

ACC 202: Cost and Management Accounting

Credits: 3

Lecture Hours: 48

Course Objectives

The primary objective of the module is to provide students with an understanding of the concepts, tools and techniques of cost and management accounting and their application in managerial decision making.

Course Description

This course comprises conceptual foundation of cost and management accounting, segregation of cost, accounting for material and labour, allocation apportionment and absorption of overhead cost, income statement under variable and absorption costing technique, standard costing system with material and labour cost variance, flexible budgeting under different levels of activities, overhead cost variance, preparation of functional and financial budget in a manufacturing/non-manufacturing concern, decision regarding alternative choices.

Unit 1: Conceptual Foundation

LH 4

- **Cost & management accounting:** Meaning, objectives, importance, advantages and limitations, differences between financial accounting and cost accounting, management accounting and cost accounting.
- **Cost concept and its classification.**
- **Concept and method of cost segregation:** i) Two point method and ii) Least square method & iii) Estimation of cost

Unit 2: Accounting for Materials

LH 3

- **Materials/Inventory:** Concept, reasons and objectives for holding material / inventory.
- **Inventory Control:** Meaning, importance and techniques, Economic order quantity with and without discount, Re-order, maximum, minimum, danger and average stock levels under the condition of certainty.

Unit 3: Accounting for Labour Cost

LH 3

- **Labour cost:** Concept and need for control of labour cost.
- **Incentive wages Plan:** Halsey and Rowan premium Plan, Taylor's differential piece rate system, Gantt's Task and Bonus plan.

Unit 4: Accounting for Overhead Cost:

LH 4

- **Overhead cost:** Meaning, classification, importance
- **Accounting and Distribution of overhead cost:** Allocation, apportionment and absorption of overhead cost.

Unit 5: Accounting for Profit Planning

LH 8

- **Absorption costing:** Concept, importance, income statement under absorption costing technique, limitations.
- **Variable costing:** Concept, importance, income statement under variable costing technique, reconciliation statement between absorption and variable costing techniques showing the causes of difference.
- **Cost Volume profit analysis:** Meaning, importance, Contribution margin analysis, Break-even-analysis: under constant and the following underlying situations: changes on selling price, fixed cost, & variable cost, and under step fixed cost, Break-even-analysis of multi-products firms, assumptions of CVP analysis and its limitations.

Unit 6: Standard costing

LH 4

- **Standard costing:** Concept, preliminaries to establish standard costing system, difference between standard costing and budgetary control, advantages and limitations.

- **Variance analysis:**
Material variance: Concept and calculation of cost, price, usage, mix and yield variances.
Labour variance: Concept and calculation of cost, efficiency, rate, mix, idle time and yield variances.

Unit 7: Flexible budgeting **LH 4**

- **Flexible budgeting:** Limitations of static budget, concept, importance of flexible budget, flexible budgeting for overhead cost control, flexible budget in different level of activity.
- **Overhead cost variance:** Concept and calculation of capacity, efficiency and spending variances.

Unit 8: Budgeting and Profit Planning **LH 12**

- Concept and objectives of budget.
- Preparation of budget for manufacturing and non-manufacturing concern: sales budget, production budget, purchase budget, direct labour and overhead cost budget.
- Cash collection and disbursement budget, budgeted income statement, budgeted balance sheet.

Unit 9: Accounting for Alternative Choices for Decision Making **LH 6**

- Concept of decision making, types of decision making: Make or buy decision, Drop or continue decision, Accept or reject special offer, decision to sell or further processing.

Suggested Books

Ronald W. Hilton, and David E. Platt *Managerial Accounting*, McGraw Hill, Irwin.

Charles T. Horngren, Srikant M. Datar and George Foster, *Cost Accounting, A managerial Emphasis*, Pearson Education

Colin Drury, *Management and Cost Accounting*, ELBS with Chapman and Hall Jerry J. Weygandt,

Jawahar Lal, *Cost Accounting*, Tata McGraw Hill Co., New Delhi

T. Lucy, *Cost Accounting*, Tata McGraw Hill Co., New Delhi.

M.R. Koirala, and et.al, *Cost and Management Accounting*, Buddha Academy Publication House, Kathmandu.

Yamesh man Singh, Khagendra P. Ojha, Chiranjibi Acharya, *Cost and Management Accounting*, Buddha Academic Publishers and Distributors Pvt.Ltd.

R.M. Dangol and et.al, *Cost and Management Accounting*, Taleju Publishing House, Kathmandu

Koirala, Y.R. and et.al, *Cost and Management Accounting*, Ashmita Publication, Kathmandu.

MGT 204: Business Law

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This course aims to enhance students understanding of the basic business laws required for effective management of business operations.

