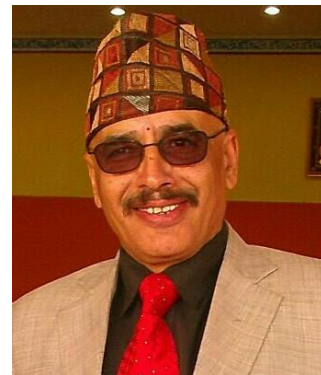


Table of Contents

INDIVIDUAL FOCUS SERIES-COVID-19 (FIVE)	2
Relevancies	5
Online Classes	5
Meeting with Dean of Purbanchal University (11 th June 2020)	5
UGC Training of Ten Days	6
WEBINAR NEWS.....	6
WELCOME PROGRAM: Our New Vice- Campus Chief.....	10
Meeting with Dean of Management of PU(30 August, 2020)	10
Year in Pictures	11
STUDENTS' COLUMN	14
The Rise of the New Opinions on BBA	17
FACULTY COLUMN	17
LEARNING FROM HISTORY:.....	20
WHY YOU SHOULD GO FOR BBA? LOGIC! :.....	23

INDIVIDUAL FOCUS SERIES-COVID-19 (FIVE)

Dr. Jayahari Raj Pandey



After the prolonged wait, finally the stirring news of our country being geared up for many of the economic activities and other varied purposes have come across. The new decision taken by the COVID-19 Crisis Management Committee provided relaxation to the second round of lockdown, and thus eased the vehicle movement. Time bound limitations and restrictions (with guidelines and instructions