

MGT 513: Human Resource Management (HRM)

Credit hours: 3 hours

Course Objectives

The main objective of this course to familiarize students with the concepts and practices of human resource management. This course provides an overview of the HRM on an organization. The course will focus primarily on six major areas: Introduction to HRM, Job Design and Analysis, Human Resource Planning, Recruitment, Selection and Socialization, Human resource Development, Performance Evaluation and Compensation Management.

Course Contents

Unit 1: Introduction to HRM

LH 7

Concept, Developments in HRM Concepts, The Rising Interest in HRM, HRM Environment, HR challenges, Characteristics of HRM, Personnel Management vs. HRM, Strategic HRM, HRM and corporate performance, globalization and HR policy, Human resource Management in Nepal.

Unit 2: Job Design and Analysis

LH 7

Concept of Job Design, Approaches, Impact of Job Design, Autonomous work group, Concept of Job Analysis, Purposes of Job Analysis, Methods for collecting Job Analysis Information, Job Analysis Techniques, Writing Job Descriptions and Specification.

Unit 3: Human Resource Planning (HRP)

LH 6

Concept, HRP Process, Human Resource Information System, Relationship between HRP and Strategic Planning, Techniques of Forecasting HR Demand and Supply, Managing Human Resource Surplus, HRP practices in Nepalese Organizations, Talent management.

Unit 4: Recruitment, Selection and Socialization

LH 6

Concept, Methods and Sources of Recruitment, Recruitment Process, Concept of Employee Selection, Process of Selection, The Selection Interview, Selection Tests, Limitations of Interview Concept and Process of Socialization, Recruitment and selection process in Nepal.

Unit 5: Human Resource Development- and Training and Development

LH 6

Concept of Human Resource Development (HRD), Need for HRD, Training and Development-Concept, Determining Training Needs, On-the-Job and Off-the-Job Training and Development Techniques, Evaluation of Training, Practices of Training in Nepalese Organizations.

Unit 6: Career Planning**LH 4**

Concept. Objectives of career planning. Stages of career development Need of career planning. Individual career counseling and mentoring. Process of career planning and development, Career planning in Nepalese organizations.

Unit 7: Performance Evaluation and Compensation Management**LH 6**

Concept, performance management, issues in performance management, Selection of performance evaluation criteria, performance evaluation methods, problems of performance evaluation. Compensation, Types of Compensation, Consideration for Determining Compensation, Job Evaluation Process and Methods, Employee Benefits, Types of Benefits, The Legal Environment and Pay System Governance in Nepal.

Unit 8: Labour Relations and Collective Bargaining**LH 6**

Concept, Actors and process of labour relations, Unionism, Reasons for joining unions, Effects unions, issues in collective bargaining, Labour disputes and grievances procedures, Contemporary issues in labour relations in Nepal.

Reference Books:

Armstrong, M., ***A Handbook of Human Resource Management***, NewDelhi: Aditya Books.

Armstrong, M., ***A Handbook of Human Resource Management***, Aditya Books.

Adhikari, D.R., ***Human Resource Management***, Buddha Publication.

Bernardin J.H. , ***Human Resource Management : An Experiential Approach***, McGraw-Hill.

Cascio, W., ***Managing Human Resources***, McGraw-Hill.

Decenzo, D.A., ***Fundamentals of HRM***, Wiley.

Dessler, G. and Varkkey, B, ***Human Resource Management***, Pearson.

MGT – 519: Managerial Communication

Credit hours: 3 hours

Course Objectives

This course, while familiarizing students of advanced Business Studies with the foundational theory of business communication, offers an intensive practice of effective business communication-written, oral, verbal, and non-verbal – so that Business Graduates can apply the skills learned in their career and beyond. Besides orienting students to basic theories of effective communication, the course also includes a practicum component in that students towards the end of the semester will have submit a completed writing portfolio that includes a range of writing assignments such as business correspondences, business report, and a dossier for job application. The course follows the seminar model of classroom teaching, in which students participate in in-class discussions and presentations.

