

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

Course Details of BBS Eighth Semester
(Syllabus: BBS 8th Semester)

<i>Code</i>	<i>Course</i>	<i>Credit</i>
MGT 481	Project Management	3
MGT 482	Public Financial Management in Nepal	3
Concentration III and IV (From any One Group)		
Account Group (Any Two subjects)		
ACC 483	Advanced Management Accounting	3
ACC 484	Corporate Tax Planning	3
ACC 485	Accounting for Banking and Insurance	3
Finance Group (Any Two subjects)		
FIN 483	Principles of Investment	3
FIN 484	Foundations of Securities Analysis and Valuation	3
FIN 485	International Finance	3
Marketing Group (Any Two subjects)		
MKT 483	Rural Marketing	3
MKT 484	Promotional Marketing	3
MKT 485	Social Marketing	3
General Management (Any Two subjects)		
GMT 483	Performance and Reward Management	3
GMT 484	Talent Management	3
GMT 485	Event Management	3
Project/Field Work (Practical)		
MGT 486	Project Work Report	3



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Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Project Management	Course Code:	MGT 481
Year:	Fourth	Level:	Undergraduate
Semester:	VIII	Program:	BBS
Nature of course:	Core	Credits hours:	3
		Lecture hours:	48

Course Description

This course is designed to equip students with the knowledge and skills required to effectively manage projects in various business settings. It covers essential topics such as project planning, execution, control, and closure while emphasizing the importance of project management tools, techniques, and methodologies. The course also addresses the evolving challenges and trends in project management, with specific attention to the Nepalese context.

Course Objectives

The course aims to equip students with comprehensive knowledge and skills in project management, enabling them to effectively manage projects from initiation to closure. Students will learn the fundamental concepts, tools, and techniques of project management, including project planning, formulation, implementation, and appraisal. The course emphasizes the development of leadership and team-building abilities essential for managing diverse teams and navigating complex project environments. By exploring practical aspects such as time management, resource allocation, and risk assessment, students will gain the ability to deliver successful projects. Additionally, the course addresses the challenges of project management in Nepal, fostering an understanding of the local context while preparing students to adopt recent trends and advancements in project management practices globally.

Learning Outcomes

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

- Demonstrate knowledge of project management concepts and their applications in real-world scenarios.
- Develop project timelines, schedules, and proposals effectively.
- Apply project appraisal and control techniques to evaluate and monitor project progress.
- Exhibit leadership and teamwork skills in managing diverse project teams.
- Use modern project management tools and techniques to ensure project success.
- Assess the challenges of project management in Nepal and propose solutions to address them.

Course Content**Unit I: Introduction to Project Management****LH 8**

- 1.1 Concept and characteristics of a project
- 1.2 Project types and classification
- 1.3 Concept, importance and phases of project management
- 1.4 Tools and techniques for project management
- 1.5 Benefits and limitations of project management
- 1.6 Roles, responsibilities, and skills of a project manager
- 1.7 Project environment and stakeholder engagement
- 1.8 Project management in Nepal: Evolution, Status, Challenges, and Opportunities

Unit II: Project Planning and Formulation**LH 10**

- 2.1 Defining project scope, objectives and deliverables
- 2.2 Feasibility study: Financial, Economic, Social, Market, and Technical Analysis
- 2.3 Project proposal
- 2.4 Concept and process of project planning
- 2.5 Work breakdown structure and scheduling
- 2.6 Project formulation techniques: Feasibility analysis, network analysis, financial analysis, cost-benefit analysis, and market analysis

Unit III: Project Organization and Team Building**LH 8**

- 3.1 System view of an organization
- 3.2 Types of project organizations: Pure and matrix
- 3.3 Team building, motivation strategies, and barriers
- 3.4 Managing diverse teams and cultures

3.5 Leadership in project environments: Styles and their impact

Unit IV: Project Implementation and Time Management **LH 6**

4.1 Concept and activities in project implementation

4.2 Procedure for project implementation

4.3 Time management in projects and related techniques

Unit V: Project Appraisal, Control, and Closure **LH 8**

5.1 Concept of project appraisal and tools: Cost-benefit analysis, NPV, IRR, SWOT

5.2 Project control systems and techniques

5.3 Project Management Information Systems (PMIS)

5.4 Project Closure: Final Reporting, Documentation, and Knowledge Management

5.5 Evaluating project outcomes and success criteria

Unit VI: Key Areas in Modern Project Management **LH 8**

6.1 Project integration management

6.2 Project scope management

6.3 Project schedule management

6.4 Project cost management

6.5 Project quality management

6.6 Project resource management

6.7 Project communications management

6.8 Project risk management

6.9 Project procurement management

6.10 Project stakeholder management

Basic Books

Acharya, K.P. (2025). *Project management*. Asmita Books Publisher and Distributors (P) Ltd.

Larson, E. W., & Gray, C. F. (2021). *Project management: The managerial process* (8th ed.). McGraw-Hill Education.

Lock, D. (2020). *Project management* (11th ed.). Gower Publishing.

Meredith, J. R., & Mantel, S. J. (2020). *Project management: A managerial approach* (10th ed.). Wiley.

Reference Books

Gido, J., & Clements, J. P. (2020). *Successful project management* (8th ed.). Cengage Learning.

Kerzner, H. (2022). *Project management: A systems approach to planning, scheduling, and controlling* (13th ed.). Wiley.

Pinto, J. K. (2019). *Project management: Achieving competitive advantage* (5th ed.). Pearson Education.

Turner, J. R. (2016). *Gower handbook of project management* (5th ed.). Routledge.

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Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Public Financial Management in Nepal	Course Code: MGT 482
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Core		Lecture hours: 48

Course Description

This course introduces the fundamental concepts and practices of Public Financial Management in Nepal, emphasizing its importance in implementing fiscal policies, budget preparation, execution, and ensuring financial accountability. The course covers the constitutional and legal provisions, institutional frameworks, planning, budgeting, internal controls, and mechanisms for fiscal accountability in Nepal.

Course Objective

The objective of this course is to provide students with a comprehensive understanding of Public Financial Management practices in Nepal, its principles, legal foundations, planning and budgeting processes, and mechanisms for accountability and transparency.

Learning Outcomes

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

- Explain the core concepts, objectives, and importance of Public Financial Management.
- Analyze the legal and institutional frameworks of PFM in Nepal, including fiscal federalism.
- Understand the planning, budgeting, and budget execution processes.
- Evaluate the role of internal controls and auditing in enhancing financial accountability.
- Critically assess the impact of Nepal's PFM practices on the financial accountability and fiscal transparency.

Course Contents**Unit 1: Introduction****LH 5**

- 1.1 Public Finance: Concept of public finance, scope of public finance (public revenue, public expenditure, public debt, fiscal policy, Public Financial Management and social welfare)
- 1.2 Difference between private finance and public finance
- 1.3 Public Financial Management (PFM): Concept, characteristics, objectives and importance
- 1.4 Public Financial Management practices and procedures in Nepal

Unit 2: Legal and Institutional Foundations of PFM in Nepal**LH 10**

- 2.1 Constitutional and Legal provisions of PFM
- 2.2 Fiscal Federalism: Concept and key institutions involved in fiscal federalism in Nepal (Ministry of Finance, Financial Comptroller General Office, Natural Resource and Fiscal Commission, and other institutions)
- 2.3 Public Financial Management Institutions
- 2.4 Planning and Budgeting Institutions
- 2.5 Audit and Oversight Institutions
- 2.6 Institutions for Intergovernmental Relations
- 2.7 Pillars of fiscal federalism in the provinces: Expenditure assignment, revenue assignment, fiscal transfer, mobilization of natural resources, borrowing and fiscal transfers from the province to local levels

Unit 3: Planning and Budget Formulation in Nepal**LH 8**

- 3.1 Planning: Concept and processes
- 3.2 Budgeting: Concept, approaches, budget classification, budget cycle and procedures
- 3.3 Budget Formulation: Medium-Term Expenditure Framework (MTEF), annual budget preparation, ceiling allocation and submission to parliament
- 3.4 Budget Approval: Parliamentary Deliberation, Appropriation Bill, Votes on account, Vote of credit bill and Finance Bill

Unit 4: Budget Execution**LH 12**

- 4.1 Fund Release for budget execution
- 4.2 Public procurement: Procurement planning, procurement methods, procurement thresholds, bidding procedures, E-Government procurement (e-GP), role of Public Procurement Monitoring Office in regulating public procurement activities.
- 4.3 Treasury operations: Government's treasury operations/Federal Consolidated fund at the federal level; Controls on government payments through District Treasury Controller Offices
- 4.3 Accounting and Reporting: Accounting standards, accounting basis, Chart of Accounts (CoA) Treasury Single Account (TSA), financial statements and reporting obligations
- 4.4 Intergovernmental fiscal transfer: Concept, objective, types and procedures
- 4.5 Public debt management: Debt policy, types of public debt, debt instruments, debt recording and reporting, debt servicing and debt sustainability analysis
- 4.6 Public investment management: Public investment procedures and key institutions involved
- 4.7 Foreign aid management: Public aid management cycle and key institutions involved
- 4.8 Budget follow-up: Concept, objectives and components of the budget follow-up (implementation monitoring, expenditure tracking, reporting and review)

Unit 5: Internal Controls**LH 7**

- 5.1 Internal controls: Concept and components
- 5.2 COSO framework: Concept and the five pillars
- 5.3 Internal auditing: Concept and practice in Government of Nepal
- 5.4 Public sector auditing: Concept and practice in Nepal
- 5.5 Audit irregularity, settlement process, and follow-up audit

Unit 6: Financial Accountability**LH 6**

- 6.1 Concept of financial accountability
- 6.2 Parliamentary scrutiny and oversight function
- 6.3 Role of Finance Committee
- 6.4 Public Account Committee and its roles and responsibility
- 6.5 Fiscal transparency

Text Books:

- Allen, R., Hemming, R., & Potter, B. H. (2013). *The International Handbook of Public Financial Management*. Palgrave Macmillan.
- National Planning Commission Nepal. (2019). *Budgeting Process in Nepal*. Kathmandu: National Planning Commission.
- Sharma, S., & Team. (2017). *Fiscal Federalism in Nepal: Concepts and Practices*. Kathmandu: Nepal Administrative Staff College.

