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];

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

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:
N.G. Mankiw, *Principles of Microeconomics*, 4e, South-Western Cengage Learning India Ltd., 2006
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
- Satyanarayan, Kalika, *Business Law*, Buddha Academic Enterprise, Kathmandu
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
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
Biographical Characteristics and ability, Learning, Attitudes and Job Satisfaction, Personality, Perception and Individual Decision Making, Motivation

Unit III: Foundations of Group Behavior
Group development and structure, Understanding Work Teams, Communication, Power and Politics, Conflict and Negotiation

Unit IV: Leadership and Change in Organizations
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
Foundations of Organization Structure, Organizational Designs and behavior, Work design and technology, Organizational Culture

References:

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
hrs LH-6
The different Marketing Concepts in Marketing Management (traditional and modern concepts) i.e. production, product, sales, marketing, societal marketing;

Unit II: Marketing Environment
hrs LH-6
Internal and External Marketing Environment; Marketing Research and Information system

Unit III: Market segmentation
hrs LH-8
Market Segmentation, Target Marketing, Product Positioning; Tools of Product Differentiation

Unit IV: Product and Pricing Decision
hrs LH-8

Unit V: Physical Distributions and Product Promotion
hrs LH-8
Channel Decisions, Management of Physical Distribution, Promotional Decisions including Personal Selling, Advertising and Sales Promotion, Public Relations

Unit VI: Marketing Strategies
hrs LH-8
Strategic Options; Marketing Strategies in the Different stage of the Product Life Cycle; Growth Strategies; Strategies in Declining and Hostile Markets
Introduction to Export Marketing; Globalization; Web Marketing; Green Marketing, Network Marketing, Event Marketing

References:
1. Kotler Philip and Keller; *Marketing Management*; PHI, New Delhi
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.

Unit II: Financial Reporting  
LH 12 hrs.

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

Unit IV: Analyzing Financial Statements  
LH 10 hrs.

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

References:


