

Course Title: Managerial Economics and decision making
Code No: FO 513
Area of Study: Core
Credit: 2

Course Objective: The objective of the course is to develop analytical perspective of the students to understand theories and methods of economics as they are applied to business and decision making.

Unit I: Introduction to Managerial Economics **LH 4**
hrs

Manager, Economics, Managerial Economics, Importance of Managerial Economics in decision making, Objectives of the firm: Profit Maximization [Numerical problems]; Accounting profit vs Economic profit

Unit II: The Theory of Consumers Behavior **LH 3**
hrs

Concept of Utility (Total Utility and Marginal Utility), Cardinal vs Ordinal, Indifference Curve, Budget Line, Consumer's Equilibrium

Unit III: Demand and Supply: Theory and Analysis **LH 7**
hrs

Demand: Concept, Individual Demand, Market Demand [Numerical problems]; Change in Quantity Demand, Change in Demand, Demand Function, Elasticity of Demand (Price, Income, Cross) [Numerical problems];
Supply: Concepts, Market Supply, Shift in Supply Curve, Price elasticity of Supply, Demand and Supply together: Equilibrium

Unit IV: Costs and Revenue: Theory and Analysis **LH 3**
hrs

Cost: Cost Concepts, Short-run and Long-run cost curves, Economies and Diseconomies of Scale;
Revenue: Revenue Curves in the different markets (Perfect and Imperfect competition);

Unit V: Production Theory and Analysis **LH 5**
hrs

Production: Importance of Production, Concept of Short-run and Long-run, Concepts of Factors of Production, Law of Variable Promotion: Short run production function, Iso-quants, Producer's equilibrium: Least cost combination, Expansion path, and Law of returns to scale: Long run production function,

Unit VI: Working of firms and Industry: Markets

LH 10

hrs

Perfect Competition: Equilibrium of Firm and Industry in short-run and long-run, Shut down position

Monopoly: Reason for Monopoly, Price and Output Determination in SR and LR; Price Discrimination

Oligopoly: Concepts on Collusion, Cartel, Price leadership; Game Theory: Pure strategy and Mixed strategy, Nash equilibrium

Monopolistic Competition: Competition with differentiated products- equilibrium of firms (SR and LR), excess capacity

Pricing of Multiple products: Pricing of products with interrelated demands, Optimal pricing of joint product (Fixed proportion and Variable proportion)

References:

Craig H Petersen, W. Cris Lewis and Sudhir K. Jain, *Managerial Economics*, 4/ed, Pearson Education, New Delhi, 2003

N.G. Mankiw, *Principles of Microeconomics*, 4e, South- Western Cengage Learning India Ltd., 2006

K K Seo, *Managerial Economics*, 6/ed, Surjeet Publications, 2003

Dominic Salvatore, *Microeconomics Theory and Application*, 4/ed, New York Oxford University Press, 2003.

Dwevidi D.N., *Microeconomics Theory and Applications*, Pearson Education, New Delhi, 2003

Peterson and Lewis, *Managerial Economics*, 4/ed, Prentice-Hall of India, 2006

Nepal, Dahal and Uprety, *Business Economics*, Asmita Books (Kathmandu)

Course Title: Legal Environment of Business
Code No: FO 514
Area of Study: Core
Credit: 2

Course Objective:

The course is designed to provide a general understanding of legal processes and practices that have close nexus with the management of an organization. The course helps the students understand legal environment of business and furthermore enables them apply their skills to comply with the legal system they work for their organization

Course Detail

Unit I: Introduction to the Legal Environment of Business: **LH 4**
hrs

Meaning, nature and importance of legal environment of business; Meaning, Nature, Classification, Importance and Sources of both General Law and Business Law

Unit II: Principles of Contract Law **LH 7**
hrs

Definition, genesis and importance of contract law ; Formation of contract (Offer, Acceptance and consideration) ; Types and essential elements of contract Standard Form of contract and Unfair term of contract; Significance and validity of E-contract; Void and voidable contracts; Discharge of contracts; Breach of contract and remedies.

Special contracts: Sale of goods: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller.

