

Far Western University
Faculty of Management



Bachelor of Business Administration (BBA) Program

Syllabus: BBA Third Semester

(Effective from the admission batch of 2023 and onward)

PSY 231: Fundamentals of Psychology	3 Credit
ENG 232: Business Communications	3 Credit
STT 233: Business Statistics	3 Credit
ACC 234: Financial Accounting II	3 Credit
MKT 235: Fundamentals of Marketing	3 Credit
PRC 236: Practicum in Business Communication	1 Credit

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Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	<i>Fundamentals of Psychology</i>	Course Code:	<i>PSY 231</i>
Year:	<i>Second</i>	Level:	<i>Undergraduate</i>
Semester:	<i>III</i>	Program:	<i>BBA</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Course Description

This course introduces fundamental concepts of human psychology and their practical applications within business organizations. It examines key psychological principles, including sensation, perception, social behavior, learning, memory, cognition, intelligence, motivation, emotion, stress, and personality. Students will explore psychological theories and processes, focusing on their implications for solving organizational problems, enhancing decision-making, leadership, and evaluating employee performance. Additionally, the course emphasizes how psychological insights contribute to understanding human behavior, improving management strategies, and fostering workplace well-being and productivity.

Course Objectives

The course aims to equip BBA students with a comprehensive understanding of human psychology and its practical applications in business management. It seeks to familiarize students with key psychological theories, concepts, and approaches while emphasizing their relevance in shaping organizational behavior. Students will analyze processes such as sensation, perception, learning, and memory to enhance decision-making, interpersonal skills, and behavior modification strategies. Additionally, the course explores cognition, motivation, emotion, and stress management techniques to foster workplace well-being and productivity. By examining personality traits and their impact on job performance and leadership, students will learn to apply psychological principles to address organizational challenges and improve leadership and management.

Learning Outcomes

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

- Understand the core psychological concepts, theories, and approaches and their significance in business organizational contexts.
- Analyze sensation, perception, and social behavior processes to enhance decision-making, interpersonal skills, and workplace interactions.
- Apply learning models, memory strategies, and cognitive principles to improve knowledge retention, behavior modification, and performance in organizations.
- Evaluate motivation, emotion, and stress management techniques to foster employee engagement, resilience, and workplace productivity.
- Assess the impact of personality traits, intelligence, and social influences on leadership, teamwork, and organizational behavior.
- Integrate psychological theories into practical business strategies to address challenges, enhance management effectiveness, and promote workplace well-being.

Course Content

Unit 1: Introduction to Human Psychology **LH 5**

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

Unit 2: Sensation, Perception, Social Thought and Behaviour **LH 8**

- 2.1 Sensation: Concept, importance, sensory threshold, habituation and adaptation; Types of sensory experiences, structure and functions of visual and auditory sensation
- 2.2 Perception: Concept of perception and factors influencing perception; perceptual organization; constancies and illusions; person's perception: concept, Kelly's attribution theory, impression formation and biases

2.3 Social behavior: Persuasion, attitudes, prejudices and techniques to reduce it, prosocial behavior, Social influences (Conformity, compliance and obedience; Milgram's experiment)

2.4 Implication of Sensation, Perception and Social Behaviour in the management of business organization

Unit 3: Learning and Memory

LH 11

3.1 Learning: Concept of learning, importance of learning

3.2 Models of learning: Behavioral models (classical and operant conditioning), shaping behavior - positive reinforcement, negative reinforcement, and punishment, schedule of reinforcement, behavior modification; Cognitive model: Social/ observational learning

3.3 Memory: Concept of memory, basic memory processes (encoding, storage and retrieval),

3.4 Memory System: Sensory memory, short-term memory, long-term memory (Atkinson and Shiffrin model)

3.5 Contemporary approaches to memory: working memory, long-term memory modules: declarative memory (semantic memory and episodic memory,) and procedural memory

3.6 Forgetting: concept, nature and causes of forgetting,

3.7 Implication of learning and memory in business management

Unit 4: Cognition (Thinking and Intelligence)

LH 8

4.1 Thinking: Concept and nature of thinking, component of thought (mental images, concepts, prototypes) and reasoning, thought and brain; Problem solving and decision making (preparation, production and judgment): obstacles in problem solving thinking and decision making; Creativity;

4.2 Intelligence: Concept and nature of intelligence, types, and determinants of intelligence, Intelligence tests and concept of IQ; Individual differences in intelligence.

