

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



Course detail and pedagogy of  
**BBM (Bachelor of Business Management) 7<sup>th</sup> Semester**

**2016**

# MGT 317: Business Ethics and Social Responsibility

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

The course aims to develop an understanding of the underlying concepts of business ethics and corporate social responsibility, which are relevant to make decisions in the contemporary business environment. The course further aims to develop a students' ability to critically analyze ethical issues and relevancy of social responsibility in business. This course reviews different regulatory processes essential to the understanding of the ethical standards and corporate social responsibility in Nepal.

## **Course Description**

This course contains introduction, ethical issues and dilemmas, ethical theories, application of ethical standards, strategic context of CSR, business ethics and CSR in Nepal,

## **Course Details**

### **Unit 1: Introduction**

**LH 7**

Concept of business ethics, the importance of ethics in business, myths about business ethics, morale reasoning, the morality of profit motive, ethics and philosophy, ethics and morality, benefits of business ethics, code of conducts; meaning and importance of social responsibility, the evolution of CSR, a morale argument of CSR, increasing relevancy of CSR, social responsibility and ethics, CSR domains.

### **Unit 2: Ethical Issues and Dilemmas**

**LH 7**

The problem of just wage, sexual harassment, gift-giving and bribery, the morality of advertising, office romance, the problem of fair pricing, trade secrets and corporate disclosure, product misinterpretation and Caveat Emptor, the morality of labor strikes, whistle-blowing, unfair competition, money laundering, conflict of interest, insider trading, privacy issues, discrimination and corporate intelligence.

### **Unit 3: Ethical Theories**

**LH 8**

Scholastic philosophy, the Kantian ethics, the Machiavellian principle, utilitarianism of Jeremy Bentham, and John Stuart Mill, the morale positivism of Thomos Hobbes, Divine command ethics, virtue ethics.

### **Unit 4: Application of Ethical Standards**

**LH 13**

Manufacturing- duties of manufacturer, consumer rights, informed consumer, consumer politics, consumer privacy, ethical consumption, classification of unethical behavior, legal versus morale and ethics business ethics; in the market place- Product positioning and competing, pricing and its consequences, packaging and labeling, brand management and imperatives, advertising and communication, exploitative nature of advertising; finance and value- Financial accounting and standards, responsibilities of financial institutions, capital market and its regulator.

### **Unit 5: Strategic Context of CSR**

**LH 6**

Strategic CSR Firms' environmental context, the five driving forces of CSR- growing affluence, sustainability, globalization, free flow of information, development of corporate conscience and morale principle of CSR.

**Unit 6: Business Ethics and CSR in Nepal****LH 7**

Business ethics of Nepalese firms, ethical standards, Ethical issues and dilemmas in Nepalese business organizations, Business Code of Conduct of FNCCI 2061, Consumer Protection of Nepal-unfair trading practices, Consumer Protection Council's function and duties, protection and promotion of consumer rights, prohibition to influence demand, supply and price, power to systematize and control supply of consumer goods and services, CSR in Nepal- history, Institutional arrangements, FNCCI/ NBI, types of CSR, outcomes of CSR activities; Business ethics approved by FNCCI, NBIs CSR Paper. CSR problems and prospects in Nepal.

**Text and Reference books:**

Roa, F. Fr. Business Ethics and Social Responsibility, Rex Book Store

Schwartz, M. S., Corporate Social Responsibility: An Ethical Approach, Broadnew Press

Chatterji, M., Corporate Social Responsibility, Oxford University Press.

Werther, W.B. Jr. and Chandler, D., Strategic Corporate Social Responsibility, SAGE.

Ferrell, O.C. , Fraedrich, J. Ferrell, L., Business Ethics: Ethical Decision Making and Cases, South-Western CEGAGE Learning.

Fernando, A.C., Business Ethics: An Indian Perspective, Pearson Education India

Publications from FNCCI/ Nepal.

Publications from NBI/ Nepal

Consumer Protection Act 1998

FNCCI Business Code of Conduct 2061

# ITC 311: E-Commerce

Credits: 3  
Lecture Hours: 48

## Course Objectives

This module aims to provide the students with the theoretical background of e-commerce and its applications in business.

