

AS THE YEARS GO BY



FIRMLY ROOTED PARTNERSHIP



For more than two decades, 1996 onward, Kathmandu College of Management (KCM) has maintained its niche as the leading institution for value-based management education that not only focused on strengthening professionalism among students, but also stressed on reinforcing human and ethical qualities.

At KCM, the focus has always been on preparing students through constant engagement and involvement in every activity, be they academic or co-curricular, so that the learning process happens in an environment of student participation. This has indeed, given KCM a distinctive quality.

Even as the KCM team continued with this pedagogical approach, a turning point occurred in 2014 when KCM entered into a partnership with SIAM University of Thailand offering the Bachelor in Business Administration programs — BBA in Finance and Banking and BBA in Marketing. Since then, over the years, KCM has grown from strength to strength with its strong dedicated faculty and outstanding students, who take up the challenges thrown up by the rigor of learning with unmatched zeal

knowing full well that they are being prepared and equipped with the skills needed for next generation entrepreneurs and business leaders in the global corporate setting.

In this backdrop, it is with a sense of great joy that I welcome you to the KCM family. In the course of the four-year program, this crucial phase of your life, you will experience the fun of exploring your potentials and areas of interest; the joy of evolving as you find your mental abilities grow and you mature emotionally; and last, but not the least you finally become ready to not only take on the daunting tasks that all your endeavors entail, but also to excel in whatever you do.

The joy I feel in welcoming you is heightened further because the KCM-SIAM partnership has borne its first fruits with our first batch of BBA graduates in Banking and Finance; and BBA in Marketing set to enter the world of real life business and make their mark.

I believe they have lived the KCM creed and will continue to explore, evolve and excel in all their undertakings.

I wish them all the best and welcome you into the KCM fold with all my heart.

BISHNU RAJ ADHIKARI

Principal, Kathmandu College of Management

OUR PARTNERSHIP HAS BORNE FRUIT



It gives me immense pleasure to note that in the fourth year of the Siam University-Kathmandu College of Management partnership the first batch of Siam-KCM students will be graduating in BBA in Finance and Banking; and BBA in Marketing.

When we partnered with KCM in 2014, our aim was to deliver business education of global standard. After four years, we can assert that KCM students graduating this year have acquired the knowledge and skills to not only become aware of their career paths, but they have also been facilitated to emerge as business leaders of the future.

When Siam welcomed the first batch of students in August 2017, it became obvious that our program had succeeded. The Siam-KCM collaboration is producing graduates who have undergone three years of academic rigor and industry awareness in Nepal and one year of practical learning through participation in the exchange program at Siam University in Thailand, which has made them capable of adapting to any corporate scenario and dealing with cultural barriers.

On behalf of Siam University, I would like to congratulate in advance the KCM graduates of Siam and wish them every success in life.

DR. PORNCHAI MONGKHONVANIT
President, SIAM University

EXPLORE



KCM AT A GLANCE



1st BBA Program in Nepal



Global Alumni Network
spread across **more than 20 countries**

60+

More than 60 dedicated
facilitators



International BBA degree
in partnership with SIAM
University



Ranked Best Business School
of Nepal – 2017

ACCA

ACCA accredited program
with 5 subjects exemption



National Education
Leadership Award 2017



Student scholarships



6 months study:
SIAM University, Thailand



International Exposure:
Macquarie University, Australia
and Northwestern State
University of Louisiana, USA



Distinguished award
winner: Toastmasters
International District 41



Looking back at those 4 promising years, I'm glad I joined SIAM course. I can see myself prepared for the business world professionally. It helped me gain exposure, perform better by building self confidence in public speaking and build connections by participating in National and International level programs in Nepal and abroad. Students joining the course will definitely receive a lot of opportunities to learn and grow beyond classroom, and it is also up to the students to seize it.

Gyalmu D. Sherpa
BBA Finance & Banking
Batch 2014 - 18

EVO



CHINESE CLASSES

KCM, knowing the importance of keeping up with the prevalent trend in the corporate sector, has introduced Chinese language classes as a credit course in association with Confucius Institute at KU, an institute associated with the Ministry of Education of People's Republic of China.

