

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



Course detail and pedagogy of  
**BBM (Bachelor of Business Management) 7<sup>th</sup> Semester**

**2016**

# **MGT 317: Business Ethics and Social Responsibility**

*Credits: 3  
Lecture Hours: 48*

## **Course Objective**

The course aims to develop an understanding of the underlying concepts of business ethics and corporate social responsibility, which are relevant to make decisions in the contemporary business environment. The course further aims to develop a students' ability to critically analyze ethical issues and relevancy of social responsibility in business. This course reviews different regulatory processes essential to the understanding of the ethical standards and corporate social responsibility in Nepal.

## **Course Description**

This course contains introduction, ethical issues and dilemmas, ethical theories, application of ethical standards, strategic context of CSR, business ethics and CSR in Nepal,

## **Course Details**

### **Unit 1: Introduction**

**LH 7**

Concept of business ethics, the importance of ethics in business, myths about business ethics, morale reasoning, the morality of profit motive, ethics and philosophy, ethics and morality, benefits of business ethics, code of conducts; meaning and importance of social responsibility, the evolution of CSR, a morale argument of CSR, increasing relevancy of CSR, social responsibility and ethics, CSR domains.

### **Unit 2: Ethical Issues and Dilemmas**

**LH 7**

The problem of just wage, sexual harassment, gift-giving and bribery, the morality of advertising, office romance, the problem of fair pricing, trade secrets and corporate disclosure, product misinterpretation and Caveat Emptor, the morality of labor strikes, whistle-blowing, unfair competition, money laundering, conflict of interest, insider trading, privacy issues, discrimination and corporate intelligence.

### **Unit 3: Ethical Theories**

**LH 8**

Scholastic philosophy, the Kantian ethics, the Machiavellian principle, utilitarianism of Jeremy Bentham, and John Stuart Mill, the morale positivism of Thomas Hobbes, Divine command ethics, virtue ethics.

### **Unit 4: Application of Ethical Standards**

**LH 13**

Manufacturing- duties of manufacturer, consumer rights, informed consumer, consumer politics, consumer privacy, ethical consumption, classification of unethical behavior, legal versus morale and ethics business ethics; in the market place- Product positioning and competing, pricing and its consequences, packaging and labeling, brand management and imperatives, advertising and communication, exploitative nature of advertising; finance and value- Financial accounting and standards, responsibilities of financial institutions, capital market and its regulator.

### **Unit 5: Strategic Context of CSR**

**LH 6**

Strategic CSR Firms' environmental context, the five driving forces of CSR- growing affluence, sustainability, globalization, free flow of information, development of corporate conscience and morale principle of CSR.

**Unit 6: Business Ethics and CSR in Nepal****LH 7**

Business ethics of Nepalese firms, ethical standards, Ethical issues and dilemmas in Nepalese business organizations, Business Code of Conduct of FNCCI 2061, Consumer Protection of Nepal-unfair trading practices, Consumer Protection Council's function and duties, protection and promotion of consumer rights, prohibition to influence demand, supply and price, power to systematize and control supply of consumer goods and services, CSR in Nepal- history, Institutional arrangements, FNCCI/ NBI, types of CSR, outcomes of CSR activities; Business ethics approved by FNCCI, NBIs CSR Paper. CSR problems and prospects in Nepal.

**Text and Reference books:**

- Roa, F. Fr. Business Ethics and Social Responsibility, Rex Book Store  
Schwartz, M. S., Corporate Social Responsibility: An Ethical Approach, Broadnew Press  
Chatterji, M., Corporate Social Responsibility, Oxford University Press.  
Werther, W.B. Jr. and Chandler, D., Strategic Corporate Social Responsibility, SAGE.  
Ferrell, O.C. , Fraedrich, J. Ferrell, L., Business Ethics: Ethical Decision Making and Cases, South-Western CEGAGE Learning.  
Fernando, A.C., Business Ethics: An Indian Perspective, Pearson Education India  
Publications from FNCCI/ Nepal.  
Publications from NBI/ Nepal  
Consumer Protection Act 1998  
FNCCI Business Code of Conduct 2061

# **ITC 311: E-Commerce**

**Credits: 3**  
**Lecture Hours: 48**

## **Course Objectives**

This module aims to provide the students with the theoretical background of e-commerce and its applications in business.