## Course Description

Introduction to E-Commerce, E-Commerce Terminology, Internet marketing. The Network Infrastructure for E-Commerce, Electronic Data Interchange, Network Security and Measures, Electronic Payment System, Internet Marketing Basics, E-environment

## Course Details

### Unit 1: Introduction to E-Commerce LH 8

E-Commerce Vs Traditional Commerce, E-Commerce Terminologies and Fundamentals, E-Commerce Framework, Elements of E-Commerce Application, Benefits and Limitation of E-Commerce, m-commerce, Types of e-commerce: B2B, B2C, C2C.

### Unit 2: The Network Infrastructure for E-Commerce LH 7

Introduction to Information Superhighway (I-Way), Components of the I-Way, Internet as a network infrastructure, Intranet, Extranet, Software Agents (Static and Dynamic), ADSL, Wi-Fi, Wide Area Wireless, UMTS (3G), LTE (4G), Bluetooth

### Unit 3: Electronic Data Interchange (EDI) LH 5

Basic Concepts, Type of Data to be interchanged, EDI Vs. E-mail, EDI Benefits, How EDI works, EDI Application in various field, Security and Privacy issues of EDI, EDI for E-Commerce.

### Unit 4: Network Security LH 8

Introduction, Data and message Security, Reasons for data and message security, Firewalls and its Types, Antivirus, Data and Message Security (Secret Key Cryptography, Public Key Cryptography), Digital Signature, Digital Certificate, Certificate Authority, Third Party Authentication, SSL, VPN, SET.

### Unit 5: Electronic Payment System LH 5

Introduction (Requirement, Risk), Credit Card (working, benefits and limitations), Digital Wallet (eSewa) Online Banking facilities in Banks of Nepal

### Unit 6: Internet (online) Marketing Basics LH 8

Introduction, Difference between Internet Marketing (online) and offline Marketing, Tools for online Marketing: Search Engines, Social Media Marketing, Email Marketing, Issues with online marketing

### Unit 7: E-environment LH 7

Introduction, Social and Legal Factors, Economic and Competitive forces, Political Factors, Technology innovation and technology Assessment

## **References**

Andrew B. Whinston and Ravi Kalakota, "*Frontiers of Electronic Commerce*", Pearson 1996, ISBN 81-7808-357-5

Kenneth C. Laudon, Carol G. Traver, "*E-Commerce Business, Technology, Society*", Pearson

P.T. Joseph, "*E-Commerce A Managerial Perspective*", PHI 2002, ISBN 81-203-2089-1

Dave Chaffey, "E-business and E-commerce Management", Fourth Edition or Higher, Prentice Hall,

# **ELE 226: Events Management**

(elective-I)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to provide students and introduction to the principles and practices associated with planning managing and staging events.

## **Course Description**

This course contains introduction, managing event projects, Events Design and Production, Event Operations and Managing Human Resources, Event Finance and Marketing, Event in Different Sectors, Role of Media and Event Impacts, Role of Media and Event Impacts.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Concept, challenges, events in history and cultures, the events industry, the role of event manager.

### **Unit 2: Managing Event Projects**

**LH 8**

Concept, events as projects, project management perspectives, event project definition, organization and framework, project parameters, stakeholder requirements and needs, the project objective statement, project planning, project optimization, the project evaluation and review techniques, project crashing, project risk management, project implementation, project breakdown and shutdown, competencies of an event project leader.

### **Unit 3: Events Design and Production**

**LH 6**

Concept, current views of event design, events as a designed experiences, concept and theme, Understanding event experiences, event staging and logistics.

### **Unit 4: Event Operations and Managing Human Resources and logistics**

**LH 9**

Concept, the legal environment, insurance, regulations, licenses and permits, events contracts, event logistics, the event human resource challenges, finding the right people, formulating and conducting event induction and acculturation, developing effective communication with event workers, event employee learning and development, motivating, maximizing performance and retaining employees, remunerating staff, logistics support to events.