With the rapid growth of Chinese economy and its ever growing impact all over the world, it has become essential to equip the students with Chinese language. Moreover, as a part of the cultural exchanges you have a chance to visit China for a two week Summer Camp.

KUBER WIZZ

Kuber Wizz is a stock investment program pioneered by KCM specially for students in the Finance and Banking program. Through this initiative, you will gain first-hand experience of trading in the Nepalese capital market. Kuber Wizz provides you with the platform to get ample real world experience on the nitty-gritty of stock market trading and functioning.

As the significance of China in the world economy is growing, having knowledge of the Chinese language is considered a valuable asset in the global business environment. KCM in partnership with Confucius Institute provides its students with such exposure and has been instrumental in helping me pursue my studies in China.

Laling Lama
BBA Graduate
Batch 2010 - 2014

LIVE

EVENTS

Becoming a successful manager requires a skill set that includes social and networking skills, physical fitness and more. To advance these aspects of personal development, clubs under the student council organize more than 18 events where you can develop skills, forge personal bonds and expand your network.



SIAM BBA PROGRAM

Founded in 1965, Siam University is the 5th largest university in Thailand with a student body of about 15,000 students. Siam University has academic collaborations with more than 60 universities all over the world and has gained international accreditation and recognition.

With the goal of producing graduates with appropriate employability skills and capabilities to take on the challenges of international business, KCM partnered with Siam University in 2014. These 4 years of successful partnership with Siam University has reinforced KCM's notion of imparting international standard management education in Nepal.

Our curriculum is comprehensive and rigorous in that it balances both knowledge and practice. Our emphasis on case-based practical approach, peer learning and group assignments ensures that you will learn analytical and collaborative skills along with theoretical knowledge that will be vital to working in any organization. This puts our graduates ahead of the competition once they enter the workforce.

The 4-year International BBA program allows you to enroll in either of the 2 specializations offered:

- ▶ BBA Finance & Banking
- ▶ BBA Marketing





BBA PROGRAM

Batch: 2018-2022

The courses for Semester I and II are common for Marketing and Finance and Banking majors

SEMESTER - I 20 CREDITS

| | | |
|---------|--|---|
| 100-101 | Principles of Economics and Philosophy of Sufficiency Economy | 3 |
| 111-101 | General Psychology | 3 |
| 111-102 | Introduction to Sociology | 3 |
| 114-301 | English – V | 2 |
| 125-101 | Mathematics in Civilization | 3 |
| 131-101 | Principles of Accounting – I | 3 |
| 134-201 | Principles of Management | 3 |

SEMESTER – II 20 CREDITS

| | | |
|---------|--|---|
| 131-201 | Principles of Accounting – II | 3 |
| 114-302 | English – VI | 2 |
| 121-106 | Mathematics in Daily Life | 3 |
| 126-316 | Statistics and Probability | 3 |
| 111-103 | Principles of Economics | 3 |
| 133-202 | Principles of Marketing and Digital Marketing | 3 |
| 121-101 | Information Technology | 3 |

SEMESTER – III **20 CREDITS**

| | | |
|---------|-------------------------------------|---|
| 113-103 | Foreign Language – I (Chinese – I) | 2 |
| 121-107 | Basic Statistics for Data Analysis | 3 |
| 130-302 | Business Law | 3 |
| 130-404 | Entrepreneurship & Startup Business | 3 |
| 131-204 | Managerial Accounting | 3 |
| 132-203 | Business Finance | 3 |
| 133-301 | Marketing Management | 3 |

SEMESTER – IV **20 CREDITS**

| | | |
|---------|---|---|
| 113-104 | Foreign Language – II (Chinese – II) | 2 |
| 130-204 | Data Analysis for Decision Making | 3 |
| 130-308 | Business Research | 3 |
| 133-302 | Consumer Behavior | 3 |
| 133-305 | Sales Management | 3 |
| 133-308 | Integrated Marketing Channels Management | 3 |
| 133-311 | Integrated Marketing Communication & Social Media | 3 |

