

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



**Course detail of  
BBA (Bachelor of Business Administration) 8<sup>th</sup> Semester**

MGT 208: Business Strategy	3 Cr. hrs
Three Specialization Courses	9 Cr. hrs
MGT 350: Internship	3 Cr. hrs

**Semester Division of Specialization Courses**

**8<sup>th</sup> Semester (Any Three Courses)**

**Banking and Finance**

- BNK 202: Financial Derivatives
- BNK 205: Banking Law and Regulations
- BNK 207: Treasury Management

**Industry and Services Management**

- ISM 201: Quality Management
- ISM 203: Creativity and Innovation
- ISM 204: Project Management
- ISM 208: Industrial Relations

**Micro Enterprise Management**

MEM 202: Business Plan for Micro Enterprise

MEM 205: Social Entrepreneurship

MEM 206: Entrepreneurial Marketing

**Sales and Marketing Management**

MKM 205: Retail Management

MKM 206: Distribution Management

MKM 207: Market Research

MKM 208: Public Relations and Media Management

# MGT 208: Business Strategy

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to develop students' understanding of the strategic management by clearly explaining strategy concepts, analyzing and evaluating them to show how these are applied in the business world.

## **Course Description**

This course contains introduction, vision and mission, objectives and strategy, strategic analysis, strategy formulation, Strategy Implementation.

## **Course Details**

### **Unit 1: Introduction**

**LH 7**

Concept and importance of strategic management, importance of strategic decisions, elements of strategic management, Need for strategy, company values, levels of strategy, strategic management process, changes in the approach to strategic management, different perspectives on strategy formulation, concept and features of strategic planning.

### **Unit 2: Vision and Mission, Objectives and Strategy**

**LH 7**

Developing strategic vision, communicating the strategic vision, crafting a mission statement, linking vision and mission with company values, levels of objectives, crafting objectives.

### **Unit 3: Strategic Analysis**

**LH 12**

Concept, the general environment; scanning, monitoring and forecasting the environment, Scenario planning, PEST analysis; The competitive environment- Porter's Five Forces Framework, the value net, strategic groups, hypercompetition, Internal environment analysis-value-chain-analysis, evaluating Value chain, SWOT analysis; concept of internal environment, the resource-based view of strategy- resources, competencies, core competencies and distinctive capabilities; identifying sustainable competitive advantage, criticism of resource-based view, knowledge management.

### **Unit 4: Strategy Formulation**

**LH 14**

Concept, Business level strategy- Generic competitive strategies, a resource-based view to strategy formulation, the industry life-cycle; corporate level strategies- Growth strategies, related and unrelated diversification, implementing growth strategies, portfolio analysis- Boston Consulting Group Matrix and The General Electric-Mckinsey Matrix, strategy evaluation.

### **Unit 5: Strategy Implementation**

**LH 8**

Concept, organizational structures- the entrepreneurial, functional, divisional, matrix and network, strategic leadership, leadership and management, the learning organization, emotional intelligence and leadership performance, leadership capabilities, impact of leadership on vision, values and culture, corporate culture and leadership, leading strategic change.

**Text and Reference books:**

Henry, E.A. Understanding Strategic Management, Oxford

Jauch, L.R. and Glueck, W.F. Business Policy and Strategic Management, McGraw-Hill.

Pearce II, J.A., Robinson R.B and Mittal, A. Strategic Management: Formulation, Implementation and Control, McGraw Hill.

Thompson, A. Peteraf, M.A., Gamble, J.E., Strickland, A.J., and Jain A.K. Crafting and Executing Strategy, McGraw-Hill

Kajmi, A. Business Policy and Strategic Management, Tata McGraw Hill

Adhikari, D.R. Strategic Management, Buddha Publication

Wheelan, T.L. and Hunger J.D. Strategic Management and Business Policy, Pearson

# **BNK 205: Banking Law and Regulations**

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

This Course provides an overview of the legislative provision of bank and financial institution, fundamental banking laws and regulation. This course familiarize with the basic concept of banking laws in local context as well as international market. It highlights major regulation and policies issued by Central bank to protect financial system.

