

Seminar in Banking and Finance

Program/Semester: MBA/Fourth Semester

Course Title: Seminar in Banking and Finance

Course Code: FIN 648

Credit Hours: 3

Nature: Concentration (Marketing)

Course Objectives

The objective of this course is to expose the students to recent developments in banking and finance literature and to give the students practical experience by conducting a finance research project in the context of Nepal.

Course Description

This course provides the students with an opportunity to understand the research in banking and finance mainly in the field of banking, financial analysis, risk and return, working capital management, cost of capital, capital budgeting, financial structure, dividend policy and capital markets.

Course Contents

The course should deal with the presentation of scholarly articles published in nationally and internationally renowned journals on the following issues or topics where each issue or topic will be explored in relation to existing literature, its relevance in the Nepalese context, and the likely impact on current business practices in Nepal.

- Commercial banking
- Financial analysis
- Cost of capital and capital investment decisions
- Risk and return
- Microfinance institutions: performance analysis
- Loan delinquency and financial performance
- Credit assessment
- Electronic payment system
- Capital structure and the financial performance
- Corporate governance and the firm's financial performance
- Dividend policy and sustainability of BFI's
- Securitization and asset-backed lending practices
- Working capital management
- Credit and liquidity risk management
- Retail banking services
- Any other prescribed topics

Required Textbooks and Materials

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practices are present.

Seminar in Human Resource Management

Program/Semester: *MBA/Fourth Semester*

Course Title: *Seminar in Human Resource Management*

Course Code: *HRM 648*

Credit Hours: *3*

Nature: *Concentration (HRM)*

Course Objectives

This course is designed to discuss emerging HRM concepts and issues in the context of complex, dynamic, and changing business world. The aim of the course is to undertake a critical study of selected concepts, trends, practices and recent developments in HRM. The course will enable students to consider the complexity of these issues, explore the available literature and apply concepts to the Nepalese business context.

Course Description

This course will equip students with a framework for understanding and analyzing the nature of HRM functions. Major topics will include the paradigm shifts in HRM concepts and practices like changing role of HRM managers, diversity, structure and benchmarking issues, organizational change, employee commitment and empowerment, work-life balance, performance management, labour relations, staff development, knowledge management, and organizational learning.

Learning Outcomes

Students who successfully complete this paper will be able to:

- Describe how the field of HRM of business is changing including the roles of managers in business and industry;
- Explain and critically discuss theoretical paradigms in human resource management;
- Explain the latest developments and contributions of HRM theories, research and practices;
- Demonstrate the value of emerging HRM concepts and their implications for contemporary business practices in Nepal;
- Apply knowledge of management ideas to analyze organizational and HRM issues in Nepal.

Course Contents

The class discussions may use the topics below as a general guide when selecting the issues of most interest. These are generalities only - not hard requirements. Each issue or topic will be explored in relation to existing literature, its relevance and practices in the Nepalese context.

This comprehensive seminar course delivers a contemporary view of HRM and will educate students and give them an opportunity to practice their skills in a variety of conceptual and practical issues, including but not limited to:

- Changing perspectives in HRM
- Employee empowerment
- Diversity management
- Work-life balance
- Benchmarking and outsourcing
- Employee motivation and performance management
- Innovation and organizational change
- Knowledge management
- Reward and compensation management
- Employee development and career progression
- Organizational learning
- Relationship management
- Smart work and best practice
- HRM practices and labour relations in Nepal
- Any other prescribed topics

Methods of Teaching and Learning

This is an interactive, not a lecture course. The course is delivered through a few 'traditional' lectures and mostly through interactive group discussions and feedback sessions on submitted student work.

A substantial amount of time is devoted to student presentations on assigned research articles. The major learning activity is an individual theme papers conducted on any management topic approved by the instructor.

Reading Materials

Reading, review and instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practices are present. Journal articles assigned for reading and review will be discussed in the class. Students should therefore be sure to have a copy of these articles. They can get the copies of these articles from the office.

Seminar in Marketing

Program/Semester: MBA/Fourth Semester

Course Title: Seminar in Marketing

Course Code: MKT 648

Credit Hours: 3

Nature: Concentration (Marketing)

Course Objectives

The main objective of this seminar course is to acclimatize students with recent developments in the area of marketing that include but not limited to theoretical advances, the development of new tools and analytical approaches, research methodologies, research in various contextual perspectives and research interests and trends of marketing experts. This will enable students to be better acquainted with the science and art of marketing to enable them to better analyze and design strategies to gain success in the competitive market.

Course Description

The course introduces the recent developments in marketing in the areas of market and marketing, consumer and institutional buying behavior, products and services marketing, segmenting and positioning, marketing mix and management, marketing communications, channel management and retailing, relational and relationship marketing, Business to Business (B2B) marketing and Not-for-profit marketing. Additionally, it includes contemporary development in marketing practices like issues of sustainability and ethics and modernism and post-modernism in the area of marketing. The course should intensively use reviewing of articles of research published in international journals.

Learning Outcomes

At the end of the course, students will be able to:

- Understand the concepts, theory, analytical tools and practices in totality and in a holistic manner including recent developments and focus
- Understand the responsiveness to marketing and develop and evaluate marketing strategies
- Choose and develop appropriate marketing mix and management strategies to generate desired effect in the market relating to market and product characteristics
- Understand the ongoing theoretical debate and research interests in the area of marketing
- Measure the effectiveness of marketing efforts and strategies and monitor them.

Course Contents

- Market and marketing
- Consumer and institutional buying behavior
- Products and services marketing
- Segmenting and positioning
- Marketing mix and management
- Branding and brand management
- Marketing communications
- Channel management and retailing
- Relational and relationship marketing
- Business to Business (B2B) marketing
- Not-for-profit marketing
- Modernism and post-modernism in marketing
- Sustainability and ethical issues in marketing
- Contemporary marketing practices
- Any other prescribed topics

Required Textbooks and Materials

The textbook and other instructional materials will be decided by the course instructor to ensure that current and relevant concepts, theories and practices are present.