

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

Course Details of BBS Seventh Semester
(Syllabus: BBS 7th Semester)

<i>Course Structure</i>	
<i>MGT 471</i>	<i>Strategic Management</i>
<i>MGT 472</i>	<i>International Business</i>
<i>MGT 473</i>	<i>Cooperatives Management</i>
<i>Concentration I and II</i>	<i>Account Group (Any Two subjects)</i>
<i>ACC 474</i>	<i>Accounting for Business</i>
<i>ACC 475</i>	<i>Advanced Auditing</i>
<i>ACC 476</i>	<i>Corporate Accounting</i>
<i>Concentration I and II</i>	<i>Finance Group (Any Two subjects)</i>
<i>FIN 474</i>	<i>Corporate Finance</i>
<i>FIN 475</i>	<i>Financial Markets and Services</i>
<i>FIN 476</i>	<i>Financial Derivatives and Risk Management</i>
<i>Concentration I and II</i>	<i>Marketing Group (Any Two subjects)</i>
<i>MKT 474</i>	<i>Consumers Behaviour</i>
<i>MKT 475</i>	<i>Service Marketing</i>
<i>MKT 476</i>	<i>Digital Marketing</i>
<i>Concentration I and II</i>	<i>General Management Group (Any Two subjects)</i>
<i>GMT 474</i>	<i>Employee Relationship Management</i>
<i>GMT 475</i>	<i>Conflict and Stress Management</i>
<i>GMT 476</i>	<i>Leadership and Team Management</i>



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**Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)**

Course Title:	<i>Strategic Management</i>	Course Code:	<i>MGT 471</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Course Objectives

The objective of this course is to enable students to be able to analyze, formulate and implement strategies in the modern competitive environment to take organizations further.

Course Description

This course includes an overview of strategic management, strategy formulation using appropriate tools, techniques and approaches; developing generic strategies, making strategic choices, implementing strategies and controlling, evaluating and improving strategies.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Apply strategies and analyze the role of strategists in the business policy of an organization.
- formulate strategic policy plans to take decisions in business-related problems.
- Analyze the internal and external environment of business for the purpose of effective strategic planning.
- Evaluate various strategies to develop effective strategies for an organization.
- Devise and implement strategic approaches to manage a business successfully in a global context.

Course Contents

Unit 1: Introduction to Strategic Management	LH 6
1.1 Strategy: Concept, characteristics, need and important of strategy	
1.2 Level of strategy: corporate, business and functional level	
1.3 Strategic management: Concept, importance, process of strategic management process	
1.4 Formality in strategic management	
1.5 Role of CEO in strategic management	
Unit 2: Company Direction	LH 4
2.1 Concept, characteristic and benefits of vision and mission	
2.2 Concept, components and levels of objectives	
2.3 Differences between financial and strategic objectives	
Unit 3: External Environmental Analysis	LH 6
3.1 Concept and nature of business environment	
3.2 Components of business environment	
3.3 Components of the external environment	
3.4 Environmental Analysis process and techniques: PESTEL analysis, Porter's five forces model of competition, Strategic group mapping	
Unit 4: Internal Environmental Analysis	LH 6
4.1 Concept of internal environment	
4.2 Resource to competitive advantage pyramid	
4.3 Value chain analysis	
4.4 Resource-based view of an organization: VRIO framework	
4.5 Benchmarking	
Unit 5: Strategic Options and Choice Techniques	LH 10
5.1 SWOT analysis; concept and component	
5.2 Corporate level strategies: stability, growth, and retrenchment	
5.3 Business strategies: Porter's competitive strategy, strategy clock-oriented market based strategy	
5.4 Methods of strategy development: internal development, mergers and acquisitions, joint venture, and strategic alliance	
5.5 Corporate level analytical tool: Boston Consultancy Group (BCG Matrix), The General Electric (GE) - McKinney Matrix	
5.6 Choice of functional strategy and polices	

Unit 6: Strategy Implementation**LH 10**

- 6.1 Concept of strategy implementation
- 6.2 Steps of strategic implementation
- 6.3 Operationalizing the strategy (objectives, functional strategies, business policies, programs, budgets, procedure and organization structures) for implementation
- 6.4 Managing conflict
- 6.5 Matching strategy with structure
- 6.6 Restructuring and re-engineering
- 6.7 Linking performance and pay to strategies
- 6.8 Managing resistance to change
- 6.9 Creating a strategy supportive culture
- 6.10 Strategy evaluation and Control
- 6.11 Mc Kinsey's 7s Framework

Unit 7: Strategic Evaluation and Control**LH 6**

- 7.1 Evaluation and control in strategic management: importance of evaluation and control, process of evaluation and control, types of control
- 7.2 Criteria for evaluating strategies
- 7.3 Characteristics of strategic evaluation
- 7.4 Operating evaluation and control: process of operating evaluation and control, differences between strategic and operating evaluation and control
- 7.5 Guidelines for proper evaluation and control

Basic Text Books:

- Thompson, A. A., & Strickland, A. J. *Strategic management*. McGraw-Hill Publishing Company Ltd
- Bhandari, D. R. *Fundamentals of strategic management*. Asmita Publication
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E., & Manikuttu, S. *Strategic management: A South-Asian perspective*. Cengage Learning.

Reference Books:

- Adhikari, D. R. *Strategic management*. Buddha Publication
- Dess, G. G., Lumpkin, G. T., & Eisner, A. B. *Strategic management: Text and cases*. McGraw Hill.
- Pearce, J. A., Robinson, R. B., & Mital, *Strategic management: Formulation, implementation, and control*. McGraw Hill.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	International Business	Course Code:	MGT 472
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48

Course Objectives

This course aims to provide students a fundamental and comprehensive understanding of international business. After completion of the course, students will define key international business terms and concepts, analyze the business environment of a foreign market and identify the business opportunities, understand some of the complexities of doing business in foreign markets. Students will also be able to compare and contrast major international trade and investment theories, trade policies and their effect on business. They will also understand about foreign exchange rates and their effects on global business, and be able to analyze the opportunities and risks associated with international business.

Course Description

This course is designed for BBS students to understand the importance of international business and trade in the global economy. It covers topics like international business and globalization, Theories of international business and investment, FDI and trend of FDI, world trading system and regional economic integration, instruments of trade policy and International Monetary Fund, and international strategic management. This course provides students the opportunity to explore the international business environment and understand international business strategies, theories of international business and investment, modes of entry, strategic and organizational issues, and the operational decisions facing managers of companies that operate beyond their domestic market. They also explore the factors and environment that influence success in international markets and learn about the techniques and strategies associated with international trade. Finally, this course focuses on Nepal's trade policy and dynamics, examining trends, direction, and composition, regional and international trade agreements, trade barriers, and government policies' impact on economic development.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Explain the concept of international trade and globalization.
- Analyze the merits and demerits of globalization.
- Analyze the international trade and investment theories and their application in international trade.
- Explain the concept of FDI its impact on economies.
- Understand the world trading system and international monetary system.
- Explore the international business environment and understand international business strategies and understand the basic entry modes in foreign market.
- Understand Nepal's trade policy and foreign trade dynamics, aligning with the broader objectives of preparing students for careers in international business.

Course Contents**Unit 1: International Business and Globalization****LH 6**

- 1.1 Concept of international business
- 1.2 Reasons for international business expansion
- 1.3 Distinguish between domestic business and international business
- 1.4 Concept of globalization and forms of globalization
- 1.5 Concept of market globalization and production globalization
- 1.6 Drivers of globalization
- 1.7 Merits and demerits of globalization

Unit 2: Theories of International Business**LH 10**

- 2.1 Classical Trade Theories: Theory of Mercantilism, Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage
- 2.2 Neo-Classical Trade Theory: Concept of Neo-Classical Trade Theory, Factor Endowment Theory
- 2.3 Modern Trade Theories: Product Life-Cycle Theory, Theory of Competitive Advantage, Gravity Theory of International Trade

Unit 3: Foreign Direct Investment (FDI) and Investment Theories	LH 10
3.1 Foreign Direct Investment (FDI): Concept of FDI, forms of FDI, cost and benefit of FDI to host and home countries, trend of FDI inflow to Nepal, global trend of FDI (top ten FDI receiving countries and top ten FDI source countries)	
3.2 Theories of International Investment: Theory of Monopolistic Advantage, Theory of Internalization, Dunning's Eclectic Theory	
Unit 4: World Trading System and Regional Economic Integration	LH 7
4.1 Concept of world trading system	
4.2 Development of world trading system: formation of GATT and WTO	
4.3 Concept of regional economic integration (SAFTA, NAFTA, BIMISTEC, ASEAN and EU)	
4.4 Levels of economic integration	
Unit 5: Instruments of Trade Policy and International Monetary Fund	LH 8
5.1 Concept of tariff, subsidies, import quota, voluntary export restraint and local content	
5.2 Role of government intervention in international trade	
5.3 Concept and types of exchange rate	
5.4 Causes of exchange fluctuations	
5.5 Failure of gold standard system	
5.6 Bretton Woods agreement and formation of IMF	
5.7 Role of IMF in international monetary system	
Unit 6: International Strategic Management	LH 4
6.1 Role of strategy in international business	
6.2 Estimating market potentials	
6.3 Choosing a strategy: Entering and operating in international markets, exporting and importing, collaborative ventures and strategic alliances, licensing and franchising	
Unit 7: Trade Policies of Nepal	LH 3
7.1 An overview of Trade Policy of Nepal	
7.2 Trend and direction of Foreign Trade of Nepal	
7.3 Composition of Foreign Trade of Nepal	

Basic Text Books:

- Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. (2020). *International business: The new realities* (5th ed.). Pearson.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2017). *International business: Environments and operations* (16th ed.). Pearson.
- Wild, J. J., Wild, K. L., & Han, J. C. Y. (2019). *International business: The challenges of globalization* (9th ed.). Pearson.

