

JBBA (Honors) and BBA (Emphasis)

As the leading Business School in Nepal pioneering new management degree programs and in response to the emerging needs for more innovative and high quality programs at the Undergraduate level, the School offers two additional programs: BBA (Honors) and BBA (Emphasis). Both programs are specialization-oriented Undergraduate degree programs of high academic rigor and industry relevance that serves the emerging need of advanced Undergraduate management education in the South Asian Region for both increasingly competitive job market and for further management education. The new BBA (Honors) and BBA (Emphasis) programs of the School substantially scale up the academic focus and standards of the existing BBA program from the point of view of targeted competencies of the graduates by enriching, refining and upgrading the contents, improving delivery approaches and strengthening evaluation process.

Enabling Objectives

After completing all the curricular and co-curricular requirements of BBA (Honors) and BBA (Emphasis) programs, the graduating students will be able to:

- Use critical thinking, analytical skills and conceptual ability to understand and solve problems in business and in life;
- Build a broad-based intellectual curiosity, ability and articulation towards managerial and social issues that help bring multiple perspectives to the task of addressing them;
- Exercise practically - relevant and theoretically- sound knowledge of management in start-up career in management and other professions;
- Exhibit superior scholastic orientation and performance in approaching both academic and managerial tasks;
- Demonstrate advanced competencies in one emphasis area of management to build career or pursue further study in the field;
- Practice professional, social, ethical and personal values and behaviors required in exercising professionalism in management;
- Develop research orientation in addressing business and social issues and handle them in a systematic way;
- Engage in continuous self-learning and professional growth for individual and institutional development; and
- Meet market need of certain managerial specialization competencies just below MBA level.

BBA (Honors)

BBA (Honors) degree is designed to nurture and promote superior scholastic orientation and performance of students in approaching both academic and professional tasks in management. It recognizes high academic merit and offers both more intensive specialization (more credit load) and advanced specialization (three approved courses at the MBA level with credit transfer possibility). It also builds substantial business research experience (Undergraduate management research project).

BBA (Emphasis)

BBA (Emphasis) refers to the specialization stream with which students graduate. It offers specialization opportunity in one functional or sectoral management discipline and is awarded with the acknowledgement of the specialization discipline, e.g. BBA (Finance) or BBA (Marketing).