

**Purbanchal University**  
**BBA V Semester**

**Course Title: Project Management**

**Area of Study: Core**

**Code No: CO 351**

**Credit Hour: 3**

**LH: 48**

**Course Objective**

The main aim of this course is to make students familiar with the importance of project management and make them aware with tools and techniques for successful execution of projects in different business environments.

**Course Details:**

**Unit 1: Introduction to Project Management** **LH 4**

Definition of a project, Understanding project management, Difference between project management and operation management, project life cycle, role of project manager and relationship with other functional manager, classification of projects.

**Unit 2: Project Initiation** **LH 8**

Criteria for project selection, Project selection models; Nonnumeric and Numeric (Pay-back period, Discounted cash flow, IRR and Profitability index), Risk in project selection, Project portfolio process (PPP), Managing conflict and negotiation during the project life cycle.

**Unit 3: Project Planning** **LH 12**

Project planning procedure, Work breakdown structure (WBS), Risk management process; fishbone diagram, Risk matrix, FMEA analysis, and decision tree analysis; Estimation of project budget; top-down, Bottom-up, and work element costing approach; Time Estimation: network diagram (ADM-PERT and PDM-CPM method), Gantt chart, crashing a project.

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**Unit 4: Project Execution and Control****LH 8**

Designing project monitoring system, information needs and reporting process, Earned Value Analysis, Milestone Analysis, Project management information system (PMIS), Purpose of project control, Types of control; Cybernetic Control, Go/No-Go Controls and Post control.

**Unit 5: Project Audit and Termination****LH 8**

Need for project audit, Contents of project audit, responsibility of project auditor/evaluator, project audit life cycle, essentials of an audit/evaluation, varieties and timing of project termination, project termination process.

**Unit 6: Modern Developments in Project Management****LH 4**

Project management maturity model (PMMM), Developing effective procedural documentation, Project management methodologies, Continuous improvement, Capacity planning, Competency models, Managing multiple projects, The business of scope changes, End-of-phase review meetings.

**Unit 7: Project Management Practices in Nepal****LH 4**

Historical Background of Project Management in Nepal, Current Status and benefits of Project Management in Nepal, Problem of Project Management in Nepal, Actions needed to improve Project Management in Nepal, Role of Project Management Association.

**References**

1. Meredith Jack R. and Mantel Jr. Samuel J., "Project management, a managerial approach", eighth edition, John Wiley & Sons. Inc.
2. Kerzner, Harold, " Project Management, a system approach to planning, scheduling and controlling", twelfth edition, John Wiley & Sons. Inc.
3. Agrawal, G. R. (n.d.). Project Management Scenario in Nepal.
4. Acharya, K.P. (2013), Project Management, Asmita book Publishers and Distributors (P) Ltd.
5. Bhandari N. et al; (Nov. 2022), " Project Management System: Issues, Challenges and Improvement in Nepal", Department of Geomatics Engineering, Kathmandu University.



**Purbanchal University**  
**BBA V Semester**

**Course Title: Banking and Insurance**

**Area of Study: Core**

**Code No: CO 352**

**Credit Hour: 3**

**LH: 48**

**Course Objective**

The objective of this paper is to impart basic knowledge of principles and practices of banking and insurance services, products, legal and regulatory aspects of banking and insurance industry to the students.

**Course Details:**

**Unit I: Introduction to Banking**

**LH 9**

Meaning, Origin, Nature, Purpose, functions, Need and Types of bank and financial institutions, an overview of Nepalese Financial System and recent developments in the financial system of Nepal, Role and function Nepal Rastra Bank, Basic concepts of Retail banking, Wholesale banking, International Banking, Universal banking, American Depository Receipt (ADRs) and Global depository Receipt(GDRs),Participatory notes, Role and function of Capital Market, Security Board of Nepal (SEBON), Role and Function of Mutual funds ,Role and function of Insurance Companies, Factoring and forfeiting services, Credit Information Center, Bankers Fair practice code; Risk Management in Banking and Basel III , Banking terminology (Capital Adequacy Ratio, Cash Reserve Ratio (CRR),Statutory Liquidity Ratio(SLR),Credit Deposit Ratio (CD Ratio), Open market Operation, Bank Rate, REPO, Reverse REPO, Interest rate corridor, Forward Exchange Contract, Forward rate Agreement, Interest rate Swap)