Reference Books:

- Hill, C. W. L., & Hult, G. T. M. (2019). *International business: Competing in the global marketplace* (12th ed.). McGraw-Hill Education.
- Verbeke, A. (2013). *International business strategy: Rethinking the foundations of global corporate success* (2nd ed.). Cambridge University Press.
- Ghemawat, P. (2018). *The laws of globalization and business applications*. Cambridge University Press.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Cooperatives Management	Course Code:	MGT 473
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48

Course Objectives

The objective of this course is to acquaint students with the fundamental principles of cooperatives, evolution of cooperatives, managerial and administrative aspects and accounting system of cooperatives. This course also aims to acquaint students with emerging issues, regulatory environment and social responsibility of cooperatives.

Course Description

This course outlines the process of organizing and financing of cooperative and covers introduction to cooperative management, evolution of cooperatives, management and administration of cooperatives, accounting system of cooperatives, emerging issues and regulatory environment for cooperative and social responsibility of cooperatives in Nepalese perspective.

Learning Outcomes

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

- Understand the concept, types, principles and values of cooperatives.
- Examine the development of cooperatives in Nepal, focusing on supportive government policies and legislative frameworks.
- Analyze trends and practices in the international cooperative movement, including the role of the International Cooperative Alliance (ICA) in promoting and supporting cooperatives globally.
- Understand the structure and roles within cooperatives, including the General Assembly, Board of Directors, committees, and members.
- Examine key management functions (planning, organizing, leading, controlling) and democratic decision-making processes to ensure member participation.
- Understand financial management in cooperatives, including planning, budgeting, sources of finance, and accounting principles like double-entry bookkeeping and specific cooperative standards.
- Prepare financial statements (income statement, balance sheet), conduct financial analysis, and understand internal and external audit processes in cooperatives.
- Explore the emerging issues in cooperative movement of Nepal.
- Understand the concept of social responsibility and its importance within cooperatives, including the role of ethical practices.

Course Contents

Unit 1: Introduction to Cooperative Management

LH 10

- 1.1 Definition and meaning of cooperatives
- 1.2 Types of cooperatives
- 1.3 Principles and values of cooperatives (self-help, self-responsibility, democracy, equality, equity, and solidarity)
- 1.4 Objectives of cooperatives: Economic objectives and social objectives.
- 1.5 Importance of cooperatives in socio-economic development.
- 1.6 Role in poverty alleviation, empowerment of rural communities, contribution to local economies and contribution to employment generation of cooperatives

Unit 2: Evolution of Cooperatives

LH 6

- 2.1 Historical development of cooperatives in different parts of the world
- 2.2 Development of cooperatives in Nepal
- 2.3 Government policies and legislative framework of cooperative
- 2.4 International cooperative movement, trends and practices of cooperatives
- 2.5 Role of International Cooperative Alliance (ICA)

Unit 3: Management and Administration of Cooperatives

LH 10

- 3.1 Organizational structure of cooperatives, governance structure (General Assembly, Board of Directors, Committees)

- 3.2 Roles and responsibilities of members, managers and Board of Directors
- 3.3 Management Functions in cooperatives: planning, organizing, leading, and controlling
- 3.4 Decision-Making in cooperatives: concept, democratic decision-making process, member participation in decision making
- 3.5 Human resource management in cooperatives: concept, recruitment, training, and development process
- 3.6 Motivating and retaining employees and members in cooperatives

Unit 4: Accounting System of Cooperatives **LH 10**

- 4.1 Concept of financial management of cooperatives, financial planning and budgeting
- 4.2 Sources of finance (member contributions, loans, grants)
- 4.3 Accounting principles and practices for cooperatives
- 4.4 Double-entry bookkeeping, specific accounting standards for cooperatives
- 4.5 Financial reporting and analysis, preparing financial statements (income statement, balance sheet)
- 4.6 Internal and external audits

Unit 5: Emerging Issues and Regulatory Environment for Cooperative **LH 6**

- 5.1 Emerging issues in cooperative: Crises in cooperative, digitalization in cooperative, funding issues, climate change, financial inclusion, client protection and financial literacy, environmental sustainability and other relevant issues
- 5.2 Cooperative Development Board: Roles, functions, structure and power; National Cooperative Federation of Nepal: Roles and functions
- 5.3 Cooperative as third pillar of national economy
- 5.4 Federal structure of cooperatives regulatory institutions and issues in cooperative movement in Nepal
- 5.5 Cooperative rules 2075, Cooperative Act 2074, National Cooperative Policy 2069

Unit 6: Social Responsibility of Cooperatives in Nepal **LH 6**

- 6.1 Concept of social responsibility. Importance social responsibility in cooperatives
- 6.2 Social responsibility and ethical practices in cooperatives
- 6.3 Social responsibility Impact on community and society

Basic Text Books:

- Hajela, T. N. *Cooperation: Principles, problems and practice*. Konark Publishers.
 Kamat, G. S. *New dimensions of cooperative management*. Himalaya Publishing House.
 Krishnaswamy, O. R. *Fundamental of co-operation*. S. Chand & Company Ltd.

Reference Books:

- Cooperative Department. *GoN: cooperative law, regulations and statistics*.
 Levi, Y. *Cooperative management: The challenges of the 21st century*. Macmillan.
 Nepal, P. *Cooperative: Theory and practice*, Pairavbi Prakashan.
 Sah, A. K. *Professional management for the cooperatives*. Vikas Publishing House.
 Shakya, S. R. *Cooperative movement in Nepal*, Kathmandu
 Triphati, S. N. *Co-operative for rural development*. Discovery Publication.

**Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)**

Course Title:	<i>Accounting for Business</i>	Course Code:	<i>ACC 474</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Nature of course: *Concentration (Account)*

Course Objectives

This course aims to provide the students with in-depth knowledge of accounting required to handle accounting works in the various business situations like joint venture, branch etc. independently. The course encourages points at giving information required by the understudies for progress considers in accounting subject.

Course Description

This course aims to equip students with accounting knowledge and skills relevant to various specialized areas of business accounting. This course covers joint ventures, branches, departments, professional services, royalties, and hire purchase and installment payment systems, providing a comprehensive understanding of these critical accounting domains.

Learning Outcomes

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

- Understand the concept of joint ventures and apply accounting methods for joint venture.
- Explain the concept of branch accounting and maintain accounting records for dependent and independent branch.
- Develop a strong understanding of departmental accounting and maintain financial statement of department accounting.
- Understand of accounting practices for professionals, ensuring they can accurately record financial transactions and manage both professional and personal finances effectively.
- Maintain the recording and management of royalty payments, agreements, and the specific accounting practices for both lessees and lessors.
- Apply accounting procedures for hire purchase and installment payment systems, their differences, and maintain appropriate financial records in each scenario.

