

Far Western University
Faculty of Management
Bachelor of Business Studies (BBS)Program

Course Details of BBS Fourth Semester
(Syllabus: BBS 4th Semester)



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Far Western University
Faculty of Management
Course Cycle of BBS Program
 (From 2021 and onward)

Year: First	Semester I	Credits
MGT 111	Principles of Management	3
MGT 113	Business English I	3
MGT 115	Financial Accounting I	3
MGT 117	Business Economics I	3
MGT 119	Business Statistics I	3
Year: First	Semester II	
MGT 121	Business English II	3
MGT 123	Financial Accounting II	3
MGT 125	Business Economics II	3
MGT 127	Human Resource Management	3
MGT 129	Business Statistics II	3
Year: Second	Semester III	
MGT 231	Principles of Marketing	3
MGT 233	Sociology	3
MGT 235	Fundamentals of Financial Management I	3
MGT 237	Cost and Management Accounting I	3
MGT 239	Business Law	3
Year: Second	Semester IV	
MGT 241	Management Information System	3
MGT 243	Psychology	3
MGT 245	Fundamentals of Financial Management II	3
MGT 247	Cost and Management Accounting II	3
MGT 249	Entrepreneurship and Small Business	3
Year: Third	Semester V	
MGT 351	Organizational Behaviour	3
MGT 353	Quantitative Techniques	3
MGT 355	Production and Operations Management	3
MGT 357	Nepalese Studies and Civil Education	3
MGT 359	Banking and Insurance	3
Year: Third	Semester VI	
MGT 361	Business Ethics and Corporate Social Responsibility	3
MGT 363	Contemporary Issues in Business Environment	3
MGT 365	Principles and Practices of Income Tax	3
MGT 367	Business Research Method	3
	Elective I	3
Year: Fourth	Semester VII	
MGT 471	Tourism and Hospitality Management	3
MGT 473	Project Management	3
	Elective II	3
	Concentration I	3
	Concentration II	3
Year: Fourth	Semester VIII	
MGT 481	Management of Cooperatives and Micro Credit Organizations	3
MGT 483	Business Policy and Strategic Management	3
MGT 485	International Business	3
	Concentration III	3
MGT 489	Project Work	3

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Syllabus

Course Title:	Management Information System	Course Code:	MGT 241
Year:	Second	Level:	Undergraduate
Semester:	IV	Program:	BBS
Credits hours:	3	Lecture hours:	45

Course Description

This course describes the fundamental principles of computer-based information systems associated with the strategic adoption, implementation, use and evaluation of information systems in organizations. Topics to be covered include the basic concept of information systems, application areas of computers system, data processing and management, information systems development life cycle, network and telecommunication, database management, e-business systems, e-commerce systems and security and ethical challenges in the information system.

Course Objectives

The purpose of this course is to introduce students the fundamental principles of computer-based information systems and develop an understanding of the techniques used in the information system. This course will enable students to use information systems such as internet-based technology, e-commerce, e-business, telecommunication, data resource management and cyber security.

Learning Outcomes

Upon completion of this course, students will be able to:

- Understand the processes of developing and implementing information systems.
- Analyze the processes, techniques and issues associated with organizational information systems.
- Assess and explain global issues surrounding the adoption of information technology.
- Explain basic concepts about information systems development and implementation.
- Explain how companies can leverage information technology for competitive advantage.
- Outline the role of the ethical, and security issues of information systems.

Course Contents

Unit 1: Introduction of Computer System

LH 8

- 1.1 Basic concept: definition of computer, characteristics, advantages and drawbacks of computers, application areas of computers
- 1.2 History of Computers: Evolution and Generations of Computers
- 1.3 Anatomy of computers: computer system concepts and major components (processor, Memory, input/output, secondary storage) with a brief overview
- 1.4 Types of computers: on the basis of work, size, brand and model
- 1.5 Memory (primary storage, secondary storage, cache) and central processing unit,
- 1.6 Hardware (input devices, output devices)
- 1.7 Software and its classification. system software: definition and examples, operating system, functions of operating systems, language translators (compilers, interpreters, assemblers), programming languages and their generations