4.3 Implication of thinking and intelligence in business management

Unit 5: Motivation, Emotion and Stress

LH 10

5.1 Motivation: Concept of motivation, intrinsic and extrinsic motivation, achievement motivation;

5.2 Theories of motivation - Drive theory, Arousal theory, Expectancy theory, Goal setting theory and Maslow's Hierarchy of need theory

5.3 Emotion: Concept, types and functions of emotion; theories of emotion (James-Lange, Cannon Bard, and Schachter-Singer's theory) emotion and health, subjective well-being

5.4 Stress: Concept of stress, individual difference in stress, general adaptation syndrome model, psychoneuroimmunology of stress, coping stress, style and learned helplessness, social support

5.5 Implication of motivation, emotion, and stress in business management

Unit 6: Human Personality

LH 6

6.1 Concept and determinants of personality

6.2 Theories of personality: Freud's psychoanalytic theory, Trait theories of personality (Allport's trait theory and Cattell's trait theory), McCrae & Costa's Big-five factor theory and Bandura's social cognitive theory, Personality type (Type A and Type B), Relation of Personality with Job Performance and Workplace Aggression.

6.3 Assessment of personality: Self-report measures and projective techniques

6.4 Implication of personality in business management

Basic Textbooks

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

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

Reference Books

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

Passer, M. W. & Smith, R. E. (2007). *Psychology: The science of mind and behavior*. New York: McGraw Hill.

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

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	<i>Business Communication</i>	Course Code:	<i>ENG 232</i>
Year:	<i>Second</i>	Level:	<i>Undergraduate</i>
Semester:	<i>III</i>	Program:	<i>BBA</i>
Credits hours:	<i>3</i>	Lecture hours:	<i>48</i>

Course Description

This course is designed for BBA third-semester students to develop essential professional communication skills required for success in today's business environment. It provides an in-depth understanding of business communication concepts, focusing on both oral and written communication, while emphasizing the use of specialized business vocabulary. The course equips students with practical tools for effective workplace communication, such as managing meetings, delivering impactful presentations, and handling professional correspondence. Students will also explore the cultural nuances of communication, preparing them to thrive in diverse and multicultural business settings.

Course Objectives

The course aims to equip students with the knowledge and skills necessary for effective business communication in professional settings. Students will learn to conduct productive meetings, engage in negotiations, and manage crises effectively. The course emphasizes the development of presentation skills, enabling students to deliver impactful and persuasive presentations. Additionally, students will gain proficiency in writing various types of business correspondence, including letters, emails, and memos, and preparing structured reports and proposals. Finally, the course prepares students to excel in job interviews and workplace interactions, promoting confidence and professionalism in their communication practices.

Learning Outcomes

On the completion of the course students will be able to:

- Discuss the key theories of effective communication in business settings.
- Understand the concept, process, and barriers of persuasion and its role in effective business communication.
- Organize and conduct meetings, negotiations, and crisis management with professional etiquette.
- Prepare and deliver structured and compelling presentations to diverse audiences.
- Write clear and impactful business correspondence, including letters, emails, memos, and notices.
- Develop well-structured reports and proposals for professional purposes.
- Demonstrate confidence and competence in job interviews and workplace interactions.

