BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CURRICULUM

Faculty of Management Studies
Pokhara University

2024

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 six 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. These courses carry 33 credit hours in total.
- *Core Courses:* These courses carry the weight of 54 credits and 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. These courses carry the total weightage of 9 credits. Students are required to select three 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 that carry the weightage of 6 credit hours. 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 project works and internship that carry the weight of 13 credit hours. The projects involve fieldworks and their 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 6 credit hours.

- *Practicum Courses:* The practicum courses carry 5 credit hours. These courses will help students to experience the essential practical tasks emphasized to acquire skills and knowledge in working life. The practicum includes the areas of academic writing, technological skills, software trainings and soft skills development for developing professional competences.

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, practicum 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.

Curriculum Structure

Foundation Courses		(33 Credit Hours)
ENG 110	English	3
MTH 110	Basic Mathematics	3
ICT 110	IT for Business	3
BHS 110	Behavioral Science	3
BUC 201	Business Communication	3
MTH 111	Business Mathematics	3
ECO 110	Introduction to Microeconomics	3
STT 110	Business Statistics	3
ECO 111	Introduction to Macroeconomics	3
STT 111	Data Analysis and Modeling	3
LAW 110	Business Law	3

Core Courses		(54 Credit Hours)
MGT 111	Principles of Management	3
MGT 112	Fundamentals of Organizational Behavior	3
ACC 110	Financial Accounting	3
ACC 111	Cost and Management Accounting	3
FIN 110	Essentials of Finance	3
MKT 110	Principles of Marketing	3
MGT 113	Business and Society	3
RCH 110	Business Research Methods	3
MGT 114	Human Resource Management	3
FIN 111	Introduction to Financial Management	3
MGT 115	Entrepreneurship and Innovation	3
MGT 116	Fundamentals of Operations Management	3
MIS 110	Management Information System	3
MGT 117	Project Management	3

MIS 111	Essentials of e-Business		3
MGT 118	International Business		3
MGT 119	Strategic Management		3
MGT 120	Business Environment		3

Concentration (9 Credit Hours)

Concentration Area	Code	Course Title
Accounting	ACC 310	Auditing
	ACC 311	Taxation
	ACC 312	Advanced Management Accounting
	ACC313	Management Control System
	ACC 314	Accounting Reports and Financial Statement Analysis
	ACC 315	Accounting for Project Management
Marketing	MKT 310	Digital and Social Media Marketing
	MKT 311	Promotion Management
	MKT 312	Sales Management
	MKT 313	Retail Marketing
	MKT 314	Service Marketing
	MKT 315	Brand Management
	MKT 316	Rural Marketing
	MKT 317	Marketing Research
Finance	FIN 310	Corporate Finance
	FIN 311	Cooperatives Management
	FIN 312	Microfinance
	FIN 313	Fundamentals of Investment Management
	FIN 314	International Finance
	FIN 315	Risk Management and Insurance
	FIN 316	Fundamentals of Financial Derivatives
	FIN 317	Financial Institutions and Markets
	FIN 318	Sustainable Finance
Human Resource Management	HRM310	Labour Laws and Industrial Relations
	HRM 311	Contemporary Issues in HRM
	HRM 312	Compensation and Benefits Management
	HRM 313	Negotiation and Conflict Management
	HRM 314	Performance Appraisal
	HRM 315	HR Analytics
	HRM 316	Human Resource Development
Entrepreneurship	ENT 310	Start-up Finance
	ENT 311	Small Business Management

	ENT 312	Entrepreneurial Finance	
	ENT 313	Management of Innovation and Creativity	
	ENT 314	Social Entrepreneurship	
	ENT 315	Venture, Ideas and Models	
	ENT 316	Rural Entrepreneurship	
	ENT 317	Online Business	
	ENT 318	Agri-Business Management	
	ENT 319	Legal Aspects of Entrepreneurship	
	ENT 320	New Product Development for Entrepreneurs	
IT and Management Science	ICT 310	Digital Economy	
	ICT 311	Business Analytics	
	ICT 312	Enterprise Resource Planning	
	ICT 313	IT Governance and Compliance	
	ICT 314	Cyber Security for Business	
	ICT 315	Supply Chain Analytics	
	ICT 316	Business Process Management	
	ICT 317	Management of Technology	
	ICT 318	Project Management	
	ICT 319	Event Management	

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.