Course Description

This course contains Law and business, general law of contract; offer and acceptance, contractual capacity, consideration, consent, legality of objectives and consideration, contingent contract, Quasi Contract, Performance of contract, Termination of Contract, Breach of Contract, Specific Contracts; Contract of Agency, Contract of Sale of Goods, Contract of Carriage, Law of Negotiable Instruments, Law of Company and Insolvency.

Course Details

Unit 1: Introduction to law and Business law LH 2

Law: Meaning, Nature and Characteristics

Business law: Meaning and Characteristics and Sources of Nepalese Business Law

Unit 2: General Law of Contract LH 25

Law of Contract

Meaning and definition of contract, Essential elements of valid contract, Classification of Contract, The law relating to contract in Nepal and features of contract Act, 2056

Offer and Acceptance

Meaning and Rules regarding offer, Revocation/ lapse of offer, Meaning and rules regarding acceptance, communication of offer and acceptance

Contractual Capacity

Meaning of contractual capacity, Legal effects of agreements made with an incompetent party (the minor and the person of unsound mind)

Consideration

Meaning and Rules regarding consideration, Exceptions to the general rule 'No consideration no contract'

Free Consent

Concept and importance of free consent, Meaning, and legal effects of contract caused by: Coercion, Undue influence, Misrepresentation, Fraud, Mistake

Legality of objective and consideration

Concept and importance of legality of objective and consideration, Conditions of unlawful agreement and void agreement.

Contingent Contract

Meaning and definition of contingent contract, Rule regarding contingent contract

Quasi Contract

Meaning and definition of quasi contract, Cases of quasi contract.

Performance of contract

Meaning and nature of performance of contract, who can demand performance of contract? Who should performance the contract?

Termination of Contract

Meaning of termination of contract, Modes of termination of contract.

Breach of Contract

Meaning and types of breach of contract, Remedies for breach of contract.

Unit 3: Specific Contracts**LH 15****Contract of Agency**

Meaning and general rules of agency, Modes of creating agency, Types of agent Rights and duties of agent, Responsibility of agent, Personal responsibility of agent, Termination of agency.

Contract of Sale of Goods

Meaning and feature of contract of sales of goods, Difference between sales and agreement to sell, implied condition and warranty, and caveat emptor, Transfer of ownership, transfer of title by non- owner, Rights and duties of unpaid seller.

Contract of Carriage

Meaning and nature of contract of carriage, Characteristics of common carrier, Difference between common and private carrier, Rights, duties and liabilities of common carrier, Carriage by land, Carriage by Sea (contract of Affreightment: charter party and bill of lading), and carriage by air, Inco terms 2010: A brief introduction.

Unit 4: Law of Negotiable Instruments**LH 4**

Meaning and feature of negotiable instruments, Promissory note, bills of exchange and cheque, Holder and holder in due course, Discharge of negotiable instrument.

Unit 5: Law of Company and Insolvency**LH 4**

Company: Meaning, Nature and incorporation of company, Insolvency: Meaning and procedure of insolvency of company, Investigation, Re- organization and liquidation of a company, Power and role of the liquidator, Nepalese law of insolvency and feature of insolvency Act, 2003.

Addendum: At least one case will be administered at the end of each chapter. The students will also prepare a project report from public media on legal case of business, and other assignments as specified by faculty member.

Basic books/ References

- Albuquerque, Daniel (2013) Legal Aspects of Business (Texts, Jurisprudence and Cases), OxfordUniversity Press, New Delhi, India.
- Fitzgerald, P. J (2012), Salmond on Jurisprudence, Sweet & Maxwell Ltd. U.K.
- Shrestha, Ram Prasad, Business Law, Mrs. BijayaShrestha, Lagankhel, Lalitpur.
- Kalika, Satya Narayan, Business Law for BBA, Buddha Pulication, Kathmandu.
- Shukla, M.C.,Mercantile Law,S. Chand & Company Ltd, New Delhi.
- Agency Act, 2014, Law Book Mgmt. Committee, Kathmandu.
- Companies Act, 2063, Law Book Mgmt. Committee, Kathmandu.
- Contract Act, 2056, Law Book Mgmt. Committee, Kathmandu.
- Insolvency Act, 2063, Law Book Mgmt. Committee, Kathmandu.

MGT 206: Business Environment in Nepal

Credits: 3

Lecture Hours: 48

Course Objectives

This course examines the economic, social, political, and legal interfaces between the business institution (especially the corporation) and the environment. The course intends to provide students with an overview of the environmental forces within which business must operate, and an understanding of some 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 Description

The topics include socio-economic, political-legal, technological, and global business environment, business-government relations, performance of industry and agricultural sectors, and financial sector policy reforms.