Reference Books:

- Constitution of Nepal. (2015). *The Constitution of Nepal 2015*. Kathmandu: Government of Nepal.
- INTOSAI Development Initiative. (2019). *Public Sector Auditing: A Practical Guide*. INTOSAI.
- Allen, R., & Tommasi, D. (2001). *Managing Public Expenditure: A Reference Book for Transition Countries*. OECD Publishing.
- Schick, A. (2010). *Post-Crisis Fiscal Rules: Stabilising Public Finance While Responding to Economic Aftershocks*. OECD Journal on Budgeting.
- Premchand, A. (1993). *Public Expenditure Management*. International Monetary Fund.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Advanced Management Accounting	Course Code: ACC 483
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course:	Concentration (Account)	Lecture hours: 48

Course Description

This course, *Advanced Management Accounting*, is designed to provide students with an in-depth understanding of the principles, tools, and techniques used in managerial decision-making. The course covers key topics such as cost-volume-profit analysis, profitability analysis, pricing decisions, budgeting, and performance measurement. Emphasis is placed on the application of analytical and diagnostic tools in dynamic business environments, as well as the ethical and social responsibilities of management accountants. Students will explore real-world scenarios to develop practical skills in planning, control, and evaluation.

Course Objectives

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

- Understand the fundamental concepts, scope, and limitations of management accounting.
- Apply cost-volume-profit analysis and break-even techniques for profit planning under resource constraints.
- Analyze customer and product profitability using variance analysis and prepare relevant statements.
- Evaluate alternative decisions using relevant cost classification and differential cost statements.
- Design pricing strategies and budgets to support short-term planning and control.
- Assess divisional performance using financial and non-financial measures such as ROI, EVA, and Balanced Scorecard.

Learning Outcomes

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

- Explain the role of management accounting in organizational decision-making and its ethical implications.
- Demonstrate the use of CVP analysis for break-even and profit planning in single and multi-product scenarios.
- Interpret sales variances and profitability statements to support strategic decisions.
- Compare alternative choices (e.g., make-or-buy, lease-or-buy) using relevant cost concepts.
- Prepare budgets and financial statements to aid in short-term planning.
- Critique performance measurement systems, including ROI, RI, and EVA, to evaluate divisional efficiency.

Course Contents**Unit 1: Concepts in Management Accounting****LH 5**

Concept, evolution, objectives, scope and limitation of management accounting; Tools of Management Accounting: Descriptive, Analytical, Diagnostic, and Predictive; Changing role of management accounting in dynamic business environments; Management accounting process, Comparison between management accounting, cost accounting and financial accounting; Career field of management accounting. Professional ethics and social responsibility in accounting practice.

Unit 2: Cost-Volume-Profit Analysis**LH 8**

Concept and objectives of CVP analysis; Key assumptions of CVP models; Break-even analysis and profit planning for single and multiple products; CVP analysis under resource constraints: single resource allocation and multiple resource allocation using linear programming. CVP analysis under the condition of uncertainty.

Unit 3: Profitability Analysis and Sales Variance**LH 8**

Concept; objective and needs of profitability analysis. Customer profitability analysis: concept; process; benefit; determinants and preparation of statement of customer profitability analysis. Product profitability analysis: concept; process; benefit; determinants and preparation of statement of product profitability analysis. Sales variance: Concept; types and computation of sales variance.

Unit 4: Decision Making Regarding Alternative Choice**LH 8**

Concepts and objectives decision making; Cost classification for decision making: relevant and irrelevant, controllable and uncontrollable, avoidable and unavoidable costs, opportunity costs and sunk costs; Decision making process; Types of Decision : make or buy, drop or continue, accept or reject the special offer; sales or further processing and lease or buy decisions. Selection of best alternative decision using differential cost statement.

Unit 5: Pricing Decision**LH 6**

Concept and objectives of pricing; Factors influencing the pricing; Pricing methods: full cost pricing, variable cost pricing, ROI pricing, ABC pricing, Target cost pricing and transfer pricing.

Unit 6: Short Term Planning for Budgeting**LH 8**

Budgeting concepts and objectives; Preparation of sales, production, material, merchandise, labor, overhead and cash budgets; Budgeted income statement and balance sheet;

Unit 7: Responsibility Accounting and Performance Measurement**LH 5**

Responsibility accounting principles and types of responsibility centers: cost, revenue, profit and investment centers.

Divisional performance measurement: concept, limitation, distinguishing between divisional and managerial performance,

Financial measures: Return on Investment (ROI), Residual Income (RI) and Economic Value Added (EVA); Non-Financial Measures: Balance Scorecard (BSC), Performance Prism

Basic Textbooks

Horngrén, C. T., Datar, S. M., & Rajan, M. V. (2018). *Cost Accounting: A Managerial Emphasis* (16th ed.). Pearson.

Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). *Managerial Accounting* (16th ed.). McGraw-Hill Education.

Reference Books

Kaplan, R. S., & Atkinson, A. A. (2015). *Advanced Management Accounting* (3rd ed.). PHI Learning.

Hilton, R. W., & Platt, D. E. (2017). *Managerial Accounting: Creating Value in a Dynamic Business Environment* (11th ed.). McGraw-Hill Education.

Drury, C. (2018). *Management and Cost Accounting* (10th ed.). Cengage Learning.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Corporate Tax Planning	Course Code: ACC 484
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Concentration (Account)		Lecture hours: 48

Course Description

This course is designed to equip students with a comprehensive understanding of corporate tax laws and tax planning strategies essential for business decision-making. It covers foundational concepts of taxation, including income computation, stock valuation, depreciation, business income taxation, penal provisions, international taxation, and tax planning. Through practical applications and case studies, students will analyze tax-related scenarios, evaluate tax liabilities, and formulate strategic tax plans to optimize financial outcomes for businesses in Nepal.

Course Objectives

The primary objective of this course is to develop students' understanding of Nepal's tax system and its legal framework, particularly under the Income Tax Act 2058. Students will learn the meaning, objectives, and structure of taxation in Nepal building competency in stock valuation, charging depreciation, and handling of special tax provisions such as tax credits and withholding taxes. Further, students will gain insights into penalties, administrative reviews, and international tax issues like double taxation and the taxation of non-residents. This course emphasizes the importance of tax planning for effective financial and managerial decision-making.

Learning Outcomes

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

- **Explain** the structure of tax revenue and the role of taxation in Nepal's federal system.
- **Demonstrate** the process of obtaining and canceling a Permanent Account Number (PAN).
- **Calculate** allowable depreciation, closing depreciation base, and opening depreciation base for natural persons and entities.
- **Compare** presumptive taxation, turnover taxation, and corporate taxation methods.
- **Prepare** tax computations for business income, including allowable and non-allowable expenses.
- **Assess** the impact of international taxation, foreign tax credits, and double taxation avoidance treaties.
- **Design** tax-efficient strategies for managerial decisions, such as remuneration payment and industrial setup.

Course Content**Unit 1: Introduction****LH 5**

- 1.1 Concept and meaning of tax; Sources of government financing in Nepal; objectives of tax.
- 1.2 Structure of tax revenue in Nepal; Revenue Mobilization in Federal System.
- 1.3 Relation of Income Tax Act with Constitution, Income Tax Rule, Financial Act, Provisions Tax Realization Act, and Legal precedents established by court.
- 1.4 Definition of related terms under Income Tax Act 2058.
- 1.5 Meaning and types of Permanent Account Number (PAN); Document required and registration process for obtaining PAN; Conditions for cancellation of PAN.

Unit 2: Taxation of Income**LH 5**

- 2.1 Concept and methods of tax accounting in Income Tax Act
- 2.2 Concept and provisions of presumptive taxation, turnover taxation, personal taxation, and corporate taxation.
- 2.3 Business exemptions and Concessions.
- 2.4 Concept and provision of withholding payment/tax deduction at source (TDS), advance and final withholding payment, and payment of advance tax in installment.
- 2.5 Tax credit, tax payable, and tax clearance.