## **Course Description**

This course contains introduction of banking law, central bank and legal system, structure and formation of bank and financial institutions, major banking law, bank regulation and central bank policy for bank FIs, legal provision relating to negotiable instrument, bank and customer relationship, bank lending and securities, bank lending and securities, legal aspect of trade finance, legal Challenges in banking business.

## **Course Details**

### **Unit 1: Introduction**

**LH 5**

Meaning and concept of bank and financial institutions, Evolution of banking institutions and banking law in Nepal, Role of banking institutions for socio-economic development.

### **Unit 2: Central bank and Legal System**

**LH 5**

Meaning and concept of central bank, establishment, Composition of BOD in Nepal Rastra Bank, Function and legal power of Nepal Rastra Bank, NRB relationship with government and other agencies.

### **Unit 3: Structure and formation of Bank and Financial Institutions**

**LH 5**

Licensing Policy for bank and FIs, Capital requirement, Eligibility criteria and fit and proper test for potential promoter, Types of bank and FIs, Functions of bank and FIs as per BAFIA 2063, Composition of BOD, Roles and responsibilities of BOD.

### **Unit 4: Major Banking Law**

**LH 6**

Nepal Rastra Bank Act 2058, Bank and Financial Institution Act (BAFIA) 2063, Banking Offense Act, 2064, Anti-Money laundering Act, Foreign Exchange Company Act

### **Unit 5: Bank Regulation and Central Bank Policy for Bank and FIs**

**LH 5**

Concept, need and significance of regulation, Impact of deregulation, Major prudential regulation of central bank- Capital adequacy, Loan classification and provisioning, Corporate governance, Blacklisting.

### **Unit 6: Legal Provision Relating to Negotiable Instrument**

**LH 4**

Cheque, Draft, bills of exchange, Promissory note, Validity and dishonored of cheque, Right and duties of various parties involved in instruments, Impact and legal action for miss using promissory note including cheque.

**Unit 7: Bank and Customer Relationship****LH 5**

Legal nature of bank and customer relationship, trustee-beneficiary, agent-principal, debtor-creditor, special types of customer(individual, corporate, Government, NGO etc) account opening and closing procedure. Know Your Customer- KYC

**Unit 8: Bank Lending and Securities****LH 6**

Procedure for bank lending, Credit policy guideline, Credit sanction limit and authority, Legal procedure for recall and recovery of banks loan, Meaning and definition of collateral and security, Legal features of collateral and security, Generally accepted security in Nepalese banking (land and building, goods and commodities, share and debenture, deposit certificate, personal guarantee promissory note, saving bond)

**Unit 9: Legal aspect of Trade Finance:****LH 4**

Letter of credit, Guarantee, Basic features, Parties involved in various trade finance, Roles and responsibilities of parties.

**Unit 10: Legal Challenges in Banking Business****LH 3**

Banking fraud, Cyber-crime, Innovative product, Anti-money laundering, Electronic banking, global access of banking services

**Text and References**

Gupta, S.N. **The Banking law on Theory and Practice**, Universal.

Peter. S. Rose (1999), **Commercial Bank management**, McGraw-Hill.

Regmi Resham Raj (2064), Banking law of Nepal, Lumbini Pustak, Kathmandu.

Padmalatha Suresh, Prof Justin Paul (2010), **Management of Banking and Financial Services**, Dorlingkindersley, India.

Indian Institute of Banking & Finance (2005), **General Bank Management**, Macmillan.

Nepal Rastra Bank Act 2058,

Bank and Financial institution Act 2063,

Banking Offense Act, 2064

Foreign Exchange Act

Negotiable Instrument Act

Antimony laundering Act, 2008

Company Act

Nepal Rastra Bank-(2015), **Unified Directives for Bank and financial institution**, NepalRastra Bank, Nepal.

NRB (2005), Nepal Rastra Bank in Fifty Years, Sajha Prakashan, Pulchowk, Lalitpur, Nepal

# **BNK 207: Treasury Management**

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objectives**

To impart the theoretical and conceptual knowledge of the treasury management and potential risk involve in such transaction. It helps to understand different product and policies regarding treasury market in Nepal.