Course Contents

Unit 1: Introduction to Business Communication LH 9

- 1.1 Defining communication and communication process
- 1.2 Characteristics of effective communication
- 1.3 Goals of communication
- 1.4 Methods of communication
- 1.5 Barriers to communication
- 1.6 Theories of business communication (Attribution Theory, Argumentation Theory, Classic Rhetoric Theory, Contagion Theory, Language Expectancy Theory and Enactment Theory)
- 1.7 Interpersonal communication (definition, principle and barriers)

Unit 2: The Language of Persuasion and Communication in a Diverse Environment LH 8

- 2.1 Defining persuasion
- 2.2 The process of persuasion
- 2.3 Barriers to persuasion

- 2.4 Culture and its concepts
- 2.5 International communication
- 2.6 Cultural conflicts and resolving them

Unit 3: Business Meetings, Negotiations and Crisis Management **LH 8**

- 3.1 Meetings: Definition and types
- 3.2 Key attributes of productive meeting
- 3.3 Meeting etiquette
- 3.4 Crisis and crisis management
- 3.5 Negotiation and its planning

Unit 4: Preparing and Delivering Presentation **LH 7**

- 4.1 Presentations and its types
- 4.2 Importance of presentation
- 4.2 Common problems with presentations
- 4.3 Qualities of an effective presenter and presentation strategies
- 4.4 Opening, closing, and sustaining the presentation

Unit 5: Business Letters, Memorandums, E-mails, Office Circular and Notice **LH 8**

- 5.1 Academic writing and business writing
- 5.2 Language for business letters and e-mails
- 5.3 Components of a business letter and its format
- 5.4 Purpose of a business letters
- 5.5 Memorandums: Their format and type
- 5.6 Composing and responding to an e-mail

Unit 6: Reporting and interviewing in business Communication **LH 8**

- 6.1 Report and its types
- 6.2 Qualities of an ideal report
- 6.3 Stages in report writing
- 6.4 Parts of report
- 6.5 The job interview process
- 6.6 Preparing for job interview
- 6.7 Dos and don'ts of interview

Basic Textbook:

Mehra, Payal. (2017). *Business Communication for Managers* (2nd ed.). Pearson.

Reference Books:

Garner, B. A. (2012). *Harvard Business Review guide to better business writing*. Harvard Business Review Press.

Guffey, M. E., & Almonte, R. (2022). *Essentials of business communication* (11th ed.). Cengage Learning.

Thapa, A. (2021). *Business Communication: Principles and Applications*. Kathmandu: Asmita Publication.

Thill, J. V., & Bovee, C. L. (2020). *Excellence in business communication* (13th ed.). Pearson Education.

Far Western University
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Syllabus (BBA: Third Semester)

Course Title: <i>Business Statistics</i>	Course Code: <i>STT 233</i>
Year: <i>Second</i>	Level: <i>Undergraduate</i>
Semester: <i>III</i>	Program: <i>BBA</i>
Credits hours: <i>3</i>	Lecture hours: <i>48</i>

Course Objective

The course aims to provide students with a strong foundation in statistics and data management, enabling them to analyze and interpret business data effectively. It covers key concepts such as descriptive statistics, probability theory, and the use of numerical measures to summarize and present data. Students will also explore random variables and portfolio management, learning how to assess risk and predict outcomes. Additionally, the course delves into theoretical probability distributions and their application in business decision-making. Finally, students will gain skills in simple linear correlation and regression analysis to understand relationships between business variables and make informed predictions.

Course Description

This course introduces students to the fundamentals of statistics and data management, focusing on the essential concepts and techniques that are critical for business analysis. The course covers topics such as descriptive statistics, probability theory, random variables, and regression analysis. By providing a solid foundation in statistical methods, the course enables students to analyze and interpret data using various statistical techniques, and the course will also provide hands-on experience in applying these tools using MS Excel.

Learning Outcomes

After studying this course, students will be able to:

- Demonstrate a clear understanding of statistical methods and their relevance to business decisions.
- Apply numerical descriptive measures to summarize and analyze business data.
- Understand and calculate basic probability to assess risk and uncertainty in business.
- Analyze random variables and apply them to portfolio management and business predictions.
- Use theoretical probability distributions to model real-world business situations and make informed decisions.
- Conduct simple linear correlation and regression analysis to identify relationships between business variables and predict future trends.
- Compute, analyze and interpret statistical data applying MS Excel.

