

Course Title: IT Tools for Business
20 + 20
Course code: IT 334
Nature of Course: Theory + Practical
Year: 2nd; Semester: 3rd

Full marks: 60 +
Pass Marks: 24 + 8 + 8
Credit Hours: 3
Lecture Hours: 48

Course Description

This course is designed to familiarize students with the usage of computers and information technology as tools for business. Students will gain practical skills in various software applications commonly used in business settings.

Course Objectives

- Understand fundamental computer concepts and terminology.
- Gain proficiency in using essential software applications for business.
- Develop skills in data management, analysis, and presentation.
- Explore emerging trends in information technology and their impact on business.

Course Contents:

Unit 1: Introduction to Computers

3 Hrs

- Introduction and Characteristics of Computers
- Basic Operations of Computers
- Types of Computers (Digital and Analog Computers)
- History and Evolution of Computers
 - Generations of computers
- Application of Computers

Unit 2: IT in Business and Society

2

Hrs

- IT in everyday life and its impact on society
- Role of IT in modern business operations
- Management Information System
 - Components of Information System
 - Types of Information System
- Social and ethical considerations in IT usage

Unit 3: Computer System Hardware

8 Hrs

- Introduction and components of CPU
- Anatomy of Computer Hardware
 - Motherboard, CPU, RAM, storage devices
- Computer Memory
 - Introduction and Memory representation
 - Memory Hierarchy
 - Types of Storage devices (Primary Memory, Secondary Memory)
 - Memory Utilization in Computing
- Input and Output devices
 - Types of Input devices
 - Types of Output devices
 - Input/Output Ports and its working

Unit 4: Computer Software

8 Hrs

- Introduction and Software Categories
 - System software (Operating Systems)
 - Application software (Freeware and Shareware software, Open source software and Closed source software)
- Operating Systems
 - Introduction and Types of OS
 - Objectives and Functions of OS
 - Popular operating systems (Windows, macOS, Linux)
- Common Office Suites
 - Microsoft Office (Word, Excel, PowerPoint)
 - Google Workspace (Docs, Sheets, Slides)
 - Creating and editing documents
 - Formatting text, paragraphs, and pages
- New Trends in Software

Unit 5: Internet and Networking Hrs

6

- Basics of Internet and World Wide Web
 - How internet works
 - Evolution of the World Wide Web
- Browsers and Search Engines
 - Popular web browsers (Chrome, Firefox)
 - Search engine usage and techniques
- Email Communication
 - Setting up email accounts
 - Composing, sending, and receiving emails
- Introduction to Computer Networks
 - Client-Server Architecture Vs Peer-to-Peer Architecture
 - LANs, MANs, WANs, and network topologies
 - Basics of network protocols and IP addresses
 - OSI Reference Model and its comparison with TCP/IP Model

Unit 6: Cybersecurity and Data Privacy

5 Hrs

- Threats to Cybersecurity
 - Cybercrimes and cyber threats (viruses, malwares, phishing, cyberbullying, online fraud, data breach, hacking, online harassment)
 - Social engineering and identity theft
- Password Management
 - Creating strong passwords
 - Password managers
- Data Encryption and Secure Communication
 - Encryption and its types
 - Secure browsing and online transactions
- Online Privacy and Protection
 - Protecting personal information online
 - Privacy policies and legal rights

Unit 7: IT Governance and Ethics

6 Hrs

- Introduction to IT Governance
 - Key aspects of IT Governance
 - Importance of IT Governance

- IT Governance Frameworks
 - (ISO 38500, COBIT, ITIL, CMMI, COBIT)
- Ethical Considerations in IT
 - Digital ethics and responsible IT usage
- Intellectual Property Rights
 - Copyright, patents, and trademarks
 - Plagiarism and fair use
- Social and Legal Implications
 - Social impact of technology
 - Legal aspects of IT (cyber laws, liability)

Unit 8: IT Project Management

5

Hrs

- Project management methodologies
 - Waterfall, Prototype, Spiral, Agile, and Scrum
- IT Project Lifecycle
 - Initiation, planning, execution, monitoring, and closure
- Tools for Project Planning
 - Gantt Charts and project scheduling
 - PERT/CPM techniques for critical path analysis
- Case Studies in IT Project Management
 - Real-world examples of successful and failed IT projects

Unit 9: Emerging IT Trends and Innovations

5

Hrs

- Cloud Computing and Virtualization
 - Cloud service models (IaaS, PaaS, SaaS)
 - Virtual machines and hypervisors
- Big Data and Analytics
 - Data collection, storage, and analysis
 - Business intelligence and data-driven decision-making
- Internet of Things (IoT)
 - IoT devices and applications
 - IoT in smart homes and industries
- Artificial Intelligence (AI) and Machine Learning (ML)
 - AI applications in business
 - Ethics and challenges in AI adoption

