

MGT 231: Foundation of Business Management

(BBM)

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

The course aims to impart the knowledge of fundamental management principles and integration of those principles with the real time business situation and managerial activities that they have to perform in future so as to enhance their managerial capability and enable them to apply in the practical field. The course will remain important in the development of the soft skills of the students.

Course Description:

This course covers introduction of the management that covers the concept, functions and roles of a manager and business environment and their analysis for the purpose of business use. It also incorporates major principles of management that covers classical and recent management principles. Similarly it covers some fundamental concepts and philosophies of business ethics and social responsibility. The fundamental functions of a manager has also been incorporated in the course with the Nepalese management practices.

Learning Outcomes:

On completion of this course, the student will be able

- a. To understand the concept of business, management and business management, role and functions of manager and analysis of business environment using porter model.
- b. To understand the unethical behaviour in business and ethical behaviour as well the additional social responsibility of the business.
- c. To know the philosophical aspects of management with the understanding of management culture
- d. To know the functions of a manager and develop skill to apply them in practice.
- e. To communicate, present and play as a role of manager with the development of soft skills.
- f. To understand business management trends and scenario in Nepal

Learning Strategies:

- *Quizzes/ Surprise Test:* Quizzes to be taken individually without prior information. The quizzes is to be taken using objective questions covering the related text chapter materials.
- *Project & Live Projects:* The students should work in team for producing live project report as a part of experiential learning. They should go to the field, collect real time data and develop report. They also should present it in the class within 10 minutes of each group.
- *Case analysis:* The students should submit analysis of the cases provided by the course instructor reflecting the text/ practice related problems, genesis of the problems. It may be presented in class too.

- *Assignments:* The students tend to develop and deliver a presentation of 15 minutes on contemporary issues that are worthy enough. Home assignment in preparation of term paper can be provided.
- *Simulation:* The students need to participate in the activities that are set inside the class room. Course Convenor should provide issues and make practice as in real life situation.
- *Term paper & Thematic review:* The course convenor should provide issues that are importantly raised in the society and ask students to review related articles and develop the theme as the part of term paper and ask them to present in the class.
- *Oral Presentation:* The convenor should provide issues a day before and ask them to speak 5-10 minutes without any supportive materials in the class.

Course Details:

Unit 1: Introduction

6 LHs

Concept of management and business management, the management process, type of managers (general, functional and line managers), basic managerial roles and skills, changing job of managers, management challenges, acquaintance to task and general environment of business and analysis of task environment using Porter model.

Activities: Preparation of company profile focusing task environment and case analysis.

Unit 2: Philosophical Aspects of Management

6 LHs

The classical philosophy (scientific management, administrative management and bureaucratic management), behavioural management philosophy (human relation movement and Hawthorne studies), system and contingency philosophy and emerging issues and challenges in Nepalese business.

Activities: Surfing and finding out the techniques of using these theories in practice and presenting in class.

Unit 3: Business Ethics and Social Responsibility

4 LHs

Ethical issues in management, the roots of unethical behaviour, philosophical approaches to ethics, social responsibility of business and arguments for social responsibility and Friedman doctrine.

Activities: Oral presentation on social and ethical issues in Nepalese business and society and case analysis.

Unit 4: Planning and Decision Making

7 LHs

Planning: Meaning and levels of planning, planning horizons, planning process, meaning and use of single use, standing, contingency and derivative planning, pitfalls and their improvement in planning.

Decision Making: Concept of decision making, process of rational decision making, type of problems and decision making, decision making conditions and styles.

Activities: Simulation and case analysis

Unit 5: Organizational Architecture**7 LHs**

Meaning and concept of organizational structure and architecture, elements of organizational architecture, designing structure: vertical differentiation (Tall Vs. Flat), horizontal differentiation (Functional, multidivisional, geographical and matrix), and integrating mechanisms (formal knowledge network and strategy, coordination and integrating mechanisms), definition and source of authority, responsibility and accountability and creating accountability in business organizations, emerging issues in organization design and architecture, Nepalese practices in organizational structure.

Activities: Project work and case analysis.

Unit 6: Organizational Culture**4 LHs**

Meaning and concept of organizational culture, importance of organizational culture, change and strengthening organizational culture, managing organizational culture during merger, organizational culture in Nepalese organization.

Activities: Term paper on culture after merger and case analysis

Unit 7: Group and Team**4 LHs**

Meaning of team and group, difference between team and group, importance of team in organization, creating effective team, types of group and team, managing team conflict, position of team work in Nepalese organization.

Activities: Simulation and case analysis.

Unit 8: Communication and Control**5 LHs**

Meaning of business communication, communication process, parties involved in communication, communication barriers and their improvement, meaning, process and types of control, essentials of effective control system, control tools and techniques.

Activities: Simulation, oral presentation and case analysis

Unit 9: Business Management Trends and Scenario in Nepal**5 LHs**

Growth of business sector in Nepal, major industries in Nepal – manufacturing, export – oriented, import- substitution, and service sector, existing management and business practices in Nepalese business, major problems of Nepalese business

Activities: Live project and presentation

Reading Materials:

Charles W. L. Hill & Steven L. McShane (2008). *Principles of Management*. Irwin: McGraw-Hill.

Stephen P. Robins & David A. Decenzo (2008). *Fundamentals of Management*. Delhi: Pearson Education Inc.

Ricky W. Griffin (2012). *Management Principles and Applications*. New Delhi: CENGAGE Learning

Chalise, M. & Gautam, P. K. (2021). *Principles of Management*. Kathmandu: KEC Publication and Distributors (P.) Ltd.