Unit 3: Valuation of Stocks, and Depreciation**LH 4**

- 3.1 Concept and methods of stock valuation under Income Tax Act, 2058
- 3.2 Adjustment of over and under valuation of stocks; Calculation of cost of trading stock.
- 3.3 Assets pooling system of depreciation under Income Tax Act 2058.
- 3.4 Provisions of additional depreciation allowance.
- 3.5 Provision for unabsorbed pollution control cost, research and development cost, and repair and maintenance cost.
- 3.6 Computation of allowable depreciation, closing depreciation base, and opening depreciation base for next year (Natural Person and Entities)

Unit 4: Income from Business**LH 14**

- 4.1 Meaning of business, profession and business income.
- 4.2 Amounts to be included and excluded in business income; Allowable and Non-allowable expenses; Allowable reduction.
- 4.3 Assessable income from business/profession (Natural Person and Entities), Taxable income, Tax liabilities and Tax payable.
- 4.4 Set-off, carry forward and carry backward of business loss (Normal and special industry).

Unit 5: Penal Provision, Review and Appeal**LH 3**

- 5.1 Concept of penalty and offence
- 5.2 Provisions relating to fees and interest, and offences.
- 5.3 Concept of administrative review and appeal.
- 5.4 Administrative decisions eligible for review, Procedure of filing for administrative review, and Provisions relating to appeal to revenue tribunal.

Unit 6: International Taxation**LH 3**

- 6.1 Concept of international taxation
- 6.2 Taxation of Non-Resident (service providers) related to shipping, airlines, transport, and telecommunication.
- 6.3 Foreign tax credit and Double Taxation Avoidance Treaties

Unit 7: Tax Planning**LH 14**

- 7.1 Concept, features and objectives of tax planning.
- 7.2 Concept of tax evasion, difference between tax planning and tax evasion.
- 7.3 Tax planning for managerial decision: Remuneration payment, Self-employment, Selection of business, capital structure, location of industrial setup, timing of activities, and lease vs buy.

Prescribed Text Books:

- Dhakal, K. D., Bhattarai, I., Koirala, G. P., & Bhattarai, R. K. (Updated Edition). *Corporate Taxation*. Kathmandu: Asmita Books Publishers & Distributors (P) Ltd.
- Government of Nepal. (2002). *Income Tax Act, 2058* (with amendments).
- Government of Nepal. (1996). *Value Added Tax Act, 2052* (with amendments).
- Shrestha, P. (2020). *Advanced Corporate Tax Planning*. Kathmandu: Himalaya Books.

Reference Books:

- Dhakal, K. D., Bhattarai, I., Koirala, G. P., & Bhattarai, R. K. (Updated Edition). *Taxation in Nepal*. Kathmandu: Asmita Books Publishers & Distributors (P) Ltd.
- Khadka, R. (Updated Edition). *VAT in Nepal*. New Delhi: UBS Publisher Distributors Ltd.
- Lekhi, R. K. (Updated Edition). *Public Finance*. New Delhi: Kalyani Publishers.
- Prasad, B. (Updated Edition). *Direct Taxes: Laws and Practice*. New Delhi: Vishwa Prakashan.
- Smith, J. (2019). *International Taxation: Principles and Practices*. London: Pearson Education.
- Gupta, A. (2021). *Tax Planning and Financial Management*. New York: McGraw-Hill.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Accounting for Banking and Insurance	Course Code: ACC 485
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Concentration (Account)		Lecture hours: 48

Course Description

This course aims to provide students with a comprehensive understanding of accounting principles and practices specific to the banking and insurance sectors. It covers the preparation, analysis, and interpretation of financial statements for banks and insurance companies, emphasizes regulatory frameworks, and explores unique transactions such as loan provisioning, claims, and reinsurance. Students will apply theoretical knowledge to practical scenarios and evaluate emerging trends and challenges in the industry.

Course Objectives

The course is designed to provide students with a comprehensive understanding of accounting principles as they apply to the banking and insurance sectors. Students will develop the skills to prepare financial statements for banks and insurance companies in adherence to regulatory standards. Through the use of ratio analysis and other analytical tools, students will learn to assess the financial performance of these institutions effectively. The course also emphasizes the application of accounting standards and regulatory requirements to specific transactions in banking and insurance. Additionally, students will evaluate the impact of emerging trends, such as advancements in technology and ethical considerations, on accounting practices within these industries, preparing them for the dynamic challenges in the financial sector.

Learning Outcomes

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

- Demonstrate an understanding of the accounting framework specific to banking and insurance.
- Prepare and interpret financial statements for banks and insurance companies.
- Analyze financial data to assess the financial health and performance of banking and insurance institutions.
- Apply regulatory requirements and accounting standards to real-world scenarios in banking and insurance.
- Evaluate the implications of technological advancements and ethical considerations in accounting practices.
- Develop critical thinking and problem-solving skills to address accounting challenges in the banking and insurance sectors.

Course Contents**Unit 1: Introduction to Accounting for Banking and Insurance**

Overview of banking and insurance sectors; Importance of accounting in banking and insurance; Regulatory frameworks and accounting standards (NFRS, NRB directives, SEBON guidelines); Differences between general accounting and accounting for banking and insurance.

Unit 2: Accounting for Banks

Financial statements of banks: Balance Sheet, Profit and Loss Account, and Cash Flow Statement; Accounting for loans and advances: provisioning, interest income, and non-performing assets (NPAs); Deposit accounting and interest expense; Off-balance sheet items and their accounting treatment.

Unit 3: Accounting for Insurance Companies

Financial statements of insurance companies: Revenue Account, Profit and Loss Account, and Balance Sheet; Accounting for premiums, claims, and reserves; Reinsurance accounting; Valuation of investments and assets.

Unit 4: Regulatory Compliance and Reporting

Regulatory requirements for financial reporting in banking and insurance; Role of Nepal Rastra Bank (NRB) and Insurance Board in financial reporting; Compliance with Nepal Financial Reporting Standards (NFRS).

Unit 5: Analysis of Financial Statements

Ratio analysis for banks and insurance companies; Interpretation of financial statements; Key performance indicators (KPIs) for banking and insurance sectors.

Unit 6: Emerging Issues and Trends

Impact of technology on accounting in banking and insurance; Ethical issues in accounting for banking and insurance; Recent developments in accounting standards and practices.

Basic Textbooks

Nepal Rastra Bank. (2020). *Banking and Financial Institutions Act*. Kathmandu: NRB Publications.

Insurance Board of Nepal. (2019). *Insurance Act and Regulations*. Kathmandu: Insurance Board Publications.

Pal, J. K., & Roy, S. (2018). *Accounting for Banking and Insurance*. New Delhi: Tata McGraw-Hill Education.

Reference Books

Anthony, R. N., & Hawkins, D. F. (2016). *Accounting: Text and Cases*. New York: McGraw-Hill Education.

Gupta, A. M. (2017). *Financial Accounting for Management*. New Delhi: Pearson Education.

International Financial Reporting Standards (IFRS) Foundation. (2020). *IFRS Standards*. London: IFRS Foundation.

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Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Principles of Investment	Course Code: FIN 483
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course: Concentration (Finance)		Lecture hours: 48

Course Description

This course provides an in-depth understanding of investment concepts, processes, and techniques essential for sound financial decision-making. Students will explore various investment vehicles, securities transactions, stock and bond valuation models, and portfolio management strategies. The course also covers risk-return analysis, investment in mutual funds, and the current investment environment in Nepal. With a focus on both theoretical frameworks and practical applications, the course equips students with the skills needed to analyze investment opportunities, manage portfolios, and optimize returns while mitigating risks.

Course Objectives

This course aims to equip students with the analytical skills necessary to evaluate various investment alternatives, including stocks, bonds, and mutual funds, while considering risk-return trade-offs. Students will gain a comprehensive understanding of valuation techniques, portfolio management theories, and the dynamics of securities markets. Additionally, the course focuses on fostering ethical investment practices and understanding the unique aspects of the Nepalese investment environment.

Learning Outcomes

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

- Analyze various investment alternatives and the factors influencing their selection.
- Apply valuation models to common stocks and fixed-income securities to determine intrinsic value.
- Develop investment strategies based on risk-return trade-offs, market trends, and investor goals.
- Construct and manage investment portfolios using modern portfolio theory and evaluate their performance using various metrics.
- Assess mutual fund investments and understand their role in personal and institutional investment portfolios.

