

FAR WESTERN UNIVERSITY

Faculty of Management

Course Title: **Nepalese Business Environment**

Course Code: **MGT 361**

Nature of course: Theory

Semester: Sixth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

1. Course Introduction:

The course intends to provide the learners different dimensions of global and domestic business environment. It is believed that with this course students are able to analyse and to make business decisions. It focuses mainly on Nepalese business environment which is in transition phase. The course consists of business environment and components of business environment, Nepalese Business Environment, foreign trade in Nepal, Economic policies and reforms in Nepal, ASEAN and Global business environment in different chapters. It also includes corporate social responsibilities of Business.

2. Course Contents

| Contents in Details | |
|--|------------|
| Unit I: Business Environment | (4) |
| 1.1 Concept of business environment | |
| 1.2 Importance to study business environment | |
| 1.3 Environmental analysis | |
| 1.4 Porters five forces model | |
| 1.5 Environment and strategic management | |
| Unit II : Components of Business Environment: Internal and External | (5) |
| 2.1 Internal environment of Business | |
| 2.2 External environment of Business | |
| 2.2.1 Economic environment | |
| 2.2.2 Socio-cultural environment | |
| 2.2.3 Political environment | |
| 2.2.4 Legal environment | |
| 2.2.5 Technological environment | |
| 2.2.6 Natural environment | |
| Unit III: Social Responsibility of Business | (6) |
| 3.1. Concept of social responsibility | |
| 3.2. Approaches to social responsibilities | |
| 3.3. Strategies for social responsibilities | |
| 3.4. Corporate Accountability | |
| 3.5. Social audit | |
| 3.6. Business and society | |
| 3.7. Consumerism | |
| 3.8. Concept of corporate governance | |
| Unit IV: Nepalese Business Environment | (8) |
| 4.1. Introduction | |
| 4.2. Growth of manufacturing Industry | |
| 4.3. Public sector manufacturing enterprises | |
| 4.4. Service sector industries: Tourism, transport, construction, financial and consulting services, informal sector | |

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| 4.5. Export industries | |
| 4.6. Import substituting industries | |
| 4.7. Industrial relations in Nepal | |
| 4.8. Problems and constraint facing industrial sector | |
| 4.9. Energy sector and environment protection | |
| 4.9.1. Electricity and petroleum products | |
| 4.9.2. Key points in energy sector | |
| 4.9.3. Factors in environment protection | |
| Unit V : Foreign Trade in Nepal | (4) |
| 5.1. Structure of Nepal's foreign trade | |
| 5.2. Nepal's trade with: | |
| SAARC Countries | |
| ASEAN Countries | |
| Other Countries | |
| 5.3. Problems of trade and transit | |
| Unit VI : Economic Policies and Reforms in Nepal | (6) |
| 6.1. Industrial policy | |
| 6.2. Foreign investment policy | |
| 6.3. Privatization policy | |
| 6.4. Trade policy | |
| 6.5. Labour policy | |
| 6.6. Monetary policy | |
| 6.7. Fiscal policy and reforms | |
| 6.8. Financial sector reforms | |
| 6.9. Public sector reforms | |
| 6.10. Capital market reforms | |
| 6.11. Insurance sector reforms | |
| Unit VII: Asian Business Environment | (3) |
| 7.1. Introduction | |
| 7.2. SAARC Member countries and their growth potential | |
| 7.3. SAPTA and SAFTA: Impact on trade and investment | |
| 7.4. Regional trade agreements: SAARC and BIMST-EC | |
| 7.5. Economics dynamics of India and China and its impact on Nepal's business sector | |
| Unit VIII: Global Business Environment | (9) |
| 8.1. Concept and nature of globalization | |
| 8.2. Changing global business scenario | |
| 8.3. International trade: Problems and prospects | |
| 8.4. Concept of multinational companies | |
| 8.5. Types of multinational companies | |
| 8.6. Advantages of multinational companies | |
| 8.7. Disadvantages of multinational companies | |
| 8.8. World Trade Organization: Objectives of WTO, WTO and Nepal, Nepal's membership and activities undertaken after the WTO membership | |

Reference Books

- Prem R Pant, Business Environment in Nepal
Govind R Agrawal, Dynamics of Business Environment in Nepal
SAARC Initiatives within the SAARC Region, SAARC Secretariat
SAFTA, SAPTA Agreement
WTO Geneva
A. C. Fernando, Business Environment
Other sources from Government of Nepal (CSBN, bulletins and newspapers)