



# **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## **CURRICULUM**

Faculty of Management Studies  
Pokhara University

2013

# 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 five 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.
- *Core Courses:* These courses will 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. Students are required to select four 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. 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 an independent capstone project that carries the weight of 3 credit hours. The project involves fieldwork and its 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 3 credit hours.



### **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 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.

### **Evaluation of Elective and Concentration Courses**

The concerned school/college will conduct internal and semester-end examinations of the elective/concentration courses following the rules and directives of the Office of the



Controller of Examination (OCE). The school/college must properly preserve answer copies and other necessary documents of these examinations and submit these to the Office of the Dean as and when instructed. The school/college must forward final grades of students to the OCE within 3 weeks after completion of semester-end examinations and the results should not be disclosed to students till formal notification is received from the OCE. The answer sheets must be preserved in sealed bags at the respective school/college for a period of six months.

### Grading System

Pokhara University follows a four-point letter grade system. The letter grades awarded to students will be as follows:

<i>Grade</i>	<i>Grade Point</i>	<i>Description</i>
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:  

$$\text{SGPA} = \frac{\text{Total honor points earned in a semester}}{\text{total number of credit hours taken in a semester}}$$
- The cumulative grade point average (CGPA) which is the grade point average for all completed semester and is given by:  

$$\text{CGPA} = \frac{\text{Cumulative total honor points earned}}{\text{cumulative total number of credit hours taken}}$$

### 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

		(39 Credit Hours)
ENG 101	English I	3
ENG 102	English II	3
MTH 101	Business Mathematics I	3
MTH 102	Business Mathematics II	3
STT 101	Business Statistics	3
STT 201	Data Analysis and Modeling	3
ECO 101	Introductory Microeconomics	3
ECO 201	Introductory Macroeconomics	3
SOC 101	Fundamentals of Sociology	3
PSY 101	General Psychology	3
ENG 201	Business Communication I	3
ENG 202	Business Communication II	3
MIS 101	Computer and IT Applications	3

### Core Courses

		(57 Credit Hours)
MGT 111	Principles of Management	3
LAW 291	Legal Aspects of Business and Technology	3
MIS 201	Introduction to Management Information Systems	3
MGT 211	Fundamentals of Organizational Behaviour	3
ACC 121	Financial Accounting I	3
ACC 122	Financial Accounting II	3
ACC 221	Basics of Managerial Accounting	3
FIN 131	Essentials of Finance	3
FIN 231	Financial Management	3
RCH 311	Business Research Methods	3
MKT 241	Principles of Marketing	3
MGT 311	Fundamentals of Operations Management	3
MGT 314	Management of Human Resources	3
MGT 313	Introduction to International Business	3
MGT 312	Fundamentals of Entrepreneurship	3
MIS 301	Essentials of e-Business	3
MGT 212	Business and Society	3
MGT 411	Business Environment in Nepal	3
MGT 412	Strategic Management	3

### Concentration

(12 Credit Hours)

#### Accounting

ACC 421	Taxation	3
ACC 422	Auditing	3
ACC 423	Advanced Management Accounting	3
ACC 424	Accounting Information System	3
ACC 425	Accounting Reports and Financial Statement Analysis	3
ACC 426	Special Topics in Accounting	3

#### Marketing

MKT 441	Consumer Behaviour	3
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MKT 442	Advertising and sales Promotion	3
MKT 443	Sales Management	3
MKT 444	Retail Marketing	3
MKT 445	Service Marketing	3
MKT 446	Foreign Trade Management	3

#### **Finance**

FIN 431	Corporate Finance	3
FIN 432	Microfinance	3
FIN 433	Investment Management	3
FIN 434	Bank Operations and Management	3
FIN 435	Risk Management and Insurance	3
FIN 436	Fundamentals of Financial Derivatives	3
FIN 437	Financial Institutions and Markets	3

#### **Human Resource**

HRM 451	Labour-Management Relations	3
HRM 452	Contemporary Issues in HRM	3
HRM 453	Compensation and Benefits Management	3
HRM 454	Negotiation and Conflict Management	3
HRM 455	Performance Appraisal	3
HRM 456	Human Resource Development	3

#### **Small Business and Entrepreneurship**

SBE 461	Small Business Entrepreneurship	3
SBE 462	Small Business Finance	3
SBE 463	Rural Marketing	3
SBE 464	Retail Management	3
SBE 465	Social Entrepreneurship	3
SBE 466	Venture Ideas and Models	3

#### **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.

NBE 391	Society and Politics	3
NBE 392	Basic Econometrics	3
NBE 393	Social Ecology and Environment	3
NBE 394	Media and Public Relations	3
NBE 395	Energy and Sustainable Development	3
NBE 396	Management of Technology	3
NBE 397	Population Dynamics and Development Challenges	3
NBE 398	Critical Thinking and Problem Solving	3

#### **Project Work and Internship**

**(6 Credit Hours)**

PRJ 491	Project Work	(3 Credit Hours)
INT 391	Internship	(3 Credit Hours)



**Pokhara University**  
**BBA Program**  
**CURRICULAR STRUCTURE AND COURSE CYCLE**

Semester I			Semester II		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
ENG 101	English I	3	ENG 102	English II	3
MTH 101	Business Mathematics I	3	MTH 102	Business Mathematics II	3
ACC 121	Financial Accounting I	3	ACC 122	Financial Accounting II	3
MGT 111	Principles of Management	3	PSY 101	General Psychology	3
MIS 101	Computer and IT Applications	3	ECO 101	Introductory Microeconomics	3
		<b>15</b>			<b>15</b>
Semester III			Semester IV		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
ENG 201	Business Communication I	3	ENG 202	Business Communication II	3
STT 101	Business Statistics	3	STT 201	Data Analysis and Modeling	3
FIN 131	Essentials of Finance	3	MGT 211	Fundamentals of Organizational Behaviour	3
SOC 101	Fundamentals of Sociology	3	MKT 241	Principles of Marketing	3
ECO 201	Introductory Macroeconomics	3	FIN 231	Financial Management	3
		<b>15</b>			<b>15</b>
Semester V			Semester VI		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
ACC 221	Basics of Managerial Accounting	3	MIS 201	Introduction to Management Information Systems	3
RCH 311	Business Research Methods	3	LAW 291	Legal Aspects of Business and Technology	3
MGT 314	Management of Human Resources	3	MGT 212	Business and Society	3
MGT 311	Fundamentals of Operations Management	3	PRJ 491	Project Work	3
	Concentration I	3		Concentration II	3
					<b>15</b>
Semester VII			Semester VIII		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
MGT 411	Business Environment in Nepal	3	MGT 412	Strategic Management	3
MGT 312	Fundamentals of Entrepreneurship	3	MGT 313	Introduction to International Business	3
INT 391	Internship	3	MIS 301	Essentials of e-Business	3
	Elective I	3		Elective II	3
	Concentration III	3		Concentration IV	
		<b>15</b>			<b>15</b>

