



Syllabus for Written Examination

(For Special Internal Competition)

Post: **Assistant Professor/Lecturer**

Subject: **Management**

1. **The knowledge of the related subject matters which are generally included in the concerned bachelor and master level courses (60%)**
 - (a) **Principles of Management:** Fundamental concepts of management, including planning, organizing, leading, and controlling (POLC framework); Evolution of management theories (Classical, Behavioral, and Modern approaches); Functions and roles of managers in organizations; Decision-making process and problem-solving techniques; Principles of effective leadership and motivation.
 - (b) **Organizational Behavior:** Individual behavior in organizations: Personality, perception, attitudes, and learning. Motivation theories (Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, Expectancy Theory). Group behavior, team dynamics, and conflict resolution. Leadership styles and theories (Transactional, Transformational, Servant Leadership). Organizational culture and change management.
 - (c) **Human Resource Management (HRM):** HR planning, recruitment, and selection strategies. Training and development methods for employee growth. Performance appraisal systems and compensation management. Labor laws, employee relations, and workplace ethics. Emerging HRM trends: Remote work, diversity, and inclusion.
 - (d) **Marketing Management:** Core marketing concepts: STP (Segmentation, Targeting, Positioning) and 4Ps of Marketing (Product, Price, Place, Promotion). Consumer behavior and decision-making process. - Branding, advertising, and digital marketing strategies. Market research methods and data-driven marketing. Global marketing trends and challenges.
 - (e) **Financial Management:** Concepts of financial planning, budgeting, and forecasting. Capital structure theories and working capital management. Investment analysis and capital budgeting techniques (NPV, IRR). Risk management and financial decision-making. Sources of business financing: Equity, debt, venture capital.
 - (f) **Accounting and Auditing:** Financial accounting principles: Recording, summarizing, and reporting transactions. Managerial accounting techniques: Cost analysis, break-even analysis, budgeting. Financial statement analysis: Balance sheet, income statement, cash flow. Basics of auditing, types of audits, and corporate governance. IFRS, GAAP, and regulatory frameworks in accounting.
 - (g) **Business Economics:** Microeconomics: Demand and supply, elasticity, consumer behavior, market structures. Macroeconomics: GDP, inflation, unemployment, fiscal and monetary policies. Business cycle and economic indicators. Managerial economics: Pricing strategies, cost-benefit analysis. Economic policies and their impact on business decision-making.
 - (h) **Business Statistics and Quantitative Techniques:** Descriptive and inferential statistics. Probability theories and applications in business decisions. Hypothesis testing, regression analysis, and correlation. Forecasting techniques and time series analysis. Quantitative models for decision-making: Linear programming, decision trees.

- (i) **Strategic Management:** Strategy formulation, implementation, and evaluation. SWOT analysis, PESTEL analysis, and Porter's Five Forces Model. Competitive advantage and corporate-level strategies. Business expansion, mergers, acquisitions, and strategic alliances. Digital transformation and innovation-driven strategies.
- (j) **Business Law and Corporate Governance:** Legal framework governing businesses: Contracts, agency law, partnerships, and companies. Consumer protection laws and intellectual property rights (IPR). Labor laws and industrial relations. Corporate governance principles: Board structure, transparency, ethical decision-making. Business ethics and corporate social responsibility (CSR).
- (k) **International Business and Trade:** Theories of international trade and globalization. Trade agreements and economic integration (WTO, SAFTA, ASEAN, EU). Foreign direct investment (FDI) and multinational corporations (MNCs). Exchange rate mechanisms and foreign exchange markets. Risks and challenges in international business.
- (l) **Entrepreneurship and Innovation:** Characteristics and roles of entrepreneurs in economic development. Business planning and startup ecosystem. Sources of funding for startups: Venture capital, angel investors, crowdfunding. Innovation management and disruptive business models. - Social entrepreneurship and sustainable business practices.
- (m) **Operations and Supply Chain Management:** Principles of production and operations management. Inventory management and supply chain optimization. Lean manufacturing, Six Sigma, and total quality management (TQM). Logistics, procurement, and vendor management. Impact of digitalization on supply chain management.
- (n) **Management Information Systems (MIS):** Role of IT in business and management decision-making. Enterprise resource planning (ERP) and customer relationship management (CRM) systems. Cybersecurity and ethical concerns in information management. Business intelligence and data analytics. E-commerce and digital transformation in organizations.
- (o) **Business Ethics and Corporate Social Responsibility (CSR):** Ethical decision-making in business. Corporate governance frameworks and ethical leadership. CSR initiatives and their impact on stakeholders. Sustainable business practices and environmental responsibility. Ethical challenges in the digital era.