**Unit II: Functions of Banks**

**Deposit and Ancillary Services:**

**LH 4**

Functions of bank, Banker-Customer Relationship(Bank as a trustee, Bailee -Bailer

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relationship, Agent- Principal Relationship, Lessee- Lessor Relationship , Mandate and power of Attorney, Freezing the account operation, KYC/CFT/AML Guidelines, Payment and Collection of Cheques and Other Negotiable Instruments ,endorsement, forged instrument , bouncing of cheque and their implications; Deposit Products and Opening of Accounts of Various Types of Customers; Ancillary Service rendered by banks(Remittances, Demand Draft, Bankers Cheque, SWIFT, NEFT, RTGS, Safe Deposit Lockers, Portfolio management, Good for payment cheques,)

### **Loan and Advances:**

**LH 6**

Principles of Lending, Types of loan and Advances(Funded & Non Funded, Facilities, Working Capital and Term loan, Letter of Credit, Bank Guarantee, Credit Cards, Home Loans, Personal Loans, Consumer Loans), Credit Appraisal Techniques and approach to Lending , Working capital Financing and Regulatory guidelines( on working capital loan and other loan term loan, Management), Credit Monitoring, NPA Management ; Productive Sector Lending ;Agricultural Finance ;Micro, Small & Medium Enterprises Financing, deprived Sector Financing ;Different Documentation -Different Modes of Charging Securities( Assignment, lien, hypothecation, pledge ) ;Types of Collaterals and their Characteristics (land & building, Plant & Machinery, Goods, share stock, bond, Gold & Silver, Deposit Receipts), Information Center (CIC).

### **Unit III: Introduction to Banking Technology**

**LH 5**

Essential of Bank Computerization –Bank computerization, LANs & WANs, UPS ,Core Banking software; PAYMENT System of Electronic Banking( Electronic payment system-ATM,POS ; Cash Deposit machine; PIN; Electromagnetic card; Electronic banking); Data Communication Network, Emerging trends in communication Network for banking, evolution of electronic funds transfer (EFT) System , structured message transfer system using SWIFT, Automated Clearing System- Clearing House Interbank Payments System (CHIPS) Clearing House Automated Payment System(CHAPS), Clearing House Automated Transfer System(CHATS), Nepal Clearing House; Two Level Fund Transfer system-FedWire, BankWire, POS; Electronic Clearing System in India, National Electronic fund transfer system(NEFT), Real Time Gross Settlement

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System(RTGS),Digital Signature; Central Bank Digital Currency (CBDC), Global trend in Banking System, impact of IT on Banks ;Security Consideration  
(This unit III aims to impart *basic concepts only*)

**Unit IV: Insurance Principles and Practices**

**LH 6**

Introduction to Insurance: Meaning, Nature, Purpose and Need, Principles of Insurance – Indemnity; Utmost Good Faith, Subrogation, and Insurable Interest, Proximate Clause, Features of Insurance Contracts, Nomination, Assignment, Lapse and Revivals, Assignment and Foreclosure of Insurance Policy, Players in Life and Non-Life Insurance, Evolution of Insurance Industry in Nepal, Roles of Beema Samiti

**Unit V: Life Insurance:**

Meaning, Importance, Type of plans, Underwriting, Pricing, Distribution channels, Policy servicing, Claim settlement, Understanding Annual Report of a Life Insurance Company

**LH 3**

Insurance Products: Elements of life insurance, Features of term insurance, Features of endowment assurance, Role of term and endowment in product designing, Types of life insurance policies, Annuity & Pension Policies, Whole life policies, Money back policies, Other Types of Policies

**LH 4**

**Unit VI: Non-Life Insurance:**

Meaning, Importance, Types, Underwriting, Pricing, Claims - Investigation and Assessment; Surveyors and Loss Assessors; Documentation; Arbitration; Limitation, Settlement and Post Settlement, Understanding Annual Report of a Non-life Insurance Company

**LH 3**

**Non-Life Insurance Products:**

Fire and Earthquake, Motor Vehicles, Marine, Cargo and Hull, Liability, Health Insurance: Need, Factors to be considered for premium fixing