Course Contents**Unit I: Introduction and Data Management****LH 10**

- 1.1 Statistics: Definition, development and destination, importance, scope, functions and limitations
- 1.2 Basic vocabulary of Statistics
- 1.3 Measurement and Measurement scale
- 1.4 Data collection: Primary data and secondary data
- 1.5 Organizing categorical data: Summary table, contingency table and cross-sectional table
- 1.6 Organizing numerical data: Ordered array, stem-and-leaf display and frequency distribution
- 1.7 Visualizing categorical data: Bar diagrams, Pareto chars, pie chart
- 1.8 Visualizing Numerical data: The histogram, frequency polygon and cumulative frequency curve
- 1.9 Problems using Microsoft excel

Unit II: Numerical Descriptive Measures**LH 12**

- 2.1. Measures of central tendency
 - 2.1.1 The mean (Simple and weighted)
 - 2.1.2 The median
 - 2.1.3 The mode
 - 2.1.3 The Empirical rule
- 2.2 Measure of Variation
 - 2.2.1 The range

- 2.2.2 The inter quartile range
- 2.2.3 The variance and the standard deviation
- 2.2.4 The coefficient of variation
- 2.2.5 Z-scores
- 2.3 Measure of Shape
 - 2.3.1 The skewness (Using Karl Pearson's Method)
 - 2.3.2 The kurtosis (Using Percentile Method)
- 2.4 Exploratory data analysis
 - 2.4.1 The five number summary
 - 2.4.2 The Box and Whisker Plot
- 2.5. Problems using Microsoft excel

Unit III: Basic Probability**LH 6**

- 3.1 Basic probability concepts
 - 3.1.1 Basic Terminology in Probability
 - 3.1.2 Different approaches to probability
 - 3.1.3 Theorems of probability
- 3.2 Conditional Probability
 - 3.2.1 Marginal and Joint probability
 - 3.2.2 Statistical independence
 - 3.2.3 Bayes' Theorem
- 3.3 Problems using Microsoft excel

Unit IV: Random Variable and Portfolio**LH 4**

- 4.1 Introduction of random variable
- 4.2 The probability distribution for a discrete random variable: Expected value, variance and standard deviation of a discrete random variable
- 4.3 Covariance between two discrete random variables: Covariance and its application in finance
- 4.4 Portfolio: Concept, portfolio expected returns and portfolio risk
- 4.5 Problems using Microsoft excel

Unit V: Theoretical Probability Distribution**LH 8**

- 5.1 Introduction of probability distributions
- 5.2 Discrete probability distribution: Binomial and Poisson distribution and its fitting
- 5.3 Continuous probability distribution: Normal distribution, standard normal curve, properties and important of normal distribution and Evaluating normality
- 5.4 Problems using Microsoft excel

Unit VI: Simple Linear Correlation and Regression Analysis**LH 8**

- 6.1 Concept and types of simple correlation
- 6.2 Methods of studying simple correlation: Scatter diagram and Karl Pearson's coefficient
- 6.3 Test of significance of simple co-relation coefficient.
- 6.4 Simple linear regression: Regression model and determining the simple linear regression equation
- 6.5 Measures of variations, standard error of the estimate and coefficient of determination
- 6.6 Problems using Microsoft Excel

Evaluation: Internal assessment 20%, Practical 20% and External exam 60%.

Basic Textbooks:

- Levine, D. M., Stephan, D. F., Krehbiel, T. C., & Berenson, M. L. (2008.). *Statistics for managers using Microsoft Excel*. Pearson Education.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2008). *Statistical techniques in business and economics* (13th ed.). Tata McGraw-Hill Education.

