

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail and pedagogy of
BBM (Bachelor of Business Management) 8th Semester

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| MGT 318: Business Strategy | 3 Cr. hrs |
| ISM 206: Service Operations and Management (Elective II) | 3 Cr. hrs |
| ISM 208: Industrial Relations (Elective III) | 3 Cr. hrs |
| Project Report Writing Or Internship | 6 Cr. hrs |
| <u>Focus Area Courses V</u> | |
| | 3 Cr. Hrs |
| ➤ BNK 218: Micro Finance and Rural Banking | |
| ➤ EED 217: Project Management | |
| ➤ INS 212: Insurance Broking and Bancassurance | |
| ➤ MKT 218: Rural Marketing | |

MGT 318: Business Strategy

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to develop students' understanding of the strategic management by clearly explaining strategy concepts, analyzing and evaluating them to show how these are applied in the business world.

Course Description

This course contains introduction, vision and mission, objectives and strategy, strategic analysis, strategy formulation, Strategy Implementation.

Course Details

Unit 1: Introduction

LH 7

Concept and importance of strategic management, importance of strategic decisions, elements of strategic management, Need for strategy, company values, levels of strategy, strategic management process, changes in the approach to strategic management, different perspectives on strategy formulation, concept and features of strategic planning.

Unit 2: Vision and Mission, Objectives and Strategy

LH 7

Developing strategic vision, communicating the strategic vision, crafting a mission statement, linking vision and mission with company values, levels of objectives, crafting objectives.

Unit 3: Strategic Analysis

LH 12

Concept, the general environment; scanning, monitoring and forecasting the environment, Scenario planning, PEST analysis; The competitive environment- Porter's Five Forces Framework, the value net, strategic groups, hypercompetition, Internal environment analysis-value-chain-analysis, evaluating Value chain, SWOT analysis; concept of internal environment, the resource-based view of strategy- resources, competencies, core competencies and distinctive capabilities; identifying sustainable competitive advantage, criticism of resource-based view, knowledge management.

Unit 4: Strategy Formulation

LH 14

Concept, Business level strategy- Generic competitive strategies, a resource-based view to strategy formulation, the industry life-cycle; corporate level strategies- Growth strategies, related and unrelated diversification, implementing growth strategies, portfolio analysis- Boston Consulting Group Matrix and The General Electric-Mckinsey Matrix, strategy evaluation.

Unit 5: Strategy Implementation

LH 8

Concept, organizational structures- the entrepreneurial, functional, divisional, matrix and network, strategic leadership, leadership and management, the learning organization, emotional intelligence and leadership performance, leadership capabilities, impact of leadership on vision, values and culture, corporate culture and leadership, leading strategic change.

Text and Reference Books

Henry, E.A. Understanding Strategic Management, Oxford

Jauch, L.R. and Glueck, W.F. Business Policy and Strategic Management, McGraw-Hill.

Pearce II, J.A., Robinson R.B and Mittal, A. Strategic Management: Formulation, Implementation and Control, McGraw Hill.

Thompson, A. Peteraf, M.A., Gamble, J.E., Strickland, A.J., and Jain A.K. Crafting and Executing Strategy, McGraw-Hill

Kajmi, A. Business Policy and Strategic Management, Tata McGraw Hill

Adhikari, D.R. Strategic Management, Buddha Publication

Wheelan, T.L. and Hunger J.D. Strategic Management and Business Policy, Pearson

BNK 218: Micro Finance and Rural Banking

(focus area V)

Credits: 3

Lecture Hours: 48

Course Objectives:

Familiarize with the basic concept of microfinance, historical background, products designing, operational procedures, infrastructure development for micro finance, legal framework and prudential regulation with specific reference to the Nepalese context; Provide knowledge of micro finance practices in Nepal along with global development in microfinance sector, To make able to understand the role of rural microfinance in poverty reduction and give practical knowledge on microfinance practices.

Course Description

This course contains Introduction to Micro Finance, Approaches to Micro-finance, Micro Finance Institutions, Product of Micro Finance, Directed or Deprived Sector lending, Measuring the Performance of MFIs, Matter of MFIs.