Unit III: Negotiable Instruments **LH 5**
hrs

Meaning, genesis, nature, importance and types of Negotiable Instruments; types; negotiation and assignment; holder-in-due course, dishonor and discharge of a negotiable instrument, arbitration

Unit III: Companies Law **LH 10**
hrs

Definition, nature, genesis and importance of company; theories relating to corporate personality;

Incorporation of company; Rights and obligations of promoters, shareholders, board of directors and other Corporate Officers; Winding up of a company; Liquidation of company and provisions relating to Liquidator under Insolvency Act; Corporate Governance and its theories; OECD principles Corporate Governance; Corporate social responsibilities; Criminal liability of company; Insider trading and money laundering and business related cyber corporate crimes.

Unit IV Labour Laws: **LH 6**
hrs

Meaning, Nature, scope and genesis of Labour law; Labour employment and welfare; collective bargaining and trade unions; Powers and functions of Labour Office, Factory Inspector and Labour Court

References:

Acts

Contract Act, 2056 BS;
Agency Act 2014 BS,
Labour Act 2048 BS,
Labour Rules, 2050 BS
Trade Unions Act, 2049 BS
Company Act, 2063 BS
Bank and Financial Institutions Act, 2063 BS
Insolvency Act, 2063 BS
Negotiable Instruments Act, 2034 BS

Treatises

C.G. Weeramantry, *An Invitation to Law*, Lawman (India) Private Limited, New Delhi, 1998. Chapters 1,3 and 4.
Christopher D. Stone, *Where the Law Ends: The Social Control of Corporate Behaviour*, Harper & Row Publishers, New York, 1975, Chapters 17-19
Reinier Krakkman and et al., *The Anatomy of Corporate Law*, Oxford University Press, 2004.
Arthur R. Pinto and Douglas M. Branson, *Understanding Corporate Law*, Matthew Bender & Co. Inc, 1999
Frank H. Easterbrook and Daniel R. Fischel, *The Economic Structure of Corporate Law*, Harvard University Press, Cambridge, 1991
Satyanarayan, Kalika, *Business Law*, Buddha Academic Enterprise, Kathmandu
S.R Bahl, *Business Law*, Kitab Mahal, Alahabad

Course Title: Organizational Behavior and Leadership Skills

Code No: CO 515

Area of Study: Core

Credit: 3

Course Objective:

The course aims to make students well equipped with knowledge and skills in understanding and investigating the impact of individual, group and structure on the behavior of people at work. It will enable them to apply such knowledge and skills to adopt appropriate managerial policies and leadership styles to improve organizational performance and effectiveness in dynamic environment.

Course Details:

Unit I: Introduction to Organizational Behavior

LH 12

hrs

Meaning and Importance of Organizational Behavior, Contributing discipline to OB, Three levels of analysis in OB (Individual Level, Group Level, and System Level), Challenges and Opportunities for OB, Developing an OB Model

Unit II: Foundations of Individual Behavior

LH 10

hrs

Biographical Characteristics and ability, Learning, Attitudes and Job Satisfaction, Personality, Perception and Individual Decision Making, Motivation

Unit III: Foundations of Group Behavior

LH 8

hrs

Group development and structure, Understanding Work Teams, Communication, Power and Politics, Conflict and Negotiation

Unit IV: Leadership and Change in Organizations

LH 10

hrs

Leadership in Organization (Discuss both traditional and contemporary leadership theories), Organizational Change (Focus on the behavioral aspect of change), Role of Leaders in the Change Processes (Focus on leaders as change agents)

Unit V: Structural Perspective of Behavior

LH 8

hrs

Foundations of Organization Structure, Organizational Designs and behavior, Work design and technology, Organizational Culture

References:

Luthans, Fred, *Organizational Behavior*, McGraw Hill, New York

Newsrom J.W. and Davis Keith, *Organizational Behavior: Human Behavior at Work*, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Pareek, Udai, *Understanding Organizational Behavior*, Oxford University Press, New Delhi.