Course Contents

Unit 1: Accounting for Joint Ventures

LH 8

- 1.1 Joint ventures: Concept, and characteristics
- 1.2 Joint venture agreements: Concept and key elements
- 1.3 Methods of accounting for joint ventures: Without keeping separate set of books/without joint bank system- Journal entries, joint venture account and co-venture account; With keeping separate set of books/Joint bank system- Journal entries, joint venture account, co-venture account and joint bank account

Unit 2: Accounting for Branch

LH 10

- 2.1 Branch accounting: Concept and objectives
- 2.2 Types of branches: Dependent and independent branches
- 2.3 Accounting records of dependent branch (Goods sent at cost price and market price): Journal entries, Branch debtors account, branch account, goods sent to branch account, and general profit & loss account in the books of head office; Trading and profit and loss account of head office and branch office
- 2.4 Accounting records of independent branch: Accounting records in the books of independent branch: Journal entries, trading and profit and loss account and balance sheet; Accounting records for incorporation branch transaction in the books of head office (Incorporation of all the items in trial balance and incorporation of net profit or loss, assets and liabilities of branch): Journal entries to carry out incorporation, trading and profit and loss account of head office and branch office, consolidated balance sheet, and branch account; Adjustment of normal loss, abnormal loss, loading on goods, cash in transit and goods in transit

Unit 3: Accounting for Department

LH 8

- 3.1 Departmental accounting: Concept and objectives
- 3.2 Difference between branch and department
- 3.3 Common expenses and their suitable basis for allocation

- 3.4 Accounting records of department: Departmental trading and profit and loss account, general profit and loss account, and consolidated trading account
- 3.5 Inter-department transfer: Inter-department transfer at cost price and market price
- 3.6 Adjustment of unrealized profit

Unit 4: Professional Accounting

LH 6

- 4.1 Professional accounting: Concept and objectives
- 4.2 Types of professional services: Legal, medical, audit and consultancy
- 4.3 Accounting records of professional men: Receipt and payment account, income and expenditure account (Professional and household), balance sheet, and household cash statement

Unit 5: Accounting for Royalties

LH 6

- 5.1 Concept of royalty accounting
- 5.2 Royalty agreements: Concept and key components
- 5.3 Terms related to royalties
- 5.4 Accounting records of royalties: Accounting records in the books of lessee - Journal entries, royalties account, short working account, landlord account, and minimum rent account; Accounting records in the books of lessor/landlord- Journal entries, royalties account, short working account, lessee account, and minimum rent account

Unit 6: Accounting for Hire Purchase and Installment Payment System

LH 10

- 6.1 Hire purchase system: Concept, features, and objectives
- 6.2 Terms related to hire purchase system
- 6.3 Calculation of interest, cash price and installment using analytical table
- 6.4 Accounting records of hire purchase system: Accounting records in the books of hire purchaser: Journal entries, assets account, vendor account and interest account; Accounting records in the books of hire vendor: Journal entries, hire purchaser account and interest account
- 6.5 Installment payment system: Concept and features
- 6.6 Difference between hire purchase and installment payment system
- 6.7 Accounting records of installment payment system: Accounting records in the books of purchaser- Journal entries, assets account, vendor account, interest account, and interest suspense account; Accounting records in the books of vendor- Journal entries, purchaser account, interest account, and interest suspense account

Basic Text Books

Gupta, R. L., & Radhaswamy, M. (2015). *Advanced accountancy* (Vol. 2). Sultan Chand & Sons.
 Koirala, Y.R., & Dahal, S. (2017). *Accounting for business*. Asmita Books Publishers & Distributors (P) Ltd.

Reference Books:

Beams, F. A., Anthony, J. H., Bettinghaus, B., & Smith, K. (2016). *Advanced accounting* (12th ed.). Pearson.
 Gupta, M. P. (2020). *Branch accounting*. Sultan Chand & Sons.
 Jain, S. P., & Narang, K. L. (2021). *Departmental accounting*. Kalyani Publishers.
 Maheshwari, S. N., & Maheshwari, S. K. (2019). *Advanced accountancy* (Vol. 2). Vikas Publishing House.
 Mukharjee, A. & Hanif, M. (2018). *Modern accountancy* (Vol.2). McGraw-Hill Education.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	<i>Advanced Auditing</i>	Course Code:	<i>ACC 475</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>
Nature of course: <i>Concentration (Account)</i>			

Course Objectives

This course aims to provide the students with the knowledge on conceptual aspects of auditing, relevant audit procedures & techniques, assessing internal control systems by identifying audit risk, and performing audit work effectively and efficiently by identifying various types of audits.

Course Description

This course is designed to understand and apply the knowledge of audit in the process of auditing. This course includes conceptual foundation of an auditing, audit planning, internal check, internal control, test check, routine check, vouching, verification, valuation of asset & liabilities, audit report and recent trends in auditing.

Learning Outcomes

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

- Understand the conceptual foundations of auditing.
- Develop an audit program, prepare audit working paper, maintain an audit note book, and understand the concept of internal check, internal control, test check and routine check.
- Understand the concept of vouching and perform vouching of various financial transactions.
- Verify and valuation of assets and liabilities.
- Prepare different types of audit report.
- Recognize the concept and role of ICAN, ASB, certificate of practice, code of conduct, and auditing standard.

Course Contents**Unit 1: Conceptual Foundation****LH 10**

- 1.1 Concept, Objectives, and Advantages of auditing
- 1.2 Accounting, Auditing and investigation
- 1.3 Evolution and History of Auditing in Nepal
- 1.4 Qualities, qualification, remuneration, appointment, rights, duties, and removal of an auditor (According to Nepal Company Act and other legislations government audit)
- 1.5 Types of error and fraud
- 1.6 Detecting and prevention of error and frauds with practical dealings (Rectification of Errors)

Unit 2: Audit Planning and Documentation**LH 8**

- 2.1 Audit planning: Concept and role
- 2.2 Audit program: Concept, contents, objectives, advantages, and disadvantage
- 2.3 Audit working paper: Concept, objectives, and features of good audit working paper
- 2.4 Concept of audit risks and sampling
- 2.5 Audit note book: Concept, contents, objectives, and importance
- 2.6 Types of Audit: Statutory/Final/Periodic audit, internal audit, partial audit, tax audit, management audit, and data processing audit
- 2.7 Internal check and internal control: Concept, objectives, advantages, and disadvantages
- 2.8 Test check and routine check: concept, objectives, advantage, and disadvantages

Unit 3: Vouching**LH 8**

- 3.1 Concept, objectives, and importance of vouching
- 3.2 Vouching of cash transaction: Cash receipts and cash payments
- 3.3 Internal check over cash receipts and cash payments
- 3.4 Vouching of cash sales and cash purchase
- 3.5 Internal check as regards cash sales and cash purchase
- 3.6 Vouching of credit sales and sales return
- 3.7 Vouching of credit purchase and purchase return
- 3.8 Internal check as regards credit sales and credit purchase

Unit 4: Verification and valuation of assets and Liabilities**LH 8**

- 4.1 Concept, objectives, and importance of verification of assets
- 4.2 Auditors position as regard verification of assets
- 4.3 Verification of liabilities (Share capital, loans, trade creditors, outstanding liabilities, and bills payable)
- 4.4 Concept and methods of valuation of assets
- 4.5 Auditors position as regard valuation of assets
- 4.6 Valuation of fixed assets, current assets, wasting assets, and intangible assets
- 4.7 Distinction between vouching and verification, verification and valuation, and vouching and valuation

Unit 5: Audit Report**LH 6**

- 5.1 Meaning and contents of audit report
- 5.2 Types of audit report: Statutory report, clear/unqualified/general report, qualified report, and tax audit report
- 5.3 Concept of audit evidence
- 5.4 Audit procedures to obtain audit evidence
- 5.5 Methods to obtain audit evidence
- 5.6 Essentials of good audit evidence

Unit 6: Recent Trends in Auditing**LH 8**

- 6.1 Concept and objectives of establishment of Institute of Chartered Accountants of Nepal (ICAN)
- 6.2 Concept, objectives, and functions of Auditing Standard Board (ASB)
- 6.3 Concept and role of the Institute of Chartered Accountants of Nepal Act
- 6.4 Concept of certificate of practice, and code of ethics
- 6.5 Emerging trends in auditing
- 6.6 Concept and objectives, and types of auditing standard

Basic Text Books:

Dhakal, K. D., Bhattarai, I., Koirala, G. P., & Bhattarai, R. K. (Updated Edition). *The Principles and practice of auditing*. Asmita Books Publishers & Distributors (P) Ltd.

Tandon, B. N., Sudharsanam, S., & Sundharabahu, S. (2019). *A handbook of practical auditing* (6th ed.). S. Chand Publishing.

Reference Books:

Auditing Standards Board of Nepal, *Nepal Standard on Auditing*.

Government of Nepal, *Auditing Act, 2048 with amendments*.

Government of Nepal, *Company Act, 2063 with amendments*.

Institute of Chartered Accountants of Nepal (ICAN). (Updated Edition). *Nepal Auditing Standards: A Comprehensive guide*. ICAN

Kumar, R., & Sharma, V. (2015). *Auditing: Principles and practice* (3rd ed). PHI Learning Private Limited.

Ramaswamy, M. S. (2014). *Principles and practices of auditing*. S. Chand and Co.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Corporate Accounting	Course Code:	ACC 476
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48
Nature of course: Concentration (Account)			

Course Objectives

This course aims to provide the students with the knowledge of company formation, financial reporting, merger and liquidation practices in Nepal and develop in them basic skill required to work upper level accounting officers or consultants in the corporations.

Course Description

This course aims to equip students with accounting knowledge and skills relevant to various specialized areas of corporate accounting. This course covers This course contains various aspects of company accounts, financial reporting, company merger and reconstruction, corporate liquidation, and valuation of goodwill.