Course Details

Unit 1: Introduction to Micro Finance

LH 5

Concept, Definition and principles of microfinance, Characteristics and importance of Microfinance, Historical Background, Role of microfinance for elevation of poverty, Linkages between main stream financial services & micro-finance

Unit 2: Approaches to Micro-finance

LH 6

Saving led and credit led, Practices and different models (Special reference to Nepal) Grameen replication, Co-operative, FINGO and Self Help Groups (SHG), Strengths and weaknesses of the various approaches, Social Banking VS Commercial Banking, Financial access Vs Financial inclusion.

Unit 3: Micro Finance Institutions

LH 5

Ownership and Legal Form of MFIs, Objectives of MFIs, The importance of institutions, Organizational structure, Governance, Types of financial institutions, Offering microfinance services, Capital structure Management structure, growth and transformation.

Unit 4: Product of Micro Finance

LH 8

Saving product- Concept of saving, saving mobilization, Types of saving, compulsory saving, voluntary saving, Non-financial services, Micro insurance, Pricing of saving product. Credit product: micro credit, individual credit, Character and cash-flow based lending, Micro enterprises loan, Working capital loan, agricultural loan, Loan against group guarantee, interest rate and services charges on micro credit,

Unit 5: Directed or Deprived Sector lending

LH 6

Meaning and concept, Directed lending- importance, Pros and cons views, Priority sector lending vs. deprived sector lending, NRB policies for DSL, Penalty in case of default in DSL, Direct lending Vs Indirect lending. Roles of DSL for increasing productivity.

Unit 6: Measuring the Performance of MFIs**LH 8**

Analyzing financial statements, Financial performance ratios, efficiency and productivity; liquidity and capital adequacy; asset and liability management, Loan loss and provisioning, Benchmarking, Rating MFIs, Social Performance Measurement and Impact performance evaluation of microfinance institutions in the framework of WOCCU model, CGAP model, and SEEP model

Unit 7: Matter of MFIs**LH 10**

Viability, Efficiency, Sustainability, Self-reliance, Outreach Cooperation, coordination and co-financing with various donors agencies. The role of governments in microfinance; national microfinance policies, Subsidizing, The Role of Subsidies and Donors, Measuring subsidy dependence, Traditional microfinance donors and instruments, socially responsible investors Vs commercial investors: Equity vs. debt financing options, Microfinance investment funds vs Microfinance investment vehicles, Culture of labor division, Opportunities and challenges of MFIs in Nepal.

Reference

Christen R.P. *Banking Services for the Poor: Managing for Financial Success*, Accion International, Washington DC

Joanna Ledgerwood. Microfinance Handbook: *An Institutional and Financial Perspective*: Sustainable Banking with Poor. Washington D.C: The World Bank.

Rama Bashyal. MICRO FINANCE. *Access to Finance for Nepal's Rural Poor*. Institute for Integrated Development Studies, IIDS. 2008.

SBP Micro- Finance Handbook. The World Bank 1997

Simkhada NR, Sharma N, Upreti T. *Review for Micro-finance Services in the hills of Nepal*. Centre for Micro-Finance(CMF), Kathmandu, Nepal

Upreti, T.P., *Micro-finance in Nepal*, Impact, Opportunities and Challenges, Seminar Paper, Kathmandu, Nepal.

Suggested Reading

Various publication and article published from Nepal Rastra Bank.

ELE 221: Emerging Global Business Issues

(Elective)

Credit: 3
Lecture hour: 48

Course Objective

The main objective of this course is to acquaint students with the concepts and practices of emerging global business issues. The course is to present modern concepts of international management to the students and help them to develop skills in analysis of global business both in terms of its internal functioning and interaction with the different types of environment.

Course Description

The course provides a review of global business practices as a area of theoretical development as well as a field of practice. It comprises the problem areas of globalization, world economy and modern approaches to business organisation in the global context. Main blocks of the course are concept and environment of global business, multinational companies, foreign direct investment, theories of trade, modes of entering into global business and emerging issues in global business.