### **Unit 5: Event Finance and Marketing**

**LH 9**

Concept, financial planning and control, usage of event finance information; costing, pricing and capital in events industry, budgeting and events, budgeting as logically sequenced planning process, common method of budgeting, applying budgeting comparing actual and budgeted performance; introduction to event marketing, event marketing planning, event sponsorship, marketing process, communication and public relations.

**Unit 6: Event in Different Sectors****LH 8**

Corporate events and festivals, categorization, key logical issues in corporate events, key logical issues in corporate events, the corporate event customers, Event in public and third sectors, cultural events, and festivals, types of cultural events and festivals, the public core cultural events and festivals, sport events. Mega-event, mega-event periods, Mega-event tourism, non-profit events, event management in Nepal: process and difficulties.

**Unit 7: Role of Media and Event Impacts****LH 4**

The role and impact of media in events management and coverage, event inputs, measuring impacts and evaluating events, event sustainability.

**References**

Raj, R. , Walter, P. , Rashid, R. Events Management, SAGE Publication.

Quinn, B., Key Concepts in Event Management, SAGE Publication.

Bowdin, G., Allen, J., Harris, R., McDonell, I. Toole, W.O. Events Management, Routledge.

Yeoman, I., Robertson, M., Ali-Knight, J. , Drummond, S., Beattie, U.M. Festival and Event Management, Routledge.

Bladen, c., Kennell, J. Abson, e., Wide, N., Event Management an Introduction, Routledge.

Chaturvedi, A. Event Management: A Professional and Developmental Approach, global India Publication.

Tum, J. and Norton, P., Management of Event Operations, Routledge.

# **BNK 214: Commercial Banking Operations**

(focus area III)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives:**

This course provides an overview of the operating function and overall banking activities of bank and financial institutions. It helps to understand different risk associated in banking business.

## **Course Description**

This course contains an introduction to business of banking, risk in banking business, deposit mobilization, granting credit, cash operation, agency services, trade finance, foreign exchange service, treasury function and electronic banking services.

## **Course Details**

### **Unit 1: An Introduction to the Business of Banking**

**LH 4**

Meaning, Origin and necessity of bank and financial institutions, an overview of Nepalese financial system, Distinguish between banking and other business.

### **Unit 2: Risk in Banking Business**

**LH 5**

Meaning and nature of financial risk, Types of major risk in banking business, Credit risk, Operational risk, Market risk, Liquidity risk, For-ex risk, Country risk, Risk identification, Risk measurement and Risk mitigation.

### **Unit 3: Deposit Mobilization**

**LH 7**

Meaning and nature of bank's deposit, Types of deposit: Current, saving, Fixed call, Demand/notice Deposit product, Procedure of account opening, eligibility, Type and structure of charge, Know Your Customer, Client account maintenance, account closing, Card services: debit card, credit card, prepaid card, Deposit marketing and customer care services.

### **Unit 4: Granting Credit**

**LH 8**

Concept and nature of bank credit, Types of credit: Term loan, Revolving loan, Corporate loan, Consumer loan, Credit process, Credit appraisal, Approval, Documentation, Disbursement, Credit monitoring and supervision, Credit recovery, Credit marketing, Credit administration, Security, Valuation, Loan classification and provisioning, Non- performing loan and performing loan, Credit risk and its management.

### **Unit 5: Cash Operation**

**LH 4**

Cash management, Security of vault, Cash insurance, Cash counter, Roles and responsibilities of cashier, Clearing system, Electronic clearing, Internal and external fund transfer.

### **Unit 6: Agency Services**

**LH 3**

Fund transfer, Remittance services, Utility payment services, Advisory services, Standing order from customer.



**Unit 7: Trade Finance****LH 4**

Funded/non funded, letter of credit/ guarantee, advance payment types of L/C, major parties, roles and responsibilities of different parties, essential documents, risk associates.

**Unit 8: Foreign Exchange Service.****LH 5**

Meaning and concept, convertible and non-convertible currency, exchange rate determination, FEDAN, composition, function and responsibilities, meaning of Nastro and Vostro accounts.

**Unit9: Treasury Function****LH 4**

Introduction, scope of treasury, Back office, Font office back office, Asset liability management, Roles and responsibilities of (ALCO).