Reference Books:

- Chand, D. B. (2020). *Business statistics-1* (2nd ed.). Pinnacle Publication.
- Gupta, S. P. (2021). *Statistical methods using Excel*. Sultan Chand & Sons.
- Sharma, J. K. (2021). *Business statistics*. Pearson India.
- Sthapit, A. B., Yadav, R. P., Khanal, S. P., Baidar, P., & Amatya, P. B. (2020). *Business statistics*. Asmita Publication
- Triola, M. F. (2013). *Elementary statistics using Excel: Pearson new international edition* (2nd ed.). Pearson.

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	Financial Accounting - II	Course Code:	ACC 234
Year:	Second	Level:	Undergraduate
Semester:	III	Program:	BBA
Credits hours:	3	Lecture hours:	48

Course Description

The course blends financial accounting principles with practical skills to help students tackle real-world accounting challenges and understand the key concepts that drive financial reporting in businesses. This course covers various topics of financial accounting such as inventory management, receivables, current liabilities, long-term assets, liabilities, and stockholders' equity. It also introduces computerized accounting systems. Students will gain the knowledge needed to handle complex accounting situations in today's business environment.

Course Objectives

The objective of this course is to acquaint the students the linkage and flow of inventories, cost of goods sold and gross margin and the impact of inventory valuation methods on net profits and to enhance analytical skills in preparing and interpreting financial statements. Further, this course aims to equip students with knowledge of accounting for various assets, liabilities, and equity and computerized accounting systems for efficient financial management.

Expected Outcomes

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

- Understand and apply accounting principles to inventory valuation and cost of goods sold.
- Accurately account for receivables and evaluate their impact on financial statements.
- Record and manage current liabilities and contingencies.
- Account for non-current assets, including acquisition, depreciation, and disposal.
- Analyze and record transactions related to long-term liabilities.
- Understand the structure and recording of stockholders' equity.
- Utilize computerized accounting systems for efficient financial record-keeping.

Course Contents

Unit I: Accounting for Inventories and Cost of Goods Sold

[7]

- 1.1 Inventory: Concept and types
- 1.2 Cost of goods sold: Meaning and importance
- 1.3 Inventory system: Periodic and perpetual system
- 1.4 Difference between periodic and perpetual inventory system
- 1.5 Inventory valuation methods: Specific identification, FIFO, LIFO, Weighted average method
- 1.6 Calculation and comparison of cost of goods sold, net profit and tax liability under alternative inventory valuation method
- 1.7 Methods of inventory estimation: Retail method and gross profit method
- 1.8 Disclosure in the financial statements and ratios relating to inventory management

Unit II: Accounting for Receivables

[6]

- 2.1 Concept and types of receivables
- 2.2 Credit sales, credit policies and credit terms
- 2.3 Accounts receivables: Meaning of accounts receivable, recognizing accounts receivables, valuation of accounts receivables, methods of accounting for doubtful and uncollectible debt, balance sheet presentation of account receivable and doubtful debts
- 2.4 Notes receivables: Meaning and types of notes receivable, Interest bearing notes, non-interest bearing notes, balance sheet presentation of notes receivable
- 2.5 Differentiate between account receivable and notes receivable
- 2.6 Analyzing the management of accounts receivable and ratio related to receivable

Unit III: Accounting for Current Liabilities and Contingencies [5]

- 3.1 Current liabilities: Concept and nature
- 3.2 Types of current liabilities: Accounts payable; notes payable (interest bearing notes, non-interest-bearing notes), tax payable, bank overdraft, expenses payable, unearned income, current portion of long-term liabilities
- 3.3 Recognition and valuation of accounts payable and notes payable
- 3.4 Balance sheet presentation of accounts payable and notes payable
- 3.5 Ratios relating to current liabilities.
- 3.6 Contingent liabilities: Concept and accounting for contingent liabilities

Unit IV: Accounting for Long-Lived Assets [8]