## **Course Description**

This course consists of ten units- Introduction of Treasury Management, Treasury Organization and Structure, Sources of Fund, Uses of fund, Major Risk in Treasury Management, Pricing of the Product, Assets Liability Management, Derivative Instrument, Investment Portfolio and Liquidity management and Treasury Management Function in Nepalese Banking Sector.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Meaning of treasury, Scope of treasury management, Role and function of treasury department, Principles of treasury management.

### **Unit 2: Treasury Organization and Structure**

**LH 5**

Concept and function of front office, Back office and mid office, Meaning of dealers, Dealers room, Roles and responsibilities of dealers.

### **Unit 3: Sources of Fund**

**LH 4**

Deposit: fixed and revolving, Interest bearing and Non-interest bearing, Capital or equity, Reserve and surplus, Borrowing- Short term vs. long term.

### **Unit 4: Uses of fund**

**LH 4**

Loan and advances, Credit products and their features, interbank lending, maintaining reserve, Investment- Forex, Treasury bill, Govt. securities, share and debenture, maintaining liquidity.

### **Unit 5: Major Risk in Treasury Management**

**LH 3**

Counterparty default risk, Sovereign risk, foreign currency risk, liquidity risk, Market risk, Equity risk, Commodity risk.

### **Unit 6: Pricing of the Product**

**LH 4**

Deposit pricing-Cost plus margin deposit product, Market penetration, Conditional, Relationship, Upscale target pricing. Loan pricing, Base interest rate, Risk based pricing.

**Unit 7: Assets Liability Management****LH 5**

Meaning and concept of asset liability management, maturity mismatch, interest sensitive assets and liability, interest rate risk, determination of interest rate, interest spread, Gap analysis, Assets liability management committee (ALCO), roles and responsibility of ALCO.

**Unit 8: Derivative Instruments****LH 6**

Meaning and concept of derivatives product, Financial derivatives-futures, option, pull option, call option, swaps, interest swaps, Contact swaps Forward rate agreement, Credit derivatives-Securitization, credit default swaps, Risk associated with derivatives product.

**Unit 9: Investment Portfolio and Liquidity Management****LH 7**

Concept investment portfolio, investment instrument, importance of portfolio, money market instrument-Treasury bills, open market operation, interbank transaction, commercial papers Capital market-share debenture and govt. bonds. Liquidity management, estimation of liquidity, managing mandatory requirement-CRR, SLR.

**Unit 10: Treasury Management Function in Nepalese Banking Sector****LH 6**

Scope, Opportunities and challenges, Foreign Exchange Dealers Association of Nepal (FEDAN) Roles and responsibilities, Central bank's regulation regarding ALM and treasury.

**References**

Avadhani V.A. *treasury Management* in India, Himalayan Publishing house.

Edward W. Reed (1964), *Commercial bank Management*, A Harper International student. London.

Waston Alasdair, Aotringham,Ron. *Treasury Management*: International Banking Operations, London, institute of Bankers.

Peter. S. Rose (1999), *Commercial Bank management*, McGraw-Hill.

Thapa R.B and D. Rawal (2010), *Principles and practices of Nepalese Banking*, Buddha academic enterprises, Kathmandu, Nepal.



# **BNK 203: Working Capital Management**

**Credits: 3**  
**Lecture Hours: 48**

## **Course Objective**

The course aims to provide the students with the basic understanding of concepts, tools and techniques of working capital management and develop skill to apply them in real life situations with special reference to corporate entities of Nepal

## **Course Description**

The course deals with working capital policies and how firms choose working capital investment and financing policies. The course also presents nature and sources of working capital. Finally, it deals with the management of the components of working capital cash and marketable securities, receivables and inventories.

## **Course Details**

### **Unit 1: Unit 1: Introduction to Working Capital Management LH 4**

Concept and nature of working capital; Concept of working capital management; Types of working capital; Importance of working capital; Determinants of working capital.

