



**Far Western University**  
**Faculty of Management**

**Bachelor of Business Administration (BBA) Program**  
**Syllabus: First Semester**  
**(Revised: 2080)**

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Faculty of Management  
Syllabus**

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<b>Course Title:</b>	<b><i>Business English - I</i></b>	<b>Course Code:</b>	<b><i>Eng 111</i></b>
<b>Year:</b>	<b><i>First</i></b>	<b>Level:</b>	<b><i>Undergraduate</i></b>
<b>Semester:</b>	<b><i>I</i></b>	<b>Program:</b>	<b><i>BBA</i></b>
<b>Credits hours:</b>	<b><i>3</i></b>	<b>Lecture hours:</b>	<b><i>48</i></b>

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**Course Description**

Business English-I introduces students to business contexts, environments, communication skills, and terminologies required therein. The course gives sufficient practice to students in the basic grammar required in business settings. This practice is expected to benefit their day-to-day academic settings and the undergraduate level.

**Course Objectives**

The course aims to help students sharpen their reading and writing skills through various texts and composition exercises. Additionally, the course will introduce students to critical thinking skills and give them opportunities to practice those skills in class through various texts and tasks.

**Learning Outcomes**

After studying this course, students will be able to:

- Produce grammatically correct English in speech and in writing.
- Expose to the variety of reading texts concerned with business settings.
- Develop writing skills for academic work at the undergraduate level and give them practice in writing exercises.
- Introduce the vocabulary used in business settings.
- Develop the ability to think critically.

**Course Contents**

**Unit 1: Language Functions and Their Exponents in Context**

**LH 8**

- Idioms
- Nouns compounds and noun phrases
- Multi-word verbs
- Present and past tenses
- Voice
- Adverbs of degree
- Text reference
- Modals
- Prepositions
- Gerunds
- Conditionals
- Prediction and probability

**Unit 2: Reading and Listening**

**LH 14**

- Reading: A quiet word beats sending e-mail- Financial Times
- Listening: An interview with an expert on communication
- Reading: Diego Della Valle: Italian atmosphere is central to Tod's global expansion-Financial Times
- Listening: An interview with a professor of international marketing and the CEO of a training organization
- Reading: How East is meeting West- Business Week
- Listening: An interview with the Head of Global Corporate Responsibility of a major company

- Reading: Profile: Carlos Slim- The Telegraph
- Listening: An interview with the MD of a technology development company
- Reading: Marriot Hotels International/ KPMG- The Sunday Times
- Listening: An interview with the Director of HR at a major company
- Reading: Internationalization- risk or opportunity? - Financial Times
- Listening: An interview with the MD of the Institute of Risk Management
- Reading: Anna Wintour/ Jim Buckmaster- CBS/ Times Online
- Listening: An interview with the author of a management book
- Reading: Recipes for team building- Financial Times
- Listening: An interview with the founder of a team-building company
- Reading: No more easy money- Financial Times
- Listening: An interview with the MD of a private equity firm
- Reading: Customer service is changing the world: Up close and global- Financial Times
- Listening: An interview with the manager of a top restaurant
- Reading: How not to take care of a brand/ Expect the unexpected- Financial Times
- Listening: An interview with a professor of ethics and social responsibility
- Reading: Green targets- Corporate Knight
- Listening: An interview with the Director of an M&A research Centre

### Unit 3: Writing at Work

LH 8

- Email
- Action minutes
- Letter
- Press release/ letter
- Guidelines
- Report
- Summary

### Unit 4: Vocabulary

LH 10

- Getting familiar with and using the terminologies of everyday business situations
- Differentiate between literal and connotative meanings
- Guessing meaning in contexts
- Learning and using noun phrase, verb phrase, phrasal verbs and idioms in business communication
- Understanding the composition of words and phrases and using them correctly in class discussions, activities, assignments, and other contexts.

