

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



**BACHELOR OF BUSINESS MANAGEMENT (BBM)**

**Curriculum**

**Office of the Dean  
Faculty of Management  
Tribhuvan University  
Kathmandu  
2013**

# **TRIBHUVAN UNIVESITY**

## **Faculty of Management**

### **BBM PROGRAM**

The Faculty of Management of Tribhuvan University offers a variety of courses in general, functional and sectoral management areas. The courses are designed according to the need of the country and the international trend in management education. The mission and objectives of Faculty of Management (FOM) is to contribute to the development of efficient and capable manpower for the business, government, and social sectors. FOM is continuously involved in development and upgrading of its curricula, teaching methods, and examination system. Its programs are designed with greater degree of flexibility that allows the incorporation of the latest development in theory and practice of management.

#### **Bachelor in Business Management (BBM) Program**

The BBM program of Faculty of Management, Tribhuvan University is designed for aspiring business leaders and managers of the future. The BBM graduates are equipped with the necessary knowledge, skills and self-confidence to assist in effective and successful management, within constantly changing and highly competitive national and global business environment. This course has been designed with the objective of producing middle-level managerial manpower in the sectoral areas.

#### **Program Objective**

The program is designed with the following objectives:

- Develop students' skills in creative thinking, decision making, leadership, communication, and gain understanding of operations and change.
- Develop students' understanding of entrepreneurship and innovation, and effective management of business operations in a dynamic business environment.
- Prepare students for professional life to work as business manager and entrepreneur.

#### **Curricular Structure**

The BBM program is based on semester system. It is a 4 year program spread over eight semesters, each semester constitute of 16 weeks of intensive study. The program covers 120 credit hours. The curricular structure has business tool courses, business foundation courses, focus area courses and elective area courses.

#### **Business tool courses: 36 Credit hours (Each course constitute of 3 credit hours)**

1. ECO 211: Introductory Microeconomics
2. ECO 212: Introductory Macroeconomics
3. ENG 211: English I
4. ENG 212: English II
5. ENG 213: Business Communications
6. MTH 211: Business Mathematics I
7. MTH 212: Business Mathematics II
8. PSY 201: Psychology
9. RCH 201: Business Research Methods
10. SOC 201: Sociology for Business
11. SOC 202: Nepalese Society and Politics
12. STT 211: Business Statistics

**Business foundation courses: 60 Credit hours**

1. ACC 201: Financial Accounting
2. ACC 211: Computer Based Financial Accounting
3. ACC 212: Accounting for Decision Making
4. ACC 213: Corporate Taxation in Nepal
5. FIN 211: Basic Finance
6. FIN 212: Financial Management
7. IT 231: E-commerce
8. IT 232: Database Management
9. MGT 201: Principles of Management
10. MGT 202: Human Resource Management
11. MGT 203: Organizational Behavior
12. MGT 205: Operations Management
13. MGT 206: Business Environment in Nepal
14. MGT 207: International Business
15. MGT 208: Business Strategy
16. MGT 209: Business Ethics, Social Responsibility
17. MGT 211: Legal Environment of Business
18. MKT 201: Fundamentals of Marketing

**Focus Area Courses: 15 Credit hours**

**Focus Area: Bank Operations and Cooperative Management (5 Courses)**

1. BNK 211: Banking Law
2. BNK 212: Wholesale and Retail Banking
3. BNK 213: Futures and Options Markets
4. BNK 214: Commercial Bank Operations
5. BNK 215: Capital and Money Markets
6. BNK 216: Treasury Management
7. BNK 217: Cooperative Management
8. BNK 218: Micro Finance and Rural Banking
9. BNK 219: Investment Banking

**Focus Area: Sales and Marketing (5 Courses)**

1. MKT 211: Consumer Behavior
2. MKT 212: Advertising and Public Relations
3. MKT 213: Creative Selling
4. MKT 214: Sales Force Management
5. MKT 215: Retail Management
6. MKT 216: Supply Chain and Channel Management
7. MKT 217: Industrial Marketing
8. MKT 218: Rural Marketing