Unit 2: Foundation of Information System

LH 7

- 2.1 Data, data processing, information, information system, characteristics of information system, need of information systems in business, fundamental resources of information system, potential risks of information system
- 2.2 Types of information system (TPS, MIS, DSS, ERP, CRM) definition, objectives of MIS, characteristics, applications of MIS, benefits and limitations of MIS, approaches of MIS development, implementations of MIS
- 2.3 Systems Development Life Cycle (SDLC) and its stages, success and failure of MIS
- 2.4 Alternative system development methodologies: prototyping, end user development and waterfall model

Unit 3: Telecommunication and Network **LH 8**

- 3.1 Network and telecommunication: definition, data vs signal, communication processors, types of networks, business value of telecommunications.
- 3.2 Communication channels: guided and unguided transmission media and their characteristics and applications
- 3.3 Networking components: repeater, amplifiers, hub, switch, bridge, router, LAN card, gateway
- 3.4 Network Topologies: Bus, Ring, Star, Mesh, Tree and Hybrid Topology along with Advantages and Drawbacks
- 3.5 Network architectures: peer-to-peer and client/ server architectures
- 3.6 Protocols: OSI reference model, TCP/IP, application layer protocols (HTTP, FTP, telnet, SMTP)

Unit 4: Data Resource and Database Management **LH 7**

- 4.1 Fundamental concepts of data and database, need of data management, data management approaches, types of databases
- 4.2 File management system: definition, limitations and benefits of file management systems
- 4.3 Database management systems: database, DBMS, database systems, advantages and drawbacks, database languages, ER diagram, data models, RDBMS, concept of normalization
- 4.4 Business intelligence and data: data warehouse, data mart, data mining, purpose of data mining, and practical: Microsoft access, database design, creating new database, setting up tables, form and report design and MS Excel

Unit 5: E-business and E-commerce Systems **LH 7**

- 5.1 Overview: e-business vs e-commerce, pure vs partial e-commerce, e-commerce application trends, unique features of e-commerce, e-marketing
- 5.2 Types of e-commerce: B2B, B2C, C2B and C2C
- 5.3 Revenue generation models in e-commerce: brokerage model, buyer aggregator model, advertising model and community model
- 5.4 Mobile computing and commerce: mobile computing technology, mobile financial services, mobile shopping, advertisement and entertainment
- 5.5 E-Commerce supporting technologies: electronic payment systems, web marketing, mobile marketing, search engine optimization; social media information systems, digital markets and digital goods in a global marketplace

Unit 6: Security and Ethical Challenges in Information Systems **LH 8**

- 6.1 Business/IT security, ethics and society, ethical responsibilities of business professionals (business ethics, technology ethics, ethical guidelines), computer crimes (hacking, cyber theft, unauthorized access, software piracy, piracy of intellectual property, computer viruses and worms)
- 6.2 Privacy issues: privacy on the internet, computer matching, privacy laws, computer libel and censorship, other challenges: emplacement challenges, computer monitoring, challenges in working conditions, challenges to individuality, health issues.
- 6.3 Tools for security management, internetwork security defenses (encryption, firewalls, e-mail monitoring, virus defenses)

Project/practical work – as per the project work/practical manual.

Basic Text Books:

- O'Brien, J.A. and Marakas, G.M. (2010). *Management Information Systems: Managing Information Technology in the Business Enterprise. 10th Edition*, McGraw Hill, New York.
- Turban, Efraim and Linda Volonino (2015). *Information Technology for Management - Transforming Organizations in the Digital Economy, 7/e*; New Delhi: Wiley India.

Reference Books:

- Laudon, Kenneth C., Laudon, Jane P. (2018). *Management Information Systems: Managing the Digital Firm, 15th ed.* United Kingdom: Pearson Education Ltd.
- Tesone, D. F. (2005). *Hospitality Information System and E-commerce*. John Wiley & Sons, New Jersey.