### Unit 5: Critical Thinking

LH 8

- Practicing and developing business skills
- Reflection on the ideas in the texts
- Connecting ideas across texts or readings
- Relating personal experience to the topic
- Evaluating experiences and events

#### Basic Textbooks:

Cotton, D., Falvey, D., & Kent, S. (2011). *Upper intermediate market leader: Business English course book*. (3rd ed.). Pearson.

#### References Books:

Gramer, M. F. & Ward, C. S. (2011). *Q: Skills for success level 3 (reading and writing)*. Oxford University Press. (All Units)

Hornby. A. S. (2010). *Oxford Advanced Learner's Dictionary* (8<sup>th</sup> ed.). Oxford University Press.

Lloyd, M. & Day, J. (2011). *Active grammar, Level 3*. Cambridge University Press. (Unit I)

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<b>Course Title:</b> <i>Business Mathematics – I</i>	<b>Course Code:</b> <i>BMT 112</i>
<b>Year:</b> <i>First</i>	<b>Level:</b> <i>Undergraduate</i>
<b>Semester:</b> <i>I</i>	<b>Program:</b> <i>BBA</i>
<b>Credits hours:</b> <i>3</i>	<b>Lecture hours:</b> <i>48</i>

**Course Description**

This course provides the basic knowledge of algebra and equations, graphs, lines, inequalities, logic, sets, and counting. It also analyses the features of various markets and explains price and output determination. The course will provide detailed knowledge of the system of linear equations, matrices, determinants, and their applications in business and economics.

**Course Objectives**

This course aims to make students understand and apply the basic mathematical tools in business decision-making. The course provides theoretical and practical knowledge to the students and enhances their capacity for problem-solving in the business era.

**Learning Outcomes**

After studying this course, students will be able to:

- Understand the basic algebra and equations for business applications.
- Know the plotting graphs and enhance the problem-solving capacity by using equations.
- Sound understanding of logic, set, and counting to improve problem-solving capabilities.
- Overview of function, its range, graph, and types.
- Understand the concept and equations of exponential and logarithmic functions.
- Sound understanding of mathematics of finance and to enhance their problem-solving capabilities.
- Enhance the knowledge of systems of linear equations and matrices to handle various problems.

**Course Contents**

**Unit 1: Algebra and Equations** **LH 6**

- The real numbers
- Polynomials
- Factoring
- Rational expressions
- Exponents and radicals
- First-degree equations
- Quadratic equations

**Unit 2: Graphs, Lines, and Inequalities** **LH 6**

- Graphs
- Equations of lines
- Linear models
- Linear inequalities
- Polynomial and Rational Inequalities

**Unit 3: Logic, Sets, and Counting** **LH 8**

- Logic: Statements, Logical connectives, Logical equivalence, Tautology and contradiction
- Sets: Set representation, Venn diagram, Set operations, Applications
- Basic counting principles
- Permutations and combinations

#### **Unit 4: Functions and Graphs**

**LH 10**

- Functions: Dependent and Independent variables, Domain and Range
- Graph of a function
- Linear function and its applications
- Quadratic function and its applications
- Polynomial functions
- Rational functions
- Logarithmic functions, Applications of logarithmic functions, Logarithmic and exponential equations

#### **Unit 5: Mathematics of Finance**

**LH 8**

- Interest rate: Simple interest and discount, Compound interest, Continuous compounding
- Annuities and Sinking funds: Annuities, Future value, Sinking funds, Present value, Amortization

#### **Unit 6: Systems of Linear Equations and Matrices**

**LH 10**

- Basic matrix operations, matrix products
- Systems of two linear equations in two variables
- Larger systems of linear equations
- Applications of systems of linear equations
- Determinant
- Matrix inverses
- Applications of matrices

#### **Basic Textbook:**

Lial, M., Hungerford, T. W., & Holcomb, J. *Mathematics with applications* (10<sup>th</sup> ed.). Pearson.

