



LINCOLN
UNIVERSITY COLLEGE
DKU016(B)

MBA | BBA

Master of Business Administration

Bachelor of Business Administration



PHOENIX
COLLEGE OF MANAGEMENT

... Think Globally.

(नेपाल सरकार शिक्षा मन्त्रालय तथा त्रिभुवन विश्वविद्यालयबाट स्वीकृत प्राप्त)



नेपाल सरकार

शिक्षा मन्त्रालय
उच्च तथा माविधिक शिक्षा शाखा

काठमाडौं, नेपाल

च.नं.विशिसं. ८७२०९१२०७०।

पत्र संख्या -
चलानी नं. :-

मिति: २०७३.१०.१२

विषय :- सञ्चालन गर्ने अनुमति पत्र ।

श्री रिपब्लिका इन्टरनेशनल एजुकेशन फाउण्डेशन प्रा.लि.
धुम्बाराही, काठमाडौं ।

त्यस कम्पनीले देहायको शैक्षिक कार्यक्रम सञ्चालन गर्ने अनुमति पाउँ भनी मिति २०६८।१०।२९ मा दिएको निवेदन उपर कार्यवाही हुँदा उच्चस्तरीय मूल्याङ्कन तथा अनुगमन समितिको सिफारिसमा विदेशी शिक्षण संस्थाको सम्बन्धनमा उच्च शिक्षा सञ्चालन गर्ने सम्बन्धी निर्देशिका, २०५९ ले तोकेका शर्तहरू, सम्मलन सूचीमा उल्लेखित थप शर्तहरू साथै प्रा.लि. र यस मन्त्रालय बीच भएको सम्झौता समेतको पूर्ण रुपमा पालना गर्ने गरी कक्षा सञ्चालन गर्ने यस मन्त्रालयको मिति २०६९।०६।१४ को सचिवस्तरीय निर्णयानुसार यो सञ्चालन अनुमति दिइएको छ ।

(क) शिक्षण संस्थाको नाम : फिनिस कलेज अफ सेनेजमेन्ट
सञ्चालन हुने स्थान :- विजुलीबजार, काठमाडौं ।
(ख) सञ्चालन गर्ने पाउने तह, विषय र कक्षा :- Lincoln University College, Malaysia को सम्बन्धनमा ४(चार) वर्ष अवधिको BBA र २ वर्ष अवधिको MBA कार्यक्रम मात्र ।

डा. तुलसीप्रसाद धपलिया
उप सचिव

बोधार्थ:-
श्री विश्वविद्यालय अनुदान आयोग
सानोठिमी, भक्तपुर ।
श्री त्रिभुवन विश्वविद्यालय
पाठ्यक्रम विकास केन्द्र, कीर्तिपुर ।



CERTIFICATE OF AFFILIATION

In recognition of advanced academic excellence, organizational reliability and compatibility of mission, and as recognized and explained by the signed Memorandum of Understanding between

LINCOLN UNIVERSITY COLLEGE
MALAYSIA

Hereby acknowledges formal affiliation with

PHOENIX COLLEGE OF MANAGEMENT
NEPAL

The above college shall be allowed to start the following programme

- 1) Bachelor of Business Administration
- 2) Master of Business Administration

This shall be valid for the entire duration of the course (i.e) 4 Years starting from the academic year 2013. and is awarded on this day of

Dr. Amiya Bhaumik
Vice Chancellor
(Lincoln University College)

Mr. Srikrishna Banerjee
Director
Collaborative Programme



BOARD OF DIRECTORS



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MANAGEMENT TEAM

ABOUT LINCOLN UNIVERSITY COLLEGE

Lincoln University College is situated in the cosmopolitan town of Petaling Jaya which is 10 kilometers west of the capital city, Kuala Lumpur in Malaysia. It was established in 2002 as Lincoln College (LC) and was upgraded on 16th August 2011 as Lincoln University College.

Lincoln University College is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifying Agency (MQA).



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.



MESSAGE FROM VICE CHANCELLOR LINCOLN UNIVERSITY COLLEGE

We are living in a global village now where understanding and respecting each other's culture and appreciating what others have to offer is becoming so important. The difference between knowledgeable and not so knowledgeable will keep on creating a major impact on global economy in the 21st century. This is one of the reasons why Lincoln University College, Malaysia is focused on building alliances and collaborative partnerships with other educational institutions, all around the world. Lincoln University College truly enjoys internationalization of education due to the fact that many of our students come from more than 44 international countries. Nepal has always been our high priority and our unique educational collaboration with Phoenix College of Management, Nepal will help us achieve our long term goal of setting up quality programs from Degree to Doctoral levels.