Course Code	Course Title
NBE 251	Critical Thinking and Problem Solving
NBE 252	Environmental Ethics and Sustainability
NBE 253	Philanthropy and Social Impact
NBE 254	Social Ecology and Environment
NBE 256	Seminar in Environmental Studies
NBE 257	Seminar in Sustainable Development
NBE 258	Management of Family Business
NBE 259	Society and Politics
NBE 260	Basic Econometrics
NBE 261	Media and Public Relations
NBE 262	Energy and Sustainable Development
NBE 263	Management of Technology
NBE 264	Population Dynamics and Development Challenges

Practicum   **(5 Credit Hours)**

PRC 110	Software Skills Practicum	1
PRC 111	Soft Skills Practicum	1
PRC 112	Digital Marketing Practicum	1
PRC 113	Fintech Practicum	1
PRC 114	Academic Writing	1

Project Work and Internship   **(13 Credit Hours)**

PRJ 110	Project Work	3
PRJ 111	Business Development Project	2
PRJ 112	Community Engagement Project	2
INT 110	Internship	6

POKHARA UNIVERSITY
BBA PROGRAM
Semester-wise Curriculum Structure

Semester I			Semester II		
Course Code	**Course Title**	**Credits Hours**	**Course Code**	**Course Title**	**Credit Hours**
ENG 110	English	3	BUC 201	Business Communication	3
MTH 110	Basic Mathematics	3	MTH 111	Business Mathematics	3
ICT 110	IT for Business	3	ECO 110	Introduction to Microeconomics	3
BHS 110	Behavioral Science	3	MGT 112	Fundamentals of Organizational Behavior	3
MGT 111	Principles of Management	3	ACC 110	Financial Accounting	3
PRC 110	Software Skills Practicum	1	PRC 111	Soft Skills Practicum	1
	TOTAL	**16**		**TOTAL**	**16**

Semester III			Semester IV		
Course Code	**Course Title**	**Credits Hours**	**Course Code**	**Course Title**	**Credit Hours**
STT 110	Business Statistics	3	STT 111	Data Analysis and Modeling	3
ECO 111	Introduction to Macroeconomics	3	MGT 113	Business and Society	3
ACC 111	Cost and Management Accounting	3	RCH 110	Business Research Methods	3
FIN 110	Essentials of Finance	3	MGT 114	Human Resource Management	3
MKT 110	Principles of Marketing	3	FIN 111	Introduction to Financial Management	3
PRC 112	Digital Marketing Practicum	1	PRC 113	Fintech Practicum	1
	TOTAL	**16**		**TOTAL**	**16**

	Semester V			Semester VI	
Course Code	Course Title	Credits Hours	Course Code	Course Title	Credit Hours
MGT 115	Entrepreneurship and Innovation	3	MIS 111	Essentials of e-Business	3
MGT 116	Fundamentals of Operations Management	3	MGT 118	International Business	3
MIS 110	Management Information System	3	PRJ 110	Project Work	3
MGT 117	Project Management	3		Concentration II	3
	Concentration I	3		Elective I	3
PRC 114	Academic Writing	1	PRJ 111	Business Development Project	2
	TOTAL	16		TOTAL	17

	Semester VII			Semester VIII	
Course Code	Course Title	Credits Hours	Course Code	Course Title	Credit Hours
MGT 119	Strategic Management	3	INT 110	Internship	6
LAW 110	Business Law	3			
	Concentration III	3			
	Elective II	3			
MGT 120	Business Environment	3			
PRJ 112	Community Engagement Project	2			
	TOTAL	17			