

Far Western University
Faculty of Management



Bachelor of Business Administration (BBA) Program

Syllabus: BBA Fourth Semester

(Effective from the admission batch of 2023 and onward)

LAW 241	Legal Aspects of Business and Technology	3 Credit
STT 242	Statistical Data Modelling and Analysis	3 Credit
FIN 243	Essentials of Financial Management - I	3 Credit
MGT 244	Fundamentals of Organizational Behaviour	3 Credit
RES 245	Foundations of Business Research	3 Credit
PRT 246	Seminar in Emerging Management Concepts	1 Credit

Office of the Dean

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

Course Title: *Legal Aspects of Business and Technology*
Year: *Second*
Semester: *IV*
Credits hours: *3*

Course Code: *MGT 241*
Level: *Undergraduate*
Program: *BBA*
Lecture hours: *48*

Course Description

With an emphasis on both traditional business law and the legal concerns arising from technological improvements, this course imparts students a knowledge of the legal framework in which modern business entity's function. It explores Nepal's legal system, contract laws, special business contracts, commercial law frameworks, organizational legal structures and cyber laws. Through this course, students will develop the ability to interpret and apply legal principles in business decision-making, particularly in the digital age.

Course Objectives

The primary objective of the course is to impart to students a fundamental understanding of the laws that regulate business operations and the adoption of technology in Nepal. By the end of the course, students will be able to analyze legal problems, make informed business decisions in compliance with Nepalese law and understand the broader legal environment affecting business and technology.

Learning Outcomes

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

- Explain the fundamental concepts of law and identify the sources and importance of business law in Nepal.
- Interpret the essential elements of valid contracts and explain contract formation, performance, breach and legal remedies under the Nepal Civil Code, 2074.
- Analyze the legal implications of various special contracts such as agency, indemnity, guarantee, bailment, pledge, sale of goods and carriage.
- Examine the legal rules related to negotiable instruments and intellectual property rights, including their enforcement in the Nepalese context.
- Describe the legal procedures and consequences associated with the formation, registration, operation and dissolution of sole proprietorships, partnerships and companies in Nepal.
- Identify and assess the major provisions of Nepal's cyber laws, recognize types of cybercrimes and evaluate legal measures to prevent and respond to digital offenses.

Course Content

Unit 1: Introduction to Business Law

LH 4

- 1.1 Meaning, characteristics and types of law
- 1.2 Meaning and features of business law
- 1.3 Importance of legal knowledge in business operations
- 1.4 Sources of business law in Nepal

Unit 2: General Contract Provisions (Based on National Civil Code, 2074)

LH 8

- 2.1 Contract law: Definition and essential elements of a valid contract
- 2.2 Formation of a Contract: Offer and acceptance, capacity to contract, lawful consideration and free consent
- 2.3 Types of contracts: Contingent contracts, quasi-contracts, void and voidable contracts
- 2.4 Performance and Termination of Contracts: Rules regarding performance, modes and consequences of termination
- 2.5 Breach of contract and remedies: Types of breaches and legal remedies: compensation

Unit 3: Special Types of Contracts (Based on National Civil Code, 2074)

LH 15

- 3.1 Contract of indemnity: Meaning, features and parties involved; Rights and duties of indemnifier and indemnity holder
- 3.2 Contract of guarantee: Meaning and types (specific and continuing guarantees); Rights and liabilities of surety
- 3.3 Contract of bailment: Meaning and characteristics; Duties and rights of bailor and bailee; Rights of

finder of lost goods

- 3.4 Contract of pledge: Meaning and features; Rights and duties of pawner and pawnee
- 3.5 Contract of agency: Meaning and general rules; Creation and termination of agency; Types of agents; Rights and duties of agent and principal
- 3.6 Contract of sale of goods: Meaning and legal features; Conditions and warranties; Transfer of ownership and title; Rights of unpaid seller
- 3.7 Contract of carriage: Meaning of contract of carriage; Duties and liabilities of a common carrier

Unit 4: Commercial Law Framework

LH 6

- 4.1 Negotiable instruments: Meaning, features and types (bill of exchange, promissory note, cheque); Types of cheques; Modes of discharge
- 4.2 Intellectual Property Rights (IPR): Patents: meaning, scope and registration process in Nepal; Trademarks: meaning, registration and infringement; Copyrights: provisions under Copyright Act, 2059; Enforcement and remedies for IPR violations in Nepal