SEMESTER – V **16 CREDITS**

| | | |
|---------|--|---|
| 113-201 | Foreign Language – III (Chinese – III) | 2 |
| 114-303 | English Usage for Profession | 2 |
| 133-309 | Marketing Research and Data Analytics | 3 |
| 133-404 | Product and Price Management | 3 |
| 133-405 | Services Marketing | 3 |
| 136-301 | Production and Operation Management | 3 |

SEMESTER – VI **17 CREDITS**

| | | |
|---------|--------------------------------------|---|
| 113-202 | Foreign Language – IV (Chinese – IV) | 2 |
| 133-401 | Advertising and Sales Promotions | 3 |
| 133-410 | Retail Management | 3 |
| 133-413 | Brand Management | 3 |
| 133-416 | Marketing Planning | 3 |
| 133-407 | Seminar in Marketing | 3 |

SEMESTER – VII **15 CREDITS**

| | | |
|---------|--|---|
| 130-303 | Taxation | 3 |
| 130-405 | Strategic Management for Competitiveness | 3 |
| 133-310 | International and Global Marketing | 3 |
| 133-411 | Logistics & Supply Chain Management | 3 |
| 133-419 | Business and Industrial Marketing | 3 |

SEMESTER – VIII **6 CREDITS**

| | | |
|---------|---------------------------------------|---|
| 130-490 | Preparation of Co-operative Education | 1 |
| 130-491 | Cooperative Education | 5 |



Being a part of KCM allows student to participate in national and international events and maintain valuable network of contacts. It provided us flexibility in choosing our major subject under the guidance of committed faculty members who help students to excel. Also, the group learning environment has sharpened my critical thinking skills and made me better strategic thinker. As a marketing major, I could not be more pleased with the education that KCM has provided me.

Erica Shrestha
Batch 2014 - 2018

SEMESTER – III **20 CREDITS**

| | | |
|---------|---|---|
| 113-103 | Foreign Language – I (Chinese – I) | 2 |
| 121-107 | Basic Statistics for Data Analysis | 3 |
| 130-212 | Investment in Money Markets & Capital Markets | 3 |
| 130-302 | Business Law | 3 |
| 130-404 | Entrepreneurship & Startup Business | 3 |
| 131-204 | Managerial Accounting | 3 |
| 132-203 | Business Finance | 3 |

SEMESTER – IV **20 CREDITS**

| | | |
|---------|--|---|
| 113-104 | Foreign Language – II (Chinese – II) | 2 |
| 130-204 | Data Analysis for Decision Making | 3 |
| 132-313 | Statistics for Financial Decision | 3 |
| 132-302 | Financial Management | 3 |
| 132-411 | Real Estate Appraisal | 3 |
| 132-314 | Debt Instrument and Mutual Fund Investment | 3 |
| 132-403 | Financial Statements Analysis | 3 |

SEMESTER – V **16 CREDITS**

| | | |
|---------|--|---|
| 113-201 | Foreign Language – III (Chinese – III) | 2 |
| 114-303 | English Usage for Profession | 2 |
| 132-304 | International Finance & Banking | 3 |
| 132-310 | Credit Management | 3 |
| 132-312 | Investment Planning | 3 |
| 136-301 | Production and Operations Management | 3 |

SEMESTER – VI **17 CREDITS**

| | | |
|---------|--|---|
| 113-202 | Foreign Language – IV (Chinese – IV) | 2 |
| 132-316 | Financial Technology, Application and Innovation | 3 |
| 132-407 | Seminar in Financial Management | 3 |
| 132-408 | Analysis of Derivatives | 3 |
| 132-409 | Risk Management and Insurance | 3 |
| 132-410 | Project Analysis and Evaluation | 3 |