Through this unique educational collaboration we plan to impart relevant and industry-specific academic programs, in order to produce the finest quality business graduates. We look forward to helping future generations of students fulfill their potential and excel in their corporate lives. The full potential of the collaborative educational programs in Nepal by Lincoln University College, Malaysia will only be explored once we are able to form strategic alliances with local Nepalese businesses, different governmental agencies and policy makers. We, at Lincoln University College, are convinced that in the future, universities will also be judged by the quality of their international partnerships and only then the true essence of already established partnerships such as the one that we have developed with Phoenix College of Management in Nepal will be appreciated fully.

*Dr. Amiya Bhaumik
Vice Chancellor
Lincoln University College*



MESSAGE FROM PRINCIPAL

We would like to welcome you to PHOENIX COLLEGE OF MANAGEMENT for BBA/MBA programs. Today, management education needs more than ever the creation of competitive and sustainable strategies. Thus Phoenix College is providing management education all inclusive - theory and practice. Its culture is based on proactive help and active interaction. It aims at improving quality education by inspiring and exciting the new aspirants to improve their intellectual capability, work hard and innovate new strategies to combat the problems of the fast changing business environment. It stimulates their thinking process, skills and confidence. It imparts knowledge with in-depth understanding and complete involvement. It helps the students to acquire skills and change their attitude to develop global mind-set.

*Binod B. Khatri
Founder Principal
Phoenix College of Management*

INTRODUCTION

Phoenix College of Management, promoted by Republica International Education Foundation Pvt. Ltd.(RIEF), and affiliated to LINCOLN UNIVERSITY COLLEGE is the intellectual product of the nation's eminent academicians, distinguished personalities, and prominent dignitaries who visualized a desperate

need of a Global Institution that can be deemed not only as the nation's "**Hallmark of Educational Excellence**" but which can significantly contribute in its economic growth & prosperity by producing competent entrepreneurs, effective managers, and productive business leaders. Phoenix endeavours to discharge its responsibility by cultivating, nurturing and mentoring young minds, and by employing the best of human and physical resources. In short, Phoenix forever strives for high quality teaching, outstanding student support, and excellent personal and professional development. Recognizing that working to make the world a better place is an integral part of a comprehensive college education; Phoenix effectively trains the students to strive for academic excellence, besides motivating them to be more creative, productive, responsible and caring individuals, sensitive to the needs of their fellow humans. As Phoenix believes in the development of the whole person - body, mind, and spirit, it encourages its students to take chances, to explore new avenues of expression, and follow a passion. Accelerating changes in our world and in managing organizations demand a focus on preparing for the future, whatever it may hold, as such Phoenix prepares its students for the years to come, by producing visionary business leaders and generating innovative ideas & concepts that empower and improve organizations.

Our vision is to develop business leaders who can transform organizations and the society we live in through innovative management education and research so as to contribute to the nation's development, providing a competitive advantage with the concept of international degree in a local environment"



Our mission is to provide international standard higher education at affordable cost to meet the challenges of the business world.



PROGRAMMES OFFERED

In affiliation to and in direct partnership with Lincoln University College, Malaysia, Phoenix College offers universally credit transferable four years' BBA & two years' MBA academic programs which are globally accredited and recognized by various universities in USA, UK, Canada, Australia, Malaysia, Finland and New Zealand.



MBA PROGRAMME- 2 YEARS, 4 SEMESTERS

The MBA course offered by Lincoln University College focuses on graduates who have developed the self-reflective mindset, the analytic mindset, the collaborative mindset, the worldly mindset and the action mindset. The MBA course is designed for mid career professionals whose careers and management responsibilities

transcend a single functional specialty and require a broad array of specialized knowledge and skills. The emphasis of this interdisciplinary, integrated, and applied program is on significant organizational and management processes that take place in the context of large public or private institutions doing business on a global scale.