### **Unit 2: Working Capital Policy LH 4**

Risk-return tradeoff in working capital management; Working capital investment policies: restricted, relaxed and moderate policies; Working capital financing policy: maturity matching, aggressive and conservative approaches; Choosing working capital investment policy and working capital financing approach.

### **Unit 3: Working Capital Planning and Control LH 8**

Planning for working capital; Operating environment of working capital; Concept of working capital cycle; Computation of working capital cycle; Determination of working capital; working capital management ratios: ratios measuring liquidity, ratios measuring structure, and ratios measuring efficiency; Working capital and inflation; Managing the components of working capital.

### **Unit 4: Working Capital Financing LH 8**

Nature of working capital financing; Short-term versus long-term financing; Sources of short-term financing: accruals, trade credit, bank loan, commercial papers, accounts receivable financing (pledging and factoring), inventory financing (floating lien, chattel mortgage, trust receipt loan and warehouse financing); Cost of sources of short-term financing; Factors to be considered in working capital financing.

**Unit 5: Cash and Marketable Securities Management****LH 10**

Overview of cash management; Significance of cash management; Motives for holding cash; Increasing the efficiency of cash management: speeding collection, controlling disbursement, using float, cash flow synchronization, matching cost and benefits of cash management; Determinants of cash flows; Cash forecasting: preparation of cash budget, managing uncertainty in cash flow forecast; Cash management models: Baumol model, Miller–Orr model; Meaning of marketable securities; Common investment instruments; Variables in marketable securities selection; Investment in marketable securities: the marketable securities portfolio, selecting securities for the portfolio.

**Unit 6: Receivable Management****LH 7**

Overview of receivable management; Significance of receivable management; Role of credit manager; costs of maintaining receivables; Accumulation of receivables; Elements of credit policy; Setting the credit standards; Terms of credit; Credit collection policy; Monitoring accounts receivables: days' sales outstanding and aging schedule; Other factors influencing credit policy; Analyzing the changes in the credit policy variables.

**Unit 7: Inventory Management****LH 7**

Overview of inventory management; Components of inventory; Benefits of holding inventory; Determinants of inventory investment; Significance of inventory management; Basic inventory cost: carrying cost, ordering costs, total inventory costs; The economic order quantity; Reorder point Reorder point and safety stock; Quantity discount; Quantity discount with price break; EOQ model with non-instantaneous replacement; Inventory control system: ABC system; JIT system; Computerized system, Outsourcing.

**Basic texts**

Besley, S. & Brigham, E. F. *Essentials of managerial finance*. New York: Harcourt Brace College Publishers.

**References**

Van Horne, J. C. & Wachowich, J. M. *Fundamentals of financial management*. New Delhi: Prentice Hall Inc.

Ross, S. A., Westerfield, R. W. & Jordon, B. D. *Fundamentals of corporate finance*. New Delhi: Tata McGraw Hill.

Paudel, R. B., Baral, K. J., Gautam, R. R. & Rana, S. B. *Working capital management*. Kathmandu: Asmita Books Publishers and Distributors (P) Ltd.

# **BFN 202: Financial Derivatives**

*Credit: 3*

*Lecture Hours: 48*

## **Course Objective**

The objective of this course is to provide students with a foundation in the study of derivatives and their applications to risk management. More specifically the course enables the students to understand the fundamental nature of derivatives, value options, forwards and futures, and show how they are used to achieve various hedging and speculating objectives.

## **Course Description**

This course is designed to introduce students to the theoretical and practical aspects of financial futures, options, and other derivatives. This course deals with introduction to derivatives, structure of options markets, valuation of an option, the strategy of basic options, structure of future market, valuation of forward and future prices, swaps, financial risk management and derivative markets in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 5**

Derivative markets and instruments; Core concepts in financial and derivative markets; Spot and derivative markets; Role of derivative market; Criticism of derivative markets; Misuse of derivatives; Derivatives and ethics; and Career in derivative markets.

### **Unit 2: Structure of Options Markets**

**LH 5**

Development of options markets; Call and put options; Over-the-counter options market; Exchange-listed option trading; Mechanics of trading; Option quotation; Types of options; Transaction costs in option trading; and Regulation of option markets.