#### **Reference Book.**

Barnett, R. A., Ziegler, M. R., & Byleen, K. E. *College mathematics for business, economics, life sciences and social sciences* (12<sup>th</sup> ed.). Pearson.

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<b>Course Title:</b>	<b><i>Fundamentals of Business Management</i></b>	<b>Course Code:</b>	<b><i>MGT 113</i></b>
<b>Year:</b>	<b><i>First</i></b>	<b>Level:</b>	<b><i>Undergraduate</i></b>
<b>Semester:</b>	<b><i>I</i></b>	<b>Program:</b>	<b><i>BBA</i></b>
<b>Credits hours:</b>	<b><i>3</i></b>	<b>Lecture hours:</b>	<b><i>48</i></b>

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**Course Description**

The course is designed to provide learning on management thought, process, and the role of managers in the organization so that the students can deal tactfully with managerial and business issues. The course will also be supportive in making students competent and adaptive in the global environment.

**Course Objectives**

This course aims to develop the students' managerial, entrepreneurial, and leadership qualities. Moreover, it will enhance knowledge about management thoughts, approaches, skills, and roles of managers in the competitive market.

**Learning Outcomes**

After studying this course, students will be able to:

- Know the nature, process, functions of management, management thought and principles, appropriate role, and skill to undertake a managerial responsibility.
- Understanding the planning to build a vision allows learners to make decisions within the context of task and environment.
- Develop an understanding of the nature of organization, task management, and different structures.
- Enable the learners to identify the appropriate leadership and motivation style for employees in the competitive environment.
- Develop the managerial capacity to control in different ways in the business organization.
- Describe the emerging concepts in management practices.

**Course Contents**

**Unit 1: Nature of Management**

**LH 10**

- Organization: Concept, types of organization, organizational goals and its features
- Management: Definition, characteristics, functions, principles
- Managerial hierarchy; Managerial skills and roles
- Evolution of management thought: Concept, contribution and limitations of classical and modern theories; Classical theories: scientific theory, administrative theory and bureaucratic theory; Modern theory: human relations and behavioral science theories; System theory; Decision theory and Contingency theory.

**Unit 2: Planning and Decision-Making**

**LH 8**

- Planning: Meaning and types, levels of planning, steps in planning, contingency factors on planning, types of objectives as the basis for planning, goal setting approaches.
- Decision-making: meaning, types, and process; Decision-making conditions: certainty, risk, and uncertainty; Decision-making styles of managers; Group decision-making concepts

**Unit 3: Organizing**

**LH 10**

- Organizing: Concept, principles, and process; Approaches to organizing: classical, behavioral, contingency.
- Departmentalization: Meaning and types
- Delegation of authority: Meaning, steps, obstacles; Eliminating obstacles to the delegation process
- Centralization and decentralization: meaning, advantages and disadvantages

- Types of traditional organizational structures: Traditional (Simple, functional, divisional), modern organizational structures (matrix, team, network, and virtual)

**Unit 4: Employee motivation and leadership**

**LH 8**

- Motivation: Concept and process; Theories of motivation: need hierarchy theory, two-factor theory, and X and Y theory; Current research on motivation.
- Leadership: Meaning and importance; Leadership theories: trait theory, autocratic, democratic continuum, theory, managerial grid theory, Fiedler contingency theory; Situational factors in identifying the appropriate style of leadership

**Unit 5: Controlling**

**LH 6**

- Controlling: Meaning, importance, and process
- Control approaches: market control, administrative control, cultural control, behavioral controls
- Control techniques: MBWA, periodic reviews, employee performance evaluations;
- Quality control: Meaning of quality control in an organization, qualities of effective control
- Ethical issues in control

**Unit 6: Emerging Concept in Management**

**LH 6**

- Overview of knowledge management, stress management, time Management, conflict management, event management
- Management Practices and organizational Culture in Nepalese Organization
- Opportunities and challenges are seen in Nepalese business organizations

**Basic Textbook:**

Wehrich, H., Cannice, M. V., & Koontz, H. (2011). *Management*. McGraw Hill.