Unit 5: Legal Framework of Business Organizations in Nepal

LH 6

- 5.1 Sole proprietorship: Definition, characteristics, registration and dissolution; Consequences of non-registration
- 5.2 Partnership firm: Definition and essential elements; Types of partners; Registration procedures and legal documents; Consequences of non-registration; Grounds for dissolution
- 5.3 Company: Definition and characteristics of companies; Differences between private and public companies; Process of registration under Company Act; Winding up and liquidation; Company insolvency provisions

Unit 6: Cyber Law and Technology Regulations

LH 9

- 6.1 Electronic Business (E-Commerce) Act, 2025: Purpose, scope and major provisions related to electronic transactions in Nepal
- 6.2 Cybercrime: Meaning, scope and elements of cybercrime; Distinction between cybercrime and internet crime (e.g., hacking, phishing, email fraud)
- 6.3 Major cybercrimes in Nepal: Common offenses: privacy violations, photo mutilation, identity theft, cyberbullying, online fraud; Emerging threats: sextortion, child exploitation, digital forgery
- 6.4 Legal framework of cybercrime: Provisions under the Electronic Transactions Act, 2063; Legal measures, penalties and enforcement mechanisms

Evaluation:

Internal assessment (40%)
Semester-end Examination (60%)

Basic Textbooks

Pandey, Y. (2020), *Business Law*. Asmita Publication.
Tulsian, P. C. (2020). *Business Law*. McGraw Hill Education.

References

Kapoor, N. D. (2015). *Elements of Mercantile Law*. Sultan Chand & Sons.
Ministry of Law, Justice and Parliamentary Affairs. (2017). *National Civil Code, 2074 (2017)*
Ministry of Law, Justice and Parliamentary Affairs. (2025). *Electronic Business (E-Commerce) Act, 2025*.
Ministry of Law, Justice and Parliamentary Affairs. (2059 BS). *Copyright Act, 2059*.
Ministry of Law, Justice and Parliamentary Affairs. (2063 BS). *Companies Act, 2063*.
Ministry of Law, Justice and Parliamentary Affairs. (2034 BS). *Negotiable Instruments Act, 2034*.
Ministry of Law, Justice and Parliamentary Affairs. (2006). *Insolvency Act, 2063 (2006)*.
Ministry of Law, Justice and Parliamentary Affairs. (2022). *Patent, Design and Trademark Act, 2022*.
Ministry of Law, Justice and Parliamentary Affairs. (2014). *Private Firm Registration Act, 2014*.
Ministry of Law, Justice and Parliamentary Affairs. (2020). *Partnership Act, 2020*.

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

Course Title:	Statistical Data Modelling and Analysis	Course Code: STT 242
Year:	Second	Level: Undergraduate
Semester:	IV	Program: BBA
Credits hours:	3	Lecture hours: 48

Course Description

This course introduces the students to statistical tools and techniques which are applied to in business decision-making. The course will cover the basic tools used to describe data for the purposes of transforming data into information. In addition, the course will present the fundamentals of statistical inference showing how it is possible to examine a small subset of data to reach conclusion about the larger set of data. It focuses on the practical application of statistical tools to make informed business decisions through hypothesis testing, regression modeling, analysis of variance (ANOVA), time series forecasting, and index number construction. Microsoft Excel software will be used throughout the course to aid in statistical modelling and analysis.

Course Objectives

The course Statistical Modelling and Data Analysis aims to develop students' ability to apply statistical techniques for analyzing and interpreting business data. It focuses on building foundational knowledge in sampling, estimation, hypothesis testing, variance analysis, regression modeling, time series forecasting, and index number construction. By integrating theory with practical applications using Microsoft Excel, the course equips students with analytical skills essential for solving real-world business problems and making data-driven decisions.

Learning Outcomes

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

- Apply appropriate sampling techniques and estimate population parameters.
- Perform and interpret hypothesis tests using Z and t-tests with real-world data.
- Conduct one-way and two-way ANOVA to compare means across groups.
- Construct, validate, and interpret multiple linear regression models for business applications.
- Decompose time series data and use forecasting methods to predict future business trends.
- Construct various index numbers, including cost of living indices, and analyze their business implications.