**LH 2**

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Rural & Social Insurance: Rural Insurance Policies, Project Insurance, Social Insurance, Old Age, Survivors & Disability Insurance, Types of Benefits, Unemployment Insurance, Workers Compensation Policy **LH 2**

Miscellaneous Insurance Products: Burglary, Jewellers' block insurance, Baggage insurance, Banker's Indemnity Insurance, Aviation insurance, Fidelity guarantee insurance, Public liability Insurance, Bancassurance, **LH 2**

**Re-Insurance: Meaning, Nature of Re-Insurance risk LH 2**

### References

1. Principles and practices of Nepalese Banking, Thapa R.B and Rawal D., Buddha Academic Enterprises, Kathmandu, Nepal
2. Principles and practices of Banking ,National Banking Institute
3. Principles and practices of Banking ,Indian Institute of Banking and Finance, , Macmillan Education
4. Banking Theory, Law and practice - Sunderaram and Varshney, Sultan Chand & Sons, New Delhi
5. Banking System, Frauds and Legal Control – R.P. Namita
6. Theory & Practice of Treasury & Risk management in Banks - IIBF
7. Foreign Exchange and Risk Management, C. Jeevanandam , Sultan Chand
8. Legal and Regulatory Aspects of Banking Operations – IIBF, 2/e, Macmillan, New Delhi
9. Elements of Banking and Insurance-Jyotsna Sethi, Nishwan Bhatia, PHI learning Second Edition
10. Insurance: Theory & Practice - Nalini Tripathi & Prabir Pal, PHI, 2010
11. Insurance Principles and Practice, Mishra, M. N., S. Chand & Co. Ltd., New Delhi

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**Purbanchal University**

**BBA V Semester**

**Course Title:: Entrepreneurship**

**Area of Study: Core**

**Code No: CO 353**

**Credit Hour: 3**

**LH: 48**

### **Course Objective**

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurs and the competences that are needed to become an entrepreneur. By the end of the course, students should be able to recognize the entrepreneurial potential, role of entrepreneurship within society, understand the process and nature of entrepreneurship.

### **Course Details:**

#### **Unit 1: Entrepreneurship Theory and Practice**

**LH 5**

Entrepreneurship Concepts and Definitions, Entrepreneurship Mindset, Myths of Entrepreneurship, Entrepreneurial eco-system (concepts), Entrepreneurs success stories, General Traits of successful Entrepreneur, Function and Types of entrepreneurship, Entrepreneurs versus Intrapreneurs, Theories of Entrepreneurship.

#### **Unit 2: Role and Importance of Entrepreneurship**

**LH 10**

Intrapreneurship – Concepts and needs; Specific characteristics of entrepreneur: Leadership; Risk taking; Decision-making and business planning. Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries.

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### **Unit 3: Scanning Business Opportunity**

**LH 16**

Area Potential Survey (APS) - HELVETAS model , SIYB Model (Start and improve your business model): Understanding the market, identifying ideas and areas with business potential, analyzing the needs and wants of the market, identifying resource needs, Identifying potential customer. Identifying the Opportunity: Convergent and divergent approach of opportunity sensing. Analyzing Business Opportunities: Market Analysis; demand-supply Analysis; Technical Analysis; Assets Analysis, Financial Analysis; sources of capital and its cost. Transforming ideas into reality, Business plan: Concept and templates; Business Plan Model: CANVAS Model, Lean Model

### **Unit 4: Creativity and Innovation**

**LH 9**

Creativity, Process of creativity - Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation. Creativity in Problem Solving: Generating and acquiring new ideas, product design, service design, case studies, hands-on exercises, stimulation tools and approaches;

Creativity and motivation. Innovation: types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation, Entrepreneurship Boot camps (**Basic concepts only**)

### **Unit 5: Social and Rural Entrepreneurship**

**LH 8**

Introduction to Social Entrepreneurship, Defining Social Entrepreneurship, Characteristics and Boundaries of Social Entrepreneurship, Qualities, Skills and Values of Social Entrepreneurs. Social Enterprise Organizational Structures: Pure Non-profits, Pure For-Profits, Hybrids.

