



डीनको कार्यालय  
कीर्तिपुर, काठमाडौं, नेपाल ।

# त्रिभुवन विश्वविद्यालय

व्यवस्थापन संकाय  
व्यवस्थापन संकाय  
डीनको कार्यालय

टेलिफोन : ०१-४३३०८१८, ०१-४३३२७१८, ०१-५१९५५६८ (Exam)

फ्याक्सुर : ९७७-०१-५१९५४२९

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मिति २०७८/१०/१२

## सूचना

त्रि.वि.व्यवस्थापन संकाय, डीनको कार्यालयबाट संचालित Bachelor of Business Administration (BBA), Bachelor of Business Management (BBM) र Bachelor of Information Management (BIM) कार्यक्रमहरूको देहाय बमोजिमको संशोधित पाठ्य संरचना तथा पाठ्यक्रम यहि शैक्षिक वर्ष २०७७/०७८ (सन् २०२१) मा भर्ना भै अध्ययन गर्ने तथा त्यसपछिका विद्यार्थीहरूको लागि लागु हुने गरी त्रि.वि. प्राज्ञिक परिषद्द्वारा स्वीकृत भएको व्यहोरा जानकारी गराईन्छ र सोही अनुसार नै पठनपाठन गर्नुहुन समेत अनुरोध छ ।

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प्रा.डा. डिल्लीसिंह शर्मा  
डीन

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Curriculum**

**Effective from the Academic Batch of 2021 AD**

**Office of the Dean**  
**Faculty of Management**  
**Tribhuvan University**  
**Kathmandu**

# **TRIBHUVAN UNIVERSITY**

## **Faculty of Management**

### **INTRODUCTION TO FACULTY OF MANAGEMENT**

The Faculty of Management (FOM), Tribhuvan University has its ultimate objective of educating students for professional pursuits in business, industry and government. It is further dedicated to contributing to an increase in the knowledge and understanding of business and public administration. FOM aims at developing a networking with management institutes in the country and abroad to exchange new knowledge, technology, and methods of achieving higher level efficiency in management of business and public entities. It also attempts to continuously innovate and promote cost-effective, socially relevant, modern technology based educational programs in Nepal.

The FOM offers instructions leading to Bachelor of Business Studies (BBS), Bachelor of Travel and Tourism Management (BTTM), Bachelor of Hotel Management (BHM), Bachelor of Information Management (BIM), Bachelor of Business Administration (BBA), Bachelor of Public Administration (BPA), Bachelor of Mountaineering Studies (BMS), Bachelor of Business Administration - Finance (BBA-F), Post Graduate Diploma in Police Sciences (PGDPS), Master of Business Management (MBM), Master of Business Studies (MBS), Master of Public Administration (MPA), Master of Travel and Tourism Management (MTTM), Master of Hospitality Management (MHM), Master of Finance and Control (MFC), Master of Business Administration (MBA) and Master of Business Administration in Global Leadership and Management (MBA in GLM), Master of Business Administration in Information Technology (MBA IT), Master of Business Administration - Finance (MBA-F), Master of Business Administration in Corporate Leadership (MBA-CL), Master of Business Administration in Marketing (MBA - M), Master of Adventure Tourism Studies (MATS), The FOM also offers Master of Philosophy (M. Phil.) in Management, Master of Philosophy (M. Phil.) in Public Administration leading to a Degree of Doctor of Philosophy (Ph. D.).

### **FOM's GOALS**

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.
- Conduct research and management development programs for updating the knowledge and skills in academia and corporate world.
- Innovate and promote management programs catering to the needs of various social and economic sectors of Nepal.
- Establish linkages with leading universities and management institutes abroad and collaborate with them in development programs and their implementation in the work place.

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAM**

The Bachelor of Business Administration (BBA) aims at educating students and preparing them for handling managerial position to start a professional career in business or public management. It will enable them to take over responsible positions in domestic and global business organizations with modern impersonal skills and technical know-how of the recent trends in global business. It is designed to provide students with a better and broader perspective of the world, society, business, and life by combining the study of social sciences and humanities with the study of business and management. The curriculum is built on four targeted learning competencies for starting career in management and pursuing advanced management knowledge.

This BBA program will develop positive attitudes, abilities and practical skills that are needed for a competent and responsible manager; and the program will work as foundation for master's studies in management.

### **Mission**

The mission of FOM's Bachelor of Business Administration (BBA) Program is to develop socially responsive, creative, and result oriented management professionals to fill up the middle level managerial positions in the rapidly growing business sector in Nepal and abroad.

### **Objectives of the BBA program**

- Prepare students to take-up middle level managerial positions in the business sector.
- Develop students' skill in object-oriented business management capable of understanding and solving practical business problems creatively.
- Provide professional management education with a blend of computer and management information system courses.
- Prepare students to proceed onto postgraduate level study in business administration.