## **Course Description**

Introduction to E-Commerce, E-Commerce Terminology, Internet marketing. The Network Infrastructure for E-Commerce, Electronic Data Interchange, Network Security and Measures, Electronic Payment System, Internet Marketing Basics, E-environment

## **Course Details**

### **Unit 1: Introduction to E-Commerce LH 8**

E-Commerce Vs Traditional Commerce, E-Commerce Terminologies and Fundamentals, E-Commerce Framework, Elements of E-Commerce Application, Benefits and Limitation of E-Commerce, m-commerce, Types of ecommerce: B2B, B2C, C2C.

### **Unit 2: The Network Infrastructure for E-Commerce LH 7**

Introduction to Information Superhighway (I-Way), Components of the I-Way, Internet as a network infrastructure, Intranet, Extranet, Software Agents (Static and Dynamic), ADSL, Wi-Fi, Wide Area Wireless, UMTS (3G),LTE (4G), Bluetooth

### **Unit 3: Electronic Data Interchange (EDI) LH 5**

Basic Concepts, Type of Data to be interchanged, EDI Vs. E-mail, EDI Benefits, How EDI works, EDI Application in various field, Security and Privacy issues of EDI, EDI for E-Commerce.

### **Unit 4: Network Security LH 8**

Introduction, Data and message Security, Reasons for data and message security, Firewalls and its Types, Antivirus, Data and Message Security (Secret Key Cryptography, Public Key Cryptography), Digital Signature, Digital Certificate, Certificate Authority, Third Party Authentication, SSL, VPN, SET.

### **Unit 5: Electronic Payment System LH 5**

Introduction (Requirement, Risk), Credit Card (working, benefits and limitations), Digital Wallet (eSewa) Online Banking facilities in Banks of Nepal

### **Unit 6: Internet (online) Marketing Basics LH 8**

Introduction, Difference between Internet Marketing (online) and offline Marketing, Tools for online Marketing: Search Engines, Social Media Marketing, Email Marketing, Issues with online marketing

### **Unit 7: E-environment LH 7**

Introduction, Social and Legal Factors, Economic and Competitive forces, Political Factors, Technology innovation and technology Assessment

## **References**

- Andrew B. Whinston and Ravi Kalakota, "***Frontiers of Electronic Commerce***", Pearson 1996, ISBN 81-7808-357-5
- Kenneth C. Laudon, Carol G. Traver, "***E-Commerce Business, Technology, Society***", Pearson
- P.T. Joseph, "***E-Commerce A Managerial Perspective***", PHI 2002, ISBN 81-203-2089-1
- Dave Chaffey, "E-business and E-commerce Management", Fourth Edition or Higher, Prentice Hall,

# **ELE 224: Organizational Change and Development**

**Credits: 3**  
**Lecture Hours: 48**

## **Course Objectives**

The objective of this course is to provide students with a conceptual framework addressing the strategic importance of managing change and organization development (OD) in various agencies, service organizations, community organizations and other settings.

## **Course Description**

The course mainly focuses on organization development as a process of planned change to improve an organization's problem-solving skills and its overall effectiveness within a changing and complex environment. Within the context of this organizational complexity, students will examine concepts and techniques of OD and management of organizational change.

## **Course Details**

### **Unit 1: Organizational Change** **LH 10**

Concept, nature and need for planned change in organizations; Forces of change - internal and external factors Recognizing the need for change; Strategies for planned organizational change; Areas of change – strategy, structure, people and technology; Types of organizational change; Change agents' skills, knowledge, style, and role in effecting Change; Resistance to change – individual resistance, organizational resistance; Overcoming resistance to change; Implementing and monitoring the change process.

### **Unit 2: Approaches and Models of Change** **LH 9**

Introduction; A Three Stage Model of the Change Process (Kurt Lewin and others); Burke-Litwin Model of Organizational Change; Porras-Robertson Model of Organizational Change; Integration of change models; cross-cultural and ethical issues in organizational change.