Course Content

- Unit 1: Introduction to Statistical Modelling and Data Analysis** **LH 2**
- 1.1 Concept of statistical modelling and data analysis
 - 1.2 Nature and scope of statistical modelling and data analysis
 - 1.3 Importance of statistical modelling and data analysis in business decision making
- Unit 2: Sampling and Estimation** **LH 8**
- 2.1 Sampling: Meaning of sample and population, concept of parameters and statistic, census versus sampling, sampling techniques, sampling distribution, standard error
 - 2.2 Estimation: Concept of estimation and criteria of good estimator, confidence interval estimation of the population mean (μ) for small and large samples and determining the sample size for the estimation of the population mean (μ)
 - 2.3 Problems using Microsoft Excel.
- Unit 3: Hypothesis Testing** **LH 10**
- 3.1 Hypothesis: Concept and types of hypotheses – null and alternative hypothesis
 - 3.2 Prerequisite for testing hypothesis: Level of significance, critical value of the test statistic, tails of a test and regions of rejection/non-rejection
 - 3.3 Hypothesis testing using the critical value approach and p-value approach
 - 3.4 Test of significance for large samples (Z- test): Test of hypothesis for one mean and two means
 - 3.5 Small sample test (t- test): Student t- distribution, assumptions of t- distribution, application of t-distribution, degree of freedom, t-test of hypothesis for the mean, pooled variance t-test for the

difference between two means and paired t-test

3.6 Risks of decision-making using hypothesis testing

3.7 Problems using Microsoft Excel

Unit 4: F- distribution and Analysis of Variance

LH 6

4.1 F- distribution: Concept and assumption of F-test, application of F-test, F-test for equality of population variances

4.2 Analysis of variance (ANOVA): One-way analysis of variance and Two-way analysis of variance

4.3 Problems using Microsoft Excel

Unit 5: Regression Methods and Predictive Modelling

LH 8

5.1 Concept of multiple linear models and determining the multiple linear regression equation

5.2 Standard error of the estimate for multiple regression

5.3 The coefficient of multiple determination

5.4 Assumptions: Residual analysis and evaluating the assumptions

5.5 Testing the significance of regression coefficient in multiple linear regression model: t-test for the slope and F-test for the slope

5.6 Problems using Microsoft Excel

Unit 6: Time Series Forecasting Models

LH 8

6.1 Meaning and utility of time series

6.2 Components of time series

6.3 Time series decomposition models

6.4 Forecasting methods: Qualitative methods– Personal opinion, Panel consensus, Delphi, and Market research; Quantitative–Naïve approach, Moving average methods, Exponential smoothing methods, and Trend projection methods

6.5 Measure of forecasting errors using Root Mean Squared Error (RMSE)

6.6 Problems using Microsoft Excel.

Unit 7: Index Number

LH 6

7.1 Concept, types, and uses of Index Number; basic notations and terminologies

7.2 Method of constructing Index Number: Un-weighted method– Simple aggregative method and simple average of price relative methods; Weighted Method– Laspeyre's index number, Paasche's index number and Fisher's index number

7.3 Cost of living index number: Method of constructing cost of living index numbers–Aggregative expenditure method and family budget method

7.4 Problems using Microsoft Excel

Evaluation:

A. Internal Assessment (40%)		
	In class assessment [20]	Attendance, class activities, term exam etc.
	Lab based practical assessment [20]	Problem solving using Microsoft Excel and evaluation of printed answer sheets
B. Semester-end Examination (60%)		

Basic Textbooks

Levine, D. M., Stephan, D. F., Krehbiel, T. C., & Berenson, M. L. (2008). *Statistics for managers using Microsoft Excel* (5th ed.). New Delhi: Prentice Hall of India.

Pant, Prem R. (2018). *Social science research and thesis writing*. Buddha Academic Publishers.

Reference Books

Black, K. (2019). *Business statistics: For contemporary decision-making* (9th ed.). Wiley.

Chand D.B & Joshi, Kabiraj (2024) "*Business Statistics-II*" Pinnacle Publication, Kathmandu.

Douglas A Lind, William G Marchal, Samuel A Wathen (2008), *Statistical Techniques in Business and Economics*, 13th edition, Tata McGraw-Hill India.