**Unit 10: Electronic Banking Services****LH 4**

Meaning and concept of e-banking, Internet banking, Brach less banking, Tele/mobile banking, ABBS, ATM. Challenges from innovation.

**References**

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

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

*Commercial Bank Management*, A Harper International Student. London.

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

Poudel N. P (2010), *Financial System and Investment Environment*, Ratna Pustak Bhandar, Kathmandu.

Pradhan, R.S. (2010), *Financial Management*, Buddha Academic Enterprises, Kathmandu, Nepal

# **BNK 216: Treasury Management**

(focus area IV)

*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.

# **EED 213: Creativity and Innovation**

(Entrepreneurship and Enterprise Development-focus area III)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims at familiarizing students with the basics of creativity and innovation so that they can easily understand that both creativity and innovation involve some process by which one can learn how to be creative and innovative for organizational success.

## **Course Description**

This course contains introduction, creativity, creative process, innovation, type, sources and principles of innovation, product innovation, process innovation, ice and other innovation, financial support for innovation.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Concepts of creativity and innovation; Linking creativity, innovation and entrepreneurship; Creativity, critical thinking and creative thinking.

### **Unit 2: Creativity**

**LH 5**

Role of creativity; Components of creativity; Creativity techniques – problem reversal, forced analogy, attribute listing, mind maps and brain storming; Factors influencing creativity – encouragement, autonomy, resources, pressures and mental blocks.

### **Unit 3: Creative Process**

**LH 8**

Creativity as a process; Nature of creative process – knowledge accumulation, incubation, idea experience, and evaluation and implementation; Developing creativity – recognizing relationships, developing a functional perspective, using brains and eliminating muddling mind-sets; Creative climate.

### **Unit 4: Innovation**

**LH 5**

Nature of innovation; Innovation and related terms invention, growth, creativity, design, exploitation, change, failure, entrepreneurship, customers, knowledge and society; Drivers of innovation – emerging technologies, competitor actions, new ideas from customers, strategic partners and employees, and emerging changes in the environment; Major myths of innovation.

### **Unit 5: Types, Sources and Principles of Innovation**

**LH 6**

Types of innovation – invention, extension, duplication and synthesis; Sources of innovation – unexpected occurrences, incongruities, process needs, industry and market changes, demographic changes, perceptual changes and knowledge-based concepts; Principles of innovation – action orientation, simple and understandable product, process or service, humble and small start, try test and revise, learning from failure, rewarding heroic activity, and hard and continuous work.

### **Unit 6: Product Innovation**

**LH 4**

Concept and nature; Product innovation – incremental improvements, additions to product families, next-general products and new core products; Design methods from product innovation – phase review, stage gate and product and cycle time excellence (PACE).

**Unit 7: Process Innovation****LH 4**

Concept and nature; Approaches to process innovation - just-in-time, total quality management, lean manufacturing, supply chain management and enterprise resource planning; Product and process innovation

**Unit 8: Service and Other Innovation****LH 4**

Concept and nature; Types of service operations – quasi-manufacturing service, mixed service and pure service; Incremental and radical innovations; Other classifications – disruptive innovation.

**Unit 9: Financial Support for Innovation****LH 5**

Need for financial support for innovation; Venture capital environment; Sources of venture capital – angel investors and venture capitalists; Government support of innovation; Non-government support of innovation.

**Basic Books:**

1. Kuratko, Donald F. and Hodgetts Richard M., *Entrepreneurship: Theory, Process and Practice*. New Delhi: Thompson Southwestern
2. O'Sullivan, David, *Applying Innovation*. New Delhi: SAGE Publications

**Reference Books:**

1. HBP, *Fostering Creativity*, Boston: Harvard Business Press
2. Afuah, Allan, *Innovation Management*, New Delhi: Oxford University Press
3. Conway, Steve and Steward, Fred, *Managing and Shaping Innovation*, New Delhi: Oxford University Press

# **EED 215: Micro-finance**

(Entrepreneurship and Enterprise Development- focus area IV)

*Credits 3*  
*Lecture Hours: 48*

## **Course Objective**

The main purpose of this course is to acquaint students with the role and significance of micro-finance in the development of a poor country like Nepal. Besides, it also provides with the products and services and functions of micro-finance institutions operating in Nepal.