Course Content**Unit 1: Foundations of Investment****LH 8**

- 1.1 Concept of investment, elements of investment, investment vs speculation
- 1.2 Investment vehicles/ alternatives
- 1.3 Investment process
- 1.4 Investment environment in Nepal
- 1.5 Factors to be considered while choosing investment alternatives
- 1.6 Investment information: Types and sources of investment information, online investing and investors protection
- 1.7 Ethics in investing
- 1.8 Return on investment: Concept of return: components of return and importance of return; measuring return: real, risk-free and required return, holding period return and expected return
- 1.9 Risk of investment: Meaning of risk; sources of risk; risk of a single asset - standard deviation and coefficient of variation; assessing risk

Unit 2: Securities Transaction**LH 6**

- 2.1 Securities markets: Concept and types; general market conditions; securities markets in Nepal: introduction, automation of trading, C-ASBA and DMAT, OTC transactions, taxes on capital gains and dividends; globalization of securities markets
- 2.2 Securities transaction: Trading procedures of securities, basic types of orders, online transactions, transaction costs
- 2.3 Margin purchase: Meaning of margin purchase, return under margin purchase, investor's financial position after margin purchase, margin call and determination of margin call
- 2.4 Short Sale: Meaning of short sale, return under short sale, comparison of return and risk under long position and short position, margin call under short sale

Unit 3: Investing in Common Stock**LH 8**

- 3.1 Common stock: Basic characteristics of common stock; pros and cons of stock ownership; common stock as a corporate security
- 3.2 Stock valuation models: Dividend valuation model, other approaches to stock valuations, buying and selling stocks based on intrinsic value
- 3.3 Common stock dividends: Dividend decision, types of dividends, dividend reinvestment plans
- 3.4 Alternative investment strategies

Unit 4: Investing in Fixed Income Securities**LH 8**

- 4.1 Fixed income securities: Meaning and types of fixed income securities
- 4.2 Corporate Bonds: Concept, characteristics (bond interest and principal, maturity date, call features, sinking fund, bond ratings) and conversion features of bond (conversion value, conversion premium, payback period and investment value)
- 4.3 Market interest rates: Behavior of market interest rate, term structure of interest rate and yield curve
- 4.4 Valuation of Bond
- 4.5 Measures of bond yield and return: YTM, YTC and holding period return
- 4.6 Bond duration and price volatility: Concept and calculation of duration, bond immunization
- 4.7 Bond investment strategies

Unit 5: Managing Portfolio**LH 12**

- 5.1 Concept of portfolio, measuring portfolio return and risk, correlation and diversification
- 5.2 Portfolio theory: Efficient frontier, optimal portfolio, and the risk return trade-off.
- 5.3 The Capital Assets Pricing Model (CAPM): Components of risk, beta coefficient, estimating return using CAPM, the security market line
- 5.4 Arbitrage Pricing Theory (APT): Concept of Multi- risk factor and APT, comparing CAPM and APT.
- 5.5 Constructing a portfolio: role of investor's personal characteristics, portfolio objectives and policies, developing an asset allocation scheme
- 5.6 Evaluating the performance of individual investments: collection of necessary data, analyzing the index of market performance, measuring the performance of investment vehicles, comparing the performance
- 5.7 Assessing portfolio performance: measuring portfolio return, comparison of portfolio returns with overall market measures – Sharpe's measure, Treynor's measure, Jensen's measure; Portfolio revision.

Unit 6: Investing in Managed Investment Companies**LH 6**

- 6.1 Concept of Investment Company
- 6.2 Net Assets Value (NAV): Concept and calculation
- 6.3 Major Types of Investment Companies: Unit investment trust, managed investment companies (open-end fund and close-end fund), exchange traded funds
- 6.4 Determinants of Mutual Fund: Investment Policy, taxation, load fees, operating expenses
- 6.5 Procedures of investing in mutual fund
- 6.6 Measuring the performance of mutual funds

Basic Books

Paudel, R. B. Baral, K. J., Joshi, P. R., Gautam, R. R., & Rana, S. B. (2022). *Investment*. Asmita Books Publisher and Distributors Private Limited.

Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (2010). *Investments* (6th ed.). Prentice Hall.

Reilly, F. K., & Brown, K. C. (2021). *Investment analysis and portfolio management*. Cengage Learning.

Reference Books

Bodie, Z., Kane, A., & Marcus, A. J. (2021). *Investments* (12th ed.). McGraw Hill.

Elton, E. J., Gruber, M. J., Brown, S. J., & Goetzmann, W. N. (2014). *Modern portfolio theory and investment analysis* (9th ed.). Wiley.

Graham, B. (2006). *The intelligent investor: The definitive book on value investing*. Harper Business.

Damodaran, A. (2012). *Investment valuation: Tools and techniques for determining the value of any asset* (3rd ed.). Wiley.

Fabozzi, F. J. (2018). *Bond markets, analysis, and strategies* (9th ed.). Pearson.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Foundations of Securities Analysis and Valuation	Course Code: FIN 484
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Concentration (Finance)		Lecture hours: 48

Course Description

This course offers an in-depth exploration of analysis and valuation methods, tools, and techniques used in analyzing and valuing various types of securities. It covers fundamental and technical analysis, financial statement analysis, common stock and fixed-income security valuation, and pricing of derivative instruments such as options. The course also covers the role of investor psychology and market inefficiencies from the view of behavioral finance and market anomalies. With the blend of theory and practice, the course aims at equipping students with the competencies to make sound investment decisions in real financial markets.

Course Objective

The objective of this course is to equip students with a solid foundation in the analysis and valuation of financial securities, enabling them to make informed investment decisions. Students will learn to apply both fundamental and technical analysis techniques, conduct detailed financial statement evaluations, and utilize various valuation models for common stocks, bonds, and options. The course also introduces the principles of behavioral finance and explores market anomalies, helping students understand how psychological factors can influence investor behavior and market outcomes.

Learning Outcomes:

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

- Understand the concepts, characteristics, and classifications of financial assets.
- Analyze securities using fundamental, financial, and market-based approaches.
- Integrate economic, industry, and company analysis in securities valuation.
- Apply valuation models for common stocks, bonds, and option.
- Evaluate market anomalies and behavioral finance principles to assess investment behaviors and risks.

Course Contents:

Unit 1: Introduction to Securities Analysis and Valuation

LH 6

- 1.1 Historical Background of Financial Markets and Investment
- 1.2 Concept, characteristics, and classification of financial assets/securities
- 1.3 Concept of capital markets and role of capital market in the economy
- 1.4 Asymmetry of information and distortions in investment decisions
- 1.5 Concept of securities analysis and valuation and role in investment decisions
- 1.6 Framework of securities analysis and valuation: Strategy analysis, accounting analysis, financial analysis, market-based performance analysis and prospective analysis

Unit 2: Securities Analysis

LH 8

- 2.1 Fundamental Analysis: Concept, principles, and approaches
- 2.2 Economic Analysis: Concept, business cycle, key factors, and economic outlook
- 2.3 Industry Analysis: Concept, key issues, industry growth cycle, and industry outlook
- 2.4 Strategy Analysis: Industry, competitive, and corporate strategy analysis
- 2.5 Company Analysis: Corporate history, line of business, competition, management quality, challenges, and financial information
- 2.6 Review of Accounting Statements: Types, reformulation for valuation, accounting relations, financial drivers (e.g., shareholders' equity, free cash flow)
- 2.7 Accounting Analysis: Operating assets/liabilities, success factors, risk analysis, and red flags
- 2.8 Technical Analysis: Concept and key tools; difference between technical and fundamental analysis

Unit 3: Financial Analysis

LH 10

- 3.1 Financial Analysis: Bottom-line performance, business performance, abnormal performance, cross-sectional and time-series analysis

- 3.2 Market-Based Performance Analysis: Stock return (SR), stock rate of return (SRR), stock abnormal rate of return (SARR), and stock abnormal return (SAR)
- 3.3 Prospective Analysis: Simple forecasting methods and full-information forecasting

Unit 4: Common Stock Valuation**LH 6**

- 4.1 Concept and features of common stock
- 4.2 Concept of common stock valuation
- 4.3 Valuation Models: Dividend Valuation Model, Earnings Approach and Other valuation approaches
- 4.4 Sources of earning growth
- 4.5 Dividend Discount Model and expected return

Unit 5: Bond Analysis and Valuation**LH 8**

- 5.1 Concept and features of bonds
- 5.2 Behavior of market interest rates
- 5.3 Term structure of interest rates and yield curve
- 5.4 Theories of term structure
- 5.5 Yield to maturity
- 5.6 Spot rate and discounting
- 5.7 Forward rate and compounding
- 5.8 Bond valuation techniques

Unit 6: Option Valuation**LH 6**

- 6.1 Concept and types of derivative securities
- 6.2 Features and types of options
- 6.3 Value of options at expiration
- 6.4 Valuation of options using Binomial Model
- 6.5 Valuation of options using Black-Scholes Model

Unit 7: Behavioral Finance and Market Anomalies**LH 6**

- 7.1 Introduction to Behavioral Finance: Definition and scope of behavioral finance, comparison between traditional finance and behavioral finance
- 7.2 Common cognitive biases (overconfidence, anchoring, confirmation bias, loss aversion and herd behavior) and impact of biases on individual and institutional investors
- 7.3 Prospect Theory and its applications in finance
- 7.4 Market Anomalies: Definition and types of market anomalies; calendar anomalies: january effect, weekend effect; momentum and reversal effects; value vs. growth anomalies; size effect and the small-cap premium

Basic Books

- Damodaran, A. (2012). *Investment Valuation: Tools and Techniques for Determining the Value of Any Asset* (3rd ed.). Wiley.
- Fabozzi, F. J. (2018). *Bond Markets, Analysis, and Strategies* (9th ed.). Pearson.
- Paudel, R. B. Baral, K. J., Joshi, P. R., Gautam, R. R., & Rana, S. B. (2022). *Investment*. Asmita Books Publisher and Distributors Private Limited.
- Reilly, F. K., & Brown, K. C. (2011). *Investment Analysis and Portfolio Management* (10th ed.). Cengage Learning.