Learning Outcomes

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

- Understand the concept of company formation.
- Understand the various processes, accounting treatments, and financial considerations involved in company mergers, amalgamations, absorptions, and reconstructions.
- Develop a strong understanding of holding and subsidiary company and maintain consolidated balance sheet.
- Understand of the liquidation process, including its legal framework and financial procedures, to comprehend how companies are wound up and their assets are distributed.
- Explain the concept of goodwill and compute the value of goodwill under different methods.

Course Contents

Unit 1: Company Formation	LH 5
1.1 Concept and characteristics of company	
1.2 Types of company: Private and public company	
1.3 Company promoters and process of forming new company	
1.4 Main documents of company: Memorandum of association, articles of association, and prospectus	
1.5 Types of shares, and types of share capital	
1.6 Provisions relating to issue of shares as per Nepal Company Act 2063	
Unit 2: Financial Reporting	LH 8
2.1 Concept and contents of financial reporting	
2.2 Preparation of financial statement as per NFRS: Statement of profit and loss, Statement of financial position and Statement of cash flow statement	
Unit 3: Company Merger and Reconstruction	LH 15
3.1 Concept of merger and legal procedure for business expansion (combination) as per Nepal Company Act, 2063	
3.2 Concept of amalgamation, absorption, and	
3.3 Concept and determination of purchase consideration (Net payment method and Net assets or net worth method)	
3.4 Accounting treatment for amalgamation, and absorption in the books of purchasing and vendor company	
3.5 Preparation of balance sheet in the books of purchasing company	
3.6 Reconstruction of company: Concept and features of reconstruction; internal reconstruction- concept, importance, accounting entries and balance sheet after reconstruction; external reconstruction- concept and importance	
Unit 4: Holding Company	LH 12
4.1 Concept of holding and subsidiary company, types of subsidiary company, advantages and disadvantages of holding company	

- 4.2 Preparation of consolidated balance sheet after consideration of pre-acquisition profit, post-acquisition profit, minority interest, and cost of control
- 4.3 Adjustments related to consolidated balance sheet: Mutual owing, unrealized inter company profits, goods in transit and cash in transit

Unit 5: Corporate Liquidation

LH 5

- 5.1 Concept of liquidation, and reasons for liquidation
- 5.2 Procedures of Winding up or liquidation as per Nepal Company Act, 2063
- 5.3 Concept and contents of liquidator's final statement of account
- 5.4 Preparation of Liquidators Final Statement of Account

Unit 6: Valuation of Goodwill

LH 3

- 6.1 Concept, and features of goodwill, needs for valuation of goodwill, factor affecting the value of goodwill
- 6.2 Method of valuation of goodwill: Average profit method, super profit method, capitalization method, and annuity method

Basic Textbooks:

Jain, S. P. & Narang, K. L., (2014). *Advanced accounting* (Vol. 11). Kalyani Publishers.

Koirala, Y. R., Shakya, S. R., & Sharma, B. B. (2080). *Advance financial accounting*. Asmita Books Publishers & Distributors (P) Ltd.

Reference Books:

Batliboi, J. R. (2017). *Advanced accounting*. Standard Accountancy Publication Pvt. Ltd. Mumbai.

Monga, J. R., & Bahadur, R. (2023). *Fundamentals of corporate accounting* (28th ed.). MKM Publishers Pvt, Ltd.

Shukla, Grewal & Gupta, (2017). *Advanced accounting*. S. Chand and Co.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Corporate Finance	Course Code:	FIN 474
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48
Nature of course: Concentration (Finance)			

Course Objectives

This course aims to equip students with the basic concepts and approaches of corporate finance which are applied in raising financial resources effectively for a business corporation.

Course description

This course includes the introduction to corporate finance, short-term financing, inter-mediate financing, long-term financing, warrants and convertibles, merger and acquisition and international aspects of corporate finance.

Learning Outcomes

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

- Understand the concept of corporate finance and describe the functions of corporate finance.
- Evaluate different sources of short-term financing and use appropriate source
- Understand the strategies of obtaining long-term financing through the issuance of common stock, preferred stock and long-term debt
- Evaluate lease-versus-buy decision
- Use warrants and convertibles as a hybrid source of long-term financing
- Explain the concept and rationale of merger and acquisition and describe about the various types of mergers.
- Understand the international aspects of corporate finance including the concept of international money market, capital markets, capital budgeting and capital structure.

Course Contents

Unit 1: Introduction to Corporate Finance	LH 4
1.1 Concept of Corporate Finance	
1.2 Basic corporate finance functions: Financing, financial management, capital budgeting, risk management and corporate governance	
1.3 Corporate financial decisions and role of financial manager	
1.4 Shareholders' wealth maximization goal of corporation	
1.5 Managerial actions to maximize shareholder wealth	
1.6 Ethics in financial decisions	
Unit 2: Short-Term Financing	LH 10
2.1 Short-term financing: Concept, nature, merits, demerits and sources of short-term financing	
2.2 Accruals: Concept and cost of financing	
2.3 Trade credit (accounts payable): Concept and cost of financing of trade credit	
2.4 Commercial paper: Concept and cost of issuing commercial papers	
2.5 Short-term bank loans: Concept of bank loan, methods of charging interest (collect basis and discount basis), computation of approximate and effective cost of bank loan, nature of bank loan commitments (line of credit and revolving credit arrangement), transaction loans, choosing a bank	
2.6 Inventory financing: Concept, methods and cost of financing	
2.7 Accounts receivable financing: Concept, methods and cost of financing	
2.8 Comparison of cost of financing and factors affecting while choosing appropriate source/s of short-term financing	
Unit 3: Intermediate-Term Financing (Term Loans and Lease Financing)	LH 6
3.1 Term loan: Concept, merits and demerits; preparation of loan repayment schedule	
3.2 Lease financing: concept, parties and types of lease financing	
3.3 Lease versus buying decision: Computation of cost of leasing, cost of buying/borrowing and net advantage of leasing using present value of cash flow approach	

Unit 4: Long-Term Financing	LH 8
4.1 Concept, nature and sources of long-term financing	
4.2 Long term debt: Concept, features, advantages and disadvantages of long-term debts; debt instruments; features and types of bonds; bond innovations	
4.3 Common stock: Features of common stock; Legal rights and privileges of common stockholders; Advantages and disadvantages of common stock; Methods of selling securities; Analysis of rights offering and effect of rights offering on shareholders' wealth; Use of right offering in financing	
4.4 Preferred stock: Features, types and advantages and disadvantages	
4.5 The investment banks and investment banking process	
4.6 Ranking of different types of securities	
Unit 5: Warrants and Convertibles	LH 6
5.1 Warrants: Concept of warrants, reasons for using warrants, value of warrants and warrant premium	
5.2 Convertibles: Concept of convertible securities, reasons for using convertibles, conversion ratio, conversion price, conversion value, conversion premium, straight bond value and minimum price of convertibles	
Unit 6: Merger and Acquisition	LH 6
6.1 Concept of merger and acquisition	
6.2 Rationale for merger	
6.3 Types of merger	
6.4 Hostile and friendly takeover	
6.5 Corporate alliances	
6.6 Private equity investment	
6.7 Merger activities in Nepal	
Unit 7: International Corporate Finance	LH 8
7.1 Concept and features of multinational corporations	
7.2 Reasons for companies going global	
7.3 Multinational versus domestic financial management	
7.4 Foreign exchange rates: Exchange rates quotations, cross exchange rates, trading in foreign exchange rates (spot rates and forward rates)	
7.5 Interest Rate Parity (IRP) and Purchasing Power Parity (PPP)	
7.6 Concept of international money market, capital markets, capital budgeting and capital structure	

Basi Text Books:

Brigham, E. F. & Houston, J. F. *Fundamentals of financial management*. Cengage Learning.

Paudel, R. B., Baral, K. J., Joshi, P. R., Gautam, R. R., & Rana, S.B. (2023). *Corporate finance*. Asmita Books Publishers & Distributors.

Reference Books:

Brealey, R. A., Myers S. C. & Alen, F. *Principles of corporate finance*. McGraw- Hill Irwin.

Gitman, L. J. *Principles of managerial finance*. Pearson Education.

Ross, S. A., Westerfield, R. W. & Jordan, B. D. *Fundamentals of corporate finance*. McGraw-Hill Irwin.

Van Horne, J. C., Wachowicz, J. R. & Bhaduri, S. N. *Fundamentals of financial management*. Prentice-Hall India Ltd.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Financial Markets and Services	Course Code:	FIN 475
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48

Nature of course: *Concentration (Finance)*

Course Objectives

This course aims to equip students with the basic concepts and techniques of operation of financial markets and services. By the end of this course, students will understand various types and operational aspects of financial markets and services.

Course Description

This course presents an overview of the foundation of financial markets and financial services and describes the money markets, bond markets, mortgage markets, stock markets, foreign exchange markets and derivative securities markets in terms of market participants, the securities traded in and the trading process. An addition to financial markets, this course also deals with various financial services and new innovation in financial services (Fintech).

