



PEOPLE'S CAMPUS

(Affiliated to Tribhuvan University)

Dedicated to Quality Education for All

www.peoplescampus.edu.np



OVERVIEW OF PEOPLE'S BACHELOR OF BUSINESS MANAGEMENT (BBM) PROGRAM

BBM (Bachelor of Business Management) is actually a new program introduced by TU, Faculty of Management. It's a four year program consisting 8 semesters spread over 120 credit hours. The main focus of this program is 'management of all issues of business'. The BBM program ensures that the graduates are equipped with practical knowledge, abilities, self confidence and skills to excel in successful and efficient information management and, thus, finally are prepared to take lead in the fast changing, competitive and goal oriented global scenario of the dynamic world.

The course of BBM is designed so as to fulfill the following objectives:

- Skill development of students in various aspects of management like creative thinking, decision making, leadership, communication and increase understanding of operation and change.
- Develop students' entrepreneurial and innovative capabilities and successful management of business operation in the dynamic world.
- Prepare students for professional life for working as a business manager and entrepreneur being fully aware of work ethics and morals.
- Help and motivate students to pursue their further studies in this field

TEACHING PEDAGOGY

The BBM program is based on the student-centered learning approach. The general teaching methodology of the program includes interactive lectures, students' presentations, case studies, and projects. Guest lectures and field visits are regularly arranged to provide student with practical knowledge on the subject. The teaching faculty shall determine the appropriate teaching-learning methods suitable for each course

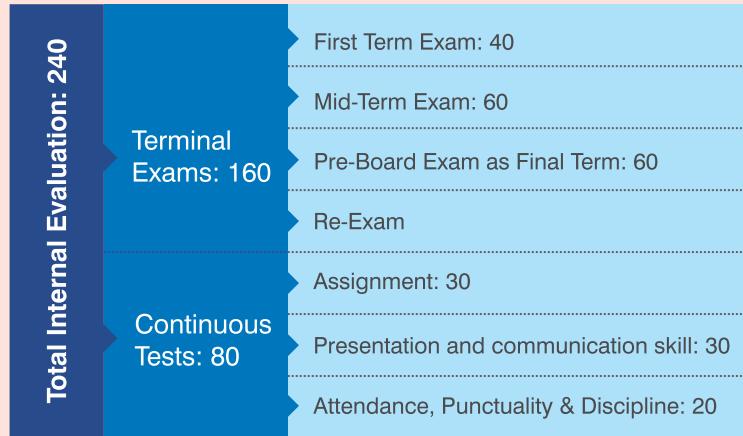
ATTENDANCE

People's BBM runs in the day shift from 11:00 am to 16:0 pm. Students are required to attend all classes, and carry out all presentations as required by the course. Students failing to attend 80 % of classes shall not be allowed to sit in the Board examinations.