Reference Books

- Bodie, Z., Kane, A., & Marcus, A. J. (2018). *Investments* (11th ed.). McGraw-Hill Education.
- Haugen, R. A. (2001). *Modern Investment Theory* (5th ed.). Pearson.
- Hull, J. C. (2021). *Options, Futures, and Other Derivatives* (11th ed.). Pearson.
- Shleifer, A. (2000). *Inefficient Markets: An Introduction to Behavioral Finance*. Oxford University Press.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	International Finance	Course Code: FIN 485
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Concentration (Finance)		Lecture hours: 48

Course Description

This course, **International Finance**, introduces students to the principles and practices of financial management in a global context. It explores the complexities of managing finances in an interconnected world, emphasizing the role of exchange rates, international monetary systems, and foreign exchange markets. The course provides insights into international financial markets, investment decisions, and risk management strategies, equipping students to handle the challenges and opportunities of globalization in financial decision-making.

Course Objective

The primary objective of this course is to provide students with a comprehensive understanding of international finance concepts, frameworks, and their practical applications in a globalized economy. It aims to equip students with the knowledge to analyze the dynamics of exchange rates, foreign exchange markets, and international monetary systems, as well as the roles played by global financial institutions. The course emphasizes the development of analytical and decision-making skills necessary for managing foreign exchange risks, forecasting exchange rates, and evaluating investment opportunities in international financial markets. By exploring various theories, financial instruments, and risk management strategies, the course prepares students to effectively address the complexities of financial management in multinational contexts and make informed decisions in international investment and financing scenarios.

Learning Outcomes

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

- Understand and explain the scope and importance of international finance in the global economy.
- Compare and contrast domestic and international financial management practices.
- Evaluate and apply theories such as Purchasing Power Parity (PPP), Interest Rate Parity (IRP), and others to real-world exchange rate scenarios.
- Analyze the structure and participants of the foreign exchange market, as well as spot and forward market operations.
- Forecast exchange rates using technical and fundamental analysis methods.
- Assess the risks associated with foreign exchange and implement appropriate hedging strategies.
- Understand the role of financial institutions and instruments in international financial markets.
- Apply capital budgeting techniques in multinational investment and financing decisions.
- Explain strategic approaches to cross-border mergers, acquisitions, and portfolio investments.

Course Contents

Unit 1: Introduction to International Finance	LH 4
1.1 Definition and scope of International Finance	
1.2 The importance of International Finance in the global economy	
1.3 Key terminologies: Exchange rates, foreign exchange markets and balance of payments	
1.4 Comparison of domestic and International Financial Management	
Unit 2: The International Monetary System	LH 7
2.1 Historical overview of the international monetary system	
2.2 Modern exchange rate systems: Fixed, floating and pegged	
2.3 Role of the International Monetary Fund (IMF) and the World Bank	
Unit 3: Foreign Exchange Markets	LH 7
3.1 Structure and Participants of the foreign exchange market	
3.2 Exchange rate quotations and conversions	
3.3 Spot and forward markets	
3.4 Determinants of Exchange Rates: Interest rates, inflation and political stability	

Unit 4: Exchange Rate Determination and International Parity Conditions **LH 8**

- 4.1 Purchasing Power Parity (PPP) Theory
- 4.2 Interest Rate Parity (IRP) Theory
- 4.3 Law of One Price (LOP)
- 4.4 Covered Interest Arbitrage (CIA)
- 4.5 Uncovered Interest Arbitrage (UIA)
- 4.6 Real Interest Rate Parity
- 4.7 Exchange Rate Forecasting Methods: Technical analysis and Fundamental analysis

Unit 5: Foreign Exchange Risk Management **LH 7**

- 5.1 Types of Foreign Exchange Risks: Transaction exposure, translation exposure and economic exposure
- 5.2 Hedging Techniques: forwards, futures, options and swaps
- 5.3 Internal Hedging Strategies: Netting, leading and lagging and currency diversification
- 5.4 Measuring and managing exposure

Unit 6: International Financial Markets and Instruments **LH 7**

- 6.1 Overview of International Financial Markets: Equity markets, debt markets and derivative markets
- 6.2 Financial Instruments: Eurocurrency, Eurobonds, Global Depository Receipts (GDRs) and International Mutual Funds
- 6.3 Role of Financial Institutions: International banks, investment banks and non-bank financial institutions
- 6.4 International portfolio investment

Unit 7: International Investment and Financing Decisions **LH 8**

- 7.1 Foreign Direct Investment (FDI) and international portfolio investment
- 7.2 Financial Management of Multinational Corporations (MNCs): Capital structure, cost of capital and dividend policy
- 7.3 International Capital Budgeting: Adjusted Present Value (APV) and Net Present Value (NPV) in multiple currencies
- 7.4 Cross-border mergers and acquisitions

Basic Books

- Cassis, Y. (2018). *Global finance: A history*. Oxford University Press.
- Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2021). *Multinational business finance* (15th ed.). Pearson.
- Madura, J. (2021). *International financial management* (14th ed.). Cengage Learning.

Reference Books

- Copeland, L. S. (2014). *Exchange rates and international finance* (6th ed.). Pearson.
- Damodaran, A. (2015). *Corporate finance: Theory and practice* (4th ed.). Wiley.
- Melvin, M., & Norrbin, S. C. (2022). *International money and finance* (10th ed.). Academic Press.
- Mishkin, F. S. (2021). *The economics of money, banking, and financial markets* (13th ed.). Pearson.
- Shapiro, A. C., & Sarin, A. (2013). *Foundations of multinational financial management* (6th ed.). Wiley.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Rural Marketing	Course Code:	MKT 483
Year:	Fourth	Level:	Undergraduate
Semester:	VIII	Program:	BBS
Nature of course:	Concentration (Marketing)	Credits hours:	3
		Lecture hours:	48

Course Description

This course provides an in-depth understanding of rural marketing, focusing on the unique challenges and opportunities in marketing products and services in rural areas. It examines the dynamics of rural markets, buyer behavior, marketing mix strategies, and the role of digital marketing. The course also explores agricultural marketing, its environment, and processes in Nepal, emphasizing practical solutions for rural market development. Through this course, students will gain the knowledge and skills required to develop effective rural marketing strategies and address rural market constraints.

Course Objectives

The primary objective of this course is to familiarize students with the concepts, systems, and strategies of rural marketing, particularly in the context of Nepal. Students will learn about rural buyer behavior, marketing mix adjustments, and the role of packaging and branding in rural markets. The course also aims to provide insights into agricultural marketing, cooperatives, and digital marketing solutions for rural products and services. By the end of the course, students will be equipped to design and implement marketing strategies that align with the unique characteristics of rural markets.

Learning Outcomes

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

- Define and explain the concept and system of rural marketing.
- Analyze the rural marketing environment in Nepal and identify key challenges.
- Understand the rural marketing mix and develop strategies based on availability, affordability, acceptability, and awareness.
- Evaluate rural buyer behavior and buying considerations.
- Design rural-specific product, pricing, and promotional strategies.
- Develop effective agricultural marketing systems and understand the role of cooperatives.
- Explore the potential of digital marketing for rural products and services.

Course Contents**Unit 1: Introduction to Rural Marketing****LH 5**

- 1.1 Concept, nature, characteristics and importance of rural marketing
- 1.2 Opportunities and challenges of rural market in the context of Nepal
- 1.3 The rural marketing environment: Rural demography, economic capacity, technological support and infrastructure, political environment and rural socio-cultural environment and its influence on rural marketing.

Unit 2: Market segmentation and Consumers Behavior**LH 10**

- 2.1 Segmenting and targeting rural markets: Pre-requisites for effective segmentation, Bases for segmentation for rural market.
- 2.2 segment evaluation and selection of segments
- 2.3 Positioning: Meaning and positioning strategies for rural products.
- 2.4 Rural Consumer Behavior: Nature, characteristics, Buying behavior of rural consumer Vs urban consumer and buying process
- 2.5 Factors Affecting Consumer Behavior –Cultural, Social, Technological, Economic and Political.