Course Contents

Unit 1: Understanding the Foundations of Business Communication

LH 6

- Achieving success thorough effective business communication
- Communicating in teams and mastering listening and non-verbal communication
- Communicating inter-culturally

Applying the three-step writing process

- Planning business messages
- Writing business messages
- Completing business messages

Unit 2: Writing Letters, memos, e-mails, and instant messages

LH 6

- Writing routine and positive messages
- Writing negative messages
- Writing persuasive messages

Unit 3: Writing Reports and Proposals

LH 8

- Planning reports and proposals
- Writing reports and proposals
- Completing reports and proposals

Unit 4: Oral and non-verbal communications

LH 6

- Non-verbal communication
- Public speaking
- Conducting and participating in meetings
- Interviewing and getting interviewed

Unit 5: Preparing a dossier for employment

LH 6

- Constructing resume
- Writing job letters
- Applying and interviewing for employments

Practicum:

LH 16

- At least one 10 to 15 minute oral presentation
- At least three business correspondences (topic will be given)
- At least one mid-length report
- Mock meetings and interview sessions
- Dossier for job application

Required Texts

Courtland L. Bovee and John V. Thill, *Business Communication Today*
Occasional handouts.

Reference Books

R.V. Lesikar and J.B. Pettit, *Business Communication* (Prescribed)

R.V. Lesikar and M.E. Flatley, *Basic Business Communication* (Prescribed)

Robert G. Insley, *Communicating in Business in the 21st Century* (highly recommended)

Baden Funson, *C21: Communicating in the 21st Century* (highly recommended)

ECO – 512: Managerial Economics

Credit hours: 3 hours

Course Objectives

The course aims to develop students knowledge and skills in the tools and techniques of economics applicable to business decision making.

Course Description

This course deals with introduction to business economics, techniques of demand forecasting, production theory, pricing theory and techniques and the role of government in the economy.

Course Contents

Unit 1: Introduction to Business Economics LH 6

- Concept and scope of business economics, role of business economics in business decision-making.
- Concept and functions of profit.
- Theories of firm: profit maximisation, value maximisation, sales maximisation, Williamson's model of managerial discretion and Cyert and March's behavioural theory.

Unit 2: Demand Forecasting LH 14

- Concept and uses of price, income, cross and advertising elasticity of demand and their uses in business decision-making.
- Techniques of demand forecasting: **qualitative methods**: survey methods, market experiment, **quantitative methods**: time series analysis, moving average method, regression analysis and barometric technique.
- Limitations of forecasting.

Unit 3: Production Theory LH 7

- Concept of production function.
- Production with one variable input – optimal use of an input.
- Production with two variable inputs – optimal combination of inputs.
- Economies of scale, economies of scope and learning curve.

Unit 4: Pricing Theory and Techniques LH 13

- Pricing under oligopoly: cartel arrangement, price leadership and kinked demand curve model.

- Strategic behaviour and game theory: concept and importance, payoff matrix, Nash equilibrium, prisoner's dilemma.
- Pricing techniques: cost-plus pricing, incremental cost pricing, multiple product pricing, transfer pricing, peak-load pricing and two-part tariff.

Unit 5: Role of Government in the Economy

LH 8

- Market failure: concept and sources of market failure: market power, incomplete information, externalities and public goods.
- Government response to market failure: rationale for regulation, monopoly regulation, problems of regulation and effects of regulation on efficiency, antitrust policy, patent system, operating controls, subsidy and tax policies, regulation of environmental pollution.
- Regulation of international competition.

Note: Numerical illustrations will have to be used wherever applicable.

Reference Books

Salvatore, D. (2012). *Managerial Economics*. New York: McGraw Hill.

Mansfield, E. (1996). *Managerial Economics*. New York: W.W. Norton and Co.

Petersen, H.C. and Lewis, W.C. (2008). *Managerial Economics*. New Delhi: Pearson Education Ltd.

Pappas, J.L. and Hirschey, . (1989). *Fundamentals of Managerial Economics*. New York: The Dryden Press.

Economics, Lipsey Richard G., Chrystal K. Alec.

Joshi, Shyam. (2012). *Managerial Economics*. Kathmandu: Talegu Prakashan.

MKT - 511 : Marketing Management

Credit hours: 3 hours

Course Objectives

The objective of the course is to equip students with knowledge and skills in order to take decisions in the area of marketing management.

Course Description

This course deals on the management aspects of marketing. It includes a study of the marketing system and organization, environment and segment analysis, information systems, demand analysis, buyer analysis and competitor analysis, strategic marketing planning, implementation of marketing program and marketing control.