- 4.1 Meaning, nature and types
- 4.2 Concepts of capital and revenue expenditure
- 4.3 Property plant and equipment: Meaning and determining cost of acquisition
- 4.4 Depreciation: Meaning, reasons, need and methods of depreciation (straight line method, diminishing balance method, depreciation fund or sinking fund method, units of activity method)
- 4.5 Disposal of depreciable assets and accounting for gains and losses
- 4.6 Intangible assets: Meaning, types and accounting process
- 4.7 Impairment of assets
- 4.8 Accounting for revision of scrap value, expected useful life and further capital expenditure
- 4.9 Disclosure of long-lived assets in the financial statements

Unit V: Accounting for Long-Term Liabilities [5]

- 5.1 Concept, nature and types of long-term liabilities
- 5.2 Bonds payable: Meaning, characteristics, types of bonds; accounting for issue and redemption of bonds; calculation of issue price of bond
- 5.3 Leases: Concept and types of leases; acquisition of capital lease; depreciation of leased assets; amortization of lease obligation and balance sheet presentation of lease obligation
- 5.4 Balance sheet presentation and ratios relating to long term liabilities.

Unit VI: Accounting for Shareholders' Equity [7]

- 6.1 Shareholders' equity: Concept, components and types of stock
- 6.2 Accounting for issue of new stock and bonus shares and redemption of preference share
- 6.3 Treasury stock: Concept and accounting entries
- 6.4 Dividends: Concept, types (cash dividend, stock dividend and property dividend) and accounting for dividend
- 6.5 Preparation of statement shareholders' equity
- 6.6 Stock split: Concept of stock split, reverse stock split and its effect on shareholders' equity

Unit VII: Computerized Accounting [10]

- 7.1 Introduction to computerized accounting systems.
- 7.2 Creating a journal and developing ledgers using Excel Work Sheet
- 7.3 Generating reports: Trail balance and financial statements using Excel Work Sheet

Basic Textbooks

Porter, G.A., & Norton, C.L. *Financial Accounting: The Impact on Decision Makers*. The Dryden Press.
Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2018). *Financial Accounting: IFRS Edition*. Wiley.

Reference Books

Institute of Chartered Accountants of Nepal (ICAN). *Accounting standards*.
International Accounting Standards Board (IASB). *International financial reporting standards (IFRS)*.
Horngren, C. T., Harrison, W. T., & Oliver, M. S. (2020). *Accounting*. Pearson Education.
Hermanson, R.H., & Edwards, J.D. *Financial Accounting: A Business Perspective*. Richard D. Irwin Publishing.
Meigs, R. F., Bettner, M. S., & Whittington, O. R. (2021). *Financial accounting*. McGraw-Hill Education.
Warren, C. S., Reeve, J. M., & Duchac, J. (2019). *Financial and managerial accounting*. Cengage Learning.

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title: <i>Fundamentals Marketing</i>	Course Code: <i>MKT 235</i>
Year: <i>Second</i>	Level: <i>Undergraduate</i>
Semester: <i>III</i>	Program: <i>BBA</i>
Credits hours: <i>3</i>	Lecture hours: <i>48</i>

Course Description

The Fundamentals of Marketing course comprehensively introduces core marketing concepts and practices. Students will explore essential topics such as consumer behavior, market segmentation, product development, pricing strategies, communication techniques, distribution channels, and service marketing. The course emphasizes practical decision-making skills, preparing students for entry-level roles in retail, wholesale, manufacturing, and service industries. By the end of the course, students will have a solid foundation in marketing principles and an understanding of their application in real-world business scenarios.

Course Objectives

The course aims to equip students with a foundational understanding of marketing principles and practical knowledge related to a dynamic marketing environment. It focuses on developing the decision-making skills of the students in the marketing areas of modern business. Moreover, students will learn to analyze markets, design effective marketing strategies, and apply concepts to business challenges in the new era.

Learning Outcomes

After completing this course, students should be able to:

- Understand fundamental marketing concepts and marketing environment.
- Analyze consumer behavior and market segmentation techniques.
- Develop effective product and pricing strategies.
- Expose the distribution system and marketing communication.
- Understand environmental and ethical marketing.

