

## BBA PROGRAMME- 4 YEARS, 8 SEMESTERS

The BBA programme is developed for those desirous of pursuing a challenging career in business and innovation management. The students shall be trained in numerous disciplines, viz., marketing, accounting, entrepreneurship, business law, psychology and other

### SEMESTER I

Code	Subject Name	Credit Hours
BBA 1113	Business English I	3
BBA 1133	Principles of Management	3
BBA 2413	Microeconomics	3
BBA 1143	Introduction to Accounting	3
BBA 1153	Fundamental of Computer Principles & Programming	3
Total Credit		15

### SEMESTER III

Code	Subject Name	Credit Hours
BBA 1313	Business Organization	3
BBA 2523	Quantitative Methods (Statistics)	3
BBA 1123	Business Communication	3
BBA 643	Product & Operation Management	3
BBA 1243	Entrepreneurship	3
Total Credit		15

### SEMESTER V

Code	Subject Name	Credit Hours
BBA 2543	International Business Management	3
BBA 3733	Marketing Management	3
BBA 2513	Business Ethics	3
BBA 1263	Sociology	3
BBA 2533	Management Information System	3
Total Credit		15

### SEMESTER VII

Code	Subject Name	Credit Hours
BBA 3713	Retail Management	3
BBA 3723	Event Management	3
BBA 3755	Business Environment	3
BBA 3843	Business Research Methods	3
BBA 3766	Business Finance	3
Total Credit		15

indispensable skills considered essential to become a competent manager. It combines strong functional training with intensive exposure to communication skills, computer applications, plus other social sciences and applied sciences.

### SEMESTER II

Code	Subject Name	Credit Hours
BBA 1213	Human Resources Management	3
BBA 1223	Principles of Marketing	3
BBA 1233	Internet Fundamental & Applications	3
BBA 2553	Macroeconomics	3
BBA1253	Business English II	3
Total Credit		15

### SEMESTER IV

Code	Subject Name	Credit Hours
BBA 1323	Business Law	3
BBA 2423	Project Management	3
BBA 2433	Introduction To Financial Accounting	3
BBA 2453	Company Law	3
BBA 3763	Psychology	3
Total Credit		15

### SEMESTER VI

Code	Subject Name	Credit Hours
BBA 2463	E-Commerce	3
BBA 2633	Organizational Behavior	3
BBA 2443	Consumer Behavior	3
BBA 3813	Strategic Management	3
BBA 3823	Innovation Management For Global Competitiveness	3
Total Credit		15

### SEMESTER VIII

Code	Subject Name	Credit Hours
BBA 3853	Marketing Research (Elective)	3
BBA 3863	Multinational Enterprise (Elective)	3
BBA 3743	Logistics and Supply Chain Management (LSCM) (Elective)	3
BBA 3855	Banking and Insurance (Elective)	3
BBA3866	Taxation and Auditing (Elective)	3
BBA3877	Financial Management (Elective)	3
BBA3913	Bachelor's Thesis on Internship (Internship Project)	6
Total Credit		15

Total Credit hours in 4 years 120



# BBA

Bachelor (Hons) in Business Administration

Regular Mode (Not Online/ Not Distance Mode)



## PHOENIX

COLLEGE OF MANAGEMENT

... Think Globally.



(नेपाल सरकार शिक्षा मन्त्रालय तथा त्रिभुवन विश्वविद्यालयबाट स्वीकृत प्राप्त)

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## TU Equivalency Certificate

## ABOUT LINCOLN UNIVERSITY COLLEGE

The collage consists of three images. The top image is a map of Petaling Jaya, Malaysia, with a red dot indicating the location of Lincoln University College. The bottom-left image is a Lincoln University College award certificate, which is a red and white document with a blue border. It features a portrait of Abraham Lincoln, the text 'LINCOLN UNIVERSITY COLLEGE', '5 SETARA-2017 University College', 'EXCELLENT', and 'From Ministry of Higher Education, Malaysia'. The bottom-right image is a photograph of the Lincoln University College building, a modern multi-story structure with a glass facade.



VISION

- To be acclaimed institution of higher learning that is able to cater to the global community.
- To be distinguished educational institution that provides world class education for the global market.
- To be center of educational excellence that facilitates the unprecedented amassing of knowledge.

## MISSION

**Lincoln University College**, is a multilingual, diverse, multicultural institution of higher education that ensures the intellectual, professional advancement, be free (from all types of limitations, all bondages, all littleness), manifestation of latent power of every human being through morality based on strength and synthesis for reverential ethical, social unity, integrity and holistic. Lincoln maintains a proud tradition of research and scholarly activity and prepares its graduates for career opportunities in a highly competitive, technological and rapidly changing world.

## ASSESSMENT & GRADING

Type of Assessment	Components of Assessment	Weight of Components (%)
Coursework	Two Assignments	20
Attendance/Tutorial/ Quiz		10
Examination	Midterm	20
	Final	50



## GRADING INTERPRETATION

MARKS	GRADE	VALUE	INTERPRETATION
100 - 80	A	4.00	Distinction
79 - 75	A-	3.67	Very Good
74 - 70	B	3.33	Satisfactory
69 - 65	B-	3.00	
64 - 60	C	2.67	Pass
59 - 55	C-	2.33	
54 - 50	D	2.00	
49 - 47	D-	1.67	Fail
46 - 44	F	1.33	
43 - 40	F-	1.00	
Below 40	TL, X, MITM, TD, G, or XG	0.00	



## MQA Accreditation Certificate