Gujarati, D. N., & Porter, D. C. (2009). *Basic econometrics* (5th ed.). McGraw-Hill Education.

Sthapit, A. B., Khanal, S. P., & Yadav, R. P. (2020). *Business statistics* (2nd ed.). Asmita Books Publishers and Distributors.

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

Course Title:	<i>Essentials of Financial Management - I</i>	Course Code: <i>FIN 243</i>
Year:	<i>Second</i>	Level: <i>Undergraduate</i>
Semester:	<i>IV</i>	Program: <i>BBA</i>
Credits hours:	<i>3</i>	Lecture hours: <i>48</i>

Course Description

This course provides a comprehensive introduction to financial management principles, equipping students with the knowledge and skills to make informed financial decisions in organizations. It covers foundational concepts such as financial statement analysis, time value of money, security valuation, cost of capital and investment decisions.

Course Objective

The objective of this course is to enable students to understand the basic concept, practices and approaches of financial management and their application in financial decision in the business organization.

Learning Outcomes

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

- Explain the role and scope of financial management in organizations.
- Interpret and analyze financial statements using various tools and techniques.
- Apply time value of money principles to solve financial problems.
- Determine the value of financial securities such as bonds and stocks.
- Determine the risk and return of single investment and portfolio.
- Calculate the cost of capital and understand its implications for financial decision making.
- Analyze investment proposals and make rational capital budgeting decisions using various techniques.

Course Content

Unit 1: Introduction to Financial Management

LH 4

- 1.1 Meaning and scope of financial management
- 1.2 Role and functions of financial manager
- 1.3 Financial goal: Profit maximization, shareholders' wealth maximization and social welfare
- 1.4 Relationship of financial management with other disciplines
- 1.5 Basic principles of financial management: Money has a time value, trade-off between risk and return, cashflow is the source of value, market prices of securities reflect information and individuals respond to incentives

Unit 2: Financial Statement Analysis

LH 8

- 2.1 Concept and types of financial statements: Balance sheet, income statement, cash flow statement and statement of changes in shareholders' equity
- 2.2 Concept and importance of financial statement analysis
- 2.3 Tools and techniques of financial analysis: Comparative statements, common-size statements and trend analysis
- 2.4 Ratio analysis: Computation, interpretation and application of liquidity management, debt management, assets management, profitability and market value ratios
- 2.5 DuPont analysis: Concept, purpose and components
- 2.6 Limitations of financial statement analysis

Unit 3: Time Value of Money

LH 6

- 3.1 Concept and significance of time value of money
- 3.2 Type of cashflows and cashflow timelines
- 3.3 Concept of compounding and discounting

- 3.4 Determination of present and future value of single, even and uneven cash flows
- 3.5 Determination of present and future value of annuities and perpetuities
- 3.6 Effect of multiple compounding periods on present value, future value and effective annual rate
- 3.7 Amortization of loan: Concept and preparation of amortization schedule

Unit 4: Risk and Return

LH 8

- 4.1 Risk and return of single investment: concept and measurement of return (rate of return and average return/expected rate of return), concept and measurement of risk (variance and standard deviation) and comparison between risk and return (coefficient of variation)
- 4.2 Portfolio risk and return: concept of portfolio, computation of portfolio return and risk and effect of coefficient of correlation on portfolio risk
- 4.3 Capital Assets Pricing Model (CAPM): Concept, estimation of required rate of return and the security market line (SML)

Unit 5: Bond and Stock Valuation

LH 8

- 5.1 Bond and bond valuation: Concept and characteristics of bond; valuation of bond (perpetual bonds, zero coupon bonds, coupon bonds with finite maturity and bonds with semi-annual coupons); value of bond over time; determination of bond yields – current yields, yield to maturity and yield to call
- 5.2 Common stock valuation: Concept and key features of common stock; common stock valuation– valuation for single and multiple holding periods by using dividend discount model (zero growth model, normal growth model and non-constant growth model); investor's required rate of return
- 5.3 Preferred stock: Concept, features and valuation of preferred stock.