**Reference Books:**

Pant, P. R. (2019). *Principles of management*. Buddha Academic Publishers and Distributors Pvt. Ltd

Robbins, S., Coulter, M. (2009) *Management* (11th ed.). Prentice Hall.

Hill, C., & McShane, S. (2006). *Principles of Management*. McGraw Hill.

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<b>Course Title:</b> <i>Principles of Microeconomics</i>	<b>Course Code:</b> <i>ECO 114</i>
<b>Year:</b> <i>First</i>	<b>Level:</b> <i>Undergraduate</i>
<b>Semester:</b> <i>I</i>	<b>Program:</b> <i>BBA</i>
<b>Credits hours:</b> <i>3</i>	<b>Lecture hours:</b> <i>48</i>

**Course Description**

Microeconomics deals with basic principles in business economics. The course concerns the introductory part, the demand and supply rules analysis, consumer behaviour, production theory, costs, and revenues. In addition, it explains the features of various markets, prices, output, and preliminary theories of determining factor pricing.

**Course Objectives**

The course aims to acquaint the students with basic concepts of microeconomic theory. This course aims to enhance the understanding of microeconomic principles with their practical applications by developing students' knowledge and skills in applying theories in business decision-making in the modern business era.

**Learning Outcomes**

After studying this course, students will be able to:

- Understand the basic concepts of microeconomics.
- Analyze the concept of elasticity in demand and supply.
- Understand consumer behaviour regarding ordinal and cardinal approaches.
- Describe the concept, law, and theory of production functions.
- Compare and analyze the various concepts of costs and revenues.
- Enable to become familiar with different types of markets.
- Understand the theory of factors pricing rent, wages, interest, profit, and their determination.

**Course Contents**

**Unit 1: Introduction and Basic Concepts**

**LH 6**

- Meaning and definition of microeconomics
- Basic microeconomic issues: scarcity, efficiency and alternative uses of resources
- Differences between microeconomics and macroeconomics.
- Nature of microeconomics: normative economics and positive economics.
- Importance of microeconomics in business decision-making
- Economic models: meaning and use of economic models

**Unit 2: Demand and Supply Analysis**

**LH 8**

- Demand: Meaning of demand and quantity demanded, individual demand curve and market demand curve, determinants of demand, movements along demand curve and shift of demand curve
- Supply: Meaning of supply and quantity supplied, individual supply curve and market supply curve, determinants of supply, movements along supply curve and shift of supply curve
- Equilibrium in the market: meaning and explanation regarding to excess demand, excess supply, ceiling price, and floor price
- Elasticity of demand: meaning and types of price elasticity, income elasticity, and cross elasticity; measurement of price elasticity of demand: total expenditure method, point elasticity, and arc elasticity
- Elasticity of supply: basic concepts and types
- Use of elasticity in business
- Numerical exercise



**Unit 3: Theory of Consumer Choice****LH 8**

- Concepts of utility, the law of diminishing marginal utility
- Cardinal analysis Vs. Ordinal analysis
- Ordinal analysis: Indifference curve: properties, marginal rate of substitution (MRS); concept of budget line or budget constraint; consumer's equilibrium: interaction of indifference curve and budget line, price effect and price consumption curve of normal goods, income effect and income consumption of normal goods, and substitution effect; derivation of demand curve using ordinal analysis
- Numerical exercise

**Unit 4: Production Theory****LH 6**

- Concepts of production function
- Production functions with one variable input: total, average, and marginal product; law of variable proportions
- Production functions with two variable inputs and concept of Cobb-Douglas production function; Isoquants: marginal rate of technical substitution (MRTS); optimal combination of inputs: Isocost lines and expansion path; optimal input combination
- Economies and diseconomies of scale and laws of returns to scale
- Numerical exercise