Course Details

Unit 1: Introduction

LH 5

Business and its environment, types of business environment, environmental analysis - process and techniques, scanning methods, use of environmental analysis in strategic management.

Unit 2: Macroeconomic Environment

LH 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, factors contributing to competitive business environment in Nepal.

Unit 3: Political-Legal Environment

LH 8

Political structure in Nepal, political parties, Nepalese Constitution, Government and its branches, business-government relations, risks involved with Nepalese political environment and the emerging issues, an overview of business legislation in Nepal, legislations relating to labour, finance, investment, intellectual property, e-business, and consumer protection.

Unit 4: Socio-cultural Environment

LH 5

Components of socio-cultural environment, family structure and social organizations, class structure and classification, socio-cultural changes and their effects on business.

Unit 5: Technology and Energy Management

LH 4

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 6: Global Business Environment

LH 8

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

Basic Books

Pant, Prem R. *Fundamentals of Business Environment in Nepal*, Buddha Academic Enterprises.

Agrawal, Govind. *Dynamics of Nepalese Business Environment*. M. K. Publishers.

Business Legislations and related publications of the Government of Nepal.

MKT 201: Fundamentals of Marketing

Credits: 3

Lecture Hours: 48

Course Objectives

This course aims to build students' understanding of the marketing process and principles and inculcate basic skills to analyze marketing decision situations.

Course Description

This foundation course on marketing deals on the operation of the marketing functions in a dynamic and competitive environment. It deals comprehensively on issues of emerging marketing practices and challenges. The course includes topics that help students to understand marketing process and environment, information systems and buyer behavior, segmentation, targeting, and positioning strategies, and strategies related to marketing mix variables.

Course Details

Unit 1: Introduction

LH 6

Meaning of marketing. Evolution of the marketing philosophies - Basic principles of the production, product, selling, marketing, and holistic marketing concepts. Meaning and tasks of marketing management. Marketing challenges of the 21st century and firms' responses to the challenges. Concept, relevance and practices of relationship marketing, green marketing, and e-marketing. Components of the marketing mix for products and services.

Unit 2: Marketing Environment

LH 4

Meaning and scope of marketing environment; Micro environment variables, and Macro environment variables; Reactive and proactive marketing. Marketing environment in Nepal.

Unit 3: Marketing Information System and Buyer Behavior

LH 4

Concept and relevance of information in marketing decisions. Components of the marketing information system. Marketing research areas and process.

Unit 4: Buyer Behavior

LH 6

Organizational buyer behavior – Buying process and influencing factors. Consumer behavior – buying process and influencing factors. Global consumer movements and consumer protection.

Unit 5: Segmentation, Targeting and Positioning Strategies

LH 4

Concept, process, requirements, and levels of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation, analysis and selection. Concept and types of positioning; product positioning process.

Unit 6: Product Decisions

LH 8

Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages and strategies. New product development process. Branding strategies – branding objectives, types of brand, and concept of brand equity. Packaging: functions and levels of packaging; essentials of a good package. Product line and mix strategies. Service product strategies - service marketing concept, characteristics of services and marketing strategies; management of people, physical evidences, and process.

Unit 7: Pricing Decisions

LH 6

Concept of price and pricing. Importance of pricing for the firm and the economy. Internal and external price factors. Pricing approaches-cost-based, demand-based, value-based and competition-based approaches. New product pricing decisions. Price lining and price adjustment decisions. Initiating and responding to price changes.

Unit 8: Distribution Decisions**LH 4**

Concept and objectives of distribution. Channel functions and flows. Channel designs for consumer and industrial products. Channel selection factors. Channel conflicts and their resolution. Concept, nature and objectives of marketing logistics. Major logistics functions - transportation, warehousing, inventory management, order processing, and customer services decisions.

Unit 9: Promotion Decisions**LH 6**

Concept and objectives of promotion. Marketing communication process and systems. Promotion mix components. Promotion mix determination factors. Advertising: Nature and objectives. Nature and relevance of personal selling. Nature and objectives of sales promotions. Sales promotion tools and techniques. Nature, objectives and tools of public relations. Concept, relevance and methods of direct marketing.

Basic Texts

Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsan ul Haque. *Principles of Marketing: South Asian Perspective*. Prentice Hall of India, New Delhi, India.

Baines, Paul, Chris Fill and Kelly Page. *Essentials of Marketing*. Oxford University Press, New Delhi, India.

References

Koirala, K.D. *Fundamentals of Marketing*, M.K. Publishers and Distributors, Kathmandu, Nepal.