Unit 6: Cost of Capital

LH 4

- 6.1 Concept and significance of cost of capital
- 6.2 Computation of cost of debt, equity and preferred stock
- 6.3 Weighted average cost of capital: Concept and computation
- 6.4 Factors affecting cost of capital

Unit 7: Capital Budgeting Decision

LH 10

- 7.1 Meaning and process capital budgeting decision
- 7.2 Types of investment proposals/projects
- 7.3 Estimation of cash flows: New project and replacement project
- 7.4 Project evaluation techniques: Payback period, Net Present Value, Internal Rate of Return, Profitability Index and Modified IRR
- 7.5 Comparison between Net Present Value and Internal Rate of Return methods

Textbooks

Brigham, E. F., & Houston, J. F. (2020). *Fundamentals of Financial Management*. Cengage Learning.
 Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2021). *Fundamentals of Corporate Finance*. McGraw-Hill Education.

Reference Books

Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of Corporate Finance*. McGraw-Hill Education.
 Van Horne, J. C., & Wachowicz, J. M. (2018). *Fundamentals of Financial Management*. Pearson.

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

Course Title: *Fundamentals of Organizational Behavior*
Year: *Second*
Semester: *IV*
Credits hours: *3*

Course Code: *MGT 244*
Level: *Undergraduate*
Program: *BBA*
Lecture hours: *48*

Course Description

Students are initially introduced to the foundational principles of organizational behavior such as human interactions in the workplace, the structural and functional nature of organizations, communication dynamics, leadership processes and motivational theories. Building upon this foundation, the course further equips students with the knowledge and competencies necessary to analyze and manage group behavior, leadership challenges, communication barriers, conflict resolution strategies and organizational development initiatives.

Course Objectives

Managers need to know why people behave as they do about their jobs, their work groups and their organizations. This knowledge of individuals' perceptions, motivational attitudes and behavior will enable managers to not only understand themselves better but also to adopt appropriate managerial policies and leadership styles to increase their effectiveness. The objective of this course is to provide students with a fundamental understanding of individual and group behavior in organizations. It aims to equip students with the knowledge and tools necessary to analyze and influence workplace behavior effectively, thereby enhancing organizational performance and employee well-being.

Learning Outcomes

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

- Explain the key concepts, models and significance of organizational behaviour.
- Analyze individual behavior in organizations, including perception, personality, learning and attitudes.
- Understand group dynamics, team development and decision-making processes.
- Evaluate motivation theories and their application in managing performance.
- Understand leadership theories and contemporary leadership styles.
- Describe communication processes and identify barriers to effective communication.
- Analyze sources and management of conflict, organizational stress and structural design.
- Discuss the importance of organizational culture, change and development.

Course Content

Unit 1: Introduction to Organizational Behavior

LH 8

- 1.5 Concept and significance of Organizational behavior (OB)
- 1.6 Models of OB: Autocratic, custodial, supportive, collegial and system model
- 1.7 Basic assumptions of OB
- 1.8 Levels of OB analysis: Individual, group and organizational
- 1.9 Contributing disciplines to the field of OB
- 1.10 Emerging trends and challenges in OB

Unit 2: Individual Behavior in Organizations

LH 10

- 2.1 Concept of individual behavior, determinants of individual behavior in organization – beliefs, attitudes, values and emotions; Behavior as an input-output system
- 2.2 Perception: Concept, nature, perceptual process and factors influencing perception
- 2.3 Learning: Concept, significance and factors affecting learning; Major models of learning – classical conditioning, operant conditioning; principles of learning
- 2.4 Personality: Concept, types, determinants of personality; Big five dimensions of personality; Personality attributes influencing behavior
- 2.5 Attitude: Concept and components of attitude

Unit 3: Group Behavior

LH 6

- 3.1 Group: Concept and types of groups, group formation and development stages, group decision-making techniques

- 3.2 Group dynamics: Concept and types
- 3.3 Work teams: Concept and types of teams; difference between groups and teams; Strategies for building effective teams

Unit 4: Motivation, Leadership and Communication

LH 10

- 4.1 Motivation: Concept and types of motivation; Theories of motivation – Maslow's Need Hierarchy Theory, Goal-Setting Theory and Equity Theory
- 4.2 Leadership: Concept and contemporary leadership styles (Transactional, Transformational, Charismatic); Leadership theories - Trait Theory, Behavioral Theory and Contingency Theory; Power-definition, sources, and tactics; Politics- definition, factors contributing to political behavior and managing organizational politics
- 4.3 Communication: Concept and types of organizational communication; Communication process and barriers to effective communication