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Syllabus

<i>Course Title:</i>	<i>Psychology</i>	<i>Course Code:</i>	<i>MGT 243</i>
<i>Year:</i>	<i>Second</i>	<i>Level:</i>	<i>Undergraduate</i>
<i>Semester:</i>	<i>IV</i>	<i>Program:</i>	<i>BBS</i>
<i>Credits hours:</i>	<i>3</i>	<i>Lecture hours:</i>	<i>45</i>

Course Description

This course surveys basic psychology concepts, theories, and processes. It addresses the core psychological process as well as their importance in the individual and social setting relating to sensation, perception, social behaviour, learning and memory, cognition, motivation, emotion, stress and personality.

Course Objectives

This course aims to familiarize students with the basic concept of human psychology and processes to understand the human mind and behavior in relation to self and others. Specifically, it provides a basic understanding of psychology as a science of human behaviour. It familiarizes the student with various schools of psychology. It helps to acquire knowledge of different psychological processes and their effect on human cognition and behavior. Finally, it develops an understanding of how human behavior can be understood, shaped, and applied at individual and group/social levels.

Learning Outcomes

At the completion of this course, students should be able to:

- Understand the psychological knowledge to describe human psychology.
- Describe the major theories that explain human behavior and cognitive process.
- Describe the concepts and approaches of sensation, perception and social behaviour.
- Explain how the concepts of learning and memory are applied in solving psychology-related problems.
- Describe the role of cognition in cognitive psychology.
- Explain the different theoretical approaches of motivation, emotion and stress.
- Describe the determinants of personality and personality traits approaches.
- Apply human psychology in understanding and explaining individual and social levels of behavior in relation to business decision-making.

Course Contents

Unit 1: Introduction to Human Psychology

LH 5

- 1.1 Concept and nature of human psychology
- 1.2 Approaches/schools of human psychology (brief concept of structuralism, functionalism, psychodynamic, behaviorism, cognitive and socio-cultural)
- 1.3 Psychology as an applied science
- 1.4 Application of psychological approaches in solving business and organizational problems

Unit 2: Sensation, Perception and Social Behaviour

LH 10

- 2.1 Sensation: Concept, importance, sensory threshold, habituation and adaptation; Types of sensory experiences, structure and functions of visual and auditory sensation
- 2.2 Perception: Concept of perception and factors influencing perception; perceptual organization; constancies and illusions; person's perception: concept, Kelly's attribution theory, impression formation and biases
- 2.3 Social behavior: Persuasion, attitudes, prejudices and techniques to reduce it, prosocial behavior
- 2.4 Social influences: Conformity, compliance and obedience (Milgram's experiment)

Unit 3: Learning and Memory**LH 7**

- 3.1 Learning: Concept of learning, nature of learning (behavioral vs cognitive, instinct and complex forms of learning), classical condition learning and its application; operant conditioning learning and behavior modification and shaping, cognitive learning (cognitive map, insight and observational learning)
- 3.2 Memory: Concept of memory, memory phenomenon and basic processes (encoding, storage and retrieval), types of memory; forgetting: concept, nature and causes of forgetting, memory and the brain

Unit 4: Cognition**LH 8**

- 4.1 Concept of cognition and role of cognition in cognitive psychology
- 4.2 Thinking: Concept and nature of thinking, components of thought (mental images, concepts, prototypes) and components of reasoning
- 4.3 Problem-solving: preparation, production and judgment; obstacles in problem-solving
- 4.4 Intelligence: Concept, nature, types and determinants of intelligence, intelligence tests and concept of IQ, individual differences in intelligence

Unit 5: Motivation, Emotion and Stress**LH 9**

- 5.1 Motivation: Concept of motivation, intrinsic and extrinsic motivation, achievement motivation; theories of motivation - Drive theory, Arousal theory, Expectancy theory, Goal setting theory and Maslow's Hierarchy of need theory
- 5.2 Emotion: Concept, types and functions of emotion; theories of emotion - James-Lange, Cannon-Bard, and Schachter-Singer's theory; emotion and health, subjective well-being
- 5.3 Stress: Concept of stress, individual difference in stress, general adaptation syndrome model, psychoneuroimmunology of stress, coping stress, style and learned helplessness, social support