### **Unit 3: Organization Development** **LH 7**

Concept; Objectives; Overview and history of OD; Values; Characteristics and assumptions; Key benefits; Strategic aspects of OD; OD as an integrative process.

### **Unit 4: Process of Organization Development** **LH 7**

Understanding the organizational issues and process; Diagnosing the problems; Feedback on diagnostic information; Role of external consultant in OD process.

### **Unit 5: Organizational Development Interventions and Strategies** **LH 7**

Team interventions; Inter-group and third party interventions; Comprehensive OD interventions; Structural intervention.

**Unit 6: Contemporary issues in Change and Organization Development      LH 8**  
Consultant-client Relationship; Power and Politics; Leadership; Diversity management; Stress management; Technology and culture; TQM practices; Globalization and organizational change and development;

### **Basic Books**

Wendell L. French & Cecil H. Bell, Jr., *Organization Development - Behavioural Science Interventions for Organization Improvement*, Pearson Education. New Delhi.

Dipak K. Bhattacharya. *Organizational Change and Development*. Oxford University Press. New Delhi.

### **Reference Books**

Donald L. Anderson. *Organization Development: The Process of Leading Organizational Change*. Sage Publications. New Delhi

Jim Grieves. *Organizational Change: Themes and Issues*. Oxford University Press. New Delhi.

S. Ramnarayan, T. V. Rao and Kuldeep Singh. *Organization Development*. Response Books. New Delhi

# **BNK 212: Wholesale and Retail Banking**

(focus area II)

*Credits: 3  
Lecture Hours: 48*

## **Course Objectives:**

Familiarize the students with the knowledge related to banking business. Develop skill to acquire knowledge of wholesale and retail banking, make able to know lending principles and practices, various aspect of bank loan, their features, credit risk and other associated risk with wholesale and retail product of bank.

## **Course Description**

This course contains introduction of wholesale and retail banking, wholesale banking, retail banking, corporate lending vs. consumer lending, credit process for corporate and consumer.

## **Course Details**

### **Unit 1: Introduction**

**LH 5**

Nature of banking business, Major functions of bank, Different types of Bank and FIs, Present status of banking business in Nepal.

### **Unit 2: Wholesale Banking**

**LH 8**

Meaning and concept of wholesale banking, Characteristics, Target group of wholesale banking, corporate client, Individual client, Pros and cons of wholesale banking. Fund transfer facility, corporate salary account, Real time gross settlement Aid to trade, trade finance, corporate depositors- Insurance Company, investment trust, pension fund.

### **Unit 3: Retail Banking**

**LH 7**

Meaning and concept of retail banking, characteristics, Target group, retail Loan product, Retail Deposit product, Opportunities and challenges of retail banking, Motivating factors for retail client, agency services, utility payments. Debit card, credit card and others retail services

### **Unit 4: Corporate lending Vs. Consumer Lending**

**LH 8**

Meaning and concept, Characteristics, motivation factors, Selection of corporate client, product paper, Credit policy guideline, types of corporate lending- Working capital loan, term loan, mortgage loan, project loan, equity loan, consortium loan, bridge gap loan. Types of consumer loan- Home loan, auto loan, education loan.

### **Unit 5: Credit Process for Corporate and Consumer Lending**

**LH 9**

Credit appraisal- 5 c's Model, SWOT analysis, Industrial analysis, Financial viability of proposed project, evaluation of risk in Product. Credit approval, Credit documentation and administration, Credit disbursement, credit monitoring and supervision, Collateral: Cash backed and assets backed

### **Unit 6: Marketing of Banking product and Services**

**LH 7**

Marketing concept- Products and Services in Banks, define customer, Marketing mix: Product strategies- Pricing: objectives, factors, methods, strategies-Distribution channels-Promotion: Components, Factors, Strategies-Promotion mix integration-Marketing Information Systems.

**References**

Edward W. Reed (1964), *Commercial bank Management*, A Harper International student. London.

Peter. S. Rose (1999), *Commercial Bank management*, McGraw-Hill.

Thapa R.B and D. Rawal (2010), *Principles and practices of Nepalese Banking*, Buddha AcademicEnterprises, Kathmandu, Nepal

# **BNK 219: Investment Banking**

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

Enable the students to understand the issues concerning with investment banking and be conversant with the financial investment and advisory services.