Course Details

Unit 1: Concept & Nature of Global Business

LH 8

- Characteristics of Global Business
- Components of Global Business: International Trade and International Investment
- Opportunities of Global Business
- Globalization of Business: A Historical Perspective
- Global Business as Blending of people, Technology & Ethical Behavior
- Economic Challenges facing Global, Domestic Business and Management of Change

Unit 2: Theories of Global Trade

LH 8

- The New Trade theory
- International Product life cycle theory
- Theory of Competitive Advantage
- Implications of Trade Theories

Unit 3: Global Business Environment

LH 10

- Impact of economic Environment on Global Business
- Barriers to Global Trade
- Regional Co-operation & Integration: Reasons & types
- EU, BIMSTEC, SAPTA/SAFTA: Concept and objectives
- International Economic Co-operation
- World Trade Organization(WTO): Concept and functions
- International Political & Legal Environment: Impact on Global Business decision making
- Cultural Orientation in Global Business
- Comparison of Cross Cultural Behavioral Practices in Global Business
- Foreign exchange & Foreign exchange market

Unit 4: Modes of Entering Global Business**LH 8**

- Global business expansion modes (Trade Related, Contractual, Investment)
- Licensing, Franchising, Management Contract, Trunk Projects, International Leasing, Joint Ventures, Mergers & Acquisitions, Strategic Alliance
- Foreign Direct Investment (FDI): Concept & Techniques of FDI

Unit 5: Multinational Companies & Global Business**LH 4**

- Concept, Types, Characteristics of a Multinational Enterprise
- Impact of MNEs on Host Economics
- Organization Structure of MNEs: Functional, Regional & Product Structures

Unit 6: Emerging Trends in Global Business**LH 10**

- Strategic approach to global business management (Ethnocentric, Polycentric, Regiocentric, Geocentric)
- Business Portfolio Analysis- Concept & Problems
- Levels of Global Business Strategy: Corporate, Business & Functional
- Global marketing mix decisions: 7Ps Approach
- International Distribution Channels: Concept and strategies
- Global Operations Management
- Global Supply chain management: Concept and Components
- Global Financial Management Strategies: Global debt market & Global equity market
- Managing International Human Resources Activities & Models
- Global E-Business: Concept & Components
- Global E-Service: Concept and relevance to global business
- Problems & Prospects of Global Business

Text and Reference Books

Joshi, Rakesh,M., *International Business*, New Delhi: Oxford University Press

Bennet,R., *International Business*, New Delhi : Pearson Education.

Aswathappa, K., *International Business*, New Delhi : Tata Mc-Graw Hill.

Sharan, V. *International Business*, New Delhi: Pearson Education

Rao, P. S. *International Business*, Mumbai: Himalaya Publishing House

Daniels & Radhebaugh, L.H., *International Business*, New Delhi: Pearson Education.

ELE 224: Organizational Change and Development

Credits: 3
Lecture Hours: 48

Course Objectives

The objective of this course is to provide students with a conceptual framework addressing the strategic importance of managing change and organization development (OD) in various agencies, service organizations, community organizations and other settings.

Course Description

The course mainly focuses on organization development as a process of planned change to improve an organization's problem-solving skills and its overall effectiveness within a changing and complex environment. Within the context of this organizational complexity, students will examine concepts and techniques of OD and management of organizational change.

Course Details

Unit 1: Organizational Change

LH 10

Concept, nature and need for planned change in organizations; Forces of change - internal and external factors Recognizing the need for change; Strategies for planned organizational change; Areas of change – strategy, structure, people and technology; Types of organizational change; Change agents' skills, knowledge, style, and role in effecting Change; Resistance to change – individual resistance, organizational resistance; Overcoming resistance to change; Implementing and monitoring the change process.

Unit 2: Approaches and Models of Change

LH 9

Introduction; A Three Stage Model of the Change Process (Kurt Lewin and others); Burke-Litwin Model of Organizational Change; Porras-Robertson Model of Organizational Change; Integration of change models; cross-cultural and ethical issues in organizational change.

Unit 3: Organization Development

LH 7

Concept; Objectives; Overview and history of OD; Values; Characteristics and assumptions; Key benefits; Strategic aspects of OD; OD as an integrative process.

Unit 4: Process of Organization Development

LH 7

Understanding the organizational issues and process; Diagnosing the problems; Feedback on diagnostic information; Role of external consultant in OD process.