Unit 5: Organizational Processes, Conflict and Stress

LH 8

- 5.1 Organizational structure: Concept, principles and types (mechanistic vs. organic)
- 5.2 Job design: Concept and methods
- 5.3 Conflict: Concept, sources, types of conflict and approaches to conflict management
- 5.4 Organizational stress: Concept, causes, consequences and strategies for managing stress

Unit 6: Organizational Culture, Change and Development

LH 6

- 6.1 Organizational Culture: Concept, characteristics and consequences of unethical culture
- 6.2 Organizational Change: Concept, need, resistance to change and theories of planned change
- 6.3 Organizational Development (OD): Concept and objectives of OD; Types of OD interventions

Evaluation:

Internal assessment (40%)

Semester-end Examination (60%)

Basic Textbooks

Robbins, S. P., & Judge, T. A. (2023). *Organizational behavior* (19th ed.). Pearson Education.

Reference Books

Acharya, B. S. (2012). *Organizational behaviour*. Kathmandu: Asmita Books Publishers and Distributors.

Greenberg, J. (2011). *Behavior in organizations* (10th ed.). Pearson Education.

Luthans, F. (2011). *Organizational behavior: An evidence-based approach* (12th ed.). McGraw-Hill Education.

McShane, S. L., & Von Glinow, M. A. (2018). *Organizational behavior* (8th ed.). McGraw-Hill Education.

Newstrom, J. W. (2014). *Organizational behavior: Human behavior at work* (14th ed.). McGraw-Hill Education.

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

Course Title:	<i>Foundations of Business Research</i>	Course Code: <i>RES 245</i>
Year:	<i>Second</i>	Level: <i>Undergraduate</i>
Semester:	<i>IV</i>	Program: <i>BBA</i>
Credits hours:	<i>3</i>	Lecture hours: <i>48</i>

Course Description

This course is designed to develop fundamental research skills among BBA students. It introduces the core concepts, types and approaches of business research and guides students through the essential steps of the research process. Key subject matters include literature search, selection of appropriate research designs, measurement and scaling techniques, sampling methods, data collection procedures and basic data analysis. The course also emphasizes practical skills in writing research proposals and preparing structured research reports, enabling students to apply research methods to real-world business problems.

Course Objectives

The primary objective of this course is to provide students with foundational knowledge of business research, enabling them to define research problems, formulate hypotheses, select appropriate research designs and carry out data collection and analysis effectively. Additionally, the course aims to develop students' skills in writing structured research reports.

Learning Outcomes

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

- Explain the fundamental concepts, types and philosophies of research, including the role of business research in managerial decision-making and the ethical considerations involved.
- Conduct a comprehensive literature review, identify relevant sources and develop a theoretical framework to support their research.
- Define a research problem, formulate research questions and hypotheses and select appropriate research designs to address business issues.
- Apply suitable measurement scales and sampling techniques while ensuring reliability and validity in the research process.
- Collect, organize and analyze quantitative and qualitative data using appropriate tools and interpret statistical results for hypothesis testing.
- Prepare and present research proposals and final reports in a structured format, adhering to academic standards and APA citation style.

Course Contents

Unit 1: Introduction to Business Research

LH 8

- 1.1 Research: Meaning, nature and types (basic vs applied and quantitative vs qualitative)
- 1.2 Scientific research: Meaning, characteristics and processes
- 1.3 Research paradigms: Concept and emerging paradigm shifts (positivist vs interpretivist philosophies)
- 1.4 Business research: Meaning, types and role of business research in business decision making
- 1.5 Ethical considerations in business research

Unit 2: Literature Review and Theoretical Framework

LH 6

- 2.1 Meaning, purpose, sources and importance of literature review
- 2.2 Process of literature review: Locating, obtaining, evaluation and summarizing
- 2.3 Research variables: Meaning and classification
- 2.4 Theoretical framework: Concept and development of theoretical and conceptual frameworks
- 2.5 Research approaches: Deductive and inductive

Unit 3: Problem Definition, Hypothesis and Research Design

LH 8

- 3.1 Research problem: Concept, identification and defining research problem
- 3.2 Formulation of research questions
- 3.3 Research objective
- 3.4 Hypothesis: Concept and types of hypothesis, characteristics of a good hypothesis, formulation of

hypothesis

3.5 Research design: Meaning and concept of research design; Types of research design: exploratory; descriptive, developmental, case study, correlational; causal-comparative and experimental

3.6 Qualitative research: Concept, basic assumptions and qualitative research design

Assignment: Students will (i) observe any business-related event, activity, situation etc., (ii) identify a specific problem or issue based on the observation and (iii) formulate clear and measurable research objectives.