SEMESTER – VII **15 CREDITS**

| | | |
|---------|--|---|
| 130-303 | Taxation | 3 |
| 130-405 | Strategic Management for Competitiveness | 3 |
| 132-402 | Investment Banking | 3 |
| 132-413 | Financial Planning and Control | 3 |
| 132-420 | Actuarial Science | 3 |

SEMESTER – VIII **6 CREDITS**

| | | |
|---------|---------------------------------------|---|
| 130-490 | Preparation of Co-operative Education | 1 |
| 130-491 | Cooperative Education | 5 |



Joining KCM was a fantastic decision. It helped me grow as an individual and also become a team player. Being interested in money and numbers, the finance program such as KUBER Wizz, helped me gain practical knowledge and experience required for investing in the market. The 6 months internship program also helped me gain corporate experience way before any other student of any other college.

Industrial visits to CG and Pokhara's industrial estate also gave me a chance to bring my theoretical knowledge of production management into practice.

Nihal Shrestha
Batch 2014 - 2018



INTERNSHIPS

KCM believes in learning by doing. Through internships you gain exposure to real-world problems and issues that perhaps are not found in textbooks. Internship experience is mandatory throughout the four year course. After the end of each year, you are required to work in an organization for 2 months. Furthermore, you have to devote your entire eighth semester as an intern which will earn you 6 credits.

By the end of 4 years at KCM, you will have completed at least 16 weeks of internship where you will have gained first-hand experience of developing skills and personality. This will help you evaluate specific companies or specific careers prior to committing to full-time employment and will make you more marketable to your employers as the transition from being a student to entering the workforce becomes smoother.

EX



Had good learning, got to know organization functions and its operations. Interning at Himalayan General Insurance (HGI) helped me improve my thinking skills.

Baibhav Sharma

KCM Graduate | Batch 1999 – 2002

Current Position: Marketing Director, Gorkha Brewery Pvt. Ltd.



TOASTMASTERS AND OTHER PARTNERSHIPS

▶ GMAT

KCM is in partnership with GMAT as the only testing centre for Graduate Management Admission Test (GMAT) in Nepal.

▶ ACCA

KCM has received a 5-subject exemption from Association of Chartered Certified Accountants (ACCA), the United Kingdom.

▶ TOEFL

KCM is also one of the testing centres of iBT TOEFL in Nepal. Hundreds of students come to KCM for their language proficiency test.

▶ NYEF

KCM and NYEF have partnered with consensus to boost entrepreneurial spirit in students with various programs and workshops.

▶ Toastmasters International

KCM has registered officially with Toastmasters International, a world renowned public speaking and leadership platform to start KCM Toastmasters Club to boost student's confidence as well as communication skills.

▶ New Business Age

New Business Age, as our partner supports the students to help them develop their article writing skills along with providing a platform to publish articles in the magazine.

▶ CIMA

KCM is also associated with Chartered Institute of Management Accountants.



I interned with Everest Bank. We did a cement factory visit in Hetauda while on Operation Management course. We got Jai Nepal Hall to sponsor our Marketing Research Project. All the experiences were memorable and we learnt a lot along the way. The IIM Ahmedabad visit faculty was great learning experience!

Smit Shrestha

KCM Graduate 2000 - 2003

Current position : Managing Director, Hedge Fund (Singapore)

CEL

ADMISSION REQUIREMENTS

Are you ready to maximize your personal and professional development? If you are, here's how you can. The Admission Requirements are:

Students who have completed their Grade 12 or equivalent from any discipline can apply for the program. To be eligible, you need a passing grade with minimum Grade C in all subjects. Students with GED certification must have passed all subjects with a minimum score of 580. The student is required to submit the application form along with the following documents:-

- ▶ Transcript and certificate of grade 12 or equivalent
- ▶ Certificate and Transcript of Grade 10
- ▶ Character certificate (SEE and Grade 12)
- ▶ Provisional certificates
- ▶ Migration certificate
- ▶ Citizenship card
- ▶ Passport

Students waiting for Grade 12 results can apply on a provisional basis.







Gwarko, Lalitpur, Nepal

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