Unit 6: Personality**LH 6**

- 6.1 Concept and determinants of personality
- 6.2 Theories of personality: Freud's psychoanalytic theory, Trait theories of personality (Allport's trait theory and Cattell's trait theory), McCrae & Costa's Big-five factor theory and Bandura's social cognitive theory
- 6.3 Measurement of personality: Self-report measures and projective techniques

Basic Text Books:

Baron, Robert A. (2003). *Psychology, 6th Edition*, India: Prentice Hall of India Pvt. Ltd.

Ciccarelli, S. K., & Meyer, C. E. (2009). *Psychology, 2nd Edition*, New Delhi: Pearson Education.

Reference Books:

Zimbardo, P. G., Johnson, R. L., & McCann, V. (2012). *Psychology: Core concepts 7th Edition*. USA: Pearson Education.

Passer, M. W., & Smith, R. E. (2007). *Psychology: The Science of Mind and Behavior, 4th Edition*. New York: Mc Graw Hill.

Niraula, S. (2011). *General Psychology 1st Edition*. Buddha Academic Publishers and Distributors.

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Syllabus

<i>Course Title:</i>	<i>Fundamentals of Financial Management II</i>	<i>Course Code:</i>	<i>MGT 245</i>
<i>Year:</i>	<i>Second</i>	<i>Level:</i>	<i>Undergraduate</i>
<i>Semester:</i>	<i>IV</i>	<i>Program:</i>	<i>BBS</i>
<i>Credits hours:</i>	<i>3</i>	<i>Lecture hours:</i>	<i>45</i>

Course Description

This course provides students the opportunity to understand the fundamentals of financial management and their application in key financial decisions. The course begins with an overview of financial management, thereafter, it covers different aspects of financial planning and forecasting, long-term financing decisions, long-term investment decisions and working capital management including current assets and current liabilities monument. Finally, this course deals with different aspects of dividend policy.

Course Objectives

The objective of the course is to provide the students with an understanding of the fundamental concepts and principles of financial management and impart skills for applying those concepts and principles in making real financial decisions of a firm.

Learning Outcomes

By the end of this course, students should be able to:

- Define the concept and need of financial management and describe the key finance functions.
- Understand the concept and procedures of financial planning and forecasting.
- Describe capital structure and leverage and the tradeoffs associated with changing capital structure.
- Determine the initial cash flow, periodic cash flows and terminal cash flows associated with an investment project for making long-term investment decisions.
- Understand working policies and the related tradeoff between profitability and risk.
- Understand the management of receipts and disbursements, including float, speeding up collections. slowing down payments and cash concentration and investing in marketable securities.
- Discuss the concept and techniques of inventory management.
- Explain and analyze the different elements of credit policy variables.
- Describe how firms distribute earnings to investors in various forms.

Course Contents

Unit 1: Introduction to Financial Management	LH 4
1.1 An overview of financial management	
1.2 The general organization of the finance functions	
1.3 Financial managers' key decisions: investment, financing and dividend decisions	
1.4 Relationship of financial management with other disciplines	
1.5 Agency conflicts (shareholders versus managers and managers/shareholders versus creditors)	
1.6 Corporate governance: concept and significance	
Unit 2: Financial Planning and Forecasting	LH 8
2.1 Overview of financial planning: strategic plans, operating plans, financial plans	
2.2 Sales forecasts	
2.3 Methods of financial forecasting: percent of sales method, the AFN equation, Percentage of external funds required (PEFR)	
2.4 Excess capacity adjustment	
2.5 Financial forecasting by using the linear regression method	
Unit 3: Long-Term Financing Decisions	LH 8
3.1 Concept and sources of long-term financing	
3.2 Concept of capital structure and financial structure	

- 3.3 Determining the optimal capital structure
- 3.4 Effect of capital structure on WACC, EPS and stock price
- 3.5 EBIT-EPS analysis and effect of financial leverage
- 3.6 Factors affecting capital structure decision
- 3.7 Business risk and financial risk
- 3.8 Leverage: operating, financial and combined leverage
- 3.9 Breakeven analysis: operating, cash and financial breakeven