SEMESTER I

Module Code	Course Description	Credit Hours
ACC 501	Business Accounting & Finance	4
ECO 501	Business Economics	4
HRM 501	Human Resource Management	4
MGT 513	Managerial Communications	4
MGT 516	Business Environment Analysis	2
Total Credit		18

SEMESTER III

Module Code	Course Description	Credit Hours
MGT 512	Management of Data	4
MGT 510	Strategic Management	4
MGT 523	Retail Management	2
MGT 518	Financial Management	4
MGT 504	Entrepreneurship Management	4
MGT 519	Sales & Promotions Management	4
MGT 505	International Business	4
Total Credit		18

SEMESTER II

Module Code	Course Description	Credit Hours
MGT 514	Business Research Methodology	4
MGT 508	Operation Management	4
MKT 501	Marketing Management	4
ORG 501	Organisational Behaviour	4
CBH 501	Consumer Behaviour	2
Total Credit		18

SEMESTER IV

Module Code	Course Description	Credit Hours
MGT 520	Banking & Insurance	4
MGT 521	Customer Relationship Management	4
MGT 522	Conflict Management & Negotiation Skills	4
MGT 503	Business Ethics	4
MGT 511	Internship Project (Industry based)	8
Total Credit		16
Total credit hours in 2 years		70





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

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 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 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 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

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

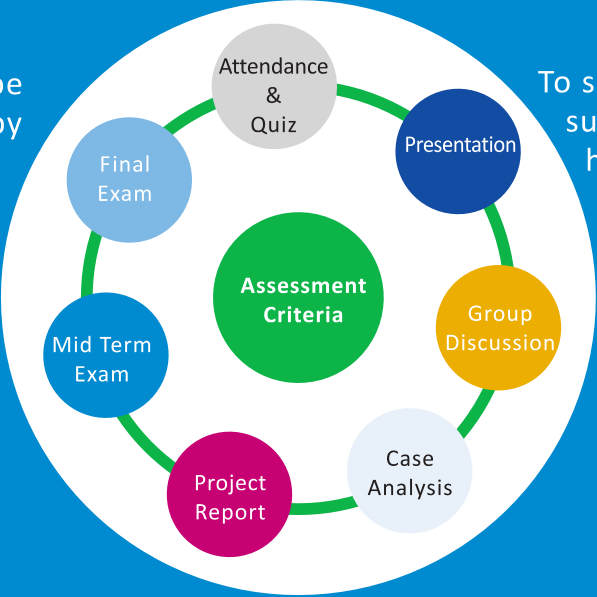
SEMESTER VIII

Code	Subject Name	Credit Hours
Specialization : Option 1 (Marketing Group)		
BBA 3853	Marketing Research	3
BBA 3863	Multinational Enterprise	3
BBA 3743	Logistics and Supply Chain Management (LSCM)	3
BBA 3913	Bachelor's Thesis on Internship (Internship Project)	6
Total Credit		15
Specialization : Option 2 (Finance Group)		
BBA 3855	Banking and Insurance	3
BBA3866	Taxation and Auditing	3
BBA3877	Financial Management	3
BBA3913	Bachelor's Thesis on Internship (Internship Project)	6
Total Credit		15
Total Credit hours in 4 years		120



ASSESSMENT METHODS AND TYPES

The final examination will be conducted and monitored by Lincoln University College. Internal assessment will be conducted by faculty.



To successfully complete a subject/ module, the student has to achieve Pass marks in both internal assessments as well as final examination.

Type of Assessment	Components of Assessment	Weightings of Components (%)
Course work	Two Assignments	20
Attendance/Tutorial/ Quiz		10
Examination	Mid term	20
	Final	50

GRADING SYSTEM

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	

MODE OF PAYMENT

Lincoln University College will collect the University College registration, tuition, examination fee etc, directly from the affiliated centres. Students are requested to pay the fees as per the schedule published by the college.



GRADUATION CERTIFICATE

After successful completion of the course the Lincoln University College will provide the graduation certificate to the students. Only the students who will garner the cumulative grade point average of 2.0 will be eligible for graduation. Students who cannot achieve the benchmarked summative assessment will be given a chance to repeat the specified items.

INFRASTRUCTURE

The classroom teaching is aided with many modern facilities like air-conditioning, internet and intranet connectivity and hi-tech multimedia and audio-visual equipments which sets the tone for students to engage in stimulating discussions.



The Library is well stocked with the required textbooks and reference books so that students do not need to purchase on their own.

Furthermore, we are also linked to the Lincoln University Resource Centre where there is access to E-Library.

All students have access to Wi-Fi network and have the computer lab at their disposal for all computing and assignments.