Unit 3: Rural Marketing Mix**LH 15**

- 2.1 The 4 A's of rural marketing: Availability, Affordability, Acceptability, and Awareness
- 2.2 Product: meaning, Rural Product classification (FMCGs, Consumer Durables, Agriculture Goods & Services)
- 2.3 Rural product development process and product modifications for rural markets
- 2.4 Branding: meaning and importance of branding, branding strategies in rural marketing
- 2.5 Packaging : meaning and considerations while developing packaging for rural products.
- 2.6 Pricing : Meaning, Pricing methods for rural market and Pricing strategies for rural markets

- 2.7 Distribution in rural markets: Channel structure and channel dynamics in rural market, Channel Behavior in rural areas, Distribution models in rural markets, Rural logistics management, Rural retail environment in Nepal
- 2.8 Promotion: Meaning, Objectives and strategies for rural promotion, marketing communication mix for rural market.
- 2.9 Media selection for rural marketing
- 2.10 Advertising appeals and message content for rural audiences
- 2.11 Role of social media in rural marketing

Unit 4: Agricultural Marketing**LH 8**

- 5.1 Characteristics and nature of agricultural products
- 5.2 Agricultural marketing process and sales transaction modalities
- 5.3 Role of agricultural cooperatives in marketing
- 5.4 Logistics management in agricultural marketing
- 5.5 Agricultural marketing environment in Nepal

Unit 5: Innovation in Rural Markets for Rural Products and Services**LH 10**

- 6.1 E-Commerce and E-Marketing on rural consumers,
- 6.2 Information technology in agricultural marketing
- 6.3 Rural tourism marketing: Meaning, opportunities and challenges of rural tourism marketing in Nepal.
- 6.4 Use of Technology: Digital Platforms, Mobile Marketing
- 6.5 Last-Mile Connectivity
- 6.6 Innovative Advertising and Promotion
- 6.7 Product and Pricing Innovations
- 6.8 E-Governance and Public-Private Partnerships
- 6.9 Social Media and Influencer Marketing
- 6.10 Sustainable and Eco-Friendly Practices

Basic Books

- Kumar, A., & Sharma, R. (2018). *Rural marketing: Challenges and opportunities* (1st ed.). Pearson Education.
- Rajagopal, A. (2011). *Rural marketing: Text and cases* (1st ed.). New Age International.
- Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing management: Global perspective* (2nd ed.). Macmillan India Ltd.

Reference Books

- Acharya, S. (2015). *Agricultural marketing and rural development* (1st ed.). Oxford University Press.
- Ghosh, P. (2016). *Rural marketing: Strategies and challenges* (2nd ed.). Himalaya Publishing House.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Promotional Marketing	Course Code: MKT 484
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course: Concentration (Marketing)		Lecture hours: 48

Course Description

This course focuses on promotional marketing strategies tailored to the Nepalese market, considering the evolving role of digital media and the challenges marketers face. Students will explore traditional and digital marketing techniques, including influencer marketing and digital advertising, and be equipped to analyze, implement, and design effective promotional campaigns. Special emphasis will be placed on using Advertising Strategies and Measuring the Effectiveness and the future of promotional trends, including Artificial Intelligence and Virtual Reality.

Course Objective

This course aims to build students' skills in analyzing, evaluating, releasing, and designing advertising campaigns in a competitive business environment. It helps to understand promotions, promotional marketing, promotional planning, the influence of promotional marketing on consumer behavior, trends, and the future of promotional marketing in Nepal.

Learning Outcomes

After completing this course, students should be able to:

- Understand the fundamentals of promotional marketing and its relevance in the world and Nepal.
- Analyze consumer behavior in Nepalese markets concerning promotional activities.
- Develop a promotional marketing campaign tailored to the Nepalese business environment.
- Evaluate different promotional strategies and their effectiveness.
- Apply digital marketing techniques to brand promotion, including social media and influencer marketing.
- Examine regulatory and ethical considerations in Nepalese advertising and promotions.
- Assess the challenges and opportunities in Nepalese advertising, including regulatory frameworks.

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

- 1.1 Meaning and definition of promotion and promotional marketing
- 1.2 Promotional marketing vs. traditional advertising
- 1.3 The role and functions of promotions in the consumer decision-making process
- 1.4 Historical Context of promotional marketing in nepal (from traditional methods to modern digital techniques)
- 1.5 Role of cultural and social aspects in shaping promotional strategies.

Unit 2: Promotion Mix**LH 10**

- 2.1 Meaning and definition of promotion mix
- 2.2 Components of promotion
- 2.3 Advertising: Meaning, nature, importance, advantages, and disadvantages of advertising. Recent scenario of television, radio, print media, billboards, and digital advertising in Nepal.
- 2.4 Personal Selling: Meaning, features, the process of personal selling, advantages and disadvantages, and the role of personal selling in Nepal's business industries.
- 2.5 Sales Promotion: Meaning, importance, advantages, disadvantages of sales promotion, types of sales promotion, personal selling Vs. promotion
- 2.6 Public Relations: Meaning, importance, role of public relations in building brand image and trust, press releases, media relations, and public events, handling negative publicity
- 2.7 Direct Marketing: Meaning and definition and channels of direct marketing, direct marketing techniques: email marketing, telemarketing, and direct mail, direct marketing strategies and their effectiveness in Nepal, direct marketing vs. personal selling

Unit 3: Promotional Planning**LH 6**

- 3.1 Developing a Promotional Strategy: Objectives and goals of promotional campaigns, Situational analysis, Setting measurable goals, and Key Performance Indicators (KPIs).
- 3.2 Strategic Planning Tools: SWOT and PESTLE analysis, Budgeting for promotional activities.

Unit 4: Consumer Behavior and Promotional Influence**LH 10**

- 4.1 Meaning and definition of consumer behavior
- 4.2 The influence on consumer behavior: Cultural Factors (festivals, religion), Psychological Factors (Motivation, perception, and learning), and Social Influences (Family, reference groups, and social media) on the behavior of Nepalese consumers.
- 4.3 Perception and Attitude Formation through Promotion: Role of colors, music, and visuals in advertising, attitude Change, and their application in Nepalese marketing campaigns.
- 4.4 Emotions in Advertising: Meaning and role of emotions in advertising and Creating connections with consumers.

Unit 5: Recent Trends and Future of Promotional Marketing in Nepal**LH 10**

- 5.1 Introduction to digital advertising: Search engine marketing, display ads, and social media ads, the impact of digital ad platforms (Google, Facebook, Instagram, TikTok) on consumer decision-making, Email marketing, Online contests, and gamification.
- 5.2 Artificial Intelligence in Marketing: Potential for AI adoption in Nepalese marketing campaigns.
- 5.3 Virtual and Augmented Reality Promotions: Introduction to VR and AR as promotional tools. Use of VR/AR in global and Nepalese markets.
- 5.4 The Future of Digital Advertising in Nepal: Influencer marketing, and e-commerce integration, The growing role of digital advertising in Nepal.

Unit 6: Ethical Issues in Promotional Marketing in Nepal**LH 6**

- 6.1 Sustainable Marketing Trends: The rise of eco-conscious consumers in Nepal and its impact on promotional strategies.
- 6.2 Ethical Marketing Trends and Dilemmas: Deceptive advertising, Truth in advertising and transparency, and contests.
- 6.3 Legal Issues in Promotional Marketing: Data Privacy Laws Affecting Digital Promotions in Nepal.

Basic Books

- Clow, K. E., & Baack, D. (2018). *Promotional Strategy: Managing the Marketing Communications Mix*. Pearson.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management (15th Edition)*. Pearson.

Reference Books

- Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Edition)*. McGraw-Hill Education.
- Fox, E. J. (2009). *Direct Marketing: Strategies, Tactics, and Techniques*. Pearson.
- Harrison, S. (2004). *Integrated Marketing Communications*. McGraw-Hill.
- Moriarty, S., Mitchell, N., & Wells, W. (2015). *Advertising & IMC: Principles and Practice*. Pearson Education.
- Shrestha, R. (2023). *Digital Marketing in Nepal: Strategies for Success*. Kathmandu Publishers

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Social Marketing	Course Code: MKT 485
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course:	Concentration (Marketing)	Lecture hours: 48

Course Description

This course is designed for undergraduate students who wants gaining knowledge in the field of social marketing. It aims to develop the necessary skills and professional competencies to successfully run the social campaign to influence the behavior of the target public to improve their personal wellbeing as well as that of their society. This course provides the skill of understanding the role and application of marketing beyond commercial gain.

Course Objectives

This course is specially designed for those students who has gained basic knowledge of marketing therefore, the aim of this course is to provide skill and knowledge to the students about how to use marketing tools and techniques to change the social behavior of target audience. Moreover, students will gain the skill to run social marketing campaign and to conduct the research in the field of social marketing.

Learning Outcomes

After completing this course, students be able to:

- Describe how marketing tools are applied to promote social changes for good.
- Understand and analyze the marketing environments and identify major opportunities and challenges.
- Explain about the components of marketing mix for social marketing.
- Analyze consumer behavior and market segmentation, targeting and positioning in the context of social marketing
- Develop and evaluate a basic Social Marketing Program.
- Understand the role of social marketing agencies for social change for good.
- Understand the basic research methods which are used in the field of social marketing.