Course Contents

Unit 1: Introduction

LH 6

- Concept of Marketing and Marketing Management;
- Customer Value and Satisfaction in Marketing;
- Management Orientation Concept in Marketing;
- Implementation of Marketing Management Orientation Concepts;
- Process of Marketing Management – Situation Analysis, Formulation of Marketing Plan and Program, Program Implementation, and Marketing Control;

Unit 2: Situation Analysis

LH 7

- Concept and Scope of Situational Analysis: Organizational / Internal and External Analysis;
- Process of Internal Analysis;
- Environment Analysis;
- SWOT Analysis;
- Techniques of Identifying Marketing Opportunities – SBU Model, BCG Model, GE Model;

Unit 3: Market Segmentation and Target Market Planning

LH 7

- Market Research for Identifying Customers;
- Process of Market Segmentation;
- Identifying Market Segments and Selecting Target Market – Consumer Market Vs. Business Market;

- Developing and Communicating the Positioning Strategies;
- Developing Marketing Plan and Program: Managerial framework, Marketing objectives and Market performance;

Unit 4: Marketing Information System and Demand Forecasting

LH 5

- Marketing Information System;
- Marketing Research System;
- Role of Marketing Information in Marketing Decision Making;
- Demand Forecasting – Current and Future Market Demand;
- Trends in Marketing Information Technology in Nepal and Global Markets;

Unit 5: Competitive Analysis

LH 5

- Concept and Types of Competition;
- Key Competitor Analysis;
- Analyzing and Creating Competitive Advantage (Michael Porter's Approach);
- Strategic Response to Competition;

Unit 6: Implementation of Marketing Program

LH 9

- Concept and Components of Marketing Program;
- Product Development and Brand Positioning;
- Repositioning the Product in the Market through Product Life-Cycle Analysis;
- Selecting the Pricing Objective and Pricing Methods;
- Adoption of Appropriate Pricing Strategies;
- Managing the Price Changes Market Sustainability;
- Channel and Logistics Management Decision;
- Selecting the Distribution Strategies;
- Promotion and Integrated Market Communication;
- Developing and Selecting the Promotional Strategies;

Unit 7: Marketing Evaluation and Control

LH 6

- Concept of Marketing Evaluation and Control;
- Evaluation and Feedback System in Marketing Decision Making;
- Requirements for Effective Evaluation of Marketing Program;
- Methods of Marketing Control – Annual Plan Control, Profitability Control, Efficiency Control, and Strategic Control.

Unit 8: Marketing Practices in Nepal

LH 3

- Formulation and Implementation of Product Strategies;
- Formulation and Implementation of Pricing Strategies;
- Formulation and Implementation of Distribution Strategies;
- Formulation and Implementation of Promotion Strategies;
- Focus on Customer Value and Satisfaction;

Note: At least one case study should be conducted after the completion of each chapter.

Reference Books:

Aaker, David, ***Strategic Market Management***, John Wiley & Sons, Singapore.

Cravens and Piercy, ***Strategic Marketing***, TATA McGraw-Hill, New Delhi.

Kotler, Keller, Koshy and Jha, ***Marketing Management: A South Asian Perspective***, Pearson /
Prentice Hall of India.

Stanton, Etzel and Walker, ***Fundamentals of Marketing***, McGraw-Hill International Editions.

MSC - 514: Statistical Methods

Credit hours: 3 hours

[48 hours]

Course Objective

The course aims to impart knowledge and skills of statistical techniques and their applications in solving business problems

Course Content

Unit 1: Probability

LH 6

Concept and importance of probability, approaches to probability, additive and multiplicative probability, conditional probability, Baye's Theorem and decision tree.

Unit 2: Probability distribution

LH 6

Concept of probability distribution, Binomial, poisson, and normal distributions and their properties.

Unit 3: Sampling and estimation

LH 6

Sampling techniques, sampling and non-sampling errors, sampling distribution, standard error, Application of standard error in testing of hypothesis.

Estimation theory, criteria of good estimator, point and interval estimate, relationship among errors risk and sample size, estimation of sample size

Unit 4: Testing of Hypothesis

LH 18

Meaning of hypothesis, types of errors in testing of hypothesis, critical region, one tailed and two tailed test, parametric and non parametric tests, large sample test of mean and proportions, small sample test of mean and correlation, paired t-test.

Variance ratio test, one way and two way classification

Non-parametric test: Chi-square test for goodness of fit and independence, chi-square test for population variance.

Unit 5: Correlation and regression analysis

LH 12

Multiple and partial correlation, coefficient of determination, Multiple regression equation, Anova test, standard error of estimate for multiple regression, Auto correlation and multicollinearity.

Reference Books

Richard I. Levin and David S. Rubin, **Statistics for Management**, Prentice Hall of India

S.C Gupta, **Fundamentals of Statistics**, Himalayan Publishing House

Sunity Shrestha and Dhruva Silwal, **Statistical Methods**, Taleju Prakashan

Pushkar K. Sharma and Arun K. Chaudhary, **Statistical Methods**, Khanal Publication, Pvt. Ltd.