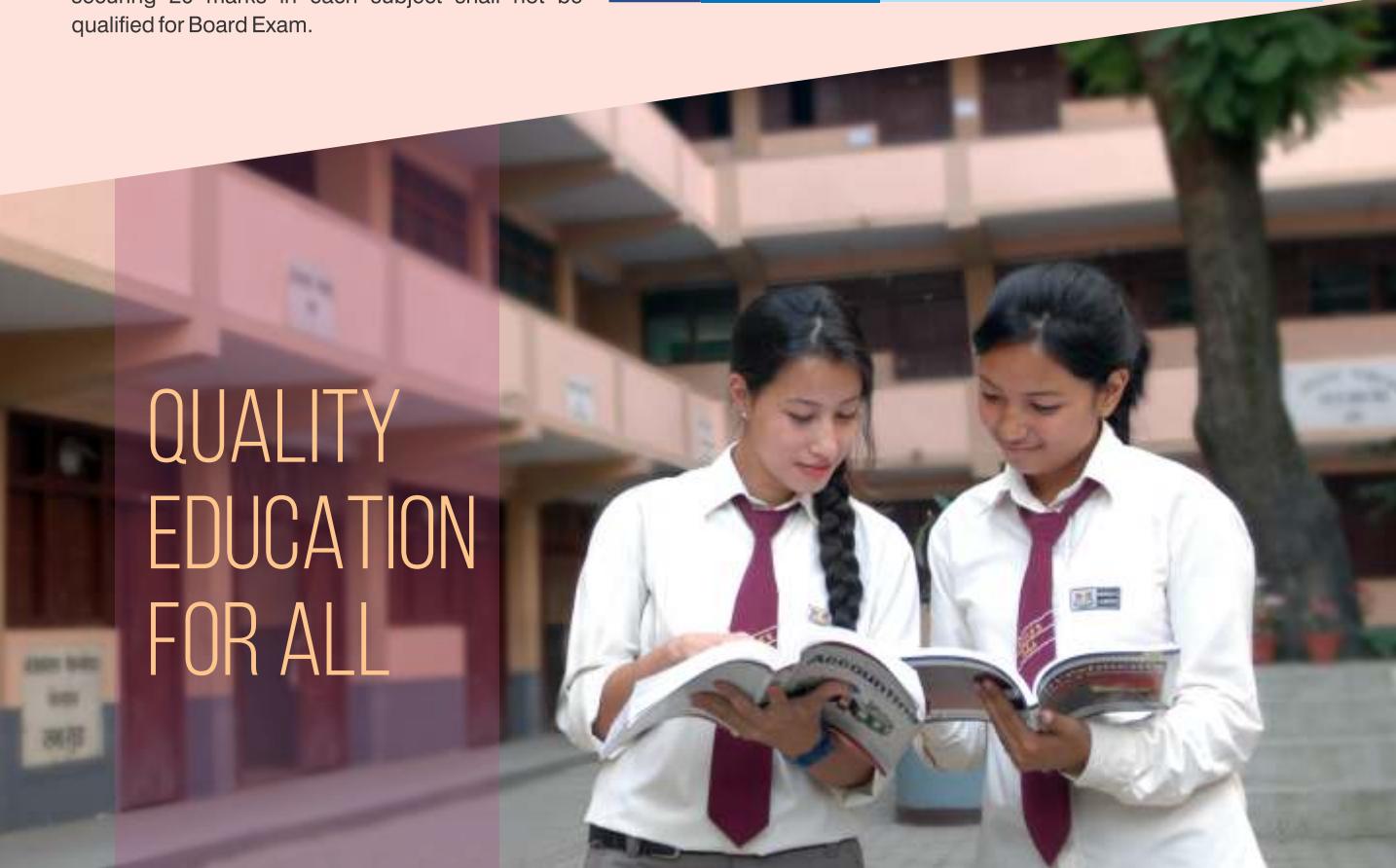
EXAMINATION AND EVALUATION

The Faculty of Management (FOM), TU shall have the final authority in conducting, evaluating and awarding grades in semester-end examinations. The performance of students will be evaluated through ongoing in-semester evaluations (internal evaluation) and semester-end examinations (Board Exam).

Campus shall review on the above internal evaluation for final evaluation after conversion of 240 marks to 40 marks. Review shall be made on the basis of over all performances, past performances, discipline, attendances and active participation of the student in non credit activities such as event management, community services, extra activities etc. Students not securing 20 marks in each subject shall not be qualified for Board Exam.



QUALITY
EDUCATION
FOR ALL



BBM COURSE STRUCTURES

BBM is a four year program, and it has 8 semesters with total 120 credit hours. The courses mainly focus on following areas:

- A. Business tool courses: 36 Credit hours (Each course constitute of 3 credit hours)
- B. Business foundation courses: 60 Credit hours
- C. Focus Area Courses: 15 Credit hours (Five Courses)
- D. Electives: 9 Credit hours (Three Courses)

A. Business tool courses: 36 Credit hours (Each course constitute of 3 credit hours)

- 1. ECO 211: Introductory Microeconomics
- 2. ECO 212: Introductory Macroeconomics
- 3. ENG 211: English I
- 4. ENG 212: English II
- 5. ENG 213: Business Communications
- 6. MTH 211: Business Mathematics I
- 7. MTH 212: Business Mathematics II
- 8. PSY 201: Psychology
- 9. RCH 201: Business Research Methods
- 10. SOC 201: Sociology for Business
- 11. SOC 202: Nepalese Society and Politics
- 12. STT 211: Business Statistics

B. Business foundation courses: 60 Credit hours

- 1. ACC 201: Financial Accounting
- 2. ACC 211: Computer Based Financial Accounting
- 3. ACC 212: Accounting for Decision Making
- 4. ACC 213: Corporate Taxation in Nepal
- 5. FIN 211: Basic Finance
- 6. FIN 212: Financial Management
- 7. IT 231: E-commerce
- 8. IT 232: Database Management
- 9. MGT 201: Principles of Management
- 10. MGT 202: Human Resource Management
- 11. MGT 203: Organizational Behavior
- 12. MGT 205: Operations Management
- 13. MGT 206: Business Environment in Nepal
- 14. MGT 207: International Business
- 15. MGT 208: Business Strategy
- 16. MGT 209: Business Ethics, Social Responsibility
- 17. MGT 211: Legal Environment of Business
- 18. MKT 201: Fundamentals of Marketing

C. Focus Area Courses: 15 Credit hours Focus Area: i) Bank Operations and Cooperative Management (5 Courses)

- 1. BNK 211: Banking Law
- 2. BNK 212: Wholesale and Retail Banking
- 3. BNK 213: Futures and Options Markets
- 4. BNK 214: Commercial Bank Operations
- 5. BNK 215: Capital and Money Markets
- 6. BNK 216: Treasury Management
- 7. BNK 217: Cooperative Management
- 8. BNK 218: Micro Finance and Rural Banking
- 9. BNK 219: Investment Banking