**Focus Area: Insurance and Risk Management (5 Courses)**

1. INS 211: Introduction to Risk and Insurance
2. INS 212: Insurance Broking and Bancassurance
3. INS 213: Commercial Property Risk Management
4. INS 214: Commercial Liability Risk Management
5. INS 215: Life and Non Life Insurance
6. INS 216: Private Property Risk Management
7. INS 217: Global Trade and Marine Insurance
8. INS 218: Micro Insurance

**Focus Area: Entrepreneurship and Enterprise Development (5 Courses)**

1. EED 211: Entrepreneurship Development
2. EED 212: Principles of Small Business Management

3. EED 213: Creativity and Innovation
4. EED 214: Entrepreneurial Marketing
5. EED 215: Micro-finance
6. EED 216: Small Business Planning and Creation
7. EED 217: Project Management

**Electives: 9 Credit hours (Three Courses)**

1. ELE 221: Emerging Global Business Issues
2. ELE 222: Information and Technology Management
3. ELE 223: Management of Foreign Trade
4. ELE 224: Organizational Development and Change
5. ELE 225: Budgeting and Financial Forecasting
6. ELE 226: Event Management
7. ELE 227: Service Operations Management
8. ELE 228: Labor Relations Management
9. ELE 229: Negotiation Skills
10. ELE 230: Real estate Management

**PRJ 351: Project and Report Writing: 6 Credit hours  
Or**

**MGT 351: Internship: 6 Credit hours**

**Semester Cycle**

**Semester I: 15 Credit Hours**

1. ECO 211: Introductory Microeconomics
2. ENG 211: English I
3. MGT 201: Principles of Management
4. MTH 211: Business Mathematics I
5. SOC 201: Sociology for Business

**Semester II: 15 Credit Hours**

1. ACC 201: Financial Accounting
2. ECO 212: Introductory Macroeconomics
3. ENG 212: English II
4. MTH 212: Business Mathematics II
5. PSY 201: Psychology

**Semester III: 15 Credit Hours**

1. ACC 211: Computer Based Financial Accounting
2. ENG 213: Business Communications
3. FIN 211: Basic Finance
4. SOC 202: Nepalese Society and Politics
5. STT 211: Business Statistics

**Semester IV: 15 Credit Hours**

1. ACC 212: Accounting for Decision Making
2. FIN 212: Financial Management
3. MGT 202: Human Resource Management
4. MKT 201: Fundamentals of Marketing
5. RCH 201: Business Research Methods

**Semester V: 15 Credit Hours**

1. ACC 213: Corporate Taxation in Nepal
2. Focus Area Course I
3. MGT 203: Organizational Behavior
4. MGT 205: Operations Management
5. MGT 214: Legal Environment of Business

**Semester VI: 15 Credit Hours**

1. Focus Area Course II
2. IT 212: Database Management
3. MGT 206: Business Environment in Nepal
4. MGT 207: International Business
5. MGT 209: Business Ethics and Social Responsibility

**Semester VII: 15 Credit Hours**

1. Elective Course I
2. Focus Area Course III
3. Focus Area Course IV
4. IT 211: E-commerce
5. MGT 208: Business Strategy

**Semester VIII: 15 Credit Hours**

1. Elective Course II
2. Elective Course III
3. Focus Area Course V
4. Project Report Writing **Or** Internship

**Admission Procedure**

Students applying for the BBM program must fill in the application blank with all details of their personal information and past academic records. The selection of students shall be based on a three-stage screening process that includes written test, individual presentation and personal interview.

FOM shall conduct a Central Management Admission Test (CMAT) that will test the basic ability of the students in verbal ability and quantitative ability. The test shall be based on the SAT format. The colleges running the program shall conduct the individual presentations and interviews for selecting suitable candidates. The admission committee of the colleges has the final authority in selecting the students for the BBM program.

**Teaching Pedagogy**

The MBM program is based on the student-centered learning approach. The general teaching methodology of the program includes interactive lectures, students' presentations, case studies, and projects. The teaching faculty shall determine the appropriate teaching-learning methods suitable for each course.

**Attendance**

The BBM program is an intensive professional program. This program demands a very high level of commitment from students. Students are required to attend regularly all classes and presentations as required by the course. Students failing to attend 80 % of classes shall not be allowed to appear in the semester-end examinations.