Kamarulzaman, Yusniza and Nor Khalidah Abu. **Principles of Marketing**, Oxford University Press, New Delhi, India.

PSY 201: Basic Psychology

Credits: 3
Lecture Hours: 48

Course Objective

To enable the students to understand basic processes and structures underlying human behavior as a basis for managing people in an organizational setting.

Course Description

This course contain introduction, perception, social thought and behavior, motivation and emotion, learning, memory and forgetting, thinking and problem solving, human intelligence, personality.

Course Details

Unit 1: Introduction

LH 6

- **Understanding Psychology** – concepts, goals of psychology, major perspectives in psychology (behavioral, cognitive, biological, evolutionary, developmental, psychodynamics, and social and cultural). Psychology 2000 – trends for new millennium. Applications of psychology in everyday life.
- **Research methods in Psychology**
 - i) Observation – naturalistic observation, case studies, survey
 - ii) Correlation method
 - iii) Experimental method

Unit 2: Perception, Social Thought and Behavior

LH 6

- Concepts, factors influencing perception. Perceptual organization. Constancies and Illusions;
- **Person perception** – Concept, Kelly’s attribution theory, Impression Formation; Perceptual error and biases
- **Social behavior**
 - i) Persuasion, ii) attitudes, iii) prejudices and techniques to reduce it
- **Social influences-** i) conformity, ii) compliance, iii) obedience (Milgram’s experiment)

Unit 3: Motivation and Emotion

LH 6

- **Motivation** - concept, motivational cycle, types of motives – primary and secondary. Motivational theories – drive theory, arousal theory, expectancy theory, goal-setting theory, and equity theory.
- **Emotion** – concept, types of emotions, external constraints on emotion – organizational influences and cultural influences. Gender and emotion.
Emotional labor – felt emotion vs. displayed emotion.

Organization behavior applications of emotion – ability and selection, decision-making, creativity, interpersonal conflict, deviant workplace behaviors, Implications of emotion for managers.

Unit 4: Learning

LH 6

- **Concept and Importance**
- **Models of learning-**behavioral models (classical and operant conditioning), cognitive model (social/observational learning).
- Application of learning theories

- i) Shaping behavior - positive reinforcement, negative reinforcement, and punishment
- ii) Schedule of reinforcement
- iii) Behavior modification

Unit 5: Memory and Forgetting

LH 7

- **Memory** – concept, memory process (encoding, storage, retrieval)
- **Memory system** – sensory memory, short-term memory, long-term memory (Atkinson and Shiffrin model)
- **Contemporary approaches to memory** – working memory, long-term memory modules: declarative memory (semantic memory and episodic memory,) and procedural memory,
- **Improving memory**
- **Forgetting** – concept, causes of forgetting – i) decay, ii) inhibition (proactive and retroactive), iii) memory dysfunctions – Alzheimer’s disease, amnesia – retrograde amnesia and anterograde amnesia.

Unit 6: Thinking and Problem Solving

LH 6

- **Thinking**
 - Thinking – concept, elements of thought – mental images and concepts
 - Creativity – concept ,stages of creative thinking
 - Reasoning – algorithms and heuristics
- **Problem solving** – concept, stages in problem solving, methods of problem solving, factors affecting problem solving - functional fixedness and mental set
- **Decision-making** – Concept, common biases and errors in problem solving - i) over-confidence, ii) anchoring bias, iii) availability bias, iv) confirmation bias, v) representative bias, vi) escalation of commitment, vii) hindsight bias.

Unit 7: Human Intelligence

LH 6

- **Intelligence**-Concept , major approaches of intelligence - Two-factor theory, Group factor theory, Gardner’s theory of multiple intelligence, Sternberg’s Triarchic theory, Cattle’s Fluid and Crystallized intelligence. Variation in intellectual ability – mental retardation and intellectually gifted. Role of heredity and environment.
- **Emotional intelligence**: Concept, Goleman’s dimensions of emotional intelligence. Emotional intelligence in work place. Applications of emotional intelligence .

Unit 8: Personality

LH 5

Concept, determinants – heredity, environment and situation. Personality traits -MBTI and Big Five Models, personality attributes influencing organization behavior. Measurement of personality-objective method (MMPI), and projective methods (RT and TAT),Personality and Behavior in Work Setting

Text books

Baron, R.A. *Psychology*. Fifth Edition. Prentice-Hall of India.

Feldman, R. S. *Understanding Psychology*. Tenth edition. Tata McGraw-Hill.

References

Ciccarelli, Sandra K. and Meyer Glene E. (2013). *Psychology*. South Asian Edition, Pearson Education.

Robbins, S.P. (Latest edition). Essential of *Organizational Behavior*. Prentice Hall of India.