**Unit 5: Theory of Costs and Revenues****LH 8**

- Concepts and types of costs: fixed and variable costs, accounting, opportunity cost, explicit cost vs implicit cost, economic costs, and sunk costs
- Short-run total, average, and marginal costs: meaning, schedules and curves
- Long-run total, average, and marginal costs: meaning, schedules and curves
- Relationship between marginal cost and average cost
- Concepts of revenues: total, average, and marginal revenues in perfect and imperfect markets: meaning, schedules and curves
- Profit maximization
- Relationship between elasticity and revenue
- Numerical exercise

**Unit 6: Market Structures and Product Pricing****LH 8**

- Concept of market
- Perfect competition: concept, features, short-run supply curve and shutdown point; price and output determination in the short-run; price and output determination in the long-run
- Monopoly: concept, features, price and output determination in the short-run; price and output determination in the long run; sources of monopoly; social costs of monopoly
- Monopolistic competition: concept, features; price and output determination in short-run, price and output determination in the long-run
- Oligopolistic competition: concept and features
- Numerical exercise

**Unit 7: Theory of Factor Pricing****LH 4**

- Rent: meaning, modern theory of rent
- Wages: meaning, marginal productivity theory of rent
- Interest: meaning, the liquidity preference theory of interest
- Profit: meaning, calculation of business profit and economic profit, innovation theory of profit

**Basic Textbooks:**

Mankiw, N.G. (2011). *Principles of microeconomics* (6<sup>th</sup> ed.). South-Western Collegem publications.  
Salvatore, D. (2011). *Managerial economics*. Oxford University Press.

**Reference Books:**

Gillespie, A. (2010). *Business economics*. Oxford University Press.  
Lipsey, R., & Chrystal, A. (2011). *Economics* (12<sup>th</sup> ed.). Oxford University Press.  
Pindyck, R.S., Rubinfeld, D. L., & Mehata, P. L. (2009). *Microeconomics*. Pearson.

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<b>Course Title:</b>	<b><i>Fundamentals of Information Technology</i></b>	<b>Course Code:</b>	<b><i>ICT 115</i></b>
<b>Year:</b>	<b><i>First</i></b>	<b>Level:</b>	<b><i>Undergraduate</i></b>
<b>Semester:</b>	<b><i>I</i></b>	<b>Program:</b>	<b><i>BBA</i></b>
<b>Credits hours:</b>	<b><i>3</i></b>	<b>Lecture hours:</b>	<b><i>48</i></b>

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**Course Description**

This course introduces the fundamental concepts of computer application and information technology. The course includes the concepts of information technology perspectives for businesses. This course highlights information systems, information technology infrastructure, computer hardware and software, data management and data warehouse, computer networks, data privacy, cyber security, social media, and e-commerce and enterprise systems.

**Course Objectives**

This course aims to introduce students to the fundamental principles of computer-based information systems and to understand and develop the skills of the techniques used in the information system. It will give students practical knowledge and enable them to use information systems such as internet-based technology, e-commerce, e-business, telecommunication, data resource management, and cyber security.

**Learning Outcomes**

After studying this course, students will be able to:

- Understand the concept and role of information technology in business.
- Know data management, warehousing, and governance of electronic documents.
- know about computer networks and computing technologies.
- Manage data privacy and cyber security.
- Understand the social media and its use in e-business.
- Deliver the concepts of enterprise systems and their use in organizations.
- Access to contemporary IT technologies.

