A 4 Years Curriculum:

Bachelor of Business Administration (BBA)

Madhesh University

July, 2026

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School of Management and Technology

The School of Management and Technology at Madhesh University is a pioneering initiative dedicated to cultivating leadership, technological advancement, sustainability, digital innovation and management skill, entrepreneurial and innovative mindsets among students. It aims to foster creativity, strategic thinking, and problem-solving skills, preparing graduates to excel in a rapidly changing global economy.

Vision

To become a regional hub for sustainable management and technology, entrepreneurial education and innovation, empowering studentsto drive economic transformation in Nepal and beyond.

Mission

The School seeks to integrate theory with practice, equipping students with the knowledge, tools, and mentorship needed to launch and sustain impactful ventures under advanced technology in a sustainable manner.

Key Features

1. **Curriculum**
   - Programs designed to address the entire lifecycle of business creation, from ideation to scaling for the self emplyment as Entrpreneur or job hunter in the corporate and global business.
   - Focus on sustainability and socially impactful ventures.
2. **Innovation Labs and Incubation Support**
   - Dedicated spaces for experimentation and prototype development.
   - Access to funding, mentorship, and market resources to accelerate startupsuccess.
3. **Industry Integration**
   - Strong ties with industries and businesses to ensure practical exposure and employability.
   - Opportunities for internships, live projects, and collaborative ventures.
4. **Research and Development**
   - Focused research on entrepreneurship trends, innovation strategies, and economic development.
   - Publications and case studies that influence academia and industry.
   - Producing Brainpower for national and international economy.
5. **Global and Local Perspective**
   - International exchange programs and collaborations for exposure to globalbest practices.
   - Emphasis on addressing local challenges through innovative solutions.

Key Initiatives

- Annual **Innovation Summit** to showcase student ideas and connect them withpotential investors.
- Hackathons and idea competitions for fostering creativity.
- Networking events with alumni entrepreneurs and business leaders.

Impact on the Community

Through skill-building workshops, mentorship programs, and small business support, the School of **Management and Technology** plays a significant role in empowering to communities. It also encourages students to create solutions that address critical socio-economic challenges.

Future Goals

The School envisions expanding its influence by:

- Establishing a Center for Excellence in Technology and Management for promoting advanced Entrepreneurship and Innovation.
- Launching master's and executive education programs.
- Strengthening partnerships with international universities and organizations.

The **School of Management and Technology** exemplifies Madhesh University's commitment to fostering a new generation of leaders who can drive sustainable economic growth and societal progress through entrepreneurship and innovation.

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Program Description

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) is designed to develop entrepreneurial leaders, startup founders, innovators, business managers, and change-makers capable of creating and managing sustainable enterprises in a dynamic global economy. The program integrates core business knowledge with entrepreneurship, innovation, digital transformation, sustainability, and experiential learning.

The curriculum emphasizes venture creation, opportunity recognition, innovation management, startup financing, digital business, business analytics, and social entrepreneurship while maintaining a strong foundation in management, finance, marketing, economics, and business research.

In their final year, students can choose from specialized streams such as Agriculture Entrepreneurship, Digital Entrepreneurship, Green Entrepreneurship, Social Entrepreneurship, Finance, Marketing, Human Resources, Production and Operation and many more Concentration in Entrepreneurship and Business allowing them to tailor their education to their interests and career goals.

This program not only fosters entrepreneurial thinking but also promotes ethical business practices and sustainability, preparing students to become responsible business leaders in their communities and beyond.

The curriculum structure would contain the following components:

Program Objectives

The objectives and need for Bachelor of Business Administration (BBA) program in the context of Madhesh University: The primary objectives of Bachelor of Business Administration (BBA) program at Madhesh University should be to:

1. **Cultivate an entrepreneurial mindset and skillset among students:** The program should aim to instill an entrepreneurial way of thinking, problem-solving, and risk-taking abilities in students. This will empower them to identify and pursue viable business opportunities.
2. **Provide hands-on experience in Business Management:** Through project-based learning, the program should guide students through the process of ideation, validation, prototyping, and launching new ventures. This practical experience will prepare them for the realities of entrepreneurship and business management.
3. **Foster an entrepreneurial ecosystem:** The program should leverage Madhesh University's resources to create an ecosystem that supports student entrepreneurs and business management. This can include mentorship, access to funding, networking opportunities, and collaboration with the local business community and different agencies.
4. **Develop essential managerial skills:** The curriculum should focus on imparting critical skills such as business planning, financial management, marketing, leadership, and digital competencies required for successful business and entrepreneurship.

The need for such an entrepreneurship development program at Madhesh University is driven by several factors:

1. **Promoting economic development in the Madhesh region:** Business & Entrepreneurship can be a powerful driver of economic growth, job creation, and social upliftment in the Madhesh region. By nurturing a new generation of entrepreneurs, the university can contribute to the overall development of the region.

2. **Addressing youth unemployment:** Madhesh region faces significant challenges of youth unemployment. An entrepreneurship and Business management program can provide students with an alternative career path, empowering them to become job creators rather than just job seekers.
3. **Aligning with national priorities:** The Government of Nepal has emphasized the importance of promoting entrepreneurship, Business and innovation as part of its economic development strategies. Madhesh University can align its entrepreneurship and business management program with these national priorities and contribute to the country's overall entrepreneurial ecosystem.
4. **Enhancing the university's reputation and relevance:** Offering a comprehensive entrepreneurship and business development program can enhance Madhesh University's reputation as an institution that is responsive to the needs of the local community and the nation. It can also attract talented students and faculty, further strengthening the university's position.