## **Course Description**

This course contains introduction, micro-finance products and services, micro-finance in Nepal, micro-finance policy, legal and regulatory framework, wholesales lending micro-finance institutions, Risks in Micro-finance Institutions, Micro-finance and Development, Activities of Micro-finance Institutions in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 5**

Concept and nature of micro-finance; Evolution of micro-finance; Growth of micro-finance industry; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; Difference between micro-finance and micro credit

### **Unit 2: Micro-finance Products and Services**

**LH 3**

Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services

### **Unit 3: Micro-finance in Nepal**

**LH 7**

Evolution of micro-finance in Nepal; Micro-finance credit lending models – association model, community banking model, cooperative model, credit union model, rural joint liability group model, self-help group (SHG) model and village banking model; Micro-finance models in Nepal – cooperative model, small farmers cooperative model, rural development bank model, SHG or community-based organization (CBO) model and village bank model; National Micro-finance Policy, 2005

### **Unit 4: Micro-finance Policy, Legal and Regulatory Framework**

**LH 6**

Micro-finance policy; MF regulatory authority and institutions – Nepal Rastra Bank (NRB), Department of Cooperatives (DoC), Laws and regulations – Nepal Rastra Bank Act, Bank and Financial Institutions Act, Cooperative Societies Act, Financial Intermediaries Act, NRB Directives for MFIs

### **Unit 5: Wholesale Lending Micro-finance Institutions**

**LH 7**

Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs); The four-tier apparatus – tier I SHGs, tier II NGOs, tier III micro finance institutions (MFIs and Non Banking Finance Companies) and tier IV NBFCs and cooperatives

**Unit 6: Risks in Micro-finance Institutions****LH 7**

Concept and nature of micro-finance risks, Risks in MFIs – functional, financial and external risks; Functional risks – mission drift, staff fraud, inefficient performance, inefficient tracking system of loans, overdependence on donors and staff turnover; Financial risks – interest rate risk and foreign exchange risk; External risks – calamities, market speculation, market competition, theft and government policies; Strategies for risks minimization – securitization, controlling internal frauds, developing effective MIS, efficient human resource management, disaster risk management, developing secured cash transportation, disbursement and collection system and hedging

**Unit 7: Micro-finance and Development****LH 5**

Role of micro-finance in development; Women empowerment; Health; Micro entrepreneurs and enterprise development; Handicrafts and handloom and cottage industry development; Agri-industry and agriculture development; education development; Networking and linkage building

**Unit 8: Activities of Micro-finance Institutions in Nepal****LH 6**

Overview of micro-finance institutions (MFIs) in Nepal; Major MFIs in Nepal and their programs – Agriculture Development Bank Ltd, commercial banks (NBL and RBB), Rural Micro-finance Development Center (RMDC), and Rural Development Banks; Micro-finance programs of major MFIs – Small Farmer Development Program (SFDP), SFDP's Institutional Development Program, Intensive Banking Program, Women Development Program, Saving and Credit Programs, Production Credit Program for Women, Women Awareness Program, Banking with the Poor and Cottage and Small Industry Development Program

**Basic Books:**

Shah, R. K., *Micro Finance in Nepal*, New Delhi: Serials Publications

**Reference Books:**

Baral, S.K. and Bihari, S.C. *Rural Marketing and Micro Finance: Text and Cases*, New Delhi: A.I.T.B.S. Publishers, India

The Banking with the Poor Network, *Micro Finance Industry Report Nepal*, Singapore: BWTP

Ledgerwood, Joanna (ed), *The New Micro Finance Handbook: A Financial Market System Perspective*, Washington D.C.: The World Bank

Shrestha, Shanker Man, *State of Micro Finance in Nepal*, Dhaka: Institute of Micro Finance

# **INS 215: Life and Non Life Insurance**

(Insurance and Risk Management-- focus area III)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

The main objective of this course is familiarize students on life and non life insurance.