**Course Contents**

**Unit 1: Introduction**

**LH 8**

- Introduction to computer, digital and analog computer, generations of computer, characteristics of computer, applications of computer
- Computer hardware, computer system, components of computer system, central processing unit (CPU), CPU instruction cycle, computer bus, computer memory: primary and secondary, types of primary and secondary memory, input devices, output devices
- Computer software, system software, application software, programming languages, language translators, operating system, functions of operating system
- Information technology, use of information technology in business, information system

**Unit 2: Data Management, Data Warehouses, and Data Governance**

**LH 8**

- Data Management: database technologies, databases, centralized databases, distributed databases, database management system (DBMS), elements of a DBMS, benefits of a DBMS
- Data Warehouses: data warehouse, moving data from database to data warehouse, building and using a data warehouse, data marts, data lakes, data mining
- Data Governance: data governance, master data and master data management (MDM), information management, data life cycle and data principles,

- Electronic Document: electronic document management, electronic document management systems, electronic records management, electronic records management systems, enterprise content management, enterprise content management systems

### **Unit 3: Network Infrastructure**

**LH 6**

- Network Fundamentals: types of networks, intranets, extranets, and virtual private networks, transmission media and speed, network components, communication protocols, circuit switching vs. packet switching
- Wireless Networks: 4G and 5G networks, wireless network standards, wireless connectivity, wireless network technologies
- Internet, intranet, IP address, domain name system, email, mobile computing and mobile technologies, internet of things, edge computing, net neutrality

### **Unit 4: Data Privacy and Cyber Security**

**LH 8**

- Data privacy concerns and regulations, the privacy paradox
- Malicious Logic: virus, worm, trojan horse
- Computer security, security mechanisms: cryptography, access control, authentication, digital signature, firewall
- Cyber-attacks and cyber threats: unintentional cyber threats, intentional cyber threats, cyber-attack targets and consequences, cyber defense strategies, general defense controls, application defense controls, auditing information systems, government regulations, risk management and IT governance frameworks, industry security standards

### **Unit 5: Social Media and E-commerce**

**LH 6**

- Social Media: concept, web 2.0, social web tools and applications, social networking services (SNS), e-commerce 2.0 and social commerce, private social networks, social metrics and monitoring tools, crowdsourcing and crowdfunding, search technology, enterprise search, recommendation engines, search marketing, web search for business, semantic web, web 3.0
- E-commerce: concept, omnichannel retailing, digital connections, in-store retail technology, e-commerce-online retailing, types of e-commerce markets, challenges to e-commerce, e-commerce business and strategic planning, mobile commerce

### **Unit 6: Enterprise Systems**

**LH 8**

- Enterprise Systems: concept and types of enterprise systems, integrating legacy systems, enterprise resource planning (ERP), automating ERP, ERP and the its infrastructure
- Supply Chain Management (SCM): concept, electronic data interchange in the order fulfillment and logistics process
- Relationship Management (CRM): concept and CRM process, automating CRM, implementing a CRM system
- Knowledge Management: concept, knowledge management system, automating knowledge management, benefits of knowledge management system
- Enterprise Content Management (ECM): concept, purpose and benefits of ECM system, using an ECM system, enterprise social platforms

### **Unit 7: Contemporary IT Technologies**

**LH 4**

- Cloud computing, quantum computing, wearable computing
- Virtual reality, blockchain technology
- Cryptocurrency, remote sensing and GIS

- Artificial intelligence, machine learning, deep learning, robotics, big data, data science, data analytics and data visualization, business intelligence, digital marketing, search engine optimization

**Laboratory Work:**

The laboratory work should include:

- Practical activities of different hardware components of the computer system
- Operating systems including DOS, Windows and Linux
- Word processors, spreadsheets, and presentation packages using MS Office System
- Database management systems using MS Access
- Internet and its services.

**Basic Textbooks:**

Norton, P. (2022). *Introduction to computers (7th ed.)*. McGraw Hill Education.

Turban, E., Pollard, C., Wood, G. (2021). *Information technology for management: Driving digital transformation to increase local and global performance, growth and sustainability* (12th ed.). Wiley.

**Reference Books:**

Arkhipov, I. (2023). *Information technology essentials: For business analysts and project managers*.

Lucas, H. C., Jr. *Information technology for management*. McGraw Hill.

Morley, D., & Parker, C. S. *Understanding computers: Today and tomorrow, comprehensive*. Cengage Learning.