By implementing a well-designed entrepreneurship and business development program, Madhesh University can play a pivotal role in nurturing a new generation of entrepreneurs and business who can drive economic and social transformation in the Madhesh region and beyond.

Major Components of Curriculum for Bachelor of Business Administration (BBA)

The **Bachelor of Business Administration (BBA)** program is designed to equip students with the competencies, knowledge, skills, and attitudes necessary for success in the rapidly evolving fields of digital innovation and sustainability. The curriculum provides a comprehensive understanding of the complexities and challenges in these domains. It comprises the following five distinct components:

1. **Foundation & Analytical Courses:** The foundation and analytical courses provide the necessary academic background and analytical tools essential for advanced study in digital innovation and sustainability. These courses are prerequisites for core courses and ensure that students develop a solid grounding in key concepts.
2. **Core and Functional Courses:** Core and functional courses focus on developing the behavioral skills, analytical tools, and environmental considerations necessary for making informed decisions in organizations that prioritize digital innovation and sustainability. These courses cover essential topics such as sustainable business practices, digital transformation strategies, and innovation management.
3. **Research Work:** Continuous research and social interaction through Non-credit courses are designed to integrate practical skills with theoretical knowledge. These capstone courses require students to apply what they have learned across various functional areas of digital innovation and sustainability, ensuring they are equipped with up-to-date knowledge relevant to industry practices.
4. **Specilizatoons :** Students are required to select a minimum of specified specilized courses, each worth three credit hours, allowing them to tailor their education according to their interests within the fields of digital innovation and sustainability. This flexibility enables students to explore specialized topics that align with their career aspirations.
    - **Ideation and Creativity:** Nurturing innovative thinking and generating actionable business ideas.
    - **Business Development:** Training in market research, financial modeling, and business strategy.

- **Testing and Validation:** Practical projects to test ideas in real-world environments.
- **Scaling Ventures:** Learning how to grow startups sustainably and navigate challenges.
- **Sustainability and Ethics:** Emphasizing eco-friendly and socially responsible business practices.

Program Features: Bachelor of Business Administration (BBA)

The **Bachelor of Business Administration (BBA)** program at Madhesh University offers a unique blend of education and practical experience designed to prepare students for successful careers in the fields of digital innovation and sustainability. Here are the key features of the program:

1. **Interdisciplinary Curriculum:** The program combines principles from various disciplines, including technology, business management, environmental science, and social responsibility. This interdisciplinary approach equips students with a holistic understanding of how digital innovations can drive sustainable practices.
2. **Hands-On Learning Opportunities:** Students engage in practical learning experiences through internships, projects, and real-world case studies. These hands-on opportunities allow students to apply theoretical knowledge in practical settings, enhancing their problem-solving skills and industry readiness.
3. **Specialized Electives:** The curriculum includes a diverse selection of elective courses that allow students to tailor their education based on their interests and career goals. Students can choose electives in areas such as digital marketing, sustainable supply chain management, and innovative product development.
4. **Capstone Projects:** The program features capstone courses that require students to integrate their learning across various disciplines. These projects challenge students to tackle real-world problems in digital innovation and sustainability, fostering critical thinking and collaborative skills.
5. **Research-Driven Thesis:** In their final year, students undertake a research project that involves fieldwork and empirical analysis. This thesis not only contributes to their academic growth but also addresses pertinent issues in digital innovation and sustainability, allowing students to make meaningful contributions to the field.
6. **Industry Collaboration:** The BBA program emphasizes partnerships with industry leaders and organizations focused on sustainability and digital transformation. Guest lectures, workshops, and networking events provide students with insights into current trends and challenges in the industry.
7. **Focus on Ethical Practices:** The curriculum emphasizes the importance of ethics and social responsibility in digital innovation and sustainability. Students are encouraged to consider the broader impact of their decisions on society and the environment.
8. **Global Perspective:** Students are exposed to global trends in digital innovation and sustainability through case studies, international partnerships, and collaborative projects with peers from different cultural backgrounds.
9. **Skill Development Workshops:** Regular workshops are conducted to enhance essential skills such as leadership, communication, project management, and data analysis. These workshops prepare students for the demands of the modern workplace.
10. **Supportive Learning Environment:** Madhesh University fosters a supportive learning environment with dedicated faculty members who provide mentorship and guidance throughout the program. Small class sizes encourage personalized attention and

collaborative learning. These features collectively ensure that graduates of the Bachelor of Business Administration (BBA) program are well-equipped to lead initiatives that leverage technology for sustainable development in various sectors.

Experiential Learning

- Hands-on training through case studies, simulations, and live projects.
- Field visits to startups and innovation hubs to understand entrepreneurial ecosystems.
- Regular interactions with industry mentors and successful entrepreneurs.

Innovation Labs

Students gain access to state-of-the-art **Innovation Labs**, where they can develop prototypes, experiment with ideas, and collaborate with peers to create solutions to real-world problems.

Mentorship and Networking

The program connects students with industry leaders and alumni entrepreneurs who provide guidance, share insights, and help build professional networks.

Incubation Support

The BBA program includes incubation facilities to help students turn ideas into scalable ventures. Support includes:

- Seed funding opportunities.
- Legal and business advisory services.
- Access to a network of investors and accelerators.

Focus on Social Entrepreneurship

BBA emphasizes creating businesses that solve social issues and contribute to community development, fostering a sense of responsibility among students to address challenges like poverty, unemployment, and climate change.

Career Prospects

Graduates of the BBA program are well-equipped for diverse career paths, including:

- Identify and evaluate entrepreneurial opportunities.
- Develop innovative business models and startup ventures.
- Apply business, financial, and marketing principles in entrepreneurial settings.
- Utilize digital technologies, analytics, and AI for business growth.
- Manage small and growing enterprises effectively.
- Lead teams and foster innovation within organizations.
- Create socially responsible and sustainable business solutions.
- Launch, scale, and manage ventures in local and global markets.