Learning Outcomes

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

- Understand the concept, characteristics and components of Nepalese financial system
- Define money markets, identify the major types of money market securities, examine the process used to issue Treasury securities and compute yields on money market securities.
- Identify the characteristics of the various bond market securities, describe the major bond markets, bond market participants and the types of securities traded in international bond markets.
- Describe the main types of mortgages issued by financial institutions, identify the major characteristics of a mortgage and prepare a mortgage amortization schedule.
- Describe the characteristics of common stock and preferred stock, examine the process by which common stock is issued in primary stock markets and traded in secondary stock markets.
- Understand the concept of foreign exchange markets and foreign exchange rates and determine the return and risk on foreign exchange transactions.
- Explain the concept of derivative securities and derivatives markets.
- Describe about various forms of fund based financial services, fee based financial services and new innovation in financial services.

Course Contents

Unit 1: Foundation of Financial Market Services **LH 4**

- 1.1 Financial system: Concept and components
- 1.2 Capital allocation system in the financial system
- 1.3 Financial institutions, financial markets and financial services: Concept and types
- 1.4 Regulation of financial institutions, market and services
- 1.5 Development of financial institutions, markets and services in Nepal

Unit 2: Money markets **LH 10**

- 2.1 Concept, features and participants of money market
- 2.2 Money market securities: Concept and types
- 2.3 Yield on money market securities: Bond equivalent yields, effective annual yields, discount yields, single payment yield, comparison of discount yield, equivalent yield and effective yield.
- 2.4 Treasury Bills (T-Bills): Concept, new issue and secondary market trading of T-Bills, T- Bill rates (Quotes) and yields on T-Bills
- 2.5 Federal/Central Bank Fund: Concept, fund rates, conversion of fund rate of interest to bond equivalent yield, trading of federal fund
- 2.6 Repurchases Agreement (Repo): Concept, trading procedures and Repo yields
- 2.7 Commercial papers: Concept, trading procedures and yield on commercial papers
- 2.8 Negotiable Certificates of Deposit (Negotiable CDs): Concept, trading procedures, and yields on CDs
- 2.9 Banker's Acceptance: Concept and trading process
- 2.10 Comparison of various money market securities
- 2.11 International Aspects of Money Markets: Euro dollars, LIBOR, Euro dollar CDs and Euro Commercial Papers

- Unit 3: Bond and Mortgage Markets** **LH 10**
- 3.1 Concept, nature and participants bond markets
 - 3.3 Treasury Notes, Treasury Bonds and STRIPs: Concept, trading, market quotations, yields on T-securities, determination of clean price and full price of T- notes on the basis of market quotation
 - 3.4 Municipal Bond: Concept, types, trading procedures, yield on municipal bonds, comparison of municipal bond and full taxable bond rates, conversion of municipal bond rate to a tax equivalent rate
 - 3.5 Corporate bonds: Concepts of corporate bond, bond characteristics, bond indenture, participants of bond market, market quotes, trading procedures, bond rating and comparison of bond market securities
 - 3.6 International Aspects of Bond Markets: Eurobonds, Foreign Bonds and sovereign bonds
 - 3.7 Mortgage Markets: Concept and characteristics of mortgage, types of mortgage, concept of mortgage-backed securities, mortgage origination process, concept of mortgage markets, major types of mortgages markets, monthly mortgage payment, mortgage amortization schedule and securitization and the impact on financial markets
- Unit 4: Stock Markets** **LH 8**
- 4.1 Features of stock market securities: Common stock and preferred stock
 - 4.2 Primary stock market: IPO, FPO and Right Offering
 - 4.3 Secondary stock markets: Organized stock exchange and over the counter market
 - 4.4 Trading of securities in secondary markets
 - 4.4 Stock market indexes and stock quotations: Concept and construction of stock market index; stock quotations
 - 4.6 Recent developments of primary and secondary markets in Nepal
 - 4.7 Other issues of stock markets: Economic indicators, market efficiency and stock market regulators
 - 4.8 International aspects of stock markets
- Unit 5: Foreign Exchange and Derivatives Markets** **LH 6**
- 5.1 Foreign exchange markets: Concept of foreign exchange markets and foreign exchange rates, foreign currency exchange rates, foreign exchange transaction (spot and forward), return and risk on foreign exchange transactions
 - 5.2 Derivative Markets: Concept of derivative securities and derivatives markets- option market, future market and financial future market, derivative markets in Nepal
- Unit 6: Financial Services** **LH 5**
- 6.1 Concept, characteristics and importance of financial services
 - 6.2 Fund Based Financial Services: Concept and major types
 - 6.3 Fee Based Financial Services: Concept and major types
- Unit 7: New Innovation in Financial Services: Fintech** **LH 5**
- 7.1 Concept of Fintech
 - 7.2 Brief history of Fintech
 - 7.3 Importance of Fintech
 - 7.4 Financial service-related areas of Fintech: Banking transformation; next generation commerce; crowdfunding and crowdinvesting; innovative wealth management; rise of data analytics and artificial intelligence; internet of things; blockchain and distributed ledgers; rise of insurtech; identification, cybersecurity, and registration technology

Prescribed Text Books:

- Mishkin, Frederic S., & Eakins, S. G. (2006). *Financial markets and institutions*. Pearson Education.
- Paudel, R. B. Baral, K. J., Joshi, P. R., Gautam, R. R., & Rana, S. B. (2022). *Financial markets and institutions*. Asmita Books Publisher and Distributors Private Limited.

Reference Books:

- Bhole, L. M. (2003). *Financial institutions and markets*. Tata McGraw-Hill Publishing Company Limited.
- Bodie, Z., & Merton, R. C. (1992). *Pension benefit guarantees in the United States: A functional analysis*. Harvard Business School.
- Kohn, M. (2012). *Financial institutions and markets*. Tata McGraw Hill Publishing Company Limited.
- Saunders, A. & Cornett, M. M. *Financial institutions management: A risk management approach*. McGraw Hill Irwin.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Financial Derivatives and Risk Management	Course Code:	FIN 476
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48

Nature of course: Concentration (Finance)

Course Objectives

This course aims to equip students with the basic concepts, historical development, pricing, trading strategies and real-world applications of financial derivatives.

Course Description

This course introduces undergraduate students to the concepts of financial derivatives and their role in risk management. It covers basic types of derivatives, pricing models, trading strategies, and the application of these instruments in managing financial risk.

Learning Outcomes

By the end of this course, students will:

- Understand the basic types of financial derivatives and their markets.
- Apply pricing models to value forwards, futures, options, and swaps.
- Develop trading and hedging strategies using derivatives.
- Utilize derivatives in managing various types of financial risk.
- Analyze the role of derivatives in financial crises and the regulatory environment.
- Explore advanced derivative products and their applications in the real world.

Course Contents

Unit 1: Introduction to Financial Derivatives **LH 6**

- 1.1 Understanding Financial Derivatives: Definition and types of financial derivatives; Historical development of derivatives markets
- 1.2 Types of Derivatives: Forwards and futures-Options and Swaps
- 1.3 Derivatives Market in Nepal: Exchange-traded vs. Over-the-counter (OTC) markets (Key exchanges and participants)
- 1.4 Derivatives and Risk Management: The role of derivatives in financial markets and Basic risk management concepts

Unit 2: Forwards and Futures **LH 6**

- 2.1 Introduction to Forwards and Futures: Basic concepts and definitions, Differences between forwards and futures
- 2.2 Pricing of Forwards and Futures: Cost of carry model and Arbitrage opportunities
- 2.3 Trading and Hedging Strategies: Speculation and Hedging strategies using forwards and futures
- 2.4 Real-world applications of forwards and futures

Unit 3: Options **LH 10**

- 3.1 Basics of Options: Call and put options, Option terminologies: strike price, expiration date, premium
- 3.2 Payoff Diagrams and Profit/Loss Calculations: Payoff diagrams for long and short positions, Calculating profit and loss for options
- 3.3 Options Pricing Models: Intrinsic value and time value using Binomial model and Black-Scholes model
- 3.4 Options Strategies: Basic strategies: protective put, covered call; Advanced strategies: straddles, strangles, spreads

Unit 4: Swaps **LH 6**

- 4.1 Introduction to Swaps: Definition and types of swaps; Interest rate swaps and currency swaps
- 4.2 Pricing and Valuation of Swaps: Valuation of interest rate swaps and Valuation of currency swaps
- 4.3 Applications of Swaps: Managing interest rate risk and Managing currency risk
- 4.4 Real-world applications of swaps

Unit 5: Risk Management with Derivatives **LH 8**

- 5.1 Risk Types and Measurement: Market risk, credit risk, operational risk and Value at Risk (VaR)
- 5.2 Hedging Techniques: Using derivatives to hedge risk and Hedging foreign exchange risk, interest rate risk
- 5.3 Derivatives in Corporate Risk Management: Applications in different industries

- 5.4 Regulatory and Ethical Considerations: Regulatory environment for derivatives and Ethical issues in the use of derivatives

Unit 6: Derivatives and Financial Crises

LH 6

- 6.1 Historical Perspective and Major financial crises involving derivatives
6.2 The Role of Derivatives in the 2008 Financial Crisis, Case study of the 2008 crisis and Impact of credit default swaps and other derivatives
6.3 Lessons Learned and Regulatory Changes: Post-crisis regulatory reforms and Implications for risk management practices

Unit 7: Practical Aspects and Applications

LH 6

- 7.1 Derivatives Trading and Technology: Trading platforms and technologies and Algorithmic trading and its impact
7.2 Case Studies and Real-World Applications: Detailed case studies from different industries, Successes and failures in derivatives use
7.3 Future Trends in Derivatives Markets: Emerging trends and innovations, The future of risk management with derivatives

Basic Text Books:

Gupta, S.L, *Financial derivatives: Theory, concepts and problems*, PHI Learning

John C. Hull. *Options, futures and other derivatives*. Pearson Education.