Unit 4: Measurement Scales and Sampling

LH 8

4.1 Measurement scales: Concept and types (nominal, ordinal, interval, ratio), scales commonly used in business research, differences in rating and ranking scales

4.2 Reliability and validity of scales

4.3 Sampling: Concept of sample and sampling, sampling process, types of sampling– probability and non-probability sampling

4.4 Sampling and non-sampling errors

Unit 5: Data Collection and Analysis

LH 10

5.1 Data collection: Meaning and types of data (primary vs secondary), importance of data collection in business research

5.2 Primary data collection: Survey method– questionnaire design, administration and types of questions (open-ended vs closed-ended); Interview method–structured, semi-structured and unstructured method and computer assisted interviewing; Observation method–participant and non-participant; Focused group discussion– purpose and process

5.3 Secondary data collection: Sources of secondary data, reliability and validity of secondary data

5.4 Data preparation and coding: Data editing and cleaning, data entry, coding of qualitative and quantitative data

5.5 Data analysis: Qualitative data analysis (descriptive and inferential analysis) and qualitative data analysis (content, narrative, discourse, thematic and grounded theory)

5.6 Data visualization and presentation of results

5.7 Ethical considerations in data collection and presentation

Assignment: Students will (i) choose an appropriate research method (survey, interview, observation, etc., (ii) collect primary or secondary data relevant to the identified problem and objectives, (iii) use suitable analysis techniques to interpret the collected data and (iv) present results using appropriate tables and figures.

Unit 6: Research Proposals and Report Writing

LH 8

6.1 Research proposal: Meaning, types, components and structure of a research proposal

6.2 Topic selection and criteria for selecting research topic

6.2 Research report: Concept and types of research report, procedure for writing research report, structure of research report, essentials of good research report

6.3 Citation and referencing: Concept and APA style of citation and referencing

Assignment: On the basis of observation of any business-related event, activity, situation etc., students will choose a relevant topic, write research proposal and research report or mini research project report adopting the structured format.

Evaluation:

A. Internal assessment (40%)		
	In class assessment [20]	Attendance, class activities and term exam
	Mini Research Project Report [20]	Problem identification and objectives [4] Research method and data collection [4] Data presentation and analysis [4] Conclusion [2] Referencing [2] Overall quality and structure of report [4]
B. Semester-end Examination (60%)		

Basic Textbooks

Adhikari, D. R. & Pandey, D.L. (2020). *Business research methods*. Kathmandu: Asmita Publication.

Pant, P. R. (2015). *Business research methods*. Kathmandu: Buddha Academic Enterprises.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). New Delhi: Wiley India.

Reference Books

Cooper, D. R., & Schindler, P. S. (2014). *Business research methods* (12th ed.). New Delhi: Tata McGraw-Hill.

Evergreen, S. D. H. (2017). *Effective Data Visualization: The Right Chart for the Right Data*. SAGE.

Few, S. (2012). *Show Me the Numbers: Designing Tables and Graphs to Enlighten*. Analytics Press.

Kothari, C. R. (2004). *Research methodology: Methods and techniques* (2nd ed.). New Delhi: New Age International Publishers.



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

Course Title:	<i>Seminar in Emerging Management Concepts</i>	Course Code: <i>SEM 246</i>
Year:	<i>Second</i>	Level: <i>Undergraduate</i>
Semester:	<i>IV</i>	Program: <i>BBA</i>
Credits hours:	<i>1</i>	Lecture hours: <i>16</i>
Nature of Course: Seminar (Practical)		

Course Description

Students participating in this seminar course will be exposed to new and innovative ideas that are influencing management practices worldwide. Contemporary topics including digital transformation, sustainability, innovation, agile management, artificial intelligence in business, emotional intelligence, and ethical leadership will be investigated, discussed, and debated by the students. The goal of the course is to familiarize students with changing business paradigms while also improving their critical thinking, research, and communication abilities.