**Examination and Evaluation**

The performance of students will be evaluated through ongoing in-semester evaluations and semester-end examinations. The FOM shall have the final authority in conducting, evaluating and awarding grades in semester-end examinations. The course facilitator (instructor) shall decide the grades in the in-semester evaluations.

**In-semester Evaluations**

The in-semester (internal) evaluation shall generally have a total weight of 40 percent in each course. The concerned faculty shall be responsible for the continuous in-semester evaluations. The in-semester evaluation shall be based on a student's performance in class presentations, case analysis, and project assignments, class tests and others as required by the course. A student must secure a minimum Grade Point Average (GPA) of 2.0 or Grade C in a course in order to be eligible to appear in the semester-end examination of that course. The in-semester evaluations will be based on the following components:

<b>In-semester Evaluation: 40 Marks</b>	
<b>Evaluation Activities</b>	<b>Weight in %</b>
In-semester pre-board Examination	40
Class-room activities (Class presentations, case analysis, group works etc)	30
Projects and Assignments	20
Class Attendance and discipline	10
Total	100 %

### **Semester-end Examinations**

The semester-end examinations on course work related subjects shall have a total weight of 60 percent. The semester-end examination shall be based on problem solving questions, analytical questions, and case studies or any other formats as demanded by a course. The duration of the examination shall be 3 hours for theory courses. Courses having practical components shall have two hour practical examination.

### **Passing Grade and Grading System**

The grading system followed in the BBM program will be based on the absolute performance of a student in the in-semester evaluation and semester-end examinations. The performance of a student in the program shall be made on a four point scale. The final evaluation of students is done through the examination conducted by Tribhuvan University. Students must secure a minimum of grade 'C' or Grade Point Average (GPA) of 2.0 in the in-semester evaluation in order to qualify to appear in the semester examination. The grading system of semester examination shall be as follows:

<b>Letter Grade</b>	<b>Cumulative Grade Point Average (CGPA)</b>	<b>Divisions/Remarks</b>
<b>A</b>	<b>3.50 to 4.00</b>	<b>First Division with Distinction</b>
<b>B</b>	<b>2.50 to 3.49</b>	<b>First Division</b>
<b>C</b>	<b>2.00 to 2.49</b>	<b>Second Division</b>
<b>D</b>	<b>1.50 to 1.99</b>	<b>Pass in Individual Paper</b>
<b>F</b>	<b>Below 1.50</b>	<b>Fail</b>

### **Normal and Maximum Duration of Study**

The normal duration and the maximum duration for the completion of the requirements for the various programs are as follows:

Normal duration	48 months (8 semesters)
Maximum duration	96 months (16 semesters)

### **Failing in Course**

Students who do not qualify to appear in the semester-end examinations will have to reregister and retake the course as per the semester cycle. Students who are qualified but fail to appear in the semester-end examinations or fail in the semester-end examination can appear in make-up examinations as per the semester cycle. FOM shall organize chance make-up examinations in the last semester only where a student may appear in 6 courses of the earlier three semesters.

### **Graduation Requirements**

The BBM program extends over eight semesters (four academic years). The BBM degree is awarded upon its successful completion of all the following requirements specified by the curriculum.

- The successful completion of 120 credit hours as prescribed with a minimum of passing grade in all courses with CGPA of 2.00.
- A minimum of grade 'C' obtained in the Project Report Writing **Or** Internship.
- Completed all the course requirements as specified in the curricular structure section within the maximum time period specified in the normal and maximum duration of the study section.

### **Project and Report Writing Or Internship**

A student is required to undertake a research assignment and prepare a Research Project Report at the end of the eight semesters. The concerned colleges shall assign a faculty member to supervise the research work. The research work must be presented in the format as prescribed by FOM. The evaluation of the research shall be based on the following two components:

Written Report:	70 %
Presentation:	30%

FOM shall conduct the written report evaluation and report presentation through independent external evaluator(s). The concerned college shall organize the student's presentation of the project report in a seminar format.

In lieu of Project and Report Writing students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual project report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the organization, project report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C" in the internship. The internship carries a weight equivalent to 6 credit hours. The evaluation of the Internship shall be based on the following three components:

Organizational Evaluation	25%
Written Report:	50 %
Presentation:	25%

### **Matters not mentioned**

The FOM shall have the final authority to decide any other matters and issues not mentioned in the aforementioned clauses.