Unit 4: Long Term Investment Decisions **LH 7**

- 4.1 Concept, features and procedures of long-term investment decisions
- 4.2 Concept of incremental cashflow, sunk cost and opportunity cost
- 4.3 Determination of initial cashflows, periodic cashflows and terminal cashflows of new project, replacement project and project under expansion
- 4.4 Application of NPV and IRR criteria for long term investment decision

Unit 5: Working Capital and Current Assets Management **LH 12**

- 5.1 Working capital management and policy: concept and determinants of working capital, working capital financing and investment policies, working capital cash flow cycle and strategies for managing the cash conversion cycle
- 5.2 Cash management: concept and significance, motives of holding cash, advantages of holding adequate cash, managing cash collections and disbursement, cash management models
- 5.3 Receivable management: concept and objectives of receivable management, components of credit policy, cost of maintaining receivables
- 5.4 Inventory management: motives of holding inventory, objectives of inventory management, inventory management techniques – EOQ and Re-order level
- 5.5 Current liabilities management: sources of short-term financing, cost of trade credit and bank loan (simple, discount and add-on)

Unit 6: Dividend Decisions **LH 6**

- 6.1 Concept and types of dividends
- 6.2 Cash dividend payment procedures
- 6.3 Concept and types of dividend policies
- 6.4 Other forms of dividends and Earning Payout: stock dividend, stock split, reverse stock split and repurchase stock
- 6.5 Factors influencing dividend decision
- 6.6 Recent practices of dividend distribution in Nepal

Basic Text Books:

- Brigham, E.F., & Houston, J.F. (2012). *Fundamentals of financial management, Concise*. Harcourt Publisher.
- Paudel, Rajan, B., Baral, Keshar, J., Joshi, Padam, R., Gautam, Rishi, R., Rana, Surya, B. (2016). *Fundamentals of Corporate Finance*. Kathmandu: Asmita Publications.

Reference Books:

- Brigham, E. F., & Ehrhardt, M. C. (2017). *Financial management: Theory and practice*. Cengage Learning.
- Gitman, L. J. (2004). *Principles of managerial finance*. Delhi: Pearson Education.
- Paudel, Rajan, B., Baral, Keshar, J., Joshi, Padam, R., Gautam, Rishi, R., Rana, Surya, B. (2015). *Fundamentals of financial management*. Kathmandu: Asmita Publications.
- Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2011). *Essentials of corporate finance* (7th ed). New Delhi: PHI Learning.
- Van Horne, J. C., & Wachowicz, J. R. (2009). *Fundamentals of Financial Management*. New Delhi: PHI Learning.

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Syllabus

Course Title:	Cost and Management Accounting II	Course Code:	MGT247
Year:	Second	Level:	Undergraduate
Semester:	IV	Program:	BBS
Credits hours:	3	Lecture hours:	45

Course Description

This course comprises the conceptual foundation of cost and management accounting and acquaints students with various concepts of operating costing, process costing, standard costing, and costing for joint and by-products. This course also comprises budgeting for planning, flexible budgeting, standard costing, cost control, cost reduction and cost audit parts of cost and management accounting.

Course Objective

The course aims to provide the students with an understanding of cost and management accounting together with applying the management accounting tools and techniques in order to arrange and classify cost information required for developing the student's capacity to prepare and analyze the cost report from the managerial perspective.

Learning Outcomes

By the end of this course, students should be able to:

- Understand the concept of cost and management accounting and its significance in the business.
- Apply different methods of costing in manufacturing and service industries.
- Prepare process accounts allocating joint cost and accounting for by-products.
- Understand the concept of budgeting and prepare the master budget.
- Understand standard cost concepts and comments on the standard cost variations.
- Prepare flexible budget for different level of activities.
- Understand the techniques of cost control, cost reduction and cost audit.