## **Course Description**

This course is divided into two parts- life and non life insurance. The life insurance part contains introduction, whole life insurance, endowment life insurance, term life, and other types of insurance, group insurance where as the non life insurance part deals with introduction, fire insurance, motor insurance, marine insurance, engineering insurance, and miscellaneous insurance.

## **Course Details**

### **Life Insurance**

#### **Unit 1: Introduction**

**LH5**

Introduction to Life Insurance, History of Life Insurance, Scope of Life Insurance, Essentials of Life Insurance Contract, Mortality Table, Reserve and Investment of Fund, Surrender Value, Valuation and Surplus, Life Insurance Claim Process, Life Insurance Contractual Provision

#### **Unit 2: Whole Life Insurance**

**LH4**

Ordinary Whole Life Insurance, Anticipated Whole Life Insurance, Deferred Whole Life Insurance, Limited Payment Whole Life Insurance, Variations of Whole Life Insurance: Uses and Limitation of Whole Life Insurance, Coverage, Exclusion, Condition, Premium Calculation

#### **Unit 3: Endowment Life Insurance**

**LH4**

Ordinary Endowment Insurance, Anticipated Endowment Insurance, Deferred Endowment Insurance, Variation of Endowment Life Insurance, Popular Endowment Policies in Nepal, Coverage, Exclusion, Condition, Premium Calculation

#### **Unit 4: Term Life**

**LH4**

Yearly Renewable Term Insurance, 5 to 20 Year Term Insurance, Term to age 65, Decreasing Term, Reentry Term, Uses and Limitation of Term Insurance, Popular Endowment Policies in Nepal, Coverage, Exclusion, Condition, Premium Calculation

#### **Unit 5: Other Types of Life Insurance**

**LH4**

Modified Life Insurance, Preferred Risks, Second to Die Life Insurance, Juvenile Insurance, Saving Bank Life Insurance, Industrial Life Insurance, Group Life Insurance, Annuities

#### **Unit 6: Group Insurance**

**LH4**

Group Insurance, Group Life Insurance, Group Accident Insurance, Group Health Insurance



## **Non Life Insurance**

### **Unit 1: Introduction**

**LH3**

Introduction to Non Life Insurance, Types of Non Life Insurance, History of Non Life Insurance, Difference between Life and Non Life Insurance, Essential Elements of Non Life Insurance

### **Unit 2: Fire Insurance**

**LH4**

History of Fire Insurance, Nature and Uses of Fire Insurance, Fire Insurance Contract, Kinds of Policies, Policy Conditions, Fire Tariff, Payment of Claim, Reinsurance

### **Unit 3: Motor Insurance**

**LH4**

History of Motor Insurance, Nature and Uses of Motor Insurance, Kinds of Policies, Policy Conditions, Motor Tariff, Payment of Claim, Reinsurance, Own Damage Loss, Third Party Liability, Knock for Knock

### **Unit 4: Marine Insurance**

**LH4**

History of Marine Insurance, Nature of Marine Insurance Contract, Marine Insurance Policy, Coverage, Policy Condition, Exception, Premium Calculation, Claim

### **Unit 5: Engineering Insurance**

**LH5**

Contractors all Risk Insurance, Erection All Risk Insurance, Machinery Breakdown Insurance, Boiler Insurance, Coverage, Policy Condition, Exception, Pricing, Premium Calculation, Claim

### **Unit 6: Miscellaneous Insurance**

**LH3**

Cash Insurance, Bankers Indemnity Insurance, Personal Accident Insurance, Burglary Insurance

### **Reference Books:**

Rejda, George E., (2011), *Principles of Risk Management and Insurance*;

10<sup>th</sup> Edition, Pearson Education Dorling Kindersley, (India) Pvt. Ltd., New Delhi

Harrington, Scot E. & Niehaus, Georgy R. (2004), *Risk Management and Insurance*, 2<sup>nd</sup> Edition, Tata McGraw Hill Education Private Ltd. , New Delhi

Kenneth Black, Jr. and Harold D. Skipper, Jr., (2000), *Life and Health Insurance* , 13<sup>th</sup> Edition, Pearson Education, Inc., Dorling Kindersley, (India) Pvt. Ltd., New Delhi