Course Contents**Unit I: Introduction of Social Marketing** **LH 6**

- 1.1 Concept of basic marketing
- 1.2 Social marketing: meaning, features, evolution of social marketing, Need for Social Marketing,
- 1.3 Social marketing VS societal marketing and Social Marketing V/s Commercial Marketing
- 1.4 Elements of social marketing mix.
- 1.5 Challenges of Social Marketing and ethics in social marketing.

Unit II: Marketing Environment **LH 10**

- 2.1 Marketing Environment in Social Marketing
- 2.2 Types and Components of marketing environment
- 2.3 Impact of Environment on Social Marketing
- 2.4 Social Marketing Plan: meaning, importance and process

Unit III: Segmentation, Targeting and Positioning **LH 12**

- 3.1 Segmentation: meaning, Basis of Segmentation for social marketing, Criteria for Evaluating Segments
- 3.2 Targeting: Concept, Selecting Target Audience for Social Marketing
- 3.3 Social Marketing Campaign: meaning, Developing Social Marketing Campaigns, essentials for successful social marketing campaign: Public awareness campaigns, social media marketing for social change, Influencer marketing, and Community engagement and mobilization
- 3.4 Product Positioning in social marketing: meaning and types of Positioning
- 3.5 Product development and positioning for social change
- 3.6 Pricing strategies for social marketing interventions
- 3.7 Distribution channels and access points
- 3.8 Communication strategies

Unit IV: Understanding Audience Behavior for Social Change **LH 8**

- 4.1 meaning and importance of understanding audience behavior
- 4.2 Theories and Framework: social norm theory, theory of reasoned action , theory of planned behavior, social cognitive theory and social learning theory; concept and application of these theories in social marketing.

Unit V: Agencies of Social Marketing and Corporate Social Responsibility **LH 6**

- 5.1 Meaning of agencies of social marketing
- 5.2 concept and role of agencies (NGOs, local government, government, international philanthropic organizations and UN) for social change.
- 5.3 Corporate Social Responsibility (CSR): Meaning, Overview of CSR in Nepal for social change.

Unit VI: Social Marketing Research **LH 6**

- 6.1 Meaning and characteristics of research
- 6.2 Process of research
- 6.3 Quantitative and qualitative research methods in social marketing
- 6.4 Ethics in social marketing research.

Basic Text Books

Kotler, P.,& Lee,N. R.(2011). Social marketing, influencing behaviour for good: SAGE publication,indian perspective (3rd). New Delhi.

Reference Books

Jobber, D. (2007). Principles and practice of marketing (5th ed.). McGraw Hill.

Kotler, P., Wong V., Saunders J., and Armstrong, G. (2005), Principles of Marketing,

Koirala, K. D. (2012). marketing Decisions. M. K. Publishers and distributors. Kathmandu.

Lee,N. R.,& Deshpandey, S.,(2013). Social marketing in India: SAGE publication. New Delhi.

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Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Performance and Reward Management	Course Code: GMT 483
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course:	Concentration (General Management)	Lecture hours: 48

Course Description

This course provides a comprehensive understanding of performance and reward management in organizations. It covers key aspects such as performance evaluation, feedback mechanisms, compensation strategies, employee motivation, and reward systems to enhance organizational effectiveness.

Course Objectives

The primary objective of this course is to equip students with a comprehensive understanding of performance and reward management principles and practices. It aims to develop students' ability to design and implement performance management systems, conduct effective appraisals, and create compensation structures that align with organizational goals. The course emphasizes the link between performance and motivation, exploring strategies to enhance employee engagement, retention, and productivity. Additionally, it addresses the role of technology and emerging trends in managing performance and rewards, enabling students to navigate the challenges and opportunities of modern HR practices effectively.

Learning Outcomes

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

- Define and explain the concepts and importance of performance and reward management in organizational success.
- Analyze and implement performance management systems and appraisal methods, incorporating technology where appropriate.
- Design effective reward strategies, including monetary and non-monetary rewards, aligned with organizational objectives.
- Link performance management with motivational theories to create a productive and engaged workforce.
- Evaluate the effectiveness of performance and reward systems using HR metrics and KPIs.
- Identify global trends and address challenges in performance-linked pay systems.
- Leverage emerging technologies such as AI and HR analytics in performance and reward management.

Course Contents

Unit 1: Introduction to Performance and Reward Management	LH 8
1.1 Concept and importance of performance management	
1.2 Evolution and theories of reward management	
1.3 Relationship between performance and reward	
1.4 Strategic role of performance and reward systems	
1.5 Key challenges in managing performance and rewards	
Unit 2: Performance Management Systems and Appraisals	LH 8
2.1 Performance management process	
2.2 Setting performance goals and objectives (SMART Goals)	
2.3 Performance appraisal methods (360-Degree Feedback, MBO, BARS, etc.)	
2.4 Role of technology in performance management (HR Analytics, AI-driven Appraisals)	
2.5 Common biases and challenges in performance evaluations	
Unit 3: Compensation and Reward Strategies	LH 8
3.1 Types of rewards: Intrinsic vs. extrinsic	
3.2 Compensation Structures (Basic Pay, Variable Pay, Equity-based Compensation)	
3.3 Incentive plans (Individual, Team-based, Profit-sharing, ESOPs)	
3.4 Non-monetary rewards and employee recognition programs	
3.5 Legal and ethical considerations in Compensation	

Unit 4: Linking Performance and Rewards for Motivation **LH 8**

- 4.1 Theories of motivation (Maslow, Herzberg, Expectancy Theory)
- 4.2 Pay-for-performance models
- 4.3 Benefits and perks
- 4.4 Work-life balance, health & wellness programs
- 4.5 Employee engagement and retention strategies
- 4.6 Global trends and best practices in reward management

Unit 5: Evaluation and Future Trends in Performance & Reward Management **LH 8**

- 5.1 Measuring the effectiveness of performance management systems
- 5.2 HR metrics and KPIs for performance evaluation
- 5.3 Challenges in implementing performance-linked pay systems
- 5.4 The Role of AI and HR analytics in performance & rewards
- 5.5 Emerging trends in performance and reward management

Unit 6: Performance and Reward Management in Nepal **LH 8**

- 6.1 Key aspects of performance and rewards management in Nepal
- 6.2 Performance appraisals practices in Nepal
- 6.3 Reward and compensation system in Nepal
- 6.4 Compensation structures in Nepal: Basic pay, variable pay, and benefits
- 6.5 Legal and ethical considerations in compensation in Nepal
- 6.6 Emerging trends in Nepalese performance and reward management
- 6.7 Challenges in implementing performance-linked pay systems in Nepal

Basic Books

- Armstrong, M., & Taylor, S. (2020). *Armstrong's handbook of reward management practice: Improving performance through reward* (5th ed.). Kogan Page.
- Shields, J., Brown, M., Kaine, S., Dolle-Samuel, C., North-Samardzic, A., McLean, P., & Plimmer, G. (2015). *Managing employee performance and reward: Concepts, practices, strategies* (2nd ed.). Cambridge University Press.
- Cokins, G. (2009). *Performance management: Integrating strategy execution, methodologies, risk, and analytics*. Wiley.

Reference Books

- Milkovich, G. T., Newman, J. M., & Gerhart, B. (2022). *Compensation* (13th ed.). McGraw Hill.
- Aguinis, H. (2019). *Performance management* (4th ed.). Pearson.
- Torrington, D., Hall, L., Taylor, S., & Atkinson, C. (2017). *Human resource management* (10th ed.). Pearson.
- Cappelli, P., & Tavis, A. (2019). *Harvard Business Review guide to performance management*. Harvard Business Review Press.
- World at Work. (2021). *The World at Work handbook of total rewards: A comprehensive guide to compensation, benefits, and work-life strategies* (2nd ed.). Wiley.
- Research papers, HR case studies, and reports from *Society for Human Resource Management (SHRM)*, *Harvard Business Review*, and *Chartered Institute of Personnel and Development (CIPD)*.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Talent Management	Course Code: GMT 484
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course:	Concentration (General Management)	Lecture hours: 48

Course Description

This course provides a strategic approach to managing talent within an organization. It covers talent acquisition, development, engagement, performance management, and retention strategies to build a high-performing workforce.

Course Objective

The objective of this course is to provide students with a comprehensive understanding of the principles and practices of talent management. It aims to equip students with the skills and knowledge to effectively attract, develop, manage, and retain talent within organizations. By focusing on key areas such as workforce planning, talent acquisition strategies, and onboarding, the course enables students to understand the strategic importance of aligning talent with organizational goals. The course also emphasizes the critical role of retention strategies, work-life balance, compensation systems, and the integration of emerging technologies like AI and HR analytics, preparing students to address future trends and challenges in talent management.

Learning Outcomes

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

- Define and explain the concepts, scope, and trends of talent management.
- Apply workforce planning techniques and recruitment strategies effectively.
- Develop training, leadership development, and career management plans.
- Design performance management systems and recognize the role of competencies in employee performance.
- Implement retention strategies and integrate technology for effective talent management.

