



## Master in Business Administration

### Faculty of Business Administration Sripatum University

Faculty of Business Administration Sripatum University. It is a faculty that has the potential to empower executives and business entrepreneurs in the digital era to become leading professional business executives both domestically and internationally. With a long teaching experience that has a history and evolution along with Sripatum University all the time, respectively, as follows.

#### First Semester

1. Introduction to Modern Management
2. Organizational Human Resource Management
3. Financial Management Accounting in Digital Era
4. Organizational Transformation for Management
5. Digital Marketing Management

#### Second Semester

1. Operation Management and Supply Chain
2. Economic & Data Analysis for Decision Making
3. Elective Module-1
4. Elective Module-2
5. Elective Module-3

#### Third Semester

1. Business Research Methods
2. Elective Module -4
3. Elective Module-5
4. Elective Module-6
5. Master's Thesis-1

#### Fourth Semester

1. Elective Module -7
2. Elective Modules-8
3. Master's Thesis-II

### Modules for the Master of Business Administration

#### A. Remedial/Basic Course 6 credits

1. Introduction to Modern Management
2. Organizational Human Resource Management

#### B. Compulsory Courses 18 Credit Hours

1. Financial Management Accounting in Digital Era
2. Organizational Transformation for Management
3. Digital Marketing Management
4. Business Research Method
5. Operation Management and Supply Chain
6. Economic and Data Analysis for Decision Making

#### C. Core Elective Course 24 Credit Hours

For core elective courses, SPU offers 7 clusters (Specialized areas) and students can choose 8 subjects of any one cluster with 3 credit hours of each subjects

## Course Description

This program of studies consists of two (2) compulsory basic modules with credit 6 hours, six (6) compulsory modules with credit hours 18, eight (8) core -elective modules with credit hours 24, and two (2) research reports or thesis. These concentrate on essential understanding, methods, & advantageous performance of the contemporary organization. In addition to core practices studied, the course adopts a cross-functional approach by integrating wider managerial perspectives.

#### Duration of the Program:

2 years (4 Semesters); with total credit:- 60

#### Intake

March, July , November

#### Course Objectives

The objectives of the program are as follows:

- To demonstrate the ability to apply quantitative and qualitative reasoning and problem-solving models & justifications to business situations.
- To demonstrate the ability to use technology in research to add value to presentations including professional reports.
- To demonstrate the ability to apply core business principles in business decision-making and business analysis.
- To produce management professionals, business experts, and dynamic entrepreneurs who can lead present organizations and have the vision to establish and run their ventures in long run.

#### Scope and Career Prospects

MBA has become one of the world's most flamboyant courses. It is one of those courses whose output is required in almost every industry. It has a huge national and international reach. Its scope is expanding day by day in Nepal as well. It has become management's hotcake. MBA categorical scopes include the following:

- Asset Management, Corporate Finance, Corporate Banking, Strategic Planner
- Market Researcher, Marketing Campaigns, Credit Risk Manager
- Derivatives Structuring, Fund Manager, Private Equity, Treasury
- Consumer Behavior, Demand Analyst, etc.



## 1. Accounting Management Group -

1. Accounting Theory and Financial Reporting Standards
2. Financial Reporting Analysis and Valuation
3. Accounting System Analysis and Design
4. Taxation Policy and Planning
5. Strategic Management for Investors
6. Seminar in Business Management Issues for Investors
7. Strategic Cost Management
8. Accounting Information System Management

## 3. Modern Organization Management Group

1. Industrial and Organizational Psychology in Digital Age
2. Creativity and Business Innovation Management
3. Human Resource Management in Digital Era
4. Change Crisis Management in Perspective
5. Ethics for Management, Good Governance Social Responsibility
6. Strategic in Modern Organization Management
7. Seminar in Modern Organization Management Problem Issues
8. Enterprise Risk Management and Internal Control

## 5. Digital Marketing Group-MBA(Digital Marketing)

1. Digital Social Media Marketing
2. New Product and Service Innovation Management
3. Digital Marketing channels of Distributions Supply Chain Management for Marketing
4. Digital Marketing Communication
5. The Digital Customer Journey
6. Big Data for Marketing Analysis
7. Strategic Management for Marketers in Digital Era
8. Seminar on Business Management Problem Issues for Marketers in Digital Era

## D. Research-Master Thesis 12 Credit Hours

## 2. Financial Technology and Innovation Group -

1. Financial Derivatives
2. Financial Market and Ecosystem
3. Securities Analysis and Digital Assets Investment
4. Risk Management For Digital Business
5. The Financial Technology Case Study
6. The Future of Finance
7. Strategic Management & Technology for Financial Manager
8. Seminar in Business Management Problem Issues for Financial Manager

## 4. Digital Business Management Group

1. Business in Digital Platform
2. Digital Infrastructure
3. E-Commerce
4. Metaverse System and Business
5. Digital Asset
6. Data Storage and Analytics
7. Personal Data Protection Act and Cyber Security
8. Social Gaming Platform

## 6. Business Management Integration Group

1. E-Commerce
2. Digital Asset
3. Securities Analysis and Digital Assets Investment
4. Risk Management For Digital Business
5. Transportation Management and Distribution Network
6. Services Supply Chain Management
7. Creativity and Business Innovation Management
8. Strategic in Modern Organization Management
9. Seminar on Modern Organization Management Issues
10. New Product and Service Innovation Management