Mishra, M.N. & Mishra, S.B., (2011), *Insurance Principles and Practice*, 18<sup>th</sup> Edition, S. Chand and Company Ltd., New Delhi

Beema Samiti, [www.bsib.org.np](http://www.bsib.org.np)

Kutty, Shashidharan K., (2008), *Meaning of Life Insurance*, 1<sup>st</sup> Edition, Prentice Hall of India, 2008, New Delhi

Chaul, A.S. and Murali, C.B., (2011), *Risk Management*, Revised Edition, Insurance Institute of India, Mumbai

Ganatrai, R.K. and Kumar Anant, (2011), *Marine Insurance*, Revised Edition, Insurance Institute of India, Mumbai

# **INS 214: Commercial Liability Risk Management**

(Insurance and Risk Management- focus area IV)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course is related with managing commercial liability risk insurance business.

## **Course Description**

This course contains introduction to commercial liability, commercial liability risk, commercial property insurance, commercial umbrella policy, commercial property underwriting, and insurance market of commercial property.

## **Course Details**

### **Unit 1: Introduction to Commercial Liability**

**LH 6**

Meaning of Commercial Liability, Laws related to Commercial Liability, Scope of Commercial Liability.

### **Unit 2: Commercial Liability Risk**

**LH 7**

Types of Commercial Liability Risk, Commercial Liability risk in the Perspective of Insured and Insurer.

### **Unit 3: Commercial Property Insurance**

**LH 7**

Proposal Form, General Liability Loss Exposures, Commercial General, Liability Policy, Employment Related Practices Liability Insurance, Workers, Compensation Insurance, Commercial Auto Insurance, Aircraft Insurance.

### **Unit 4: Commercial Umbrella Policy**

**LH 7**

Commercial Umbrella Policy, Business owner's Policy, Professional Liability, Insurance for Doctors,, Medical Establishments, Engineers, Architects, Accounts, and Lawyer and Doctors and Officers Liability Insurance.

### **Unit 5: Commercial Property Insurance Policy Wording**

**LH 7**

Major Coverage, Condition, Exclusion, Endorsements, Schedule, Bill, Deductibles and Self Insured Retentions.

### **Unit 6: Commercial Property Underwriting**

**LH 7**

Underwriting of Commercial Liability, Ratemaking of Commercial Liability Policy.

### **Unit 7: Insurance Market of Commercial Property**

**LH 7**

Buyer of CLI Policy, Underwriter of CLI Policy, Premium, Reinsurance, Claim, Status of CLI of the Industry.

**Reference Books:**

- Rejda, George E., (2011), *Principles of Risk Management and Insurance*;  
10<sup>th</sup> Edition, Pearson Education Dorling Kindersley, (India) Pvt. Ltd., New Delhi
- Harrington, Scot E. & Niehaus, Georgy R. (2004), *Risk Management and Insurance*,  
2<sup>nd</sup> Edition, Tata McGraw Hill Education Private Ltd. , New Delhi
- Mishra, M.N. & Mishra, S.B., (2011), *Insurance Principles and Practice*, 18<sup>th</sup> Edition,  
S. Chand and Company Ltd., New Delhi  
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- Ramachandran K. and Chaubal, A.S., (2010), *Reinsurance Management*, Revised Edition,  
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nstitute of India, Mumbai

# **MKT 213: Creative Selling**

(Focus area-III : sales and Marketing)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to develop students' understanding in the various dimensions of the sales job and develop their skills in successful selling.

## **Course Description**

Selling is the end result of marketing. Business organizations are involved in selling of products and services. Social organizations sell social products and ideas. It is also the most growing field and becoming more challenging in the present context. Selling jobs today need more creativity and a variety of skills. This course mainly deals in inculcating selling skills in the students specializing in the marketing area. The course includes nature and challenges of the sales job, necessary traits of a salesperson, tactical selling skills, self management skills, and strategic selling skills.

## **Course Detail**

### **Unit 1: Introduction**

**LH 7**

Meaning of selling. Nature of the sales job. Selling's role in marketing and society. Duties and responsibilities of a salesperson: Direct, indirect, and non-selling activities. Types of sales job: retail, trade, industrial, and missionary selling. Traits of a salesperson.

