

Purbanchal University
Faculty of Management

Biratnagar

The **Bachelor of Business Administration (BBA or B.B.A.)** is a bachelor's degree in commerce and business administration.

The degree is designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing specialization in a particular area. B.B.A. programs thus expose students to a variety of "core subjects" and generally allow students to specialize in a specific academic area; see aside.

The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

General educational requirements emphasize humanities and social sciences (history, economics, and literature). Coverage of mathematics is generally business-related, and is often limited to "Quantitative Applications for Business" or, alternatively, courses in Calculus for business or Calculus 101, and business- or general-statistics

Eligibility for Admission

The candidate applying for BBA program must have

- Successfully completed a twelve-year schooling or its equivalent from any University, board or institution recognized by Purbanchal University.

Secured at least 40 % in the 10+2, PCL or equivalent program.

Curricular Structure

The BBA program has been designed at 120 credit hours with 40-course components including internship. Each course component has a weight of 2 or 3 credit hours requiring a minimum of 32 or 48 direct class contact hours per semester and 5 credit hours for Internship.

The course structure of the program is as follows:

a) Foundation Courses 18 credit hours

The BBA program requires a strong foundation in basic communication skills, business mathematics and statistics and fundamentals of economics to analyze business problems and environment. The following six courses of three credit hours each have been included for this purpose.

1. FO-111: Business Mathematics

2. FO-112: English
3. FO-113: Business Economics
4. FO -121: Business Communications
5. FO -122: Macro Economic Analysis and Policy
6. FO -123: Business Statistics

b) Core Courses 76 credit hours

The program provides core courses on general management and functional areas so that students understand the diversity and interrelationships of business issues and problems. The following twenty six courses have been included as core courses of which some are of three and others are of two credit hours:

1. MGT-114: Financial Accounting-I
2. MGT-115: Principles of Management
3. MGT-124: Principles of Marketing
4. MGT-125: Financial Accounting-II
5. MGT-131: Cost and Management Accounting
6. MGT-132: Business Finance
7. MGT-133: Database Management System
8. MGT-134: Marketing Management
9. MGT-135: Business Environment of Nepal
10. MGT-141: Business Law
11. MGT-142: Financial Management
12. MGT-143: Taxation and Auditing
13. MGT-144: Human Resource Management
14. MGT-145: Quantitative Techniques for Business
15. MGT-151: Research Methodology and Report Writing
16. MGT-152: Production and Operations Management
17. MGT-153: Banking and Insurance
18. MGT-154: Project Management
19. MGT-155: Organizational Behavior
20. MGT-161: Management Information System (MIS)
21. MGT-162: Public Finance
22. MGT-163: Total Quality Management
23. MGT-164: Tourism Management
24. MGT-165: Entrepreneurship Development
 25. MGT-171: Supply Chain Management (2 Cr)
 26. MGT-172: E-commerce (2 Cr.)

• **c) Capstone Courses 6 credit hours**

BBA students develop a comprehensive and strategic perspective through the following two capstone courses:

25. CAP-181: International Business
2. CAP-182: Strategic management

3. **d) Specialization Area Courses 15 credit hours**

Specialization area courses have been designed in five major areas for in-depth knowledge in the area. Students develop specialized expertise in their specialization area. Students are required to take five specialization courses (from selection

of six) from a selected area. Currently, five specialization areas (Finance, Marketing, Human Resource Management, Accounting, and International Business) are offered to the students.

Marketing

4. MKT-171: Specialization 1-Consumer Behavior

2. MKT-172: Specialization 2-Advertising and Sales promotion

3. MKT-183: Specialization 3-Sales and Distribution management

4. MKT-184: Specialization 4-Marketing of Services

5. MKT-185: Specialization 5-Brand Management

6. MKT-186: Specialization 5-Retail Management

Finance

7. FIN-171: Specialization 1-Capital Structures

2. FIN-172: Specialization 2-Working capital Management

3. FIN-183: Specialization 3-Financial Institutions and Market

4. FIN-184: Specialization 4-Financial Derivatives and Risk Management

5. FIN-185: Specialization 5-Capital Investment and Financing Decisions or
6. FIN-186: Specialization 5-Security Analysis and Portfolio Management

Human Resource Management

7. HRM-171: Specialization 1- Designing and Managing HR system

2. HRM-172: Specialization 2- Training and Development
3. HRM-183: Specialization 3-Organization Development
4. HRM-184: Specialization 4-Leadership and Team Building
5. HRM-185: Specialization 5-Industrial Relations

HRM-186: Specialization 5- Conflict management and negotiation

Accounting

1. ACN- 171: Specialization 1-Advanced Cost Accounting

2. ACN-172: Specialization 2-Advanced Management Accounting

3. ACN-183: Specialization 3-Taxation Practices in Nepal

4. ACN-184: Specialization 4-Auditing

5. ACN-185: Specialization 5-Budgeting

6. ACN-186: Specialization 5-Company Accounts

International Business

1. IBM-171: Specialization 1-International Marketing

2. IBM-172: Specialization 2-International Finance

3. IBM-183: Specialization 3-Cross-cultural negotiations

4. IBM-184: Specialization 4-Export Promotion Management

5. IBM-185: Specialization 5-Forex Management

6. IBM-186: Specialization 5-Foreign Language (Any one UN language except English)

e) PRO 400: Internship 5 credit hours