Global and Local Relevance

While grounded in international best practices, the BBA program is tailored to Nepal's entrepreneurial ecosystem and Business Management, addressing the unique opportunities and challenges in the region. Students learn to adapt global strategies to the local context, fostering innovation that is impactful and scalable.

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Semester System as a Component of the Curriculum

The **semester system** is an integral component of the **Bachelor of Business Administration (BBA)** curriculum, designed to enhance both learning and earning opportunities for students. This system divides the academic year into two main segments, typically lasting 15 to 18 weeks each, allowing for a more dynamic and engaging educational experience. Here are several ways in which the semester system promotes the integration of learning and earning:

1. **Continuous Engagement:** The semester system encourages continuous engagement with course material through regular assessments, including quizzes, mid-term exams, and project submissions. This frequent evaluation helps students stay focused and motivated, reducing the tendency to procrastinate. As a result, students are better prepared to balance their academic responsibilities with part-time work or internships.
2. **Flexible Learning Opportunities:** The structure of the semester system allows for flexibility in course selection and scheduling. Students can choose electives that align with their career interests or job commitments, enabling them to pursue relevant work experiences while studying. This flexibility supports a learning environment where students can apply theoretical knowledge in practical settings.
3. **Skill Development through Practical Experience:** The semester system often includes practical components such as internships, capstone projects, and fieldwork. These experiences not only enhance students' understanding of digital innovation and sustainability but also provide valuable skills that are directly applicable in the job market. By integrating earning opportunities within the curriculum, students can gain hands-on experience while completing their studies.
4. **Shorter Learning Cycles:** With shorter learning cycles, students can quickly grasp concepts and apply them in real-world scenarios. The semester system's emphasis on modular courses allows students to focus on specific topics intensively, facilitating better retention of information and immediate application in their work environments.
5. **Regular Feedback Mechanisms:** Frequent assessments provide ongoing feedback, enabling students to identify areas for improvement early on. This iterative process fosters a growth mindset and encourages students to seek additional learning opportunities or support as needed, whether through part-time jobs or extra-curricular activities related to their field of study.
6. **Networking Opportunities:** The semester system promotes networking through collaborative projects and group assignments that often involve interaction with industry professionals. Students can leverage these opportunities to build connections that may lead to internships or job placements while they are still studying.
7. **Integration of Technology:** The semester system often incorporates technology-enhanced learning tools such as online resources and learning management systems. This integration not only facilitates access to course materials but also prepares students for tech-driven workplaces, aligning their academic pursuits with industry demands.

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Entry Requirements/Prerequisites and Admission Procedures for Bachelor of Business Administration (BBA)

Entry Requirements

To be considered for admission to the Bachelor of Business Administration (BBA) program at Madhesh University, applicants must meet the following entry requirements:

1. **Educational Qualifications:**
   - Completion of the Proficiency Certificate (+2) or equivalent from an institution recognized by the Government of Nepal.
   - A minimum grade of D+ in each subject.

   OR

   SEE / SLC with Diploma for 3 years
2. **Mathematics Proficiency:** Applicants must demonstrate proficiency in Mathematics through numerical skill during entrance.
3. **Language Proficiency:** Basic language level must check during entrance.
4. **Prerequisites:** Completion of foundational courses in mathematics and business concepts is recommended to ensure preparedness for advanced study in digital innovation and sustainability for those who have less than 2 years of formal learning.
5. **Admission Procedures:** The admission process for the BBA program involves several steps:
6. **Application Submission:** Interested candidates must submit their applications through the university's online application portal by the specified deadlines or at office desk.
7. Documentation Required:
   - Academic transcripts from all previous educational institutions attended.
   - Proof of Experience (if applicable).
   - A personal statement outlining the applicant's interest in digital innovation and sustainability.
9. **Interview Process**

   Shortlisted candidates will be called for entrance to check language and numerical skill along with aptitude followed by an interview to assess their suitability for the program and to discuss their motivations and career aspirations.

   The final decision on admission will be taken on the basis of entrance exam scores taking question from the following subject on the basis of ranking as given below:

   i. 20% questions from language.
   ii. 30% questions from basic aptitude of business.
   iii. 30% questions from skill test
   iv. 20% questions from Numerical skill

   The candidates, who are given provisional admission under special condition, are required to submit all needed documents within a month of beginning of regular classes otherwise, admission will be canceled
10. **Decision Notification:**

    Applicants will receive notification regarding their admission status within a specified timeframe after the application deadline.

Enrollment:

- Successful candidates must complete the enrollment process, which includes submitting

- Application: Students must submit an online/Manual application detailing their professional and academic background.
- Transcripts: Applicants must submit transcripts from all postsecondary learning. Colleges typically charge a fee to release official transcripts.
- Letters of Recommendation: The programs require two letters of recommendation from mentors, instructors, or advisers.
- Original Certificate: Original migration or provisional certificate
- Experience Certificate: Certificate of experience
- Additional documents required by the university and paying any applicable fees.

By adhering to these entry requirements and following the outlined admission procedures, prospective students can successfully apply for the **Bachelor of Business Administration (BBA)** program at Madhesh University, setting a strong foundation for their future careers in this dynamic field.

Categories of Students

Four categories of students are envisaged in this course and they are:

1. Students from 10+2 courses from any stream
2. After SEE/SLC along with 3 or Years of diploma students

Full Scholarship Payment: will be decided based on merit list, reserved, schedule cast and tribe

Full Fee paying students: Any student who is on top rank in the published merit list

Sponsored students: Government body or related organization which is registered with government and annually renewed and paying revenue to government.