### **Unit 2: Knowledge for Successful Selling**

**LH 7**

Company knowledge. Product knowledge. Competitive products. Pricing and discount policies. The sales process of indoor sales and outdoor sales. Personality Traits of Salesperson: Empathy and focus. Ego-drive. Optimism. Attitude towards responsibility.

### **Unit 3: Tactical Selling Skills**

**LH 10**

Influencing: authority, reciprocity, rapport, reason, consistency. Prospecting: Methods of prospecting and qualifying customers. Successful prospecting. Conversation planning. Cold calling. Client Meetings: Rapport building, questioning, making presentations, handling objections, and closing sales.

### **Unit 4: Presentation and Negotiation Skills**

**LH 12**

Planning presentations: Importance of planning. Pre-call information gathering. Setting targets. Developing presentation plan. Making appointments. Making approach. Making presentations: S-R approach, mental state approach, need stimulation approach, and problem solution approach. Types of sales presentations: Standard memorized presentation, outlined presentation, program presentation. Dramatizing the sales presentation. Negotiation skills: Resolving conflicts.

### **Unit 5: Self-Management Skills**

**LH 5**

Attitude maintenance. Handling emotions. Setting goals. Time management. Stress management. Professionalism in sales job.

**Unit 6: Strategic Selling Skills****LH 7**

Territory planning: the planning pyramid. Planning for profit. Strategic territory planning. Account planning and management. Business creation method. Sales reporting.

**Text and References**

1. Carlton A. Pederson, Milburn D. Wright, and Barton A. Weitz, *Selling Principles and Methods*, Irwin.
2. David J. Batchelor and Arthur H. Horn, *Skills for Sales Success*, Macmillan India.

# **MKT 216: Supply Chain and Channel Management**

(Focus area-IV : sales and Marketing)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to develop students' understanding in the area of supply chain management and channel management with a view to develop their skills in management of supply chain functions and effective management of marketing channels.

## **Course Description**

The supply chain management (SCM) has been recognized today as the most critical aspect in a business organization's capability to create and deliver value to customers. Similarly, marketing channels are equally important in the value delivery process. This course deals on the role and importance of SCM, SCM structure, supply chain drivers, strategic decisions in supply chain, distribution channel functions and flows, and designing customer-oriented marketing channels.

## **Course Detail**

### **Unit 1: Introduction**

**LH 8**

Supply chain concepts. Macro process of supply chain. Supply chain decision hierarchy. Supply chain structure: determining factors. Forms of supply chain: push-based, cost-efficient, cost-centric, pull-based, agile supply chain systems.

### **Unit 2: Supply Chain Drivers**

**LH 8**

Supply chain performance drivers: facilities management, inventory management, transportation, information, sourcing, and pricing. Trade offs in designing supply chain drivers: demand and supply conditions, negotiating powers, innovations, resource-based strategy, technology, and government policies.

### **Unit 3: Strategic Decisions in Supply Chain Management**

**LH 5**

SCM decisions and its linkages to firm's strategies. Third party logistics in supply chain. Fourth party logistics

### **Unit 4: Channel Management**

**LH 6**

Nature and importance of marketing channels. Key channel functions. Value enhancement through channels. Channel management decision areas.

### **Unit 5: Designing Customer-oriented Marketing Channels**

**LH 8**

Understanding customer requirements. Conceiving the channel flows. Linking service output to channel flows. Channel cost analysis. Ideal channel decision. Channel design considerations.

**Unit 6: Channel Information System (CIS)****LH 6**

Nature and forms of CIS. Motives and challenges in CIS. CIS components. Steps in designing a CIS.

**Unit 7: Managing Channel Member Behavior****LH 7**

Channel dynamics. Channel relationships, control, power, and positioning. Channel influence strategies. Channel conflicts: causes and resolution.

**Text and References**

1. N. Chandrasekaran, *Supply Chain Management*, Oxford University Press.
2. Tapan K Panda and Sunil Sahadev, *Sales and Distribution Management*, Oxford University Press.