Unit 5: Organizational Development Interventions and Strategies

LH 7

Team interventions; Inter-group and third party interventions; Comprehensive OD interventions; Structural intervention.

Unit 6: Contemporary issues in Change and Organization Development LH 8

Consultant-client Relationship; Power and Politics; Leadership; Diversity management; Stress management; Technology and culture; TQM practices; Globalization and organizational change and development;

Basic Books

Wendell L. French & Cecil H. Bell, Jr., *Organization Development - Behavioural Science Interventions for Organization Improvement*, Pearson Education. New Delhi.

Dipak K. Bhattacharya. *Organizational Change and Development*. Oxford University Press. New Delhi.

Reference Books

Donald L. Anderson. *Organization Development: The Process of Leading Organizational Change*. Sage Publications. New Delhi

Jim Grieses. *Organizational Change: Themes and Issues*. Oxford University Press. New Delhi.

S. Ramnarayan, T. V. Rao and Kuldeep Singh. *Organization Development*. Response Books. New Delhi.

ELE 225: Budgeting and Financial Forecasting

(Elective)

Credits:3
Lecture Hours:48

Course Objectives

This course provides an introduction to preparation of different types of budgets and associated with general financial forecasting techniques which will help students to understand the budgeting process and forecasting techniques in practice.

Course Description

This course contents an introduction to budget, zero base and activity based budgeting. Master budget, flexible budget and variance have been incorporated along with standard costing and financial forecasting.

Course Details

Unit 1: Introduction to Budget

LH 6

Budgeting: Why and How -Why Make a Budget- Who Reads Budgets- Eight Steps to Creating a Budget- Meaning- Advantages- Characteristics-Role of Budgeting in Management Planning and Control-Methods for Preparing Budgets-Budgeting Ethics- Problems in Budgeting.

Unit 2: Zero Base and Activity Based Budgeting:

LH 4

Concept of zero Base and Activity Based Budgeting, Advantages and Limitations, Objectives and Procedure.

Unit 3: Master Budget:

LH15

Operating Budget: Meaning-Types- Sales budget, Production Budget, Direct Material Purchase Budget, Direct Labor Budget, Factory Overhead Budget, Selling and Administrative Expenses Budget, Budgeted Income Statement.
Financial budget: Meaning- Types- Capital expenditure Budget, Cash Budget, (Kemp & Dunbar)and Budgeted Balance Sheet. Performance Report

Unit 4: Flexible Budget and Variance:

LH 6

Static Budget-Flexible Budget- Difference between Static and Flexible Budget- Need of Flexible Budget- Meaning of Overhead- Three Overhead Variances.

Unit 5: Standard Costing:

LH 7

Meaning- Objective-Limitations- Difference between Standard Costing and Budgetary Control- Controlling Process- Variance Analysis: Direct Material and Labor Variance.

Unit 6: Financial Forecasting:

LH 10

Meaning-Objectives- Importance of Forecasting in Budgeting- Process of Financial Forecasting- Methods of Financial Forecasting- Qualitative Methods: Executive Options, Delphi Technique, Sales Force Pooling, and Consumer Survey. Quantitative methods: Time series Forecasting, Pro-forma Financial Statements.

References7

Brigham, E. F., & Ehrhardt, M. C. (2013). *Financial Management*. Cengage Learning India Pvt. Ltd.

Kemp, S., & Dunbar, E. (n.d.). *Budgeting for Managers*. New York: MC Graw- Hill.

Upadhyaya, T. P., Gupta , U. P., Khanal, B. R.,et al, (2071BS). *Cost & Management Accounting*. Kathmandau: Samjhana Publication Pvt. Ltd.

Welsch, G. A., Hilton, R. W., & Gordon, P. N. (n.d.). *Budgeting Profit Planning and Control*. Prentice-Hall of India Pvt. Ltd.

ISM 206: Service Operations and Management

(elective-II)

Credits: 3

Lecture Hours: 48

Course Objective:

This course aims to provide students with an understanding of the analysis, decision making and implementation issues of managing the operational aspects of a service. There must be a strategy for providing service, which matches the target market with the strengths of the Service Company. Furthermore, the operational decision-making must support the service strategy of the company.