Academic Schedule and Course Registration

The Academic term consist of Semesters: whereas the admission to the program takes once in a year by following academic calendar.

Students are required to register course at the beginning of each semester. Because registration is very important procedural part of the credit system, all students must present them at the school/college for registration. Student's nominee cannot register for course but only will allowed completing other formalities.

Attendance Requirements

The students must attain every lecture, tutorial and practical class. The attendance requirement will be a minimum of 80% of the classes conducted of the module. Student will get NOT QUALIFIED (NQ) status if s/he fails to maintain 80% attendance in any course.

Note: For late registration, sickness by proving doctor certificate or other cases showing with proof may consider, but the score obtaining due to attendance cannot consider.

Normal and Maximum Duration of Study

- The Normal duration: 48 months (8 semesters)
- Maximum Duration: 7 years from the date of registration and may be extended considering valid reason and contribution by dean's office.

Examination System for Bachelor of Business Administration (BBA)

The academic performance of students in **Bachelor of Business Administration (BBA)** program is evaluated through a comprehensive examination system that promotes the integration of learning and earning. This system consists of both internal and external evaluations, with a focus on skill development and active involvement in the learning process.

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Evaluation Structure

Internal Evaluation (50% Weight)

Conducted by the concerned faculty member, internal evaluation assesses students' ongoing performance throughout the semester. The components of internal evaluation include:

- **Regular Attendance**: Encouraging consistent participation in classes to foster engagement.
- **Assignments**: Assignments designed to apply theoretical knowledge to practical scenarios, enhancing understanding and retention.
- **Project Work**: Collaborative projects that simulate real-world challenges, promoting teamwork and innovation.
- **Quizzes and Reflection Notes**: Short quizzes to reinforce learning and reflection notes to encourage critical thinking about course content.
- **Presentations**: Opportunities for students to articulate their ideas and findings, developing communication skills essential for professional success.
- **Midterm Examination**: A formal assessment that evaluates students' grasp of the material covered in the first half of the semester.
- To pass the internal evaluation, students must achieve a minimum score of 50%. If a student's performance falls below this threshold, they will receive a NOT QUALIFIED (NQ) status, disqualifying them from taking the semester-end examination for that course.

External Evaluation (50% Weight)

- Conducted by the Office of the Dean through semester-end examinations, this evaluation assesses students' comprehensive understanding of the course material.
- Similar to internal evaluations, a minimum score of 50% is required to pass. Students must qualify in both internal and external evaluations separately to receive a passing grade in any given course.

Promoting Earning and Learning Together

The modified examination system emphasizes skill development and real-world application, aligning with the program's goal of promoting earning while learning:

- **Practical Application**: By incorporating project work and assignments that mimic industry challenges, students gain hands-on experience that enhances their employability.
- **Skill Development Focus**: The variety of assessment methods encourages students to develop essential skills such as critical thinking, problem-solving, teamwork, and effective communication.
- **Continuous Feedback**: Regular assessments provide ongoing feedback, allowing students to identify areas for improvement early in the semester. This feedback loop supports their learning journey while they may also be engaged in part-time work or internships.
- **Flexible Learning Environment**: The emphasis on attendance and participation fosters a collaborative learning environment where students can share insights from their work experiences with peers, enriching classroom discussions.

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Degree Requirements for Bachelor of Business Administration (BBA)

To graduate from the **Bachelor of Business Administration (BBA)** program, students must fulfill the following requirements:

1. **Course Performance:**
   - Achieve a grade of 'D' or better in each course as specified in the curricular structure.
   - Complete all required courses and research project work within the maximum time period outlined in the normal and maximum duration of study section.
2. **Cumulative Grade Point Average (CGPA):**
   Attain a final CGPA of 2.0 or better on the University's 4.0 grade scale.

Distinction and Dean's List

- **Graduation with Distinction**: Students who achieve a cumulative GPA of 3.33 or better will receive their degree with distinction.
- **Dean's List**: Outstanding academic performance is recognized through the Dean's List. To qualify, students must maintain a CGPA of 3.7 or higher.

Repeating a Course

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

Credit Transfer and Withdrawal

- A maximum of 25% of total credit hours from an equivalent program at a recognized university/institution may be transferred or waived for credit, subject to approval by the Dean based on recommendations from the principal/head of the school/college. A minimum grade of 'B' is required for transfer eligibility.
- Courses taken more than two years prior to application are not accepted for credit transfer.
- Credit transfers are also permitted from different programs within Nepal's University, where all credits earned in compatible courses with a minimum grade of B may be transferred.
- Students may apply for withdrawal from an entire semester only on medical grounds; partial withdrawal from registered courses will not be considered.

Code of Conduct

Students are expected to uphold academic integrity and are strictly forbidden from engaging in unfair practices during class assignments, tests, report writing, final examinations, and thesis work. Unfair means include, but are not limited to:

- Communicating with fellow students for assistance.
- Copying from another student's work.
- Using unauthorized materials during examinations.
- Possessing incriminating documents.
- Attempting to influence faculty regarding grades.
- Disruptive behavior that interferes with academic activities.

If unfair practices are detected, students may receive an 'F' grade at the discretion of the Examination

Board. Serious violations may result in dismissal from the program and expulsion from Madhesh University.

Dismissal from the Program

Students are expected to maintain a GPA of 2.0 throughout their studies in the BBA program. If a student's performance consistently falls below this threshold over multiple semesters, they may be advised to leave or be dismissed from the program. This structured approach ensures that students not only gain theoretical knowledge but also develop practical skills essential for success in their careers while promoting earning and learning together throughout their academic journey in digital innovation and sustainability.