Practical Section: Application Software for Business

MSWord Applications

- Paragraph Formatting
- Document Customization
- Inserting Graphics and Objects
- Mail Merge and Macros

MS Excel Applications

- Data Entry and Formatting
- Formulas and Functions
- Data Analysis with Charts
- Advanced Excel Features (Pivot Tables, Solver)

MS PowerPoint Applications

- Slide Creation and Formatting
- Animation and Transitions
- Multimedia Integration
- Collaborative Presentation Tools

MS Project Practical

- Introduction to Microsoft Project software
- Project planning and scheduling
- Task assignment and resource management
- Gantt charts and project tracking

Evaluation of Internal Assessment Marks

Nature of assessment	Weightage	Percentage
Practical (Test + Viva)	(5 + 5) marks	25%
Attendance 95% above - 100% of marks 90% to 95% - 90% of marks 80% to 90 - 80% Of marks Less than 80% - NQ	8 marks	20%
Class Presentation/ Assignment/ Practicals and other Class Activities	12 marks	30%
Pre-board Paper	10 marks	25%

Textbooks:

- Introduction to Computers, Peter Norton's, Tata McGraw-Hill

Reference books:

- Computer Fundamentals by Anita Goel - Pearson Publication
- Fundamentals of Computers, V. Rajaraman, PHI Learning Pvt. Ltd.
- Fundamentals of Information Technology by Alexis Leon and Mathews Leon - Leon Press, Chennai

Course Title : Nepalese Business Environment
Course Code :
Area of Study : Core
Credit Hour : 3

Course Objectives:

This course examines the political, economic, social, technological, and legal interfaces between the business institution (especially the corporation) and the environment. The course intends to provide students with a overview of the environmental forces within which business must operate, and an understanding of the analytical tools that managers use to solve business and economic problems. The focus is to enable students to identify, understand and evaluate the environmental forces causing change in business performance and future strategic options.

COURSE CONTENTS:

- UNIT I : Introduction L.H.6
Meaning of Business Environment, Factors affecting Environment to the business, Internal and External Environment, Micro Environment, Macro environment, Environmental analysis- process and techniques, scanning methods, use of environmental analysis in strategic management
- UNIT II : Economic Environment L.H.15
Dimensions of the economy, major problems and challenges facing Nepalese economy, employment trends and labour market issues, migration and foreign employment, economic development plans, industry and agricultural sectors - performance and emerging challenges, economic policies and reforms - industrial policy, privatization policy, trade policy, tourism policy, and monetary policy; liberalization of the Nepalese economy and capital market reforms, macroeconomic factors influencing competitive environment in Nepal.
- UNIT III : Political -Legal Environment
L.H.8
Political structure in Nepal, an overview of Nepalese constitution and business legislation, Government and its branches, business- government relations, risks involved with Nepalese political environment and the emerging issues, legislations relating to labour, finance, investment, intellectual property, e-business, and consumer protection.
- UNIT IV: Socio- cultural Environment L.H.6
Components of socio-cultural environment, family structure and social organizations, class structure and classification, socio-cultural changes and their effects on business, Social conflict and its impact on the business environment

UNIT V: Technology and Energy Management

L.H.5

Business and technology, current status of technology, technology transfer issues, IT policy of Nepal, natural environmental issues, energy situation in Nepal, environment and energy management issues in Nepal.

UNIT VI : Global Business Environment

L.H.8

Concept of globalization - trends and issues, regional grouping of nations, regional trade agreement in South Asia - SAARC, SAPTA, SAFTA and BIMSTEC, foreign direct investment in Nepal, WTO and Nepal

References:

Francis Cherunilam : Business Environment, Himalaya Publishing House

K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House

Business Legislations and related publications of the Government of Nepal

Course title: Quantitative techniques for management

Program: Bachelor in Business Administration

Semester: Third

Course code: CO333

Area of study: Core

Credit Hour: 3

Lecture Hour: 48

Course Objectives:

The main aim of this course is to provide basic knowledge of quantitative techniques and its application in decision making process to solve various managerial problem under deterministic and stochastic situation.

Course contents

Unit 1: Introduction

2LH

Introduction of quantitative techniques, Application of quantitative techniques in decision making process, Quantitative analysis process; Model formulation, data preparation, model solution, report generation.

Unit 2: Decision theory

LH

8

Decision making environment, Decision making under uncertainty: Maxi-max, Maxi-min, Mini-min, Mini-max, Mini-max regret criteria, Laplace and Hurwicz criteria, decision making under risk: Expected monetary value criteria, expected opportunity loss, Expected value under perfect information, Marginal analysis, Decision tree approach.