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

- 1.1 Marketing: Definition and importance of marketing, marketing concepts and philosophies (production, product, selling, modern, societal, and holistic marketing concept), meaning of marketing mix and its components (7Ps).
- 1.2 Emerging concepts: Meaning and features of e-marketing, concept and requirements of quality marketing, meaning and importance of relationship marketing, concept and significant of rural marketing, features of rural marketing in Nepal, signification of Artificial Intelligence (AI) application in marketing.
- 1.3 Marketing Environment: Meaning and features, micro and macro factors, major marketing environmental factors in Nepalese context.

Unit 2: Buying Behaviour and Market Segmentation**LH 10**

- 2.1 Consumer buying behaviour: Meaning and nature, significance of the study, buying decision process, factors influencing consumer buying behaviour.
- 2.2 Organizational buying behaviour: Definition and features, buying decision process, factors influencing organizational buying behavior.
- 2.3 Market segmentation: Meaning and benefits, bases for consumer and industrial market segmentation.
- 2.4 Market targeting: Concept, procedure, and strategies: undifferentiated (mass), differentiated (segmented), concentrated marketing strategies; concept of differentiating the product; concept and features of niche marketing.
- 2.5 Positioning: Concept and strategies of product positioning.

Unit 3: Product Development and Pricing Methods**LH 12**

- 3.1 Product: Meaning of product; meaning and features of service product; classification of product (consumer product and industrial product).
- 3.2 New product development: Concept and process.

- 3.3 Product life cycle: Meaning, stage, and strategies in different stages.
- 3.4 Product mix decision: Concept of product mix and product line, product mix strategies.
- 3.5 Brand: Meaning of brand and branding; concept of brand name, brand mark and trade mark, type of brands, features of good brand name, concept of brand equity.
- 3.6 Packaging and labeling: Meaning and level of packaging.
- 3.7 Labeling: Meaning and types of labeling.
- 3.8 Pricing: Concept and objectives of pricing, methods of price determination, factors influencing pricing.

Unit 4: Distribution and Communication Management

LH 12

- 4.1 Distribution: Concept, importance, and components of distribution.
- 4.2 Marketing channel: Concept of marketing channel, channel structure for consumer goods and industrial goods, role of wholesaler and retailer in distribution management.
- 4.3 Logistics management: Meaning and importance of logistics management, components of logistics management.
- 4.4 Marketing communication: Concept, importance and process of marketing communication, components of marketing communication (promotion) mix.
- 4.5 Advertising: Meaning and features of advertising, AIDA model of advertising, differentiation between advertising and publicity.
- 4.6 Sales promotion: Concept, nature, and major tools of sales promotion
- 4.7 Personal selling: Meaning and nature of personal selling, and process of outdoor selling.
- 4.8 Public relation: Meaning, objectives and major tools of public relation.
- 4.9 Direct Marketing: Concept and features of direct marketing, most common techniques of direct marketing.

Unit 5: Environmental and Ethical Marketing

LH 6

- 5.1 Consumer awareness: Concept of consumer awareness and consumer rights, concept and recognize the quality certifications and standards (NS and ISO).
- 5.2 Environmental marketing: Meaning, features, principles and significance of environmental (green) marketing, concept and features of green product.
- 5.3 Ethical marketing: Concept, benefits and key elements of ethical marketing, relationship between ethics and business success.

Basic Text Books

- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haque, E. (2013). *Principles of marketing: A South Asian perspective* (13th ed.). Pearson Prentice Hall.
- Baines, P., Fill, C., & Page, K. (2013). *Essentials of marketing*. Oxford University Press.

Reference Books

- Agrawal, G. R. (2017). *Marketing management in Nepal*. M. K. Publishers.
- Doyle, P. (2002). *Principles of marketing and strategy*. Pearson Education Ltd.
- 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*,
- Shrestha, S. K., & Rai, B. (2018). *Fundamentals of marketing*. Asmita Publication.