Curricular Structure for Bachelor of Business Administration (BBA)

The curriculum consists of core and elective courses spread over eight semesters, totaling 130 credits.

Semester I

Course Code	Course Description	Credit Hours
ACC 511	Fundamentals of Accounting	3
MGT 512	Principles of Business Studies	3
ECO 513	Fundamentals of Economics	3
ENG511	Business Communication Skills	3
STT 514	Business Statistics and Data Interpretation	3
	Total	15

Semester II

Course Code	Course Description	Credit Hours
HRM 515	Strategic Human Resource Management	3
ICT 516	Digital Literacy for the 21st Century	3
MKT 517	Principles of Marketing	3
MTH 518	Mathematics for Business Decisions	3
ENT 519	Sustainable Development and Entrepreneurial Ecosystems	3
	Total	15

Semester III

Course Code	Course Description	Credit Hours
DAT 601	Data Analytics and Artificial Intelligence for Business	3
COM 601	Personality Development: Grooming , Storytelling and Negotiation	3
FIN 603	Corporate Finance for Entrepreneurs	3
HRM 604	Organizational Behavior and Team Management	3
LAW 605	Business Law and Regulatory Environment	3
	Total	15

Semester IV

Course Code	Course Description	Credit Hours
ENT 611	Entrepreneurship and Startup Development	3
FIN 612	Financial Management	3
ENT 613	Opportunity Recognition and Business Modeling	3
MGT 614	Global Business Environment and Human Experience	3
MIS 615	Management Information Systems	3

	Total	15

Semester V

Course Code	Course Description	Credit Hours
OSM 701	Operations and Supply Chain Management	3
ENT 702	Lean Startup and Venture Creation	3
FIN 703	Entrepreneurial Finance and Venture Capital	3
MKT 704	Digital Marketing and Customer Acquisition	3
PMG 705	Project Management in the Digital Era	3
	Total	15

Semester VI

Course Code	Course Description	Credit Hours
TAX 711	Taxation and Business Compliance	3
ENT 712	Business Growth and Scaling Strategies	3
FIN 713	Financial Technology (FinTech) and Innovation	3
RES 714	Business Research Methods	3
RIM 715	Risk Management and Business Resilience	3
	Total	15

Semester VII (General Streams)

Course Code	Course Description	Credit Hours
MGT 801	Strategic Management	3
INT 802	internship for 4 months	6
Specialization I		3
Specialization II		3
Specialization III		3
	Total	18

BBA Students should be deployed for internship for the period of 4 months after VI semester onwards.

Semester VIII

In the final semester, students will complete their thesis project based on their specialization.

Semester VIII

Course Code	Course Description	Credit Hours
BBA 803	Seminar on Emerging Trends in Business	6
INT 804	Thesis/Report based on Selected Specialization Stream and Internship	12
	Total	18

Thesis Component

- **BBA Thesis Project**: Research-based project focusing on a relevant topic within Selected Specialization Stream (12 credits).

Summary of Credits

- Internship: **6 Credits**

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- Seminar : **6 Credits**
- Thesis : **12 Credits**

Total Program Credits: **126 Credits

Students choose one specialization stream (not limited to the following):

1. Agriculture Entrepreneurship
2. Digital Entrepreneurship
3. Green Entrepreneurship
4. Social Entrepreneurship
5. Family-Owned Business
6. Sustainable Humanitarian Action
7. Construction Entrepreneurship
8. Wood Technology and Forest Entrepreneurship
9. Hospital Business Management
10. Hotel and Hospitality Business Management
11. Social Entrepreneurship and Impact Ventures
12. Family Business and SME Management
13. Cooperative Education and Career Development
14. Innovation, Technology and Digital Entrepreneurship

This structured curriculum not only provides essential knowledge in digital innovation and sustainability but also emphasizes skill development and practical application through various learning experiences, ensuring that students are well-prepared for successful careers in their chosen fields.

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Course Structure 1st Semester

ACC 511 Fundamentals of Accounting 3 Credits

Course Objectives

This course aims to

- Provide students with a foundational understanding of accounting principles and practices
- Equip students with skills to analyze and interpret financial statements
- Familiarize students with the accounting cycle, bookkeeping, and financial reporting
- Enable students to apply accounting concepts to real-world business scenarios

Learning Outcomes

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

- Understand and explain the basic principles of accounting.
- Record financial transactions using double-entry bookkeeping.
- Prepare and analyze key financial statements.
- Apply accounting knowledge to assess business performance and decision-making

Tools for the Course

- Accounting software e.g. Tally. Quick Books).
- Financial statement templates for practice.
- Case studies of financial scenarios.
- Online accounting tools and calculators.

Course Details

Module 1: Introduction to Accounting (6 Hours)

- Definition and purpose of accounting.
- Types of accounting: Financial, managerial, and cost accounting.
- Users of accounting information and decision-making.

Module 2: Accounting Principles and Standards (8 Hours)

- Generally Accepted Accounting Principles (GAAP)
- Accounting concepts: Entity, matching, and accrual principles.
- Accounting standards and their importance.

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Module 3: The Accounting Cycle (10 Hours)

- Steps in the accounting cycle Identifying, recording, and summarizing transactions
- Double entry bookkeeping and ledger accounts
- Journalizing transactions and posting to the ledger.

Module 4: Financial Statements (10 Hours)

- Preparation of the income statement, balance sheet, and cash flow statement.
- Components and formats of financial statements
- Analyzing and interpreting financial statements.

Module 5: Basics of Cost Accounting and Budgeting (8 Hours)

- Introduction to cost accounting: Fixed, variable, and marginal costs.
- Basics of budgeting and forecasting
- Understanding the role of cost analysis in business decisions.