Unit 3: Game theory

LH 8

Introduction, properties of Game theory, Standard convention of game, Pure and mixed strategies, pure strategies (Maxi-min and mini-max principles), Game with saddle point, Mixed strategies: Game without saddle point, Application of dominance rule, Graphical approach

Unit 4: Linear programming

LH

10

Introduction of Linear programming, Basic concept and notation, Formulation of linear programming model, Graphical solution of linear programming: Maximization and minimization, Special cases in linear programming: Multiple Optima, unbounded, infeasible, and degeneracy. Use of excel solver to solve linear programming problem (Only for class exercise)

Unit 5: Transportation

LH

8

Introduction, LP formulation of the transportation problem, Case of minimization and maximization, Balance and unbalanced problem, Method for initial allocation, Case of degeneracy, Test for optimality: Stepping stone and MODI method. Shortest path techniques.
Use of excel solver to solve transportation problem (Only for class exercise)

Unit 6: Assignment

LH 4

Assignment problems: Concept of assignment problem. Mathematical formulation of assignment problem, Solution of assignment problem: maximization and minimization.

Unit 7: Network Analysis

LH

8

Network models: Introduction, Difference between PERT and CPM, Basic terminologies, Construction of network diagram: AOA and AON techniques, PERT/CPM network components and precedence relationship, Probability in PERT analysis.

Basic references:

1. Shama J.K., (2009), Operation Research: Theory and application (4th edition), Macmillan Publishers India Ltd.
2. Kothari C.R., (2020), Quantitative Techniques (Third revised edition), Vikash Publishing House Private Limited.
3. Sthapit A.B. and others (2022), Production and Operation Management, Asmita Book publishers and distributors P.ltd., Kathmandu.
4. Hiller, F.S. and Libeman G.J. (2021), Introduction to operation research, McGraw-Hill Education.

Purbanchal University

BBA III Semester

LH: 48

Course Title: Financial Management I

Code:

Area of Study: Core

Credit Hour: 3

Course Objective: The objective of this course is to create an understanding of the basic concepts, principles and techniques of business finance. It also aims to enable them to apply this knowledge in real-life situations and take appropriate financial decisions.

Course Content

Unit I: Introduction to Financial Management and Markets

L.H. 4

Concept and meaning of Financial Management; Functions of Financial Management; Goals of the Financial Manager; Agency problem and Agency cost; Financial Markets – Capital Markets, Money market and its instruments: Treasury Bills, Gilt-edged securities, Certificate of Deposits, Commercial Papers, Re purchase Agreements, Banker Acceptance.

Unit II: Time Value of Money

L.H. 7

Concept and usages of Time Value of Money, Present Value [Discounting Single Sum, Uneven Series, Even Series (Annuity)], Applications of Present Value (Calculation of Interest rates, Loan Amortization); Future Value [Compounding Single Sum, Uneven Series, Even Series (Annuity)], Application of Future Value (Doubling period, Growth rate, Interest rate); Valuation of Perpetuities; Semi-annual and other compounding periods; Nominal and Effective interest rates – Calculation and Comparison.

Unit III: Financial Planning and Analysis

L.H. 13

Meaning and objectives of Financial Planning, Financial Planning Process, Cash Budget, Pro-forma Statements – Preparing pro-forma balance sheet and income statement; Tools for Financial

Statement Analysis – Horizontal Analysis; Common Size Analysis, Ratio Analysis (Liquidity, Leverage, Profitability and Activity Ratios).

Unit IV: Financial Returns and Risk

L.H. 10

Concept and Meaning of Financial Returns and Risk, Measurement of Returns (Real Rate of Return, Average Rate of Return, Expected Rate of Return and Required Rate of Return); Measurement of Risks (Variance, Standard deviation, Coefficient of Variance); Measurement of Portfolio Return and Risks (Covariance, Variance and Standard deviation); Correlation, Efficient Portfolio; Optimal Portfolio; CML, SML and CAPM.

Unit V: Securities Valuation

L.H. 8

Defining bonds and their features; Bonds Valuation; Bond Yields [Yield to Maturity (YTM), Yield to Call (YTC) and Current Yield (CY)]; Features and Valuation of Preferred Stocks; Features of Common Stock; Basic Stock Valuation – Zero Growth, Constant Growth, Non-constant Growth.

Unit VI: Cost of Capital

L.H. 6

Overview of cost of capital components; Cost of debt – before-tax and after-tax; Cost of Preferred Stock; Cost of Retained Earnings, Cost of newly issued common stock; Weighted Average Cost of Capital; Marginal Cost of Capital; Applications of Costs of Capital.

References:

Pradhan, R. S., *Financial Management*, Buddha Academic Enterprises, Kathmandu

Brigham, E.F. and J. F. Houston, *Fundamentals of Financial Management*, Harcourt Asia Pte. Ltd., Singapore

Van Horne, James C., and John M. Wachowicz, *Fundamentals of Financial Management*, Pearson Education, New Delhi

Ross, Stephan A., R. W. Westerfield, and J. D. Bradford, *Fundamentals of Corporate Finance*, McGraw-Hill/Irwin, Boston