2. Basic Knowledge of the recent trends in Management (15%)

- (a) **Emerging Management Theories** – Holacracy, self-managed teams, design thinking, and emotional intelligence in leadership.
- (b) **Leadership and Change Management** – Transformational leadership, digital-era leadership, and managing organizational change.
- (c) **Data-Driven Decision-Making** – Big data, predictive analytics, business intelligence (BI) tools, and AI in decision-making.
- (d) **AI and Automation in Business** – AI-driven workflows, chatbots, robotic process automation (RPA), and ethical concerns.
- (e) **Digital Marketing and E-Commerce** – SEO, PPC, social media marketing, personalization, and omnichannel retail strategies.
- (f) **Sustainable Business Practices** – Corporate sustainability, green supply chains, circular economy, and ESG reporting.
- (g) **Agile Project Management & Lean Startups** – Agile vs. traditional project management, Scrum, Kanban, and growth hacking.
- (h) **Customer Relationship Management (CRM) & User Experience (UX)** – Customer-centric strategies, CRM tools, and loyalty programs.
- (i) **Service Management & Design Thinking** – Innovation in service industries, experience economy, and customer co-creation.

- (j) **Future of Work & Workforce Trends** – Remote work, gig economy, workplace automation, and employee well-being initiatives.

3. National and Global Trends and Issues Regarding Management Education (10%)

- (a) Priorities and Strategies of Higher Education in Nepal
- (b) Contemporary Issues and Challenges in Management Education in Nepal
- (c) Global Best Practices in Business and Management Education
- (d) The Role of Accreditation and Quality Assurance in Higher Education
- (e) Trends in Online and Hybrid Learning Models
- (f) Industry-Academia Collaboration and Experiential Learning
- (g) Entrepreneurship Development and Incubation Centers in Universities
- (h) Globalization and Its Impact on Management Education

4. Teaching and Research Methodology (10%)

- (a) Teaching Skills & Strategies – Effective communication, student-centered learning, classroom management, and use of technology in Management education.
- (b) Common research methods – Conceptualizing a Research Topic, Identifying research gaps, formulating hypotheses, data collection, aligning with current trends, and exploring multidisciplinary research areas.
- (c) Curriculum Review & Lesson Planning – Designing industry-relevant curricula, structuring lesson/work plans, integrating theory with practical learning, and incorporating emerging technologies.
- (d) Academic Planning & Reference Material Development – Preparing quality reference materials, using open educational resources (OER), and structuring academic calendars effectively.
- (e) Culturally Responsive Teaching – Promoting diversity and inclusion, adapting to different learning styles, and module based teaching & evaluation.
- (f) Research Paper & Proposal Writing – Structuring research papers, writing proposals, maintaining academic integrity, and selecting high-impact journals.
- (g) Assessment & Evaluation Methods – Implementing effective assessment techniques, feedback mechanisms, and ensuring student engagement through innovative teaching practices.

5. Governance, Policies, and Legal Framework of Gandaki University (5%)

Overview of Gandaki University’s establishment, vision, academic structure, governance bodies, strategic plans, key acts, laws, and bylaws, and Nepal’s higher education policies.