Module 6: Workshop and Practical Learning (6 Hours)

- Practical exercises on journalizing, ledger posting, and trial balance preparation.
- Case study: Analyzing a company's financial health.

Reference and Textbooks

Primary Textbooks:

1. Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2021). Accounting Principles. Wile

2. Horngren, C. T. Harrison, W. T., & Oliver, S. (2019). Financial Accounting. Pears

Additional References:

1. Tulsian, P. C. (2022). Fundamentals of Accounting. S. Chand Publishing.

2. Williams. J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2018). Financial ar

Managerial Accounting. McGraw-Hill.

Online Resources:

- Khan Academy's accounting lessons.
- Harvard Business review articles on Financial decision-making

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Framework for Evaluation

- **Class Participation:10%**
- **Assignment and Quizzes: 20%**
- **Midterm Exam: 30%**
- **Final Exam: 40%**

Workshop and Practical Activities

- **Week 4 workshop:** Creating financial statements from a given dataset.
- **Week 8 Activity:** Analyzing Financial statements of a local business.

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MGT 512 Principles of Business Studies 3 Credits

Course description:

The broad objectives of teaching Business Studies are to enable the learners to understand the nature and scope of business activities and social responsibilities of business and classify the business activities into industry and commerce and decide the form of business organization for the same. The objective of this course is to provide basic and comprehensive knowledge of business and management. This course covers introduction to business, evolution of business, forms of business ownership, business support agencies, office management, filing, indexing records management office machines and furniture, business communication and basic principles of management

The course is designed with practical skills together with theoretical knowledge required for practical exposure. Students will learn theoretical knowledge in classroom setting as well as practical exposure in real work situation i.e. in the community.

Course contents

Unit 1 Introduction to Business **5 hrs**

Meaning and definition of business, characteristics and objectives of business; Business, profession and employment, structure of business; Evolution of business -Industry and commerce; Considerations before starting new business; Social responsibilities of business

Unit 2 Forms of Business Organization I **5 hrs**

Sole trading ownership: meaning, advantages and disadvantages, Registration and renewal of sole trading concern; Partnership organization: Meaning, advantages and disadvantages, Types, Rights and Duties of partners, Partnership deed, Registration and renewal and dissolution of partnership firm in Nepal.

Unit 3 Forms of Business Organization II **5 hrs**

Joint stock company: Meaning and characteristics, types, advantages and disadvantages, main document of joint stock company, company management, BOD, meetings, agenda and resolutions, incorporation and winding up of joint stock company in Nepal.

Unit 4 Forms of Business Organization III **5 hrs**

Public Enterprises: Meaning, characteristics, importance and types; Cooperative Organizations: Meaning, definition, origin, characteristics, types and importance; Multinational companies: Meaning characteristics, advantages and disadvantages

Unit 5 Business support institutions and organizations **5 hrs**

Public sector: Ministry/department; Private sector: Business member organizations; Regional and international organizations

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Unit 6 Office Management 10 hrs

Meaning, importance, Functions and office layout and location; Filing: meaning, purpose, importance, modern filing system and classification; Indexing: meaning, purpose, importance, qualities of good indexing and types. Of indexing: Record management: meaning, importance, types and principles; Office machines and furniture: Meaning and importance, types and factors to be considered; Business communication: meaning, importance, sources, types, business letter and its types

Unit 7 Principles of management

Meaning, concept, characteristics, function and level of management; Planning: concept, types, process benefits and limitations; Organizing: concept, principles, importance, and process; Decision making: concept, importance and steps: Motivation: concept, importance, process and techniques; Leadership: concept, qualities, functions and styles; Communication and coordination: concept, process and importance; Controlling: concept, importance process and essential of effective control.

Textbook

Compendium

References

Latest books to be included

Prescribed books for office management

Charles, W.L. and Steven, L.McShane (2008) Principles of Management New Delhi, Tata Mcgraw Hill Publishing Company Ltd.

Koontz, Harold and Weihrich, Heinz (2007) Essential of Management, New Delhi, Tata Mcgraw Hill Publishing Company Ltd.

Agrawal, G.R. (2007) Business Organisation and Management Publishers Kathmandu, MK

Pokharel, Dhurba R.etal (2015) Business Organisation and Office Management,

Kathmandu Asmita Publication

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ECO 513 **Fundamentals of Economics** **3 Credits**

Description:

This course covers the fundamentals of micro and macroeconomics. It covers the contents of basic economics such as Scarcity, Choice, concept of opportunity cost, basic principles of economics. It also covers the Theory of Demand and Supply: Demand Function and Supply Function, Elasticity of Demand and Supply. Meaning and Measurement, it includes theory of Firm and product and factor Pricing under different Market Structure and concepts of revenue and cost to analyze profit of firms. It covers macroeconomic Components, Issues and Policies. National income concepts and measurement, fundamental theories of employment and national income determination, problem of inflation, unemployment and business cycles and solution to such problems. It includes theory of Firm and Pricing under different Market Structure. This course also covers the meaning and indicators of development, components of public finance and banking in Nepalese context.

Course Objectives:

This course aims to develop students' understanding of the fundamentals of economics in both micro and macroeconomic perspectives and to enhance their skills in taking decisions on business and in analyzing business environment of the world in general and Nepal in particular.

Expected outcomes:

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

- Understand the market mechanism, pricing of factors and product based on market.
- Understand the nature and functioning of the economy, macroeconomic indicators.
- Do simple micro economic analysis for the firm and business environment analysis.
- Introduced with major economic problems and solution of such problems.
- Make assessment of the economic policy environment for starting enterprises.