## **Course Description**

This course deals with the investment advisory services, investment companies and products, investments and investment attributes, mergers and acquisitions, underwriting of securities, mutual funds, venture capital, origination and execution of transactions, and legal provisions and regulatory framework relating to investment banking in Nepal. The course will consist of lectures, discussions, quiz, problem solving, and case study.

## **Course Details**

### **Unit 1: Introduction**

**LH 9**

Investment Banking, Corporate Finance, Investment Advisory Services- Capital Structure, Business Combination, Financial Sponsors, Foreign Exchange, Mergers & Acquisitions (M&A), Valuation, Financial Strategy, Management of Capital Issues, Book Building, Private Equity, Debt Capital Markets Origination, Equity Capital Markets Origination, Represent Companies for Sale, Represent Companies Buying Other Companies, Manage a Diversified Portfolio of Business and Asset Classes, Making Prudent Use of Firm Capital, Investors' Education and Awareness in Nepal; Investment Banking in Nepal.

### **Unit 2: Investments and Investment Attributes**

**LH 7**

Savings and Investment, Portfolio, Speculation, Gambling, Arbitrage Process, Legal Framework of Securities Markets, Profile of Nepalese Investors and Factors Influencing Investment Decisions- Financial Positions, Tax Positions, Risk Perception and Attitude, Investment Attributes-Risk, Return, Security, Marketability, Liquidity and Convenience.

### **Unit 3: Investment Companies and Products**

**LH 7**

Types of Investment Management Operations, Venture Capital Funds, Buyout Funds, Hedge Funds, Real Estate Investment Trusts, Products- Shares, Bonds, Fixed Deposits, Hybrid Securities, Insurance Schemes, Currency, Commodities.

**Unit 4: Mergers and Acquisitions** LH 7

Forms of Corporate Restructuring- Joint Ventures, Sell-Off and Spin-Off, Divestitures, Mergers, Types of Merger, Economic Rationale for Different Types of Merger, Motives behind Merger, Theories of Merger, Synergy of Merger and acquisitions, Internal and External Change Forces Contributing towards M&A Activities, Legal and Regulatory Provisions relating to Mergers and Acquisitions in Nepal.

**Unit 5: Underwriting of Securities** LH 4

Bought Deal, Best Efforts, Underwriting Syndicate, Filing the Registration Statement, Preliminary Prospectus, Underwriting Risks, Regulatory Framework

**Unit 6: Mutual Funds** LH 4

Mutual Fund Share Pricing and Performance, Exchange Traded Funds, Technology and Mutual Funds, International Dimension, Mutual Fund Selection and Asset Allocation, Structure and Regulation of Mutual Funds in Nepal

**Unit 7: Venture Capital** LH 4

Concept, Characteristics, Growth, Differences between Venture Capital (VC) Financing and Conventional Financing, Stages of VC Financing Schemes, Scope of VC Financing in Nepal, LegalAspects in VC Financing

**Unit 8: Origination and Execution of Transactions** LH 6

Identify Potential Investors and Develop Investor Marketing Materials, Create and Sell Securities toInstitutional and Retail Clients, Study Market Receptivity, Negotiation/Structuring, Manage Moneyfor Institutional and Retail Clients; Trading of Derivatives, Fixed Income, Foreign Exchange,Commodity and Equity Securities.

**Basic Books**

The Business of Investment Banking: A Comprehensive Overview, 3/E by K. Thomas Liaw, New York:John Wiley & Sons, Inc.

Investment Banking: Valuation, Leveraged Buyouts, and Mergers & Acquisitions 1/E

by JoshuaRosenbaum, and Joshua Pearl, John Wiley & Sons, Inc.

Mergers, Acquisitions, and Corporate Restructurings, 5/E by Patrick A. Gaugham, New York: John Wiley& Sons, Inc.

**References**

Corporate Mergers and Acquisitions: Strategies, Regulations and Practices (2008) by VK Puri, Jain BookAgency

Vault Career Guide to Investment Banking (2005) by C. Prior, and T. Lott, New York: Vault Reports, Inc.Ditopatra Kanoon Sangarах, Securities Board of Nepal.