Course Content**Unit 1: Operating Costing****LH 6**

- 1.1 Concept, features, objectives, scope and limitations of operating costing; product vs service costing.
- 1.2 Classification of operating costs
- 1.3 Preparation of operating cost sheet: transport service, hotel/lodge & restaurants/canteen service, and hospital/nursing home service.

Unit 2: Process Costing**LH 10**

- 2.1 Meaning, objectives, characteristics, limitations and application of process costing
- 2.2 Comparison between job costing and process costing
- 2.3 Preparation of process account with and without opening and closing work-in-progress inventory: total and partial transfer to next process, accounting of process loss (normal loss, abnormal loss and abnormal gain) and treatment of spoilage, wastage, scrap and defective unit.
- 2.4 Preparation of process account for inter-process profit: calculation of unrealized and actual realized profit by the statement, value of the closing stock to be transferred to the balance sheet.

Unit 3: Joint and by Product Costing**LH 4**

- 3.1 Concept, advantages and disadvantages of joint and by-product costing
- 3.2 Difference between main and by-product
- 3.4 Method of allocating joint cost: average unit cost, physical unit, and revenue method.
- 3.5 Accounting for by-products.

Unit 4: Standard Costing and Variance Analysis **LH 8**

- 4.1 Concept and purpose of standard cost, preliminaries to establish standard; concept, application and limitation of standard costing.
- 4.1 Difference between standard costing and budgetary control.
- 4.3 Material variance: concept and calculation of cost, price, uses, mix and yield variance
- 4.4 Labour variance: concept and calculation of cost, rate, efficiency, mix, yield and idle time variance
- 4.5 Overhead variance: concept and calculation of capacity, efficiency spending

Unit 5: Budgeting for Planning **LH 10**

- 5.1 Concept of budget and budgeting
- 5.2 Function, importance, objectives, and limitation of budgeting
- 5.3 Stage of the budgeting process
- 5.4 Preparation of Sales budget, production budget, material consumption budget, purchase budget, labour budget, overhead budget and cash budget.

Unit 6: Flexible Budgeting **LH 4**

- 6.1 Concept and importance of flexible budget
- 6.2 Need of flexible budget for managerial decisions
- 6.3 Preparation of flexible budget

Unit 7: Cost Reduction and Cost Audit **LH 3**

- 7.1 Meaning, importance, techniques and limitation of cost reduction and cost control
- 7.2 Distinction between cost control and cost reduction
- 7.3 Cost audit: meaning, objectives, types and advantages

Basic Text Books:

Arora, M.N. (2021). *Cost and Management Accounting (11th ed.)*. Noida: Vikash Publishing House,
Garrison, Ray H., Noreen, Eric W. & Brewer, Peter C. (2021). *Managerial accounting (17th ed.)*. New
York: McGraw-Hill.

Reference Books:

Lal, J, & Srivastav S., *Cost Accounting (6th ed.)*. New Delhi: Tata McGraw Hill Co.
Horngren, T. H., Bhimani, A., Foster, G., & Datar, S. M. (4th ed.) *Management and Cost Accounting*.
Prentice Hall.
Hanif, M. (2018). *Cost Managerial Accounting*. McGraw-Hill Education, Pvt. Ltd.
Narang, K. L & Jain, S.P. (2007). *Cost Accounting Theory and Practice*. New Delhi: Kalyani Publishers
Reddy T.S. & Reddy H.P. (2013). *Cost Accounting and Management Accounting*. Chennai: Margham
Publications.

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Course Title:	Entrepreneurship and Small Business	Course Code:	MGT 249
Year:	Second	Level:	Undergraduate
Semester:	IV	Program:	BBS
Credits hours:	3	Lecture hours:	45

Course Description

The course contains an overview of entrepreneurship, creativity, innovation and social entrepreneurship, legal issues and environment for entrepreneurship development, new venture identification and selection, preparation of a business plan with the business model and growth strategy for entrepreneurship development.

Course Objective

The purpose of the course is to prepare students for the possibility of starting their own entrepreneurial ventures. This course also delineates students on various aspects of social enterprises. This course emphasizes on enhancing the skills of students to identify venture opportunities and prepare a business plan.