### **ELIGIBILITY CONDITION FOR ADMISSION**

The candidate applying for admission to the BBA program must have

- Successfully completed twelve-year schooling or its equivalent from any university, board or institution recognized by Tribhuvan University.
- Minimum D+ grade in each subject of grade 11 and 12 with CGPA 1.80 or more / Secured at least second division in the 10+2, PCL or equivalent program; and
- Complied with all the application procedure.

## **ADMISSION CRITERIA**

### **Written Test:**

Eligible applicants are required to appear in the entrance test commonly known as Central Management Admission Test (CMAT) conducted by the Faculty of Management. The test will follow the international testing pattern and standards. It includes the areas like:

Verbal ability

Quantitative ability

Logical reasoning

General awareness

There shall be altogether one hundred (100) objective questions in the CMAT containing twenty (25) questions in each section with a total weight of 100 marks. Student must secure a minimum of 40% in the CMAT in order to qualify for the interview.

### **Interview**

Applicants securing above cut off point marks in the CMAT will be short-listed. Only short listed candidates will be interviewed and selected for admission.

## **TEACHING PEDAGOGY**

The general teaching pedagogy includes class lectures, group discussions, case studies, guest lectures, role play, research work, project work (individual and group), assignments (theoretical and practical), and term papers. The teaching faculty will determine the choice of teaching pedagogy as per the need of the course.

The concerned faculty shall develop a detailed course outline and work plan at the beginning of each semester and also recommends the basic text and other reference materials for effective teaching-learning of the course modules.

## **SEMINAR AND PRACTICUM**

Seminar and Practicum may conduct in accordance to guideline and evaluation criteria strictly follow as per direction mention in guidelines.

## **INTERNSHIP**

In the final semester, students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual project report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the organization, project report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C" in the internship. The internship carries a weight equivalent to 6 credit hours.

## **EXAMINATION, EVALUATION AND GRADING SYSTEM**

The BBA program will be executed through the semester system. The regular program shall be completed in eight semesters. The internal (ongoing) evaluation and the external (end of semester) examination shall carry 40 percent and 60 percent weightage

respectively. The semester examinations shall be conducted by FOM. The final grade of the student shall be determined on the overall performance in the internal and external examinations.

### **Passing Grade and Grading System**

The final evaluation of students is done through the examination conducted by Tribhuvan University. Students must secure a minimum of grade 'B' or Grade Point Average (GPA) of 3.00 in the internal evaluation in order to qualify to appear in the semester examination. In order to pass the semester examination the student must secure a minimum of grade 'B' or the Cumulative Grade Point Average (CGPA) of 3.00. The grading system shall be as follows:

<b>Letter Grade</b>	<b>Cumulative Grade Point Average (CGPA)</b>	<b>Marks Obtained in Percent</b>	<b>Divisions / Remarks</b>
A	4.00	90 - 100	Distinction
A-	3.70 - 3.99	80 - 89.9	Very Good
B+	3.30 - 3.69	70 - 79.9	First Division
B	3.00 - 3.29	60 - 69.9	Second Division
B-	2.70 - 2.99	50 - 59.9	Pass in Individual Subject
F	Below 2.70	Below 50	Fail

### **MAKE UP/RETAKE EXAM**

Make up/Retake examination shall be conducted as per the semester guideline.

### **Attendance**

Students are required to attend regularly all theory and practical classes, assignments, study tour, field trip, seminars and presentations as required by the course. A student is required to attend at least 80 percent of such activities in order to qualify for the semester examination.

### **CREDIT TRANSFERS AND WITHDRAWAL**

The program allows students to transfer the credits earned by them in similar program of other universities recognized by Tribhuvan University.

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

### **GRADUATION REQUIREMENTS**

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

- The successful completion of 120 credit hours as prescribed with a minimum of passing grade in all courses with CGPA of 3.00.
- A minimum of grade ‘B’ obtained in the Internship.
- Completion of courses for the fulfillment of the requirements of the BBA program must occur within seven years from the time of registration.

### **CURRICULAR STRUCTURE**

The BBA program requires the students to study a total of 120 credit hours. The curricular structure of the program comprises of the following four separate course components.

<b>I. Management and Allied Courses</b>	<b>84 Credit Hours</b>
<b>II. Computer Related Courses</b>	<b>12 Credit Hours</b>
<b>III. Specialization Area Course</b>	<b>18 Credit Hours</b>
<b>IV Summer Project</b>	<b>03 Credit Hours</b>
<b>V Internship</b>	<b>03 Credit Hours</b>
<b>Total</b>	<b>120 Credit Hours</b>

### **COURSE COMPOSITION**

<b>Business Foundation Courses:</b>		<b>Credit Hours</b>
ENG 201	English -I	3
ENG 202	English- II	3
ENG 203	Business Communication	3
ECO 203	Micro Economics for Business	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issue of Macro Economics	1
MTH 201	Business Mathematics I	3
MTH 202	Business Mathematics II	3
PSY 202	Psychology	3
STT 201	Business Statistics	3
SOC 203	Sociology for Business Management	3
SOC 204	Nepalese History and Politics	3
MGT 231	Foundation of Business Management	3
MGT 232	Leadership and Organizational Behavior	2
MGT 233	Seminar in Leadership and Organization Behavior	1
MGT 234	Legal Environment for Business in Nepal	3
MGT 205	Operations Management	3
MGT 236	Business Environment	3
MGT 240	Strategic Management	3
MGT 239	Business Ethics and Corporate Governance	3
MGT 237	Entrepreneurship & Business Resource Mapping	2
MGT 238	Practicum on Business Plan	1
ACC 201	Financial Accounting	3
ACC 202	Cost and Management Accounting	3
ACC 204	Taxation and Auditing	3
FIN 206	Fundamentals of Finance	3

