi: Wiley India Pvt. Ltd.
3. Narayanswamy, R. *Financial Accounting: A Managerial Perspective.* New Delhi: Prentice Hall of India.
4. Koirala, M. P., Acharya, C., Sharma, L. P. B., Sharma, N., & Gautam, C. M. *Financial Accounting.* Kathmandu: Buddha Academic Enterprises.
5. Nepal Accounting Standards (NASs).
6. International Accounting Standards (IASs) / International Financial Reporting Standards (IFRSs).

PSY 101 General Psychology
BBA, First Year, Second Semester

Course Objectives
The objective of this course is to familiarize students with the basic psychological concepts and processes to understand human mind and behavior in relation to self and others. Specifically, it provides a basic understanding of psychological science of human nature. It familiarizes students on how biology, cognition and action influence the human behavior and personality of the individual. It helps to acquire the knowledge of different psychological processes and their effect on human cognition and behavior. Finally, it develops an understanding of how human behavior can be understood, shape, and applied in individual and group/social level.

Course Description
This course surveys the major concept, theories, and processes of basic psychology. It addresses the core psychological process as well as their importance on individual and social setting.

Course Outcomes
By the end of this course, students should be able to:

- know basic concepts of human psychology and the core processes related to psychology;
- have an idea of the major theories that explain human behavior and cognitive processes;
- use psychological knowledge to describe and explain human behavior in personal and social settings; and
- apply human psychology in understanding and explaining individual and social level of behavior.

Course Contents

Unit I: Introduction to Psychology as a science of Mind and Behavior **5 hours**
Nature, modern history, of Psychology, common sense and psychology, similarities and differences with other social sciences; Perspectives of psychology (Biological perspective, cognitive perspective, behavioral perspective, Psychodynamic and humanistic perspective, Socio-cultural perspective and evolutionary perspective); Scientific method and psychological research

Unit II: Biological Basis of Behavior **5 hours**
Importance of Biology in psychological understanding of behavior, Neurons, nervous system, structure and functions of central nervous system, Endocrine system and its importance.

Unit III: Sensation and Perception **10 hours**
Sensation: Meaning, importance, sensory threshold, habituation and adaptation; Types of sensory experiences, structure and functions of Visual and auditory sensation, ***Perception***: definition and characteristics; Perceptual processes (Pathways in Brain and top-down and bottom-up processing), subliminal and extrasensory perception, Theoretical explanation of perceptual organization (Gestalt principles), Perceptual ambiguity and distortion. Social cognition and behavior: process of social cognition, attitude, social influence, prejudice and discrimination.

Unit IV: Learning and Memory **9 hours**

Learning: Nature of learning (Behavioral vs. cognitive, instinct, and complex forms of learning) Classical condition learning and its application; Operant conditioning learning and behavior modification and shaping, Cognitive learning (cognitive map, insight and observational learning). ***Memory:*** Memory phenomenon and basic processes (encoding, storage and retrieval), Models of memory; Parallel Distributed Processing Model and Information Processing Model, Retrieval (cues, recall, recognition, reconstruction, and automatic encoding); Forgetting: nature and causes of forgetting, memory and the brain, amnesia and false memories.

Unit V: Cognition (Thinking and Intelligence) **7 hours**

Thinking: Definition and nature, component of thought (mental images, concepts, prototypes) and reasoning, thought and brain; Problem solving and decision making (preparation, production and judgment): obstacles in problem solving thinking and decision making; Creativity; ***Intelligence:*** nature, types, and determinants of intelligence, Intelligence tests and concept of IQ; Individual differences in intelligence.

Unit VI: Motivation, Emotion and Stress **7 hours**

Motivation: Nature and characteristics of motivation, Instinct, drive-reduction approach, arousal approach, incentive approach of motivation, cognitive approach to motivation; Physiological need and motivations (Hunger and sex), Socio-psychological motivation (need for achievement and power); ***Emotion:*** nature and types and functions of emotion; James-Lange, Cannon-Bard, and Schachter-Singer theories of emotion. Emotion and Health; ***Stress:*** stressor and the cost of stress, general adaptation syndrome model, psychoneuroimmunology of stress; Coping stress, style and learned helplessness, social support;

Unit VII: Personality **5 hours**

Nature and determinants of personality, Theories of personality: Freud's theory; Trait theory (Allport and Cattel's theory); Big five personality traits, evaluation; Bandura's social cognitive theory, evaluation; Humanistic approach; Measurement of personality; Self-report; Projective tests, Behavioral assessment.