Reference Books:

John, C. H. *Risk Management and financial institutions*. Tata McGraw Hill Education Private Limited.

Saunders, A., & Cornett, M. M. *Financial institutions management: A risk management approach*. McGraw Hill Irwin

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	<i>Consumers Behaviour</i>	Course Code:	<i>MKT 474</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Nature of course: *Concentration (Marketing)*

Course Objectives

The objective of this course is to acquaint students with analyzing consumers' purchase behaviors and their implications in marketing strategies. It also aims at providing some basic knowledge about consumer behaviour and its influence factors. In this course students will learn about concepts in consumer psychology that enhance their understanding of how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase in the Nepalese business environment.

Course Description

This is the fundamental course of all marketing-related courses and business practices. It is the basis and applied behavioral science of marketing and provides the knowledge to a deep understanding of the buying reasons and buying process of the end users of products, services, and ideas. It includes topics on the practice of consumer behavior analysis in business and non-business decisions, the buying process of consumers, psychological and socio-cultural determinants of consumer behavior.

Learning Outcomes

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

- Describe the concept, nature of consumer behaviour and how knowledge of consumer behaviour is applied in the field of marketing decision-making
- Understand the process of high and low-involvement buying decision and consumer buying decision.
- Analyze the different types of individual and psychological determinants of consumer behaviour
- Identify the various types of socio-cultural determinants of consumer behaviour
- Recognize the emerging trends of consumer behaviour.

Course Contents**Unit 1: Introduction****LH 6**

- 1.1 Meaning of customer and consumer and its types
- 1.2 Concept and natures of consumer buying behavior
- 1.3 Differences between consumer buying behaviour and organizational buying behaviour
- 1.4 Application of consumer behavior knowledge in marketing

Unit 2: Purchase Decision Process**LH 12**

- 2.1 Meaning of high-involvement and low-involvement buying decision
- 2.2 Steps in purchase decision process of consumer
- 2.3 Need recognition: concept, types and approaches of need recognition/problems
- 2.4 Information search: meaning, sources and marketing strategies of information search
- 2.5 Evaluation of alternatives: definitions of evaluating alternatives; criteria of evaluation (price, brand reputation, country of origin, competitive context, and advertising effects); marketing strategy of evaluation of alternatives
- 2.6 Purchase decision: concept and types of consumer decision, reasons for impulse buying decision
- 2.7 Post-purchase Behavior: concept of consumer satisfaction and dissatisfaction, the meaning of consumer complaint behavior, reasons for dissonance, product disposition methods and marketing strategies.

Unit 3: Individual and Psychological Determinants**LH 12**

- 3.1 Learning: definition and nature of learning, learning theories (conditioning theory, cognitive theory, and social learning theory), relationship between learning and consumption.
- 3.2 Memory: meaning, structure of memory (encoding, storage, retrieval and forgetting), short-term memory vs long-term memory, relationship between brand and memory
- 3.3 Perception: concept of sensation and perception, nature of perception, interpretation process of perception
- 3.4 Attitude: meaning and characteristics of attitudes, tri-components model of attitude (cognitive-affective-behavior), source of attitude formation and change

- 3.5 Motivation and Emotion: definition, nature, theories of motivation (incentive theory and arousal theory); definition, characteristics and types of emotion; negative and positive motivation/emotion influence the buying behaviour
- 3.6 Self-concept and Personality: meaning and types self-concept; nature and types of consumer personality; consumer personality and brand personality.

Unit 4: Socio-Cultural Determinants

LH 12

- 4.1 Social Groups: definition, types of social groups (primary vs secondary group), impact of social group on consumer behavior
- 4.2 Reference Group: meaning and types of reference group; role of reference group in purchase decision; meaning and importance of word-of-mouth communications
- 4.3 Family Influences: meaning of family; traditional and modern family cycle, role of family in purchase decision of Nepalese consumers.
- 4.4 Social Class: definition and characteristics of social class, social stratification, social class's influence on consumer behavior in Nepal
- 4.5 Culture and Sub-culture: meaning and characteristics of culture and sub-culture, functions of culture, concept of cross-cultural marketing, culture and sub-culture influence in consumer behavior in Nepal.

Unit 5: Trends in Consumer Behaviour

LH 6

- 5.1 Green Consumer Behaviour: Concept and features of green consumer behaviour; importance of green consumption
- 5.2 Online Consumer Behaviour: Meaning and features; advantages of online shopping to consumers
- 5.3 Ethical Buying Behaviour: Concept of ethics, ethical behaviour, and ethical issues
- 5.4 Health Consciousness Buying Behaviour: Meaning and features.

Basic Text Books:

Louden, D. L., & Della Bitta, A. J. *Consumer behavior: Concept and application*. McGraw Hill.

Hawkins, D. I., Best, R. J., & Coney, K. A. *Consumer behavior: Building marketing strategy*. McGraw Hill.

Reference Books:

Engles, J. F., Blackwell, R. D., & Kollat, D. T. *Consumer Behavior*. The Dryden Press.

Schiffman, L. G. *Consumer behavior*. Prentice Hall.

Solomon, M. R. *Consumer Behavior: Buying, Having, and Being*. Pearson Education.

Koirala, K. D. *Consumer behavior*. Samjhana Publication.

Ghimire, M. *Consumer behaviour: Marketing actions and implication*. Samjhana Publication.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Service Marketing	Course Code:	MKT 475
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48
Nature of course: Concentration (Marketing)			

Course Objectives

This course focuses on enabling students to understand and apply of service marketing concept, principles and strategies to create customer value. This course also aims to enable student to identify and analyze the specific challenges and opportunities particularly in marketing of service products.

Course Description

Marketing of service product is different from goods marketing, therefore, This course is designed for the students who have some basic knowledge of marketing and want to gain extensive knowledge particularly in the field of service marketing. Specially this course is designed to provide the basic knowledge to students in the field of service marketing. This course contains introduction; market segmentation; consumer behavior; marketing mix; special elements of service marketing; service quality; customer satisfaction; service failure and service recovery.

Learning Outcomes

After studying this course, students will be able to:

- Develop students' conceptual and theoretical knowledge of service marketing, elements of service marketing mix and challenges particularly relevance to service product.
- Understand the market segmentation, targeting and positioning in the context service product
- Define consumer behavior and analyze the buying decision process of service product
- Identify and analyze the common components of marketing mix and special components of the services marketing mix.
- Understand the role of employees and customers in service delivery.
- Understand the concept of service quality in the context services.

Unit 1: Introduction**LH 6**

- 1.1. Meaning, Characteristics and types of services
- 1.2. Goods vs. Services, Reasons for the growth of services sector, challenges in service sector
- 1.3. Contribution of service sector in Nepalese economy
- 1.4. Service marketing: meaning and importance; marketing mix for services.

Unit 2: Consumer Behavior**LH 6**

- 2.1. Meaning and importance of buying behavior analysis
- 2.2 Consumer decision making process, three stage model of service buying process(service encounter stage, purchase stage and post encounter stage)

Unit 3: Market Segmentation**LH 6**

- 3.1. Meaning and importance of market segmentation
- 3.2. Market segmentation variables for service product
- 3.3. Process of market segmentation: segment identification, segment evaluation, segment analysis and segment selection and market targeting

Unit 4: Common Marketing Mix Elements of Products and Services**LH 12**

- 4.1. Service product: Meaning, the flower of service: core and supplementary services ; new service development process; branding and service positioning.
- 4.2. Pricing in Services: Meaning, objectives of pricing, factors affecting pricing decisions, pricing strategies.
- 4.3 Pricing Service promotion: Meaning - promotion mix for services: advertising , sales promotion, personal selling ,word of mouth communication, public relation and publicity.
- 4.4 Place in service: Meaning, channels in service delivery, role and functions of service intermediaries.