Course Contents

Unit 1: Introduction to Talent Management	LH 6
1.1 Concept and definition of talent management	
1.2 Importance and scope of talent management	
1.3 Talent management vs. human resource management	
1.4 Key Trends in talent management	
1.5 Challenges in talent management	
Unit 2: Talent Acquisition and Workforce Planning	LH 10
2.1 Workforce planning and forecasting	
2.2 Employer branding and employee value proposition (EVP)	
2.3 Recruitment strategies	
2.4 Internal vs. external hiring	
2.5 Selection methods and best practices	
2.6 Onboarding and orientation	
Unit 3: Talent Development and Career Management	LH 10
3.1 Training and development strategies	
3.2 Leadership development programs	
3.3 Succession planning	
3.4 Career pathing and progression	
3.5 Coaching, mentoring, and employee engagement	
Unit 4: Performance and Competency Management	LH 12
4.1 Performance management systems	
4.2 Key Performance Indicators (KPIs)	
4.3 Competency mapping and assessment	
4.4 Performance appraisals and feedback mechanisms	
4.5 Reward and recognition programs	

Unit 5: Talent Retention and Future Trends**LH 10**

- 5.1 Employee retention strategies
- 5.2 Work-Life balance and employee well-being
- 5.3 Compensation and benefits
- 5.4 Role of technology in talent management (AI, HR Analytics)
- 5.5 Emerging trends in talent management

Basic Books

- Berger, L. A., & Berger, D. R. (2018). *The talent management handbook* (3rd ed.). McGraw Hill.
- Charan, R., Barton, D., & Carey, D. (2018). *Talent wins: The new playbook for putting people first*. Harvard Business Review Press.
- Coyle, D. (2009). *The talent code: Greatness isn't born. It's grown. Here's how*. Bantam.

Reference Books

- Collings, D. G., Scullion, H., & Caligiuri, P. (2018). *Global talent management* (2nd ed.). Routledge.
- Cappelli, P. (2008). *Talent on demand: Managing talent in an age of uncertainty*. Harvard Business Review Press.
- Garavan, T., Carbery, R., & Rock, A. (2012). *Strategic human resource development: A journey in the talent economy*. Routledge.
- Lewis, R. E., & Heckman, R. J. (2006). *Talent management: A critical review*. Wiley-Blackwell.
- Additional References
HR journals, case studies, and reports from *Society for Human Resource Management (SHRM)*, *Harvard Business Review*, and other credible online resources.

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Event Management	Course Code: GMT 485
Year: Fourth	Level: Undergraduate	Program: BBS
Semester: VIII		Credits hours: 3
Nature of course: Concentration (General Management)		Lecture hours: 48

Course Description

This course provides an in-depth understanding of event planning, execution, and management. It covers key aspects such as event design, budgeting, marketing, logistics, risk management, and evaluation to ensure successful event execution.

Course Objectives

This course aims to equip students with the foundational knowledge and practical skills required to successfully plan, organize, and execute various types of events. It focuses on providing insights into event management principles, including budgeting, marketing, logistics, and risk management, while emphasizing ethical and legal considerations. By fostering creativity, critical thinking, and leadership, the course prepares students to design impactful events that meet stakeholder objectives ensuring continuous improvement and professional excellence in the field of event management.

Learning Outcomes

After completing this course, students will be able to:

- Demonstrate knowledge of event management principles by applying them to real-world scenarios.
- Develop and manage event budgets that align with organizational goals and resource constraints.
- Create marketing campaigns using digital and traditional media to promote events effectively.
- Coordinate event logistics and operations to ensure smooth execution.
- Evaluate event performance through post-event analysis and feedback collection.
- Identify and mitigate risks while complying with legal and ethical standards in event management.
- Exhibit enhanced problem-solving, teamwork, and leadership skills in event contexts.

Course contents**Unit 1: Introduction to Event Management****LH 8**

- 1.1 Definition and importance of event management
- 1.2 Types of Events: Corporate, social, cultural, sports, and mega events
- 1.3 Event planning process and key stakeholders
- 1.4 Legal and ethical aspects of event management
- 1.5 Current trends in the event industry

Unit 2: Event Planning and Budgeting**LH 10**

- 2.1 Concept development and goal setting
- 2.2 Event planning checklist and timeline
- 2.3 Budgeting and cost estimation
- 2.4 Venue selection and site inspection
- 2.5 Contract negotiation and vendor management

Unit 3: Event Marketing and Promotion**LH 10**

- 3.1 Event branding and positioning
- 3.2 Digital marketing and social media strategies
- 3.3 Sponsorship and partnership development
- 3.4 Public Relations (PR) and media management
- 3.5 Ticketing, registration, and audience engagement

Unit 4: Event Logistics and Risk Management**LH 10**

- 4.1 Logistics and operations planning
- 4.2 Safety, security, and crowd management
- 4.3 Risk identification and mitigation strategies
- 4.4 Legal compliance and permits

4.5 Crisis management and emergency planning

Unit 5: Event Execution and Evaluation

LH 10

5.1 Event day coordination and on-site management

5.2 Guest experience and customer service

5.3 Post-event analysis and feedback collection

5.4 Measuring event roi and impact assessment

Text Books

Chaturvedi, A. (2009). *Event Management: A Professional Approach*. Global India Publications.

Goldblatt, J. J. (2014). *Special events: Creating and sustaining a new world for celebration*. Wiley.

Reference Books

Allen, J. (2000.). *Event Planning: The Ultimate Guide*. John Wiley & Sons Inc

Preston, C. A. (2012). *Event marketing: How to successfully promote events, festivals, conventions, and expositions*. Wiley.

Tarlow, P. E. (2002). *Event risk management and safety*. Wiley.

Draft Only

Far Western University
Faculty of Management
Syllabus: BBS Eighth Semester

Course Title:	Project Work Report	Course Code: MGT 486
Year: Fourth	Level: Undergraduate	Program: BBS
Semester:	VIII	Credits hours: 3
Nature of course: Core (Practical)		Lecture hours: 48

Description of Project Work

Project work for BBS students is a practical and academic endeavor that allows them to bridge the gap between theoretical knowledge and practical application. Students are required to identify a business-related problem or area of interest, conduct systematic research, and provide meaningful insights and solutions. The project involves several stages, including topic selection, data collection, analysis, and report writing. The outcome is a detailed report that demonstrates students' analytical, research, and presentation skills, preparing them for real-world challenges in the business environment.

Project Work Report

This Project Work Report covers the essential components of academic report writing, including formulating objectives, conducting literature reviews, analyzing results, and presenting findings. Emphasis is placed on developing students' ability to apply business theories to real-world problems and communicate their findings effectively.

Objective of Project Work Report

This Project Work Report aims to provide students with the necessary guidance to prepare and present a comprehensive project work report. The report will integrate theoretical knowledge and practical applications through research, analysis, and presentation.

Learning Outcomes:

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

- Demonstrate the ability to conduct systematic research and data analysis.
- Develop a comprehensive project report adhering to academic standards.
- Apply theoretical concepts to analyze real-world organizational scenarios.
- Present findings and conclusions in a clear and concise manner.
- Effectively cite and reference sources using APA 7th edition format.

Outline of the course Project Work Report**Part I: An Overview of Project Work Activities and Report writing**

LH 16

Part II: Preparation and Presentation of Project Work Report**Chapter 1: Introduction**

- 1.1 **Background:**
 - Overview of the topic of study.
 - Context and relevance of the study in the field of business.
- 1.2 **Profile of the Organization:**
 - Brief history and background of the organization under study.
 - Key events and activities related to the study topic.
- 1.3 **Objectives of the Study:**
 - Clearly stated primary and secondary objectives.
- 1.4 **Rationale:**
 - Importance of the study.
 - How the study contributes to academic, organizational, or practical knowledge.
- 1.5 **Method of the Study:**
 - Research design and methodology.
 - Data collection methods (primary and secondary sources).
 - Tools and techniques for analysis.
- 1.6 **Review of Literature:**
 - Summary of relevant theories, previous research, and studies.
 - Identification of gaps addressed by the study.
- 1.7 **Limitations of the Study:**
 - Acknowledgement of potential constraints such as time, resources, or data availability.

Chapter 2: Results and Analysis**2.1 Presentation of Results:**

- Tables, charts, and graphs to illustrate findings.
- Description of key observations.

2.2 Analysis:

- Interpretation of the results.
- Comparison with existing theories or studies.

Chapter 3: Summary and Conclusion**3.1 Summary:**

- Recap of the study's objectives, methodology, and key findings.

3.2 Conclusion:

- Insights derived from the findings.
- Implications for practice or future research.

Bibliography

- As per APA 7th edition format.

Part III: Evaluation Project Work Report

1. Evaluation of Project Work Report: 60%
2. Presentation and Viva-voce: 40%

References

1. Bell, J., & Waters, S. (2018). *Doing Your Research Project: A Guide for First-Time Researchers* (7th ed.). McGraw-Hill Education.
2. Cooper, D. R., & Schindler, P. S. (2019). *Business Research Methods* (13th ed.). McGraw-Hill Education.
3. Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
4. Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
5. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2019). *Business Research Methods* (10th ed.). Cengage Learning.

Note: Other provisions will be as per the FWU Guidelines for BBS Project Report Writing - 2025