Course Description

This course contains introduction, Service Strategy, Managing Service Operations and Processes, Productivity and Quality Improvement, Resource Utilization.

Course Details

Unit 1: Introduction

LH 9

Concept and characteristics of services, types of services, service processes, success of a service operation, the service as a strategic tool, focused and unfocused service operations, differentiation between goods and services, critical factors of success, service management, service marketing environment, sources of service sector growth, challenges confronted by the service sector, the service product, new product development, product life cycle strategies, branding the service product, emerging service sectors in Nepal- banking, insurance, retailing and tourism services.

Unit 2: Service Strategy

LH 8

Concept, distinctive characteristics of service operations, classifying services for strategic insights, the strategic service vision, service design elements, competitive environment of services, competitive service strategies- overall cost leadership, differentiation, focus; winning customers in the market place, the virtual value chain.

Unit 3: Managing Service Operations and Processes

LH 13

Concept, managing demand and supply, customer' role in service delivery, types of supply relationships, managing service supply chains, managing through intermediaries, supply partnerships, service guarantees, service process matrix, service level agreement; managing facilitating goods- role of inventory in services, characteristics of inventory systems and relevant cost and inventory system; order quantity models- EOQ, inventory model with quantity discount, inventory model with planned shortage; inventory control system- continuous review system, periodic review system and the ABCs of inventory control.

Unit 4: Productivity and Quality Improvement

LH 10

Concept, service quality, model of service quality, customer value equation, stages in service firm competitiveness, making continuous improvement a competitive strategy, walk-through audit, quality and productivity, blueprint for service excellence, quality and productivity improvement process, quality tools for analysis and problem solving.

Unit 5: Resource Utilization**LH 8**

Concept, capacity management, operations planning and control, managing bottlenecks and queues, managing the capacity zone, improving the resource utilization, performance management and measurement, the purpose of measurement, a balance of measures, benchmarking.

Text and Reference Books:

Johnston, R., & Clark, G., *Service Operations Management: Improving Service Delivery*, Prentice-Hall.

Collier, D. A., *Service Management: Operating Decisions*, Prentice Hall, Englewood Cliffs, New Jersey.

Schmenner, R.W., *Service Operations Management*, Prentice Hall, Englewood cliffs, New Jersey.

Fitzsimmons, A. J and Fitzsimmons M. J. , *Service Management: Operations, Strategy, Information Technology*, Fifth McGraw Hill

Jauhari, V and Dutta, K., *Services: Marketing, Operations, and Management*, Oxford Publications.

ISM 208: Industrial Relations

(elective-III)

Credits: 3

Lecture Hours: 48

Course Objectives

The course aims to acquaint students on all the dimensions of industrial relations and labour laws. It is organized into two parts: first part focusing on the history and theory relating to the industrial relations, and the second part providing detailed on specific provisions of labor laws being enforced in Nepal.

Course Description

This course contains introduction, trade unions, collective bargaining, employee grievances, conflicts and disputes, Worker Participation in Management.

Course Details

Unit 1: Introduction

LH 8

Concept, meaning, objectives and scope of industrial relations, forms of industrial relations, theories of industrial relations, industrial relations actors, the system perspectives of industrial relations, industrialization strategy and industrial relations, globalization and industrial relations.

Unit 2: Trade Unions

LH 10

Trade unions, emergence of trade unionism, objectives of trade unions, trade union activities, trade unions in service sector, structure of trade unions in Nepal, trade union movement in Nepal, trade unions related issues in Nepalese organizations, provisions in Trade Union Act 2049 (1992).

Unit 3: Collective Bargaining

LH 10

Concept, nature of collective bargaining, collective bargaining process, collective bargaining as a method of wage fixation, prerequisite for collective bargaining, negotiating techniques and skills, types of collective bargaining contracts, provisions of collective bargaining in Nepal, collective bargaining issues in Nepalese organizations.

Unit 4: Employee Grievances, Conflicts and Disputes

LH 12

Concepts, nature of employee grievances, causes of grievances, the grievance procedure, industrial conflicts, nature of conflict and its manifestation, conflict resolution, grievance and industrial relations, nature of industrial disputes, legal provisions on dispute settlement process in Nepalese organizations, strikes and lockouts-causes.

