



Syllabus

POKHARA UNIVERSITY
Faculty of Management
Office of the Dean

BBA/Seventh Semester/ MGT 411: Business Environment in Nepal
BBA-BI/Eighth Semester/ MGT 411: Business Environment in Nepal

Course Objectives _____

The course aims to provide students with a sound understanding of environmental forces affecting business operations and to develop their ability to analyze such environmental forces in the Nepalese context. The focus of the course is therefore to review the major environmental forces and analyze their dynamics applicable to Nepalese business.

Course Description _____

The course covers the relevant political, economic, legal, socio-cultural, and technological environmental aspects of Nepal and their effects on Nepalese business. In addition, it covers the regional and global environmental factors influencing Nepalese business scenario.

Course Outcomes _____

After studying this course, students should be able to:

- analyze and identify the opportunities, limitations, and constraints of business;
- pinpoint the changes in the environment and the impact on Nepalese businesses.

Course Contents _____

Unit I: Concept of Business Environment _____ 4 hours

Concept and framework of business environment; Components of business environment; Environmental scanning/analysis – concept and methods; Use of environmental analysis in strategic management.

Unit II: Economic Environment _____ 4 hours


Economic dimensions of an economy – economic, socio-economic, and industrial dimension; Basic social and economic indicators for Nepal, Analysis of these dimensions and their impact on business; An overview of the latest economic development plan - its objectives and strategies; Indicators of analyzing economic environment.

Unit III: Economic Policies and Reforms _____ 8 hours

Privatization - meaning of privatization, methods of privatization; Privatization policy and practices in Nepal; Industrial Policy - concept and objectives of industrial policy in Nepal; Trade Policy - concept and objectives of trade policy; Labour and Employment Policy - concept and objectives of labour and employment policy; Tourism Policy – concept and objectives of tourism policy in Nepal; Current monetary policy in Nepal; Fiscal policy in Nepal, Liberalization of the Nepalese economy and its effects on the financial and capital market sectors; Effects of liberalization – emerging business environment in Nepal.

Unit IV: Agriculture, Trade and Industrial Sectors: Performance and Issues _____ 5 hours

Nepal's agriculture sector – performance and issues; Nepal's industrial sector – export oriented



and import substituting industries, service sector; Industrial sector - performance and constraints; The role of industry in the changing scenario; Nepal's foreign trade – structure and issues in Nepal.

Unit V: Political Environment _____ 5 hours

Significance of political environment for business; Nepalese political system and its important players (political parties); Government and constitutional bodies; Role of government in business; Basic issues in business-government relations; Risk assessment of political environment particularly with reference to business sector; Issues in Nepalese political environment.

Unit VI: Regulatory Environment _____ 7 hours

Concept and features of Private Firm `Registration Act; Partnership Act; Companies Act; Industrial Enterprise Act; Foreign Investment Act; Labor Act; Trade Union Act; Mines and minerals Act; Intellectual property - Patent, Design, Copyright and Trade Mark Act; Consumer Protection Act and regulations.

Unit VII: Socio-Cultural Environment _____ 4 hours

Socio-cultural environment and its significance for business; Determinants of socio-cultural, environment - religion, language, education, family structure and social organizations; An analysis of how socio-cultural environment affects the Nepalese business; Emerging sociocultural changes and trends in Nepal.

Unit VIII: Environment, Energy and Technology _____ 5 hours

Business and technology; Human factors and technology; Status of technology adopted by the Nepalese business; Technology transfer issues; IT policy of Nepal; Impact of technological environment on the efficiency and competitiveness of Nepalese business; Energy situation in Nepal; Natural environment and energy management issues in Nepal.

Unit XI: Global Environment _____ 6 hours

Concept of globalization; Nature and types of globalization; Regional economic groupings of nations - SAPTA, SAFTA, and BIMSTEC - their impacts on the Nepalese business; Foreign Direct Investment in Nepal; World Trade Organization (WTO) – Nepal's membership - opportunities and threats for the Nepalese business.

Basic Texts _____

1. Pant, P. R. *Fundamentals of Business Environment in Nepal*. Kathmandu: Buddha Academic Enterprises.
2. Agrawal, G. R. *Dynamics of Business Environment in Nepal*. M. K. Kathmandu: Publishers.

References _____

1. Aswasthappa, K. *Business Environment for Strategic Management*. Mumbai: Himalaya Publishing House.
2. Wetherly, P., & Dorrton, O. *The Business Environment: Themes and Issues*. New Delhi: Oxford University Press.
3. Ghosh, B. N. *Business Environment*. New Delhi: Oxford University Press.
4. Paul, J. *Business Environment: Text and Cases*. New Delhi: Tata McGraw Hill.