### **Unit 3: Valuation of an Option**

**LH 8**

Principles of call option and put option pricing; Two period Binomial option pricing model; The Black-Scholes-Merton model of option pricing with and without dividends; and Managing the risk of options.

### **Unit 4: The Strategy of Basic Options**

**LH 5**

Terminologies and notations of option strategies; Stock transactions; Call option transactions; Call and stock: the covered call; Put and stocks: the protective put; and Synthetic puts and calls.

### **Unit 5: Structure of Future Market**

**LH 5**

Development of forward and future markets; Over-the-counter forward market; Organized future trading; Future traders; Mechanics of future trading; Types of future contract; Transaction costs in forward and future trading; and Regulation of futures and forward markets.

**Unit 6: Valuation of Forward and Future Prices**

**LH 5**

Generic carry arbitrage; Carry arbitrage when underlying generates cash flows; Pricing model and risk premium; and Pricing options in future.

**Unit 7: Swaps**

**LH 5**

Concept and nature; Features of swaps; Introduction to interest rate swaps, currency swaps and equity swaps.

**Unit 8: Financial Risk Management**

**LH 5**

Rationale for risk management; managing market risk; Managing credit risk; and Perspectives on financial risk management

**Unit 9: Derivative Markets in Nepal**

**LH 5**

Development of derivative market in Nepal; Instruments traded in the market; Mechanics of trading, Regulation of derivative markets in Nepal; and Issues in derivative markets of Nepal.

**Basic texts**

Chance, D. M. & Brooks, R. *An Introduction to derivative and risk management*. New Delhi: Cengage Learning India Pvt. Ltd.

Hull, J. C., & Basu, S. *Options, futures, and other derivatives*. Singapore: Pearson Education Singapore Pvt. Ltd.

# MKM 205: Retail Management

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to provide knowledge and skills to students in the area of retail marketing management required specially for the big retail institutions.

## **Course Description**

This course contains introduction, consumer behavior and retail operation, the management of service and quality in retailing, retail marketing mix, the retail product and retail brand, merchandise management, retail pricing, retail communication and promotion, retail distribution and supply chain management, consumerism and ethic in retailing.

## **Course Details**

### **Unit 1: Introduction**

**LH 6**

Concept of retailing, characteristics of retailing. Types of retailers. Growing importance of retail industry. Dynamism in retailing: environmental theory, cyclical theories, and conflict theory. Retailing and marketing – strategic approach to retail marketing;

### **Unit 2: Consumer Behavior and Retail Operations**

**LH 6**

Consumer behavior in retail context- simple model of retail purchase, time taken to shop, buying roles buying decision process and its implications for retail management, influences on the consumption process: motivational forces, demographic factors, social class, family influence, psychographics, role of children, social influence

### **Unit 3: The Management of Service and Quality in Retailing**

**LH 5**

Service components in retailing: tangible – intangible continuum, service quality management – Model of perceived serviced quality, quality gap model: the Gronroos model of perceived quality management and the Parasuraman, Zeithaml and Berry model, implementation of service management, growing emphasis on quality control, characteristics of retail quality, quality auditing system, service recovery in retail context.

### **Unit 4: Retail Marketing Mix, the Retail Product and Retail Brand**

**LH 8**

Concept of retail marketing mix, marketing mix for retail services, retail products and its break down, concept of retail brand, role of branding in retail business, retail brand positioning, brand loyalty, brand personality, consumers' concept of self image, brand proposition, managing brands over their life cycles, brand updating, brand extension

**Unit 4: Merchandise Management****LH 5**

Merchandise management concept, methods of planning and calculating inventory levels, merchandiser skills and profile, category management, range planning, space allocation, merchandise assortment and support, negotiating the purchase

**Unit 5: Retail Pricing****LH 4**

Concept of retail price, price sensitivity, factors affecting price sensitivity, approaches to retail pricing, pricing and the relationship to value, mark down policy consideration for retailers

**Unit 6: Retail Communication and Promotion****LH 4**

Objectives of retail promotion, promotional budget approaches communication effects, advertising, sales promotion, retail marketing and loyalty schemes, design and implementation of relationship marketing scheme, s personal selling, public relations