Unit 5: Special Marketing Mix Elements of Services**LH 10**

- 5.1. People in services: Types of service personnel, role of frontline staff in service delivery, role of customer in service delivery.
- 5.2. Process: Meaning, designing service process; service blue print: meaning and importance.
- 5.3. Physical evidence of service: Meaning and nature of physical evidence of services , role of physical evidence in service marketing

Unit 6: Service Quality

LH 8

- 6.1. Meaning of service quality, service quality dimensions.
- 6.2. Service quality measurement (SERVQUAL Model)
- 6.3. Service quality, customer satisfaction and loyalty
- 6.4. Meaning of service failure, meaning of service recovery, concept of customer complaining behavior, principals of service recovery

Basic Text Books:

Apte, G. (2011). *Service marketing*: Oxford higher Education

Lovelock, C., Writz, J., & Chatterjee, J.(2017). *Service marketing: People, technology and strategy*. Pearson education.

Reference Books:

Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2011), *Services marketing*, Tata McGraw-Hill.

Vinnie J., & Dutta, K. *Services marketing: Operations and management*. Oxford University Press.

Palmer, A. (2011). *Principles of services marketing. (6th ed.)*. McGraw-Hill Higher Education.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	<i>Digital Marketing</i>	Course Code:	<i>MKT 476</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Nature of course: *Concentration (Marketing)*

Course Objectives

This course aims to give students an overview of digital marketing and its importance in modern business. It builds students' knowledge and skills in analyzing the digital marketing environment and enhances the design of digital marketing plans and strategies in competitive global market perspectives. Digital marketing is distinct from traditional marketing as it leverages the internet and technology to reach an international customer.

Course Description

The Digital Marketing course for a BBS (Bachelor of Business Studies) program is designed to equip students with the foundational and practical knowledge required to succeed in the rapidly evolving digital business landscape. Digital marketing has become crucial to business strategy as companies increasingly rely on online channels to engage consumers, drive sales, and build brand awareness. The syllabus aims to provide a well-rounded education, balancing foundational concepts, technical skills, and strategic thinking. With businesses increasingly shifting toward digital solutions, the course prepares students for careers in digital marketing, e-commerce, content creation, SEO, social media management, and more.

Learning Outcomes

After completing this course, students should be able to:

- Able to understand the meaning and environment of digital marketing.
- Able to make strategy and planning of digital marketing,
- Able to create and distribute valuable, relevant content to attract and retain customers.
- Measure the significance of social and digital media and customer relationship management.

Course Contents**Unit 1: Introduction to Digital Marketing****LH 8**

- 1.1 Concept and definition of digital marketing; origin of digital marketing, scope and importance of digital marketing, objectives of digital marketing, differences between traditional and digital marketing.
- 1.2 Pillars of digital marketing (7ds), challenges and opportunities for digital marketers, key drivers, emerging digital revolution: digital devices, digital platforms, digital media, digital data, digital technology
- 1.3 Digital marketing SWOT analysis and steps, an overview, and current digital marketing scenario in Nepal

Unit 2: An Overview of E-Business**LH 10**

- 2.1 Meaning and definitions of e-commerce, characteristics, advantages and disadvantages, history and developments of e-business, and the impact of e-business.
- 2.2 Business Models of E-Commerce: Business-to-business (B2B), Business-to-consumer (B2C), Consumer-to-consumer (C2C), Consumer-to-business (C2B), Business-to-government (B2G), and Consumer-to-government (C2G), E-Marketplace
- 2.3 Business adoption: Business adoption of digital technologies for e-business and e-commerce; e-business risks and barriers to business adoption; management responses to e-commerce and e-business

Unit 3: Consumers for Digital Marketing**LH 8**

- 3.1 Meaning and definition of online consumer behavior, consumer behavior on the internet, the impact of digital technology on consumer behavior, attributes of online buying behavior, digital consumers and their buying decision process
- 3.2 Evolution of Consumer Behavior Models (Economic Model, Engel, Blackwell, and Miniard (EBM)' Model
- 3.3 Marketing intelligence from user's online data, understanding consumer demands, demand-led product development process

Unit 4: Digital Marketing Strategies and Planning**LH 10**

- 4.1: Crafting a Digital Marketing Strategy
 - 4.2: Integrated Marketing Communications (IMC): Channels for Integrated Marketing Communications, Pillars of the IMC, Impact of Digital Channels on IMC
 - 4.3: Budgeting and Resource Allocation, Setting SMART Goals for Digital Marketing
 - 4.4: Digital marketing mix, Segmentation, Targeting, and Positioning (STP) of digital markets,
 - 4.5: Digital Technology and Customer Relationship Management
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Unit 5: Social and Digital Media Marketing

LH 12

- 5.1: Concept and fundamentals of social media marketing, significance, and tools of social media marketing; building a successful strategy; Facebook, Twitter, LinkedIn, Instagram, and Youtube marketing: basics, different types of ad formats, setting up ad account, audience & types
- 5.2: Content creation, content strategy, designing advertising campaigns
- 5.3: Terminologies used in digital marketing: mobile marketing, email marketing, content marketing, social media marketing, influencer marketing, affiliate marketing
- 5.4: Social and digital media advertising: meaning, importance, and applications of digital advertising, digital advertising, different digital advertisement, the performance of digital advertising:- process & players, display advertising media
- 5.5: Future of digital marketing: AI (artificial intelligence), personal digital assistance, social media will shift in function, blockchain technology, chatbots, voice search, influencer marketing, and micro-moment marketing

Basic Text Books:

Bhatia, P. S. (2017). *Fundamentals of digital marketing*. Pearson India Education Services Pvt. Ltd.

Roos, D. (2019). *Digital marketing funnel behaviour*. Noordhoff.

Reference Books:

Charlesworth, A. (2018). *Digital marketing: A practical approach*. In Gazdaság és Társadalom.

<https://doi.org/10.21637/gt.2020.3-4.08>

Dave Chaffey, T. H., & Edunmundson-Bird, D. (2019). *Digital business and e-commerce management* (7th ed.). Pearson Education Limited.

Ellis-Chadwick, D. C. F. (2022). *Digital marketing* (8th ed.). Pearson education limited.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title:	Employee Relationship Management	Course Code:	GMT 474
Year:	Fourth	Level:	Undergraduate
Semester:	VII	Program:	BBS
Credits hours:	3	Lecture hours:	48

Nature of course: Concentration (General Management)

Course Objectives

This course provides a basic introduction to the field of labour-management relations. It gives a balanced perspective of the requirements and goals of both union and management and prepares students to deal with labour-management relations issues in the workplace.

Course Description

This course deals with the context, policy, institutions and mechanisms of labour- management relations and includes labour relations system, environment, policy and legislation, trade unionism, industrial disputes, Grievance Handling, collective bargaining, workers' participation, work-place environment.

Course Outcomes

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

- Explain the concept of labour-management relations, the actors of the system, and the environmental forces influencing the labour relations climate;
- Discuss the concept of unionism and outline the rights, duties, and obligations employers and unions have under the Labour Act of Nepal;
- Identify and discuss the causes, types and consequences of labour disputes;
- Review the preparatory and execution elements of collective bargaining and of processes to break impasse such as strikes, lockouts, conciliation, and arbitration;
- Discuss the principles of employee discipline, grievance procedure and process.

Course Contents

Unit 1: Introduction to Employment Relation **LH 6**

- 1.1 Concept and characteristics of employment relation
- 1.2 Objectives, significance and functions of employment relation management
- 1.3 Actors in Employment Relation
- 1.4 Process in Employment Relation Management

Unit 2: Labour-Management Relations Environment **LH 8**

- 2.1 The changing political and economic environment relations
- 2.2 Forces influencing labour-management relations in Nepal
- 2.3 Labour legislation in Nepal: Main provisions and features of the Labour Act, Trade Union Act
- 2.4 Structure of labour administration in Nepal
- 2.5 Employers' associations in Nepal

Unit 3: Trade Unionism **LH 8**

- 3.1 Concept, functions and responsibilities of trade unions
- 3.2 History of trade union development in Nepal
- 3.3 Legal framework; Registration and recognition of trade unions
- 3.4 Existing structure of trade unions
- 3.5 Pros and Cons of trade union

Unit 4: Industrial Disputes in Nepal **LH 10**

- 4.1 Definition, causes and effects of industrial disputes in Nepal
- 4.2 Types of disputes: legal and illegal, overt and covert expressions of conflict
- 4.3 Unfair labour practices
- 4.4 Procedures of making claims and complaints by unions
- 4.5 The grievance handling procedure
- 4.6 Industrial relations machinery prevention and settlement of disputes
- 4.5 Conciliation and arbitration systems
- 4.6 Labour court: its composition and functioning

Unit 5: Collective Bargaining and Grievance Handling**LH 10**

- 5.1 Concept, nature, purpose and significance of collective bargaining
- 5.2 Collective bargaining system
- 5.3 Prerequisites for collective bargaining
- 5.4 Levels of bargaining and agreement
- 5.5 Negotiating technique and skills
- 5.6 Factors contributing to the success of collective bargaining
- 5.7 Collective bargaining in Nepal
- 5.8 Concept, nature and causes of grievance
- 5.9 Grievance handling procedure
- 5.10 Methods of reducing employee complaints/grievance

Unit 6: Workers' Participation**LH 6**

- 6.1 Concept, purpose and significance
- 6.2 Forms of participation
- 6.3 Process of employment participation
- 6.4 Strategy for implementing employee's participation

Basic Text Books:

- Pant, P. R. & Manandhar, N. *Industrial relations in Nepal*. FNF and IRF.
Venkata R., & C. S. *Industrial relations*. Oxford University Press.
Morrappa, A. *Industrial relations*. Tata McGraw Hill.