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	<i>Practicum in Business Communication</i>	Course Code:	<i>PRC 236</i>
Year:	<i>Second</i>	Level:	<i>Undergraduate</i>
Semester:	<i>III</i>	Program:	<i>BBA</i>
Credits hours:	<i>1</i>	Lecture hours:	<i>16</i>
Nature of course: <i>Practical</i>			

Course Description

The ***Practicum in Business Communication*** is designed for BBA students to apply their theoretical knowledge of business communication, enabling them to convey ideas clearly, persuasively, and professionally across different business contexts. This course emphasizes the development of practical skills in written, oral, and interpersonal communication. Through writing assignments, role-playing exercises, and communication simulations, students will gain valuable insights into how businesses communicate both internally and externally.

Objectives of the Practicum

This practicum aims to strengthen students' communication abilities and prepare them for effective business interactions. The course is designed to help students build confidence in their communication abilities, preparing them for success in their academic and professional careers.

Learning Outcomes

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

- Write business correspondence (emails, letters, and memos), create well-structured formal reports and proposals, and draft meeting agendas and minutes.
- Edit and proofread business documents, ensuring accuracy, clarity, and conciseness.
- Create informative and visually appropriate presentation slides, make presentations effectively, and managing Q&A sessions with confidence.
- Engage in role-play, group discussions and interview simulation using business communication tools, digital technologies and social medias.

Course Contents

- 1. Business Writing** **LH 7**
Writing professional business correspondence (emails, letters, memos), writing formal reports and proposals (structure, style, and clarity) and drafting meeting agendas and minutes.
- 2. Document Editing & Proofreading** **LH 2**
Editing and proofreading business documents for accuracy, clarity, and conciseness
- 3. Presentation** **LH 3**
Creating clear and informative slides, delivering presentation effectively and managing Q&A sessions with confidence.
- 4. Practical Communication Activities** **LH 4**
Engaging in role-plays, group discussions, and interview activities that simulate real-world business communication scenarios in written and verbal communication using business communication tools, digital technologies and social medias.

Practicum Procedures

- 1. Topic Selection for Assignment:** Students will be given a range of topics to choose from that relate to current business communication trends and practices.

2. **Assignment Writing:** Students will produce a series of written business documents throughout the course, including emails, reports, proposals, and presentation slides. Feedback will be provided to ensure students meet professional writing standards and effectively communicate their ideas.
3. **Oral Presentations:** Students will prepare and present on the assigned business communication topics. Presentations will include visual aids, clear communication, and the ability to engage the audience.
4. **Interactive Role-Playing:** Students will involve in interactive business simulations including interview to practice real-world communication scenarios.
5. **Assignment Submission, Presentation and Evaluation:** The final evaluation will be based on both the written assignments (business documents) and oral presentations. The assignment and oral presentation will be evaluated on a total of 100 marks, distributed as follows:

Written Assignments (50 Marks)	<ul style="list-style-type: none"> • Content quality and originality (30 marks) • Organization and structure (20 marks) • Grammar, clarity, and conciseness (10 marks)
Oral Presentations (30 Marks)	<ul style="list-style-type: none"> • Presentation structure and clarity (10 marks) • Communication skills and content delivery (10 marks) • Audience engagement and Q&A handling (10 marks)
Interactive Role-Playing and Participation (20 Marks)	<ul style="list-style-type: none"> • Attendance and active participation in class activities (10 marks) • Role-playing exercises and mock interview (10 marks)

6. **Report Submission:** At the end of the practicum, students will submit a final report that includes a written summary of their learning outcomes, reflections on their communication skills development together with a copy of their final presentation slides.

Reference Books

- Guffey, M. E., & Loewy, D. (2018). *Essentials of business communication* (10th ed.). Cengage Learning.
- Lannon, J. M., & Gurak, L. J. (2017). *Technical communication* (14th ed.). Pearson.
- Locker, K. O., & Kienzler, D. S. (2019). *Business and administrative communication* (12th ed.). McGraw-Hill Education.