Course Objective

The purpose of this course is to reacquaint students with new concepts and techniques in management that are influencing the contemporary corporate landscape. It seeks to improve students' comprehension of modern topics like innovation, sustainability, digital transformation, emotional intelligence, and moral leadership. The course aims to improve students' communication, research, and analytical thinking skills through seminars, discussions, and presentations. It gives students a chance to participate in collaborative learning, investigate and present innovative concepts, and critically consider how management practices are evolving in an increasingly globalized society.

Learning Outcomes:

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

- Describe various emerging management topics pertinent to the modern business world.
- Compare new management trends with conventional management techniques.
- Select appropriate seminar subjects pertaining to new ideas in management.
- Prepare and present impactful seminar presentations exhibiting communication and collaborative abilities.
- Handle skillfully the Q&A sessions effectively.
- Prepare a structured seminar paper.

Course Contents

Unit 1: Introduction to Emerging Management Concepts

LH 8

- Meaning and nature of emerging management concepts
- Categories of emerging concepts: Technological, environmental, social and organizational
- Importance of understanding new trends for future managers
- An overview of selected emerging management topics:
 - Artificial Intelligence (AI) in Management
 - Agile Thinking in Business
 - Corporate Social Responsibility (CRS)
 - Digital Transformation in Business
 - The Human-centric Leadership Approach: Mindful and Emotional Intelligence
 - The Rise of the Gig Economy
 - Sustainable and Green Management
 - Workplace Inclusion Framework: Diversity, Equity and Inclusion (DEI)
 - Other emerging and relevant topics (if required)

Unit 2: Seminar Sessions

LH 8

- Selecting seminar topic
- Conducting survey and research activities

- Preparing effective seminar presentations
- Student (individual/group) presentations on selected topics
- Conducting interactive Q&A session and feedback
- Seminar paper writing: A short seminar paper (1,500–2,000 words) on the selected emerging concept containing–
 - Introduction (Background and rationale for selecting the topic, objectives and scope, brief overview of the emerging concept, conceptual definition, key terms, etc.);
 - Discussion (Explanation of the concept and its evolution, practical applications in management, opportunities and challenges);
 - Learning and Conclusion (Personal learning and reflection from the seminar, managerial implications/suggestions, conclusion summarizing the overall insights);
 - References (APA style)
 - Contribution: If the seminar paper is prepared as a group assignment, the contribution of each member of the group (each student's role in topic selection, data collection, analysis, writing, presentation etc.) must be clearly specified. Following template can be used for this purpose:

SNo	Name of students	Roll No	Contribution

Evaluation:

Components	Weight (%)	Description
1. Class Participation	20%	<ul style="list-style-type: none"> ▪ Class attendance [10] ▪ Active participation [10]
2. Seminar Presentation	40%	<ul style="list-style-type: none"> ▪ Structure of presentation [5] ▪ Depth of content and analysis [20] ▪ Use of examples and relevance [5] ▪ Communication and delivery skills [5] ▪ Handling Q&A session [5]
3. Seminar paper	40%	<ul style="list-style-type: none"> ▪ Introduction [8] ▪ Discussion [10] ▪ Learning and Conclusion [10] ▪ References [2] ▪ Overall structure and language [10]
Total	100	

Reference Materials:

- Drucker, P. F. (2007). *Management Challenges for the 21st Century*. Harper Business.
- Gonzalez, M. (2012). *Mindful leadership: The 9 ways to self-awareness, transforming yourself, and inspiring others*. Jossey-Bass.
- Hamel, G. (2007). *The future of management*. Harvard Business Review Press.
- Mulcahy, D. (2016). *The gig economy: The complete guide to getting better work, taking more time off, and financing the life you want*. AMACOM.
- Rogers, D. L. (2016). *The digital transformation playbook: Rethink your business for the digital age*. Columbia Business School Publishing.
- Sinek, S. (2014). *Leaders eat last: Why some teams pull together and others don't*. Portfolio/Penguin.