Unit 5: Worker Participation in Management

LH 8

Concept, determinants of workers' participation in management, workers' empowerment-techniques quality circle and its application Kaizen and its benefits quality of work life and work behavior, joint work committees, managing good industrial relations- problem and prospects future of industrial relations.

Text and Reference Books:

Monappa, A. Industrial Relations, Tata McGraw-Hill Publishing Company Ltd, India.

Singh, B.D. Industrial Relations and Labour Laws, Excell Book, New Delhi

Bhatia, S.K. constructive Industrial relations and Labour Laws, Deep & Deep Publications, India

Monappa, A., Nambudiri, R. and Selvaraj, P. Industrial Relations and Labour Laws, Tata McGraw Hill Education Pvt. Ltd.

Salamon, M. Industrial Relations: Theory and Practice, Prentice Hall

Sihna, P.R.N. Industrial Relations, Trade Unions and Labour Legislation, Pearson Education

Ratnam, C.S.V. Industrial Relations, Oxford University Press, India.

Pant, P.R. & Narayan Manandhar (eds), (1998). *Industrial Relation in Nepal A Book of Readings*, Industrial Relations Forum, Kathmandu.

Trade Union Act 2049 (1992)

Labour Act,2048 (1992)

EED 217: Project Management

(Entrepreneurship and Enterprise Development- focus area V)

Credits: 3
Lecture Hours: 48

Course Objective

This course aims at familiarizing students with the significance of project management and its important aspects so that they can acquire the knowledge and skills of project management.

Course Description

This course contains introduction, project definition, time, cost and quality planning, plan analysis and risk management, project organization: structures and teams, control of projects, supply chain issues, Project Completion and Review,

Course Details

Unit 1: Introduction

LH 7

Concept of project and project management; Phases of project management; 7-S of project management; Project environment; Complexity of projects; Organizational strategy and projects; Project management as a strategic capability; Resource coordination; Project and organizational goals; Project and performance management

Unit 2: Project Definition

LH 3

Developing the project concept; Scope management; Project process; Work breakdown structure; Process mapping; Establishing check points

Unit 3 Time, Cost and Quality Planning

LH 8

Time planning process; Gantt charts; Estimating; Activity-on-arrow (AoA) diagrams and CPM; Scheduling; Computer-assisted project planning; Fast-track projects; Cost planning process; Cost estimating techniques; Cost build-up; Cost management – budgets; Quality planning process; Quality conformance planning; Quality performance planning

Unit 4: Plan Analysis and Risk Management

LH 3

Analyzing time plans; Analyzing cost plans; Analyzing quality plans; Risk management; Risk quantification techniques

Unit 5: Project Organization: Structures and Teams

LH 8

Role of teams; The pure project management; Matrix management; Structure selection; Mixed organizational structures and coordination; Teamwork; Life-cycles of teams; Managing personalities in teams; Effective teamwork; Managing the team – running effective meetings and working with geographically remote people and groups

Unit 6: Control of Projects

LH 7

Control systems; Control of major constraints – quality, cost and time; Visual control; Last planner; Technical performance monitoring; Project management information management system (PMIS); Change control; Control of the work of development projects

Unit 7: Supply Chain Issues

LH 3

Concept of supply chain management; purchasing; Contracts; From buying to relationship management; Modern techniques in supply chain management

Unit 8: Project Completion and Review

LH 6

Project completion and handover; Structuring improvement activities; Learning before doing – role of external knowledge; Learning by doing – role of audit and review; Conducting reviews; Justifying it all – evaluating cost of quality

Basic Reading:

Maylor, Harvey. *Project Management*. New Delhi: Pearson Education Ltd.

Other Readings:

Mantel, S.J. et al. *Project Management*. New Delhi: Wiley-India

Chandra, Prasanna. *Projects*. New Delhi: McGraw Hill Education

Choudhury, S. *Project Management*. New Delhi: McGraw Hill Education

INS 212: Insurance Broking and Bancassurance

(Insurance and Risk Management- focus area V)

Credits: 3

Lecture Hours: 48

Course Objective

The main objective of this course is to acquaint students with the concepts and practices of insurance broking and Bancassurance. This course also deals with different laws and provisions of Bancassurance.