**Unit 7: Retail Distribution and Supply Chain Management****LH 4**

Channels and channel flows, supply channel, growth of channel relationship and partnership, distribution logistics and stock control, retail logistics: the cost structure; Retail marketing practices in Nepal;

**Unit 8: Consumerism and Ethic in Retailing****LH 6**

The different pressures for a company to be socially responsible, criticism of marketing activities, product misuse and safety issues, green issues, acceptability of societal marketing approach, corporate social responsibility; Retailing and Consumer protection in Nepal; International retailing: process, patterns and challenges;

**Recommended Book**

- Bajaj, C., Tuli, R., & Srivastava, N. V. (2012). *Retail Management*. New Delhi: Oxford University Press.
- Berman, B. R. (2010). *Retail Management: A Strategic Approach*. New Delhi: Pearson Education, Prentice Hall of India Limited.
- Gilbert, D. (2012). *Retail Marketing Management*. New Delhi: Pearson Education, Prentice Hall of India Limited.
- Levy, M., Weitz, B. A., & Pandit, A. (2011). *Retailing Management*. New Delhi: Tata McGraw Hill Education Private Limited.
- Singh, Harjit (Dr), *Retail Management: A Global Perspective; Test and Cases*, S. Chand & CompanyLtd, New Delhi.

# MKM 206: Distribution Management

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to students' knowledge and skills in analyzing distribution issues, designing appropriate distribution channels, policies as well as strategies and managing physical distribution and market logistics with special reference to distribution management of Nepal.

## **Course Description**

This course contains introduction to distribution management, fundamentals of marketing channel, classification of marketing channels, managing marketing channels, channel planning and design, supply chain management, physical distribution and logistics management, distribution management in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Concept and objective of distribution management; Distribution coverage; Aspects of distribution management: Channel management and physical distribution management.

### **Unit 2: Fundamentals of Marketing Channel**

**LH 6**

Meaning and role of marketing channels; Channel structure for consumer and industrial goods; Selection of marketing channels; Marketing channel system: vertical, horizontal and multi-channel systems; Power of channels members. Sources of channel power; recent trends in marketing channels: *symbiotic marketing, third party delivery, multi-channel marketing systems, multi-level marketing, channel reduction and elimination, e-marketing, direct marketing, etc.*

### **Unit 3: Classification of Marketing Channels**

**LH 4**

Wholesaling: role, contributions and classifications; Retailing: role, contributions and classifications; Agent Middlemen: role, contributions and classifications.

### **Unit 4: Managing Marketing Channels**

**LH 6**

Channel conflicts and coordination; Channel conflicts management; Channel information systems: Meaning, objective and elements of channel information system; Designing a channel information system.

### **Unit 5: Channel Planning and Design**

**LH 7**

Meaning of channel planning and design; Process of channel planning - *complete understanding of existing channel conditions and challenges, conduct competitor channel analysis, assess opportunities in existing channels, develop a near-term plan of attack, conduct gap analysis, identify and develop strategic options, conduct qualitative and quantitative end-user analysis, develop an ideal channel system*; Types of channel design – vertical, horizontal and hybrid channel; Factors in channel designing - *efficiency, effectiveness, capacity, agility, consistency, reliability, integrity*; Setting channel policies and strategies – *market coverage, customer coverage, pricing, product lines, selection of channel members, termination channel partners, ownership of the channel, legal constraints.*

**Unit 6: Supply Chain Management****LH 7**

Meaning and flows in supply chain system; Role of purchasing in supply chain system; Value-chain analysis in supply system; Essentials in supply chain management which may bring competitive advantage- *efficient consumer response, category management, continuous replenishment, quick response logistics, handling functional and innovative products, benchmarking.*

**Unit 7: Physical Distribution and Logistics Management****LH 8**

Meaning of physical distribution and logistics management; Role of physical distribution management in marketing; Value of customer service in logistics management; Physical distribution and logistics functional decisions – *Transportation Decision* – concept, functions and role, selection of modes of transportation, transportation strategies, recent trends in transportation; *Warehousing and Storage Decision* – concept, functions and role, types of warehouses, warehousing strategies, selection of warehouse; *Inventory Control* – concept, function and role, factors influencing inventory level, technique of inventory control; *Order Processing* – concept, functions and role, steps in order processing; *Materials Handling* – concept, function and role, tools and methods of material handling, *Logistics Information Management* – exchange of information between the *seller, carrier and the buyer* from the date of shipment till the goods are received by the buyer; Difference between logistics management and supply chain management.