Basic Texts

1. Feldman, R. S. *Understanding Psychology.* New Delhi: Tata McGraw Hill.
2. Ciccarelli, S. K., & Meyer, C. E. *Psychology*. New Delhi: Pearson Education.

References

1. Zimbardo, P. G., Johnson, R. L., & McCann, V. *Psychology: Core concepts*. USA: Pearson Education.
2. Passer, M. W., & Smith, R. E. *Psychology: The Science of Mind and Behavior*. New York: McGraw Hill.

ECO 101 Introductory Microeconomics

BBA, First Year, Second Semester

Course Objectives

This course is designed to reinforce and expand students' understanding of the basic microeconomic theory. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results. Besides, it helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.

Course Description

The first three units of this course examine the two fundamental microeconomic topics, viz. the introduction to microeconomics, consumer theory and producer theory. Then the course focuses on market competition with the introduction of monopoly, oligopolistic and monopolistic competition. The major concentrations of this course are: supply and demand, consumer demand theory: preferences and choice, rationality assumptions, and budgetary constraints, producer theory: production and costs functions, market structure: perfect competition, monopoly, monopolistic competition, and oligopoly and distribution theory.

Course Outcomes

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

- explain basic economic terminology (as e.g. opportunity costs, marginal utility, consumer's equilibrium etc) in a comprehensive and intuitive way;
- describe and justify the main assumptions behind simple economic models as e.g. the demand and supply model, the perfect competition model, the monopoly model, etc;
- illustrate diagrammatically these models and perform policy experiments (e.g. introducing taxes);
- derive numerically economic instruments and learn how to use them in practice (e.g. price elasticity, optimum commodity purchase, profit maximization, Lerner's index etc.); and
- solve algebraically simple microeconomic models in order to determine the equilibrium economic variables, and reflect on the solutions with a critical mind.

Course Contents

Unit I: Introduction to Microeconomics **8 hours**

Introduction to Economic Theory: Problem of Scarcity, Introduction to Microeconomics and Macroeconomics, Function of Microeconomic Theory, Comparative Statics and Dynamics, Positive and Normative Economics, and Fundamental Principles of Economics.

Unit II: Theory of Consumer Behavior **12 hours**

Meaning and Concept of Demand, Meaning and Concept of Supply, Law of Demand and Supply, Shifts in Demand and Supply, Price Elasticity of Demand, Income Elasticity, Cross Price Elasticity and Price Elasticity of Supply, Determinants of Elasticity, Uses and Importance of Elasticity. Cardinal Approach of Utility, Consumer Equilibrium, Ordinal Approach of Utility, Indifference Curve, Marginal Rate of Substitution, Budget Line, Consumer's Equilibrium,

Application of Ordinal Analysis- Separation of Substitution and Income Effect from Price Effect for Normal, Inferior and Giffen Good.

Unit III: Production and Cost **9 hours**

Short Run and Long Run Production Functions: Law of Variable Proportions, Law of Returns; Optimal Input Combination; Classification of Costs; Short Run and Long Run Cost Curves and Interrelationships. Economies of Scale: Internal and External. Revenue Curves: Optimum Size of the Firm, Factors Affecting the Optimum Size.

Unit IV: Market Structures and Pricing **9 hours**

Equilibrium of the Firm and Industry: Perfect Competition, Monopoly, Monopolistic Competition, Monopoly Power, Discriminating Monopoly, Aspects of Non-price Competition; Meaning of an Oligopolistic Behavior.

Unit V: Theory of Distribution **10 hours**

Input Price and Employment under Perfect Competition and Imperfect Competition. Demand and Supply Curve of a Firm for an Input. Input Pricing under Bilateral Monopoly. Concepts of Wage Differential, Minimum Wage and Brain Drain.

Basic Texts

1. Mankiw, N. G. *Principles of Microeconomics*, Dryden Press, Harcourt Brace College Publishers.
2. Salvatore, D. *Theory and Problems of Microeconomics Theory, Schaum's Outline Series*. New Delhi: Tata McGraw Hill.

References

1. Salvatore, D. *Principles of Microeconomics*. New Delhi: Oxford University Press.
2. Koutsoyiannis, A. *Modern Microeconomics*. London: Macmillan Education Ltd.
3. Dwivedi, D. N. *Principles of Microeconomics*. New Delhi: Pearson Education.
4. Cowell, F. A. *Microeconomics Principles and Analysis.* New Delhi: Oxford University Press.
5. Watson, D. S. & Getz, M. *Price Theory and its Uses.* New Delhi: AITBS Publishers and Distributors.