Rural Entrepreneurship: financing needs of rural enterprises and micro enterprises, role of entrepreneurship in rural development, technology and mass media and rural entrepreneurship, obstacles and opportunities of rural entrepreneurship, micro finance and rural entrepreneurship.

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Women Entrepreneurship - Role of women in rural entrepreneurship; employment generation via rural entrepreneurship.

**Textbook:**

Hirsch, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill

**References**

1. R.D. Hirsch., Peters, M., Entrepreneurship: Irwin
2. Holt, D.H., Entrepreneurship – New Value Creation, Pearson
3. Shankar, R., Entrepreneurship Theory and Practice, Tata McGraw Hill
4. London, M. and Morfopoulos, R.G., Social Entrepreneurship
5. Dwivedi, A. and Sukhwai, A., Rural Entrepreneurship Development in Liberalised Era, Bookwell
6. APS- HELVETAS model
7. SIYB Model

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**Purbanchal University**  
**BBA V Semester**

**Course Title:: Organizational Behavior and Business Ethics**

**Area of Study: Core**

**Code No: CO354**

**Credit Hour: 3**

**LH: 48**

**Course Objective**

This course is an introduction to the basic concepts and topics in organizational behavior (OB). The course focuses on OB at three levels: individual, interpersonal, and collective. It further focuses on OB theories and concepts, improving skills in reacting appropriately to organizational situations using OB concepts and improving ability to create and maintain healthy and productive work environments.

**Course Details:**

**UNIT : I Introduction**

**LH 5**

Concept, Basic assumptions, Importance, Levels of OB Analysis, Contributing Disciplines to the field of OB, Challenges and Opportunities for OB Managers, Emerging trends of OB

**UNIT II: Individual Behavior**

**LH 10**

**Learning, attitude and Job satisfaction:**

Learning: Concept, principles, theories of learning

Attitude: Concept, types, Job related attitudes

Job satisfaction: causation; impact of satisfied employees on workplace.

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**BBA V Semester**

**Course Title:: Organizational Behavior and Business Ethics**

**Area of Study: Core**

**Code No: CO354**

**Credit Hour: 3**

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**Course Objective**

This course is an introduction to the basic concepts and topics in organizational behavior (OB). The course focuses on OB at three levels: individual, interpersonal, and collective. It further focuses on OB theories and concepts, improving skills in reacting appropriately to organizational situations using OB concepts and improving ability to create and maintain healthy and productive work environments.

**Course Details:**

**UNIT : I Introduction**

**LH 5**

Concept, Basic assumptions, Importance, Levels of OB Analysis, Contributing Disciplines to the field of OB, Challenges and Opportunities for OB Managers, Emerging trends of OB

**UNIT II: Individual Behavior**

**LH 10**

**Learning, attitude and Job satisfaction:**

Learning: Concept, principles, theories of learning

Attitude: Concept, types, Job related attitudes

Job satisfaction: causation; impact of satisfied employees on workplace.

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**Motivation:**

Concept, Theories (ERG, McClelland, Goal setting, Self-efficacy, Equity theory), Job characteristics model; Redesigning job and work arrangements; Employee involvement; Flexible benefits,

**Personality and Values:**

Concept of personality; Big Five model; Myers-Briggs Type Indicator (MBTI); Factors affecting Personality. Relevance of values; Linking personality and values to the workplace (person-job fit, person- organization fit)

**Perception, Decision Making and Emotions:**

Perception and Judgments; Factors affecting perception, perceptual errors; linking perception to individual decision making; Emotional labour; Emotional Intelligence.

**UNIT III: Group Behaviour****LH 8****Groups and Work Teams:**

Concept: Elements of group; Five Stage model of group development; Group decision making; Group and teams; Types of teams; Creating effective team; team based work (TBW)

**Leadership:**

Concept; Trait theories; Behavioral theories (Ohio and Michigan studies, Managerial Grid); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

**UNIT IV: Organizational Culture and Stress Management****LH 6****Organizational Culture:**

Concept; functions of culture; Creating and sustaining culture; Employees and culture; Creating positive and ethical cultures

**Stress Management**

Concept; Work stress model; Sources/Causes of stress; Consequence of stress, Stress management



**UNIT V: Organizational Change****LH 6**

Concept; Forces of change; Resistance to change; Overcoming resistance to change; Approaches (Lewin's model, Organizational development); Learning organization