Robbins, S.P., *Organizational Behavior*, Prentice Hall of India, N. Delhi

Course Title: Marketing for Managers
Code No: CO 516
Area of Study: Core
Credit: 3

Course Objectives:

The foundation course is aimed at developing basic knowledge, skill and attitude, of students, about the concepts and strategies of marketing management. This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operations and to develop a feel of the market place

Course Detail

Unit I: Basic Concepts **LH-6**
hrs

The different Marketing Concepts in Marketing Management (traditional and modern concepts) i.e. production, product, sales, marketing, societal marketing;

Unit II: Marketing Environment **LH-6**
hrs

Internal and External Marketing Environment; Marketing Research and Information system

Unit III: Market segmentation **LH-8**
hrs

Market Segmentation, Target Marketing, Product Positioning; Tools of Product Differentiation

Unit IV: Product and Pricing Decision **LH-8**
hrs

New Product Development, Decisions Relating to Product Mix and Product Line Decisions; Branding and Packaging Decisions; Product Pricing, Various methods of Product Pricing

Unit V: Physical Distributions and Product Promotion **LH-8**
hrs

Channel Decisions, Management of Physical Distribution, Promotional Decisions including Personal Selling, Advertising and Sales Promotion, Public Relations

Unit VI: Marketing Strategies **LH-8**
hrs

Strategic Options; Marketing Strategies in the Different stage of the Product Life Cycle; Growth Strategies; Strategies in Declining and Hostile Markets

Unit VII: Modern Marketing

LH-4

hrs

Introduction to Export Marketing; Globalization; Web Marketing; Green Marketing, Network Marketing, Event Marketing

References:

1. Kotler Philip and Keller; *Marketing Management*; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, *Marketing Management in South Asian Perspective* , Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, *Marketing*, TMH, New Delhi
4. Etzel, Michael J, *Marketing: Concepts and Cases*, TMH, New Delhi or
5. David A. Aker, *Strategic Marketing management*, Wiley India, Delhi

Course Title: Financial Accounting
Code No: CO 517
Area of Study: Core
Credit: 3

Course Objectives

This course aims to inculcate the basic understanding of financial accounting principles with a view to develop students' skill in analyzing and preparing financial statements.

Course Details

Unit I: Introduction to Financial Accounting **LH 8 hrs.**

Basic understanding of financial accounting. Forms of Organization. Business Activities: Financing, Investing and Operating. Basic Rules for Recording and Posting. Financial Statements and their Relationship. Ethics and Accounting. Business Decision Cases Analysis.

Unit II: Financial Reporting **LH 12 hrs.**

Objectives of Financial Reporting. Qualitative Characteristics of Financial Statements. Procedure and Methods of Preparing Financial Statements: Multiple Step Income Statement, Statement of Retained Earnings and Balance Sheet (reporting format). Other Financial Reports: Auditors Report, Directors Report and Corporate Governance Report. Business Decision Cases Analysis.

Unit III: Reporting and Interpreting Cash Flow Statement **LH 12 hrs.**

Purpose, Use and Structure of Cash Flow Statements. Preparing of Cash Flow Statements under Indirect and Direct Method. Interpreting the Cash Flow Statement. Business Decision Cases Analysis.

Unit IV: Analyzing Financial Statements **LH 10 hrs.**

Objectives of Financial Statement Analysis, Techniques of Financial Statement Analysis: Horizontal Analysis, Vertical Analysis, Trend Analysis, Ratio Analysis and their Uses. Business Decision Cases Analysis

Unit V: Contemporary Issues in Financial Accounting **LH 6 hrs.**

Generally Accepted Accounting Principles, International Financial Reporting Standards/Global Financial Reporting, Foreign Currency Accounting, Inflation Accounting, Human Resource Accounting, Environment Accounting

References:

Porter, G.A., & Norton, C.L. (2011). *Financial Accounting: IFRS Update*. (6th Edition). New Delhi: Cengage Learning India Private Limited.

Kimmel, P., Weygandt, J., & Kieso, D. (2010). *Financial Accounting: Tools for Business Decision Making*. (5th Edition). New Delhi: Wiley India Private Limited.

Libby, R., Libby, P. A., & Short, D.G. (2011). *Financial Accounting*. (6th Edition) New Delhi: Tata McGraw Hill Education Private Limited.

Powers, M., & Needles, B.E. (2011). *Financial Accounting: A Case Based Approach*. New Delhi: Cengage Learning India Private Limited.

Dahal, R.K. (2012). *Financial Accounting*. (2nd Edition). Kathmandu: Khanal Publication Private Limited.