FIN 208	Financial Markets and Services	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
RCH 201	Business Research Methods	3
<b>Computer Related Courses</b>		
IT 231	IT and Applications	3
IT 232	Database Management	3
IT 233	Business Information System	3
IT 204	E-Commerce	3
<b>Specialization Area Courses (any Six Courses)</b>		
<b>Banking and Finance</b>		
BNK 202	Financial Derivatives	3
BNK 203	Working Capital Management	3
BNK 204	Investment Analysis	3
BNK 206	Commercial Banks Management	3
BNK 208	Microfinance Management	3
BNK 209	Insurance and Risk Management	3
BNK 210	Fundamentals of Cooperative Management	3
BNK 221	Corporate Financing Decision	3
<b>Industry and Services Management</b>		
ISM 202	Productivity Management	3
ISM204	Project Management	3
ISM 205	Supply Chain Management	3
ISM 206	Service Operations and Management	3
ISM 208	Industrial Relations	3
ISM 209	Total Quality Management	3
ISM 210	Creativity and Innovation Management	3
ISM 211	Employability skills Management	3
<b>Micro Enterprise Management</b>		
MEM 201	Management of Micro Enterprise	3
MEM 202	Business Plan for Micro Enterprise	3
MEM 203	Micro Finance	3
MEM 204	Cooperative Management	3
MEM 205	Social Entrepreneurship	3
MEM 207	Project Planning & Entrepreneurial Marketing	3
MEM 208	Micro Insurance	3
<b>Sales and Marketing Management</b>		
MKM 201	Consumer Behavior	3
MKM 203	Fundamentals of Selling	3
MKM 204	Services Marketing	3
MKM 206	Distribution Management	3
MKM 208	Public Relations and Media Management	3
MKM 209	Retail Marketing	3
MKM 210	Marketing Research	3
MKM 211	Internet Marketing	3
MKM 212	Branding	3
MKT 217	Fundamentals of Advertising	3



MKM 213	Sales Management	3
<b>Account Specialization</b>		
ACS 201	Taxation in Nepal	3
ACS 202	Accounting for Banking	3
ACS 203	Corporate Accounting	3
ACS 204	Budgeting	3
ACS 205	Corporate Auditing	3
ACS 206	Accounting for Business	3
ACS 207	Accounting for Insurance	3
ACS 208	Accounting for Financial Analysis	3
PRJ 350	Summer Project	3
MGT 350	Internship	3

<b>COURSE CYCLE</b>		
	<b><u>First Semester</u></b>	<b>15 Cr</b>
ENG 201	English - I	3
MGT 231	Foundation of Business Management	3
ECO 203	Micro Economics for Business	3
MTH 201	Business Mathematics - I	3
IT 231	IT and Applications	3
	<b><u>Second Semester</u></b>	<b>15</b>
ENG 202	English - II	3
ACC 201	Financial Accounting	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issues of Macro Economics	1
MTH 202	Business Mathematics II	3
IT 232	Database Management System	3
	<b><u>Third Semester</u></b>	<b>15 Cr</b>
ENG 203	Business Communication	3
STT 201	Business Statistics	3
MGT 232	Leadership and Organizational Behavior	2cr
MGT 233	Seminar in Leadership and Organizational Behavior	1cr
FIN 206	Fundamentals of Finance	3
ACC 202	Cost and Management Accounting	3
	<b><u>Fourth Semester</u></b>	<b>15 Cr</b>
MGT 234	Legal Environment for Business in Nepal	3
MGT 235	Human Resource Management and Technology	3
IT 233	Business Information System	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
	<b><u>Fifth Semester</u></b>	<b>15 Cr</b>
MGT 236	Business Environment	3
ACC 204	Taxation and Auditing	3
MGT 205	Operations Management	3
SOC 203	Sociology for Business Management	3
PSY 202	Psychology	3
	<b><u>Sixth Semester</u></b>	<b>15 Cr</b>
RCH 201	Business Research Methods	3
FIN 208	Financial Markets & Services	3
SOC 204	Nepalese History and Politics	3

MGT 237	Entrepreneurship & Business Resource Mapping	2cr
MGT 238	Practicum on Business Plan	1cr
IT 204	E-Commerce	3
	<b><u>Seventh Semester</u></b>	<b>15Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 239	Business Ethics and Corporate Governance	3
PRJ 350	Summer Project	3
	<b><u>Eighth Semester</u></b>	<b>15 Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 240	Strategic Management	3
MGT 350	Internship	3