Focus Area: iv) Entrepreneurship and Enterprise Development (5 Courses)

- 1. EED 211: Entrepreneurship Development
- 2. EED 212: Principles of Small Business Management
- 3. EED 213: Creativity and Innovation
- 4. EED 214: Entrepreneurial Marketing
- 5. EED 215: Micro-finance
- 6. EED 216: Small Business Planning and Creation
- 7. EED 217: Project Management

Focus Area: ii) Sales & Marketing (5 Courses)

- 1. MKT 211: Consumer Behavior
- 2. MKT 212: Advertising and Public Relations
- 3. MKT 213: Creative Selling
- 4. MKT 214: Sales Force Management
- 5. MKT 215: Retail Management
- 6. MKT 216: Supply Chain and Channel Management
- 7. MKT 217: Industrial Marketing
- 8. MKT 218: Rural Marketing

Focus Area: iii) Insurance & Risk Management (5 Courses)

- 1. INS 211: Introduction to Risk and Insurance
- 2. INS 212: Insurance Broking and Bancassurance
- 3. INS 213: Commercial Property Risk Management
- 4. INS 214: Commercial Liability Risk Management
- 5. INS 215: Life and Non Life Insurance
- 6. INS 216: Private Property Risk Management
- 7. INS 217: Global Trade and Marine Insurance
- 8. INS 218: Micro Insurance

D. Electives: 9 Credit hours (Three Courses)

- 1. ELE 221: Emerging Global Business Issues
- 2. ELE 222: Information and Technology Management
- 3. ELE 223: Management of Foreign Trade
- 4. ELE 224: Organizational Development and Change
- 5. ELE 225: Budgeting and Financial Forecasting
- 6. ELE 226: Event Management
- 7. ELE 227: Service Operations Management
- 8. ELE 228: Labor Relations Management
- 9. ELE 229: Negotiation Skills
- 10. ELE 230: Real estate Management

PRJ 351: Project and Report Writing: 6 Credit hours

Or

MGT 351: Internship: 6 Credit hours

TOTAL SEMESTER CYCLE

| Semester I: 15 Credit Hours | Semester II: 15 Credit Hours |
|---|---|
| 1. ECO 211: Introductory Microeconomics 2. ENG 211: English I 3. MGT 201: Principles of Management 4. MTH 211: Business Mathematics I 5. SOC 201: Sociology for Business | 1. ACC 201: Financial Accounting 2. ECO 212: Introductory Macroeconomics 3. ENG 212: English II 4. MTH 212: Business Mathematics II 5. PSY 201: Psychology |
| Semester III: 15 Credit Hours | Semester IV: 15 Credit Hours |
| 1. ACC 211: Computer Based Financial Accounting 2. ENG 213: Business Communications 3. FIN 211: Basic Finance 4. SOC 202: Nepalese Society and Politics 5. STT 211: Business Statistics | 1. ACC 212: Accounting for Decision Making 2. FIN 212: Financial Management 3. MGT 202: Human Resource Management 4. MKT 201: Fundamentals of Marketing 5. RCH 201: Business Research Methods |
| Semester V: 15 Credit Hours | Semester VI: 15 Credit Hours |
| 1. ACC 213: Corporate Taxation in Nepal 2. Focus Area Course I 3. MGT 203: Organizational Behavior 4. MGT 205: Operations Management 5. MGT 214: Legal Environment of Business | 1. Focus Area Course II 2. IT 212: Database Management 3. MGT 206: Business Environment in Nepal 4. MGT 207: International Business 5. MGT 209: Business Ethics and Social Responsibility |
| Semester VII: 15 Credit Hours | Semester VIII: 15 Credit Hours |
| 1. Elective Course I 2. Focus Area Course III 3. Focus Area Course IV 4. IT 211: E-commerce 5. MGT 208: Business Strategy | 1. Elective Course II 2. Elective Course III 3. Focus Area Course V 4. Project Report Writing Or Internship |



PEOPLE'S CAMPUS AT A GLANCE

- Academic Excellences
- IT Facilities
- Friendly Environment in Learning and Teaching
- Modernized Libraries and Laboratories
- Updated and Experienced Faculty Members
- Scientific Teaching Methodology with modern equipments
- Learners-centered teaching and learning activities
- Regular guest lectures by distinguished personalities and professors in various disciplines
- Quality education with affordable fees
- Well established infrastructures
- Regular seminars, workshops and field based trainings
- Audio visual aids
- Scholarships
- Educational excursion
- Effective student counseling
- Cafeteria with hygienic food at affordable price
- Various cultural events
- Journals published by students
- Sports management
- Social service programs



PEOPLE'S CAMPUS



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