Course Description

This course contains: introduction to broking, broking practices, introduction to bancassurance, bancassurance model, bancassurance practice, prospects of bancassurance, legal provision of broking and bancassurance.

Course Details

Unit 1: Introduction to Broking

LH 8

Broking, History of Broking, Role of Insurance Broking, Concept of Insurance Brokers, Role of Insurance Brokers, Types of Insurance Brokers: Direct Broker, Reinsurance Broker and Composite Broker, Functions of Direct Broker, Functions of Indirect Broker, Functions of Reinsurance Broker, Functions of Composite Broker.

Unit 2: Broking Practices

LH 7

Cost reduction by Broking, Process of Broking, Steps of broking, Obstacles of broking practice, Legal Provision of Bancassurance.

Unit 3: Introduction to Bancassurance

LH 6

Evolution and Historical Development of Bancassurance Conceptual framework, Insurance Intermediaries, New Distribution Channel, Bancassurance: Concept and Characteristics, Need of Bancassurance.

Unit 4: Bancassurance Model

LH 8

Distribution Alliance, Joint Venture Between Insurance and Bank, Leveraged Life Distribution, Leveraged Bank Distribution, Advantage and Disadvantage of Bancassurance Model, Choosing the right partner in Bancassurance, Requisites for successful Bancassurance.

Unit 5: Bancassurance Practice

LH 8

Changes in the competitive Environment of Banks, Bancassurance Products, Bancassurance Process, Legal Provision of Bancassurance, Distribution Channels in Bancassurance in Nepal, Remuneration and Incentives, Training for Bancassurance.

Unit 6: Prospects of Bancassurance

LH 6

Prospects of Bancassurance in Nepal, Challenges of Bancassurance, Strength of Banks and Insurance Companies.

Unit 7: Legal Provision of Broking and Bancassurance

LH 5

ws of Reinsurance Broking, Code of Conduct of Broking, Laws of Broking, Laws of Bancassurance.

Reference

Rodrick Claws., *A Textbook of Insurance Broking*, Woodhead Faulmers Ltd.
Bancassurance: *Convergence of Banking and Insurance*, Knowledge Series
www.irda.gov.in.

MKT 218: Rural Marketing

(Focus area V: sales and Marketing)

Course Objective

This course aims to develop students' understanding in the area of rural marketing and develop their skills in designing marketing strategy for the rural market.

Course Description

Rural marketing involves marketing to villages. Four-fifth of Nepalese live in villages. Remittances from foreign employment has given unprecedented purchasing power to the villagers. Thus rural marketing, although neglected for a very long period of time, has growing significance in the country. Recognizing the importance of this area this course has been designed. This course includes the relevance of rural marketing, characteristics of the rural market, rural market segmentation, rural marketing strategy, and agricultural marketing.

Course Detail

Unit 1: Introduction

LH 15

Rural marketing concept. Rural marketing system. Rural marketing environment in Nepal. Challenges in rural marketing. Rural marketing mix: availability, affordability, acceptability, and awareness. Rural buyer behavior: nature and characteristics. Rural buying considerations. Problems and constraints in rural marketing. Segmentation of the rural market.

Unit 2: Rural Marketing Strategy

LH 20

Rural product development process. Services marketing in rural areas. Product modifications for the rural market. Brand strategies. Packaging strategies in rural market. Rural distribution systems. Rural channel strategy: major challenges. Rural logistics. Rural price factors. of demand. New product pricing strategies. Promotion in rural markets: media, promotion objectives, message content, advertising appeals.

Unit 3: Agricultural Marketing

LH 13

Agricultural marketing characteristics. Nature of agricultural products. Agricultural marketing environment in Nepal. Agricultural marketing process. Agricultural cooperatives and marketing. Sales transaction modalities. Managing logistics.

Text and References

Richard M. Hill, Ralph S. Alexander and James S. Cross, *Industrial Marketing*, AITBS Publishers.
P.K.Ghosh, *Industrial Marketing*, Oxford University Press.