Learning Outcomes

After completing the course, the student shall be able to:

- Understand the entrepreneurship concept as a whole and the general economic benefits of entrepreneurship.
- Explain the importance of business ideas and entrepreneurship policies
- Enhance the ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
- Understand the concept of creativity, innovation and intrapreneurship
- Explain and develop the business plan and market plan
- Understand the growth strategies and implications of growth in entrepreneurship firm
- Understanding the exit strategy

Course Contents

Unit 1: Introduction to Entrepreneurship LH 6

- 1.1 Entrepreneurship: concept, features and role of entrepreneurship in economic development
- 1.2 Entrepreneur: concept, character traits and types of entrepreneurs
- 1.3 Entrepreneurial motivation, entrepreneurial process and entrepreneurial decision making
- 1.4 Entrepreneurial intention

Unit 2: Creativity, Innovation and Business Idea LH 6

- 2.1 Creativity: concept and process of creativity, creativity and entrepreneurship
- 2.2 Innovation: the concept of innovation, types of innovation, difference between creativity and innovation, entrepreneurial innovation
- 2.3 New venture creation process: ideas from trend analysis, other sources of new venture ideas, methods of generating ideas and solving problems

Unit 3: Small Business and Corporate Entrepreneurship LH 6

- 3.1 Concept and types of small business
- 3.2 Opportunity and importance of small business in the economy
- 3.3 Reasons of small business failures and suggestions for overcoming the failures
- 3.4 Concept and establishment of corporate entrepreneurship in the organization,
- 3.5 Difference between employee and corporate entrepreneur
- 3.6 Difference between a small business person and an entrepreneur
- 3.7 Corporate entrepreneurship, the difference between corporate entrepreneur and entrepreneur

Unit 4: Legal Issues Related to Entrepreneurship **LH 4**

- 4.1 An overview of provisions for legal formation of business in the context of Nepal for sole proprietorship, partnership and company
- 4.2 Legal issues related to entrepreneurship: trade secrets, licenses, trade practices, taxation, product safety and liability, insurance and contracts
- 4.3 Government support to young entrepreneurs in Nepal

Unit 5: Market Plan and Business Plan **LH 10**

- 5.1 Concept of market plan, characteristics of good market plan, market research for new venture and preparation of market plan
- 5.2 Concept and scope of business plan
- 5.3 Components of business plan: executive summary, environmental analysis, description of venture, production plan, operation plan, marketing plan, organizational plan, risk assessment, financial plan
- 5.4 Implementing the business Plan
- 5.5 Reasons for business plan failure

Unit 6: Financing for New Venture **LH 5**

- 6.1 Sources of capital: debt financing, equity financing, internal and external financing
- 6.2 Personal funds and funds from banks and financial institutions
- 6.3 Role of government agencies in small business financing
- 6.4 Venture Capital, informal risk capital market and angel investment

Unit 7: Growth and Implications of Growth **LH 8**

- 7.1 Concept of growth and growth strategies: penetration strategies, market development strategies, product development strategies and diversification strategies
- 7.2 Implications of growth for the firm: pressures on financial resources, pressures on human resources, pressures on the management of employees and pressures on entrepreneurs' time and overcoming the pressures.
- 7.4 Exit strategy: concept of the exit strategy, the succession of business, option for the selling of the business, liquidation of the business, liquidation procedure in Nepal for different forms of business.

Basic Text Books:

- Sachdeva, K., Uppal, S. S. and Uppal K. K. (2016), *Fundamentals of Entrepreneurship and Small Business*, Punjab, Kalyani Commerce Series.
- Holt, D. H. (2011), *Entrepreneurship and new venture formation*, New Delhi: Prentice Hall.

Reference Books:

- Barringer B.R. and Ireland R.D., 2006. *Entrepreneurship: Successfully Launching New Ventures*. Pearson: New Jersey.
- Baumol, W.J., 2004. *Entrepreneurial Enterprises, Large Established Firms and other components of the Free-Market Growth Machine*. Small Business Economics: New York.

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