

Viewbook 2025  
Top Management college of the Nation  
2018,2019,2021,2024

# MBA

Master of  
Business Administration



"Shaping Future Business Leaders with a  
Solid Foundation in Management, Innovation,  
and Entrepreneurship!"



Affiliated to  
**Purvanchal University**



**BPC**  
birgunj public college  
institute of management





# MBA

Quality  
guidance and  
mentorship



MBA is a  
2-year program

69+ credit hours

## Course Objective

The MBA program at BPC provides a comprehensive understanding of business management, leadership, and entrepreneurship. It covers essential domains such as finance, marketing, human resources, and organizational behavior, fostering strong analytical and strategic decision-making abilities. By integrating theoretical knowledge with real-world applications, the program equips students to thrive in dynamic business environments, preparing them for leadership and managerial excellence on a global scale.

## Admission Requirements

Applicants must have successfully completed a undergraduate degree from a college or university recognized by Purbanchal University. Additionally, candidates should meet any academic and eligibility criteria set by the university to ensure a strong foundation for advanced studies.



# Unleashing Potential: Combining Knowledge with Practical Skills



NABIL SSE AND INDUSTRIAL VISIT



SEMIANARS AND FOOD FEST



WE ARE THE WINNER



TRISHULI RIVER RAFTING AND TOUR



Dear Students,

Welcome to the Master of Business Administration (MBA) program at Birgunj Public College (BPC)!

On behalf of the Department of Management, I am excited to welcome you to this transformative academic experience. At BPC, we are committed to not only achieving academic excellence but also developing your leadership, strategic thinking, and managerial skills to ensure you thrive in today's ever-evolving business environment.

Our approach focuses on your holistic development, blending top-tier education with real-world business applications. Our distinguished faculty members, along with experienced industry professionals, provide you with a learning environment that combines innovative teaching methods, industry expertise, and hands-on research.

We are eager to support you as you establish a strong foundation in business and management, helping you become the leaders and entrepreneurs who will shape the future of business and society.

Wishing you a successful and rewarding journey through the MBA program at BPC!

Thank you!



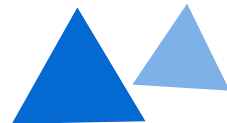
**Dr. Binay Shrestha**

Designation: Campus Chief and Program Head

Qualification: MBA, Ph.D.

“Enhancing management expertise, cultivating leadership, and driving organizational excellence.”

# “Comprehensive Learning Approach”



Birgunj Public College effortlessly combines traditional in-person teaching with cutting-edge digital tools, creating a dynamic and flexible learning environment that boosts student engagement and accessibility.

## Curricular Structure (Master of Business Administration – 69 Credit Hrs.)

Semester	Course Title	Credit Hrs.
<b>I</b>	Marketing for Managers	3
	Communication for Managers	3
	Accounting for Managers - I	3
	Legal Framework of Business	2
	Decision Sciences	3
	<b>Elective-1</b>	2
	<b>Total Credit Hrs.</b>	<b>16</b>
Semester	Course Title	Credit Hrs.
<b>II</b>	Accounting for Managers -II	3
	Human Resource Management & Organizational Behavior	3
	Economics for Managers	3
	Financial Management	3
	Operations Management	3
	Seminar I	2
	<b>Elective-2</b>	2
<b>Total Credit Hrs.</b>	<b>19</b>	
Semester	Course Title	Credit Hrs.
<b>III</b>	Entrepreneurship and Social Enterprises	2
	Research Methodology and Thesis Proposal	2+1
	Information Technology Management	3
	<b>Elective-3</b>	2
	Seminar II	2
	Specialization I	2
Specialization II	2	
<b>Total Credit Hrs.</b>	<b>16</b>	
Semester	Course Title	Credit Hrs.
<b>IV</b>	International Business	2
	Strategic Management	3
	Corporate Governance and Corporate Social Responsibility	2
	Seminar III	2
	Specialization III	2
	Specialization IV	2
	Thesis	5
	<b>Total Credit Hrs.</b>	<b>18</b>

<b>Elective-1: (Any One)</b>
• Principles and Contemporary Practices of Management
• Introduction to Computing

<b>Elective-2: (Any One)</b>
• E-commerce and Digital Marketing
• Introduction to Public Relations

<b>Elective-3: (Any One)</b>
• Organization Design and Change
• Project Management

<b>Specialization Areas (Any One)</b>
I. Marketing
II. Finance
III. Human Resource Management
IV. Operations and Supply Chain

### Courses under each Specialization are as follows:

<b>I. Marketing (Any 4)</b>
a. Marketing Research
b. Product and Brand Management
c. Sales Management and Retailing
d. Service Marketing and CRM
e. Advertising Management
<b>II. Finance (Any 4)</b>
a. Corporate Financial Reporting and Analysis
b. Capital Structure
c. Security Analysis and Investment Management
d. Management of Financial Institutions
e. Financial Derivatives and Engineering
<b>III. Human Resource Management (Any 4)</b>
a. Team Building and Conflict Management
b. Industrial Relations and Labor Legislation
c. Training and Development
d. Talent Management
e. Performance Management: Systems and Strategies
<b>IV. Operations and Supply Chain Management (Any 4)</b>
a. Inventory and Warehouse Management
b. Designing and Managing Supply Chain
c. Procurement and Materials Management
d. Network Design
e. Facility Location Management

## Evaluation Criteria

MBA students are continuously assessed across multiple areas using diverse evaluation methods.

- Assignments and Projects
- Lab Practical Exam and Presentations
- Group Projects and Case Studies
- Quizzes and Tests
- Terminal Examinations
- Continuous Assessments
- Internships and Final Projects
- Peer-Reviews and Online Portfolios



## Students Affairs

- Counseling
- Internship and Job Placements
- Students Mobility Programs
- Exposures Tour
- Community Engagements

Connect with us



**BPC**  
birgunj public college  
institute of management



Fostering knowledge, inspiring  
change, and nurturing overall  
development

**MBA** | Master of  
Business Administration

### Contact :

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