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Course Content:

Unit 1: Introduction **4 hrs**

Scarcity and Choice; concept of opportunity cost and its application in decision making process; Ten basic principles of economics.

Microeconomics - Meaning, Scope and its uses in Business Enterprises.

Macroeconomics Meaning, Scope and its Significance in understanding and analyzing Business Environment

Unit 2: Theory of Demand and Supply **8 hrs**

Demand Function, Individual and Market Demand Curve, Factors Shifting Demand Curve. Supply Function, Individual and Market Supply Curve, Factors Shifting Supply curve.

Market equilibrium and its change

Elasticity of Demand and supply Meaning, types and Measurement and Determinants

Application of price elasticity in Business Decision Making

Theories of consumer behavior cardinal utility and ordinal utility approaches, consumer's equilibrium in Indifference curve analysis. Application of IC analysis in business

Unit 3: Theory of Firm, Cost and Revenue **8 hrs**

Objectives of a business Firm. Maximization of profit. Production function, short run and long run production theories. Distinction between Business profit and Economic profit, Production function Meaning and Types. Cost and Revenue function, short run and long run costs and cost curves. Revenue curve under perfect competition and imperfect competition. Firm's Equilibrium;

Unit 4: Product Pricing and Factor Pricing **8 hrs**

Different forms of Market: Meaning, features. Price and Output determination under Perfect Competition, Monopolistic competition and Monopoly, Price Discrimination concept and price determination under Discriminatory monopoly.

Factors of Production: Meaning and Characteristics, Marginal Productivity theory of wage, Modern theory of rent, Classical and Keynes' theory of interest, dynamic and innovation theory of Profit.

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Unit 5: Macroeconomic Components, Issues and Policies **12 hrs**

Circular flow of income and expenditure in close and open economy National Income GDP, GNP, NNP (in terms of market price and factor cost); Nominal GDP vs Real GDP; Actual vs Potential GDP.

Meaning and technical attributes of consumption and saving functions;

National Income Determination under two, three and four sector economy.Theory of employment and output: Classical and Keynesian Balance of Trade and Balance of Payment - Meaning and components

Economic Development: Meaning, objectives and Indicators

Business cycles - Meanings and phases

Inflation- Meaning and causes

Exchanges Rate - Meaning and types

Monetary Policy - Meaning and instruments

Fiscal Policy - Meaning and instruments

Meaning and features of Liberalization, privatization and globalization

Unit 6: Economics in Nepalese Perspectives **8 hrs**

Features and Challenges of Nepalese Economy. Nepalese public sector enterprises: current situation and problems, constraints of private business enterprises in Nepal.

Government financing in Nepal under federal setup: Sources of Public revenue components of public expenditure, current budget of Nepal Government, Features of Nepalese current Plan, Challenges of plan development in Nepal

Introduction to Nepalese Banking and finance.

State and problems of Entrepreneurship in Nepal

Textbooks:

Dwevedi, D.N. (2014). Macroeconomic Theory and Policy. New Delhi: McGrow Hill

Dewvedi D.N. (2014). Microeconomics: Theory and Application New Delhi: McGro Hill

Froyen, R. T. (2003). Macroeconomics: Theories and policies. (7th ed.). New Delhi: Pearson Education.

References

Koutsoyiannis, A. (1979): Modern microeconomics, second edition, Macmillan.

Mankiw, N. Gregory. (2009). Microeconomics. New York: Worth Publishers.

Mankiw, N. Gregory. (2009). Macroeconomics. (7nthed.). New York: Worth Publishers.

Ministry of Finance. Economic Survey (Recent). Kathmandu: Ministry of Finance, GON.

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Ministry of Finance. Budget Speech and Economic survey (Recent). Kathmandu: Ministr of Finance. GON.

Salvatore. D. (2009). Principle of microeconomics. 5th edition. New Delhi: Oxford University Press

Nepal Rastra Bank. Monetary Policy (Recent). Kathmandu. Business Economics, Prentice hall

Note: The instructor(s) may suggest additional references in the class.

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ENG511 Business Communication Skills 3 Credits

Course Objectives

This course aims to

- Develop student ability to communicate effectively in business settings.
- Enhance written, verbal, and non-verbal communication skills.
- Familiarize students with modern communication tools and platforms
- Equip students to handle professional communication challenges confidently.

Learning Outcomes

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

- Write clear, concise, and professional business documents.
- Deliver impactful presentations and speeches.
- Apply communication skills in teamwork and conflict resolution
- Utilize modern communication technologies effectively in a business context

Tools for the Course

- Presentation software (e.g. PowerPoint, Canva).
- Grammar and writing tools (e.g. Grammarly, Hemingway App).
- Video conferencing platforms (e.g., Zoom, Microsoft Teams).
- Case studies and role-playing exercises.
- Guest speakers and workshops on effective communication

Course Details

Module 1: Fundamentals of Business Communication (8 Hours)

- Definition and importance of effective communication in business.
- Principles of communication: Clarity, conciseness, coherence, and courtesy.
- Types of communication: Verbal, non-verbal, and written.
- Writing Business Documents
- Formats and styles for business letters, memos, emails, and reports.
- Writing proposals and executive summaries.
- Writing for digital platforms (e.g. L..inkedin.blog)

Module 3: Verbal Communication and Public Speaking (10 Hours)

- Techniques for effective verbal communication.
- Planning and delivering business presentations
- Handling Q&A sessions and feedback
- Non-Verbal Communication
- Understanding body language and tone
- Effective listening skills.
- Cross-cultural communication and etiquette
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Module 5: Communication in Teams and Conflict Resolution (8 Hours)

- Building effective communication within teams.
- Resolving workplace conflicts through communication.
- Leadership communication styles

Module 6: Workshop and Practical Learning (6 Hours)

- Mock meetings and role-playing professional scenarios.
- Group activities to enhance collaboration and communication.
- Feedback sessions for improving communication strategies.