**Unit 8: Distribution Management in Nepal****LH 6**

Mode of transportation in Nepal - containers, railways, trucks and lorries, ropeways (including cable cars), airlines, pipelines, etc; Role of government sector in distribution management, including Nepal Food Corporation, Agricultural Inputs Corporation, Salt Trading Corporation and Nepal Oil Corporation; Role of wholesalers and retailers in Nepal's distribution management; Problems and challenges in distribution system of Nepal – *Difficult topography, landlocked character of the country, Scarce domestic productions, import-based economy, lack of proper rules and regulations, geographical concentration of industries and businesses, lack of visionary decisions (short-sidedness decision) with planners and decision makers, etc.*

**Suggested Books:**

Broxese, Donald, J. Bernard, J. Lalonde and Edward W. Symkay, *Readings in Physical Distribution Management, Logistics of Marketing*, Mac Millan Co., New York.

Christopher, Marting, *Logistics and Supply Chain Management*, Financial Times Professional Limited.

Dongals M. Lambert, James R. Stock, Lisa M. Ellram, *Fundamentals of Logistic Management*, M. C. Gram Hill.

Khanna, K. K., *Physical Distribution management: Logistical Approach*, Himalayan Publishing house.

Kumar, Dinesh, *Marketing Channels*, Oxford University Press, New Delhi, 2012.

Stern, El-Ansari and Coughlan, *Marketing Channels*, Prentice-Hall of India, New Delhi.



# MKM 207: Market Research

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objective**

The basic objective of this course is to make students understand the concept of marketing research, basic techniques of identifying research problems, developing the research methodology, preparation of research proposal and research report. In addition, it also aims to give practical knowledge to the students about the use of various analytical tools in marketing research.

## **Course Description**

This course contains introduction, defining research problem and setting research objective, review of literature, developing research plan, data collection, analysis and interpretation, preparation of report and reporting, Applications of Marketing Research, Preparation of Research Proposal.

## **Course Details**

### **Unit 1: Introduction**

**LH 8**

Meaning and nature of marketing research; Role of marketing research in strategic decision making; Types of marketing research; Scope of marketing research; Factors affecting marketing research decisions; Limitations of marketing research; Ethics in marketing research; Process of marketing research: *defining research problem and objective setting, reviewing the literature, developing plan for research methodology, data collection, analysis and interpretation of data, and preparation of research report.*

### **Unit 2: Defining Research Problem and Setting Research Objective**

**LH 5**

Concept of research problem and Problem identification; Components of a research problem; Steps of problem identification; Problem formulation: Statement of the problem; Meaning of research objective, setting the research objectives. Formulation of hypothesis

### **Unit 3: Review of Literature**

**LH 5**

Meaning and significance of review of literature; Sources of literatures; Process and Techniques of literature review;

### **Unit 4: Developing Research Plan**

**LH 8**

Developing the research methodology; Components of research methodology – research design, source and nature of data, data collection procedure, population and sample, technique of data collection, use of analytical tools; Concept of research design; Characteristics of a good research design; Components of research design; Types of research design; qualitative and quantitative research. Sampling: concept and terminologies; importance of sampling; Types of sampling

### **Unit 5: Data Collection, Analysis & Interpretation**

**LH 8**

Introduction; Collection of secondary data: sources of secondary data; problems used in secondary data. Collection of primary data: Observation, questionnaire survey, experiment: merits and demerits. Questionnaire: meaning and types; questionnaire development process; Data analysis: concept and methods of data analysis; Use of statistical and mathematical tools in marketing research; types of scale used in research; Meaning and significance of interpretation of facts.