**UNIT VI: Conflict and Power****LH 7****Conflict:**

Concept of conflict; Different views on conflict: Traditional, Human Relations, Interactionist view; Sources of conflict; Types of conflict; Conflict resolution strategies

**Power:**

Concept; sources

**Organizational Politics;**

Concept, Factors leading to political behavior: Individual, Organizational; Managing Political Behavior

**UNIT VII: Business Ethics****LH 6**

Concept; Importance of business ethics; Corporate social responsibility (CSR); Ethical leadership and corporate governance

**References**

1. Acharya, Bhawani Shankar(2010) Organizational Behavior :, Asmita Books Publishers and Distributors, Kathmandu Nepal
2. Crane, A., & Matten, D. (2016). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization
3. Luthans, Fred (2005). Organizational Behavior- An Evidence-Based Approach; 12<sup>th</sup> Edition McGraw Hill, Irwin
4. Poudyal, Santosh Raj and Pradhan, Gopal Man, Organizational Behavior (2020), Advance Saraswati Prakashan, Kathmandu, Nepal
5. Robbins, S. P. and Judge, Timothy A. (2014), Organizational Behavior, 16<sup>th</sup> Edition, Pearson



**Purbanchal University**  
**BBA V Semester**

**Course Title:: Database Management**  
**Area of Study: Core**  
**Code No: IT 355**  
**Credit Hour: 3**  
**LH: 48**

**Course Objective**

This course introduces the principles of database management systems (DBMS) and covers the design, implementation, and management of databases. It emphasizes the use of SQL for data manipulation and explores various types of database architectures..

**Course Details:**

**Unit 1: Introduction to Database Systems**

**LH 6**

- Overview of database systems
- Importance and applications of databases
- Database System vs. File System
- Purpose and Advantages of Database Systems
- Types of database systems: hierarchical, network, relational, and object-oriented
- Components of a database system

**Unit 2: Database Design**

**LH 8**

- Database design concepts and terminology
- Principles of Database Design
- Functional Dependencies
- Entity-Relationship (ER) modelling
- Converting ER diagrams to relational schema
- Normalization: 1NF, 2NF, 3NF, BCNF

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### Unit 3: Structured Query Language (SQL)

LH 12

- Introduction to SQL and its syntax
- Data Definition Language (DDL) commands
- Data Manipulation Language (DML) commands
- Basic SQL Queries: CREATE, SELECT, INSERT, UPDATE, DELETE, COUNT, GROUP BY, SUM, ORDERBY, DROP, ALTER, CHECK, UPDATE, MIN, MAX, HAVING
- SQL Functions and Expressions
- Subqueries and nested queries
- Views and indexes
- SQL Constraints and Keys

### Unit 4: Database Management and Administration

LH 6

- Roles and responsibilities of a database administrator
- Backup and recovery strategies
- Database security and access control
- Performance tuning and optimization techniques

### Unit 5: Database Security

LH 6

- Data Security and Integrity
- Authentication and Authorization
- Security Models and Policies
- Encryption Techniques

### Unit 6: Query Processing

LH 4

- Introduction to Transaction, ACID Property and concurrency control
- Query Optimization Techniques
- Steps in query Processing

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## Unit 7: Emerging Trends in Database Technology

LH 6

- Cloud databases and database as a service (DBaaS)
- Big data technologies and their impact on databases
- Database management in the context of IoT
- Future trends in database systems

### References

1. Rob, P., & Coronel, C. (2018). *Database systems: Design, implementation, & management* (13th ed.). Cengage Learning.
2. Elmasri, R., & Navathe, S. B. (2016). *Fundamentals of database systems* (7th ed.). Pearson.
3. Coronel, C., & Morris, S. (2015). *Database design using UML and SQL* (3rd ed.). Cengage Learning.
4. Sadalage, P. J., & Fowler, M. (2013). *NoSQL distilled: A brief guide to the emerging world of polyglot persistence*. Addison-Wesley.
5. Inmon, W. H., & Imhoff, C. (2005). *Corporate information factory* (2nd ed.). Wiley.
6. Gupta, A. (2017). *Fundamentals of database management systems*. Cambridge University Press.

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