Reference and Textbooks

Primary Textbooks:

1. Bovee, C. L... & Thill, J. V. (2019). Business Communication Today. Pearson.

2. Guffey, M. F... & Loewy, D. (2021). Essentials of Business Communication. Cengage Learning.

Additional References:

1. Carnegie, D. (1981). How to Win Friends and Influence People. Simon & Schuster.

2. Locker, K. O.. & Kienzler, D. S. (2021). Business and Administrative Communication McGraw-Hill.

Online Resources:

- Harvard Business Review artteles on effective business communication.
- TED Talks on communication and leadership skills.

Framework for Evaluation

- **Class Participation:** 10%
- **Assignments:** 20%
- **Midterm Exam:** 30%
- **Final Exam:** 40%

Workshop and Practical Activities

- **Week 6 Workshop:** Writing and editing professional emails and reports.
- **Week 10 Role-Play:** Mock client presentation and conflict resolution exercise

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STT 512 Statistical Applications 3 Credits

Course Description

Objective: The main objective of this course is to provide basic knowledge of statistical tools and techniques which are applied to in business decision-making. In addition, this course aims to enhance student ability in problem solving and applying statistical concepts to decision making in real life cases.

Scope and Coverage: The course encompasses the basic statistical tools used to describe business related data for meaningful interpretation. This course provides fundamental knowledge on basic descriptive measures along with exploratory data analysis and inferential measures for drawing conclusion for population based on the sample information.

The statistical tools will be introduced from a practical point of view using business related examples and case studies.

Expected Outcome: After completion of this course the students will be able to apply basic statistical tools for solving the business related problems and drawing business related decision in the real life context.

Unit 1. Introduction 4hrs

Definition, functions of statistics, statistics in business, limitations of statistics, frequency distribution and its types, diagram; one dimensional diagrams (simple, sub-divided, percentage and multiple bar diagram) and two dimensional diagrams; pie chart, graph, frequency curve, frequency polygon and histogram, concept of variables (qualitative and quantitative), level of measurement (nominal, ordinal, interval and ratio scales).

Unit 2. Measures of Location and variation 10hrs

Measures of central tendency (mean, median and mode with their advantages and disadvantages), requisites of good measures of central tendency, partition values (quartile, decile and percentile), selection of appropriate measures of central tendency, concept of absolute and relative measure, measures of variation (range, quartile deviation, mean deviation, standard deviation and coefficient of variation), measure of skewness and Kurtosis, application of measure of variation in business decision making, exploratory data analysis (stem and leaf, five number summery and Box and Whisker plot) and its application.

Unit 3. Probability and Probability distributions 10hrs

Concept on set, permutation and combination, principle of counting, basic terminologies used in probability, approaches (classical, empirical, subjective and axiomatic) to probability, addition and multiplicative theorem of probability, concept on random variable and expectation, probability distribution; discrete (binomial and Poisson distribution with their characteristics) and continuous (normal distribution with its properties), application of normal distribution in business decision making.

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Unit 4. Sampling and Sampling distribution **5hrs**

Concept of population and sample, parameter and statistic, sampling methods, probability sampling (simple random sampling, stratified random sampling, systematic random sampling, cluster sampling and multi-stage sampling with their application) and Non probability sampling (judgment, convenient, network and quota), merits and demerits of sampling methods, sources of sampling and Non sampling errors and their remedial measures, central limit theorem, sampling distribution of mean and proportion, standard error and its application.

Unit 5. Estimation **4hrs**

Concept of estimate and estimator, properties of good estimator, unbiasedness, consistency, efficiency and sufficiency, types of estimation; point and interval estimation, margin of error and level of confidence, confidence interval for mean and proportion, determination of sample size.

Unit 6. Hypothesis testing **6hrs**

Introduction, types of hypothesis, errors in hypothesis testing, level of significance, one-tailed and two-tailed tests, large sample test for variable and attribute (single mean, difference between two means and proportions) small sample test (one sample t-test; Independent t-test; paired t-test), Non parametric test and its application, Chi square test; goodness of fit and test for independence.

Unit 7. Simple Linear Correlation **4hrs**

Concept and definition of correlation, methods of studying correlation (scatter diagram, Pearson's correlation coefficient, Spearman's rank correlation coefficient with merits and demerits), properties of correlation coefficient, test of significance of sample correlation coefficient using probable error and concept of coefficient of determination.

Unit 8. Simple Linear Regression **5hrs**

Concept and definition of regression, liner models, assumptions of linear regression model, obtaining fitted regression model (least square estimation), interpretation of regression model (intercept and slope), coefficient of determination.

Textbook:

Anderson, D.R., Williams, T. A. and Sweeney, D.J. (2008). Statistics for Business and Economics. South-Western CENAGE learning, USA.

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References:

Levine, D. M., Stephan, D. F., Krehbiel, T. C. & Berenson, M. L. (2008). Statistics for Managers: using excel (Fifth edition). Pearson Education, Inc. USA. Howell, D, C. (2006). Fundamental Statistics for behavioral Science. 6th edition. An internal Thompson Publishing Company, USA.

Groebner, David, F., Shannon, P. W., Fry, P.C. and Smith, K.D. (2007). Business Statistics: a decision making approach. Prentice Hall Limited.

ACC 511	**Fundamentals of Accounting**
MGT 512	**Principles of Business Studies**
ECO 513	**Fundamentals of Economics**
ENG511	**Business Communication Skills**
STT 514	**Business Statistics and Data Interpretation**

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