Reference Books:

- Acharya, B. S. *Introduction to human resource management*. Asmita Publication.
Agrawal, G. R. *Dynamics of human resource management*. M.K Publication.
Kanoon Byabastha Samiti. *Labour act, trade union act, and bonus act in Nepal*.

**Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)**

Course Title:	<i>Conflict and Stress Management</i>	Course Code:	<i>GMT 475</i>
Year:	<i>Fourth</i>	Level:	<i>Undergraduate</i>
Semester:	<i>VII</i>	Program:	<i>BBS</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Nature of course: *Concentration (General Management)*

Course Objectives

The main focus of the course is to build a general understanding of students about negotiation and conflict management as well as focus on equipping individuals with the knowledge and skills to recognize, understand and effectively manage stress in the organizational context as well as personal life. The course also aims to develop the ability of students to diagnose negotiation situations, strategize and plan upcoming negotiations, and engage in more effective negotiations. This course is also helpful to students in building their confidence and skills regarding negotiation and conflict resolution in a variety of business contexts.

Course Description

This course deals with negotiation - strategies and styles - within an employment context. In addition to conceptual understanding, students are expected to identify and diagnose the nature and types of conflict situations and negotiation processes, and develop the strategy accordingly. The course overview about causes of stress, work life balance and coping mechanisms relaxation techniques and stress prevention strategies.

Course Outcomes

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

- Understand the central concepts of conflict and negotiation;
- Identify the conflict situations in the workplace;
- Effectively diagnose, plan and develop strategy for different types of negotiation situations;
- Develop negotiating skills and confidence in a variety of contexts;
- Develop resilience, improve their emotional well being, foster healthier relationships both in personal and professional setting

Course Contents

Unit I: Introduction	LH 6
1.1 Concept, nature, sources, pattern, levels and types of conflict	
1.2 Functional and dysfunctional organization conflicts	
1.3 Conflict as a process	
1.4 Relevance of conflict management and negotiation skills for organization	
Unit 2: Conflict Management Approaches	LH 8
2.1 Conditions creating conflict	
2.2 Approaches to manage conflict	
2.3 Stimulating, preventive and resolving techniques	
2.4 Conflict management strategy	
2.5 Role of communication in emergence of conflict	
Unit 3: Negotiation Strategies	LH 6
3.1 Negotiation strategies in business strategies	
3.2 Role of power dynamics in negotiation	
3.3 Distributive and integrative negotiation	
3.4 Negotiation process	
Unit 4: Emotional Intelligence in Conflict	LH 4
4.1 Concept and component of emotional intelligence	
4.2 Role of empathy in understanding conflict	
4.3 Emotional intelligence and managing conflict situation	
Unit 5: Introduction to Stress Management	LH 8
5.1 Concept, nature, causes and consequences of stress	
5.2 Impact of stress on workplace performance	
5.3 Practices for implementing stress management programs in the workplace	

Unit 6: Work Life Balance and Stress

LH 8

- 6.1 Concept of work life balance
- 6.2 Work and personal life imbalance contribute to stress
- 6.3 Relationship between time management and work related stress
- 6.4 Strategies for achieving a health work life balance

Unit 7: Organization Culture and Stress Management

LH 8

- 7.1 Concept, characteristic and role of organization culture
- 7.2 Organization culture and its impact on stress level within company
- 7.3 Role of leadership and management practice in mitigating workplace stress
- 7.4 Stress management program: employees assistance program, stress awareness campaign, flexible work arrangement, conflict resolution program, mindfulness program

Basic Text Books:

Seaward, B. L. *Principles and strategies for health and wellbeing*. Jones & Bartlett Learning
Roy, J. L., David, M. S., Barry, B., & Minton, J. W. *Essential of negotiation*. Irwin/McGraw-Hill.

Reference Books:

Devis, M., Eshelmen, E. R., & McKay, M. *The relaxation and stress reduction workbook*. New Harbinger Publications.

Far Western University
Faculty of Management
Syllabus (BBS Seventh Semester)

Course Title: <i>Leadership and Team Management</i>	Course Code: <i>GMT 476</i>
Year: <i>Fourth</i>	Level: <i>Undergraduate</i>
Semester: <i>VII</i>	Program: <i>BBS</i>
Credits hours: <i>3</i>	Lecture hours: <i>48</i>

Nature of course: *Concentration (General Management)*

Course Objectives

The objective of this course is to sharpen students' skills in leadership, team management and other related areas of organization and management and enhance their ability to work effectively as a leader in a corporation.

Course Description

This course covers the foundation of leadership, essentials of effective leadership skills, management through leadership, motivation and communication, theoretical bases of team management, team formation and corporate culture and evaluation of effectiveness and problems of team management.

Learning Outcomes

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

- Explain the concepts of leadership and management.
- Understand leadership theories.
- Identify the traits and skills of an effective leader.
- Explain the major approaches to leadership and team management.
- Describe the various types/styles of leadership.
- Describe the essence of the organizational culture of the organization and the team management.

Course Contents

Unit 1: Understanding Leadership	LH 6
1.1 Meaning, nature, scope and importance of leadership	
1.2 Functions of leadership	
1.3 Principles of leadership	
1.4 Styles of leadership	
1.5 Factors affecting leadership	
1.6 Organizational leadership: Brief overview and major issues	
Unit 2: Essentials of Effective Leadership Skills	LH 8
2.1 Qualities of a good leader	
2.2 Leadership skills: personality, strategic planning, time management, team work and risk taking, communication skill	
2.3 leadership styles	
2.4 Task-oriented (TO) and relationship-oriented (RO) leadership	
2.5 Differences between manager and a leader	
Unit 3: Management through Leadership, Motivation and Communication	LH 10
3.1 Concept of power, authority and leadership	
3.2 Concept of diversity management	
3.3 Role of age and experience in organization	
3.4 Leadership can be developed through mentoring and training	
3.5 Meaning of emotional intelligence	
3.6 Over view of gender-coping mechanism	
3.7 Motivation: concept and importance, theories of motivation (Equity theory, Expectancy theory)	
3.8 Communication: communication process, barriers to effective communication, active listening, nonverbal and body language, ethical communication	
Unit 4: Theoretical Bases of Team Management	LH 8
4.1 The concept of team and team management	
4.2 Features of team	
4.3 Types of the teams (project teams, functional teams, cross-functional team, matrix team, contract team, operational teams, virtual teams, self-managed teams, problem solving teams)	
4.4 Characteristics of effective teamwork	
4.5 Stages of team development: leading, empowering, following	

Unit 5: Team Formation**LH 8**

- 5.1 Team building as one of the main functions of a manager
- 5.2 Concepts of team-spirit and team-building
- 5.3 Groups and teams: Concept, differences between working groups and teams
- 5.4 Factors that stimulate the emergence of teams
- 5.5 Main features and basic principles of team building
- 5.6 Management, organizational and individual factors of team formation
- 5.7 Advantages and disadvantages of team work

Unit 6: Corporate Culture and Effectiveness and Problems of Team Management**LH 8**

- 6.1 The essence of the organizational culture of the organization and the team
- 6.2 Team to support organizational culture
- 6.3 Influence of organizational culture on the efficiency of the team
- 6.4 Technology of evaluation of the effectiveness and problems of team management
- 6.5 Causes of conflicts in the process of project teams, levels of conflict and resolving conflict
- 6.6 Stages of negotiations, negotiation strategy and tactics

Basic Text Books:

Sharma, R. R. (2012). *Change management and organizational transformation*. Tata Mcgraw Hill.

Stephen, P. R. (2018). *Organization behaviour*. Pearson Education.

Johannessen, J. A. (2020). *Knowledge management philosophy: Communication as a strategic asset in knowledge management*. Emerald.

Reference Books:

Hackman, J. R. (2002). *Leading teams: Setting the stage for great performances*. Harvard Business School Press.

Stacey, R. & Mowles. C. (2016). *Strategic management and organizational dynamics: The challenge of complexity to ways of thinking about organizations* (7th ed.). Pearson Education.

Yukl, G. (2013). *Leadership in organizations* (8th ed.). Pearson Education.