EVALUATION

As the success of Phoenix's Academic Programme depends entirely on its effective implementation and efficient control, the College undertakes continuous evaluation of its students on the basis of not only their progress and performances in the regular Class Tests, Quizzes, Assignments, Presentations, Practical Demonstrations, etc., but their other traits like Punctuality, Obedience, Cleanliness, Co-operation, Attitude and Regularity. As each of these is considered an integral component of the evaluation process, the students are required to participate in all the activities prescribed by the College, besides strictly adhering to the College's Codes of Conduct, Norms and Practices. The College maintains a record of each student's

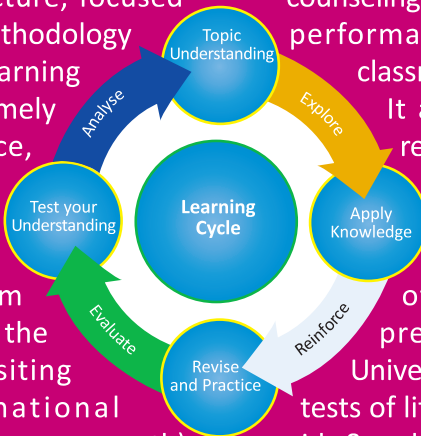
performance and only after he/she has been adjudged by Phoenix's Academic Council as having fulfilled all the prerequisites, is he/she eligible to appear for the Semester End/Terminal Examinations.

PEDAGOGY

Phoenix has designed a state-of-the-art synchronous Learning Methodology combining the best features of conventional classroom learning with world-class resource center and job readiness program, thus providing a true link between education and employment.

We believe in paying special attention to develop the right attitude and outlook in our students by using interactive learning methods not only to develop sharp business acumen but also a sound and complete personality.

We offer courses that are designed to help students embark upon successful careers. World class intellect, ultra modern infrastructure, focused curriculum, systematic training methodology & internship programme make learning at Phoenix an enriching and extremely rewarding experience. Experience, expertise, excellence and aptitude for research define our multidisciplinary faculty members. Dedicated professionals sourced from varied streams & disciplines form the College's resource panel of visiting faculties. Prominent international academicians are regularly (at least once a month) invited to enrich the overall learning value thus making education at Phoenix justly global.



The Faculty at Phoenix are always in pursuit of new & effective techniques of teaching, training and counseling, and always strives for excellence in their performance. Studies at Phoenix go beyond classroom teachings, reading and discussions. It also includes workshops, internships, research, role playing, presentations, group discussions, exhibitions/ displays, field-work, project-work, site-visits, excursions, assignments, seminars and other practical experiences that will prepare the students not just for the University's examinations but for all the major tests of life. Maximum utilization of Audio-Visual aids & gadgets are encouraged for quick and better understanding of the subject-matter.

INTERNSHIP

Another important aspect of our programs is the industry integrated internship which provides the students an opportunity to work with reputed companies from different sectors where they are exposed to real-live work environment and where they get the opportunity to test their ideas and the learned skills. Phoenix College of Management believes that all education in order to be really effective and worthwhile needs to be practiced. As such, Phoenix has entered into bilateral agreements with renowned national and international business, financial, and industrial houses for necessary internship and placement of its students. During the final semester, students are offered the opportunity of undergoing paid internship in Nepal or in Malaysia.



INDUSTRIAL / FIELD VISITS

In order to provide the students with practical and first-hand observation of the industry, various industrial and field visits are arranged in each semester.

LIFE SKILLS

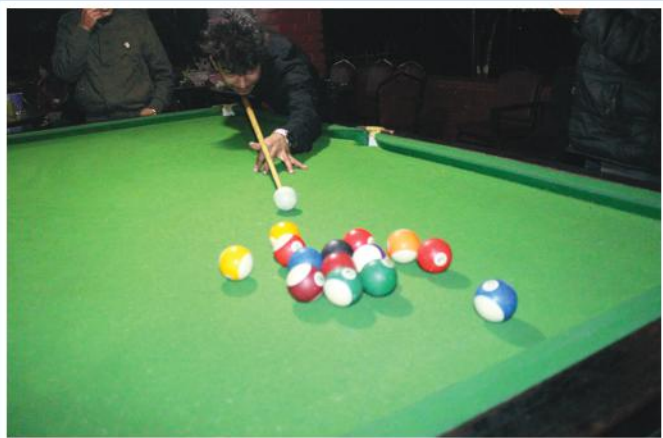
Since our focus is on overall development and not limited to classroom learning, we encourage our students to participate in outdoor and indoor events that provide excitement and challenges.



PHOTO GALLERY



PHOTO GALLERY





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Kathmandu, Nepal
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