**Unit 6: Preparation of Report and Reporting****LH 4**

Report writing; Types of reports; General guidelines for report writing; Format of a marketing research report

**Unit 7: Applications of Marketing Research****LH 6**

Areas of marketing research; Research for market segmentation; Product research; Advertising research; Sales and Distribution research; Consumer research; Attitude and psychographic research;

**Unit 8: Preparation of Research Proposal****LH 4**

Meaning and significance of research proposal; Contents of a marketing research proposal;

**Basic Books**

Boyd, H. W., Westfall, R., & Stasch, S. F. (1998). *Marketing Research: Text and Cases*. Illinois: Rechar D Irwin Inc.

Kerlinger, Fred N., *Foundations of Behavioral Research*, Surjeet Publications, Delhi.

**Reference Books**

Beri, G. C., *Marketing Research*. New Delhi: Tata McGraw Hill Education Private Limited.

Easwaran, S., & Singh, S. J. , *Marketing Research: Concepts Practices and Cases*. New Delhi: Oxford University Press.

Mouly, George J., *The Science of Educational Research*, Eurasia Publishing House (Pvt) Ltd, New Delhi.

# MKM 208: Public Relations & Media Management

*Credits: 3*  
*Lecture Hours: 48*

## Course Objectives

This course aims to provide students' knowledge and skills with the necessary understanding of the functioning of public relations and media management properly.

## Course Description

This course contains introduction, public relations and marketing practices, public relations planning, public relation Campaigns, advertising agency and media, media planning, advertisement budgeting process, public relation public relation practices in Nepal.

## Course Details

### Unit 1: Introduction

**LH 5**

Concepts, objectives of public relation, nature of public relation. Evaluations of public relation; marketing communications system; linear model of communication; two-step communication model.

### Unit 2: Public Relations & Marketing Practices

**LH 6**

The marketing mix; Integrated Marketing Communication (IMC); promotion mix: different between public relation and marketing, advertising and publicity, ethics in public relations: Professional Standards for Practioners.

### Unit 3: Public Relations Planning

**LH 6**

The tools of public relations; developing a Public relation plan: Defining PR: Problems and Issues; SWOT and PEST Analysis; Strategic planning steps.

### Unit 4: Public Relation Campaigns

**LH 6**

Introduction, Media relations in the PR campaign, writing the news release, targeting the right people; Media roles and responsibilities, media campaigns through traditional and new media.

### Unit 5: Advertising Agency and Media

**LH 8**

Introduction, role of media, media and promotion, newspaper advertising, outdoor media; electronic media, online media. The concept of advertising agency; Functions of advertising agency; Types of advertising agency; Importance of creativity in advertising, Role of Magazines and newspapers in advertising; FM/Radio Advertising; Television Commercial Advertising (TVC). The Advertisers.

### Unit 6: Media Planning:

**LH 6**

Concept of media planning, media planning process, market analysis and target market identification, media selection, offers and discounts, purpose of media planning, media planning framework: Billiard-Ball Principle; evaluation and follow up.

**Unit 7: Advertising Budgeting Process:**

**LH 5**

Methods to spend on advertising: percentage of sales; shares of market/ share of voice method; the objective/ task method; Elements of media mix: Five Ms (5Ms) in media strategy: Brand Development Index (BDI); Category Development Index (CDI).

**Unit 8: Public Relation Practices in Nepal:**

**LH 6**

Newspapers in Nepal, Advertising Agency Association of Nepal (AAN): role, functions and activities of AAN. Practice of ATL and BTL in Nepal. Advertising Policy and practice in Nepal. Trends of PR practice in Nepal.

**Suggested Books**

Belch, Belch and Purani, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 7<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.

Bitterick Keith, *Introducing Public Relations Theory and Practice* SAGE Publications India Pvt. Ltd and printed at De-Unique, New Delhi.

O'Guinn, Allen and Semenik: *Advertising and Integrated Brand Promotion*, Thomson South-western, Delhi.

Sontakki C.N. *Advertising*, Kalyani Publishers, New Delhi

