



**BBA
INVESTMENT & ECONOMICS**

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With the accomplishment of peace process and elections in the country, Nepal has embraced the agenda of economic growth and economic development. Now to move towards prosperity, the country needs human resource skilled in economics and investment. BBA-IE is therefore a stimulus package to the foundational needs of graduates who are equipped with skills of business, economics, and investment.

According to World Bank (2018), Nepal has only been able to bring 0.35% of total FDI in South Asia in the decade of 1981-1990; 0.23% of total FDI in South Asia in the decade of 1991-2000; 0.07% of total FDI in South Asia in the decade of 2001-2010 and 0.19% of total FDI in South Asia between 2011-2016. However, in the evolving stable political scenario, Nepal is hopeful for improved Investment and high economic growth.

The program thus provides broad knowledge of functional aspects of the economy including the development of practical, managerial, communications and business decision-making skills using the complex economic and econometric models in the meaningful way possible.



MoE Approved | TU Equivalent

Course Structure

General Courses	(10 × 3) = 30 Credits
Business Courses	(20 × 3) = 60 Credits
Digital Marketing Majors	(10 × 3) = 30 Credits
Total	120 Credits
Course Duration	Four years

General Courses

English Composition
English Literature
College Algebra
Art History
Sociology
Psychology
U.S. History
Introduction to Communication
Human Geography
Introduction to Ecology

Investment & Economics Majors

Mathematics 1
Mathematics 2
Regional Integration and Economic Development
Behavioral Finance
Investment for Sustainable Growth
Economics of Welfare
Labor Economics
International Economics
Financial Econometrics
Monetary Economics

Business Courses

Foundations of Business
Principles of Accounting
Concepts of Microeconomics
Concepts of Macroeconomics
Introduction to Business Writing
Introduction to Business Law
Foundations of Statistics
Introduction to Organizational Behavior
Introduction to Leadership
Principles of Marketing
Essentials of Corporate Finance
Introduction to Information Systems
Fundamentals of Decision Making
Introduction to Operations Management
Introduction to Sales Management
The Essentials of Entrepreneurship
The Necessities of International Marketing & Culture
Principles of Advertising
Introduction to Business Research
Development of Business Strategy

Students will also submit one of these papers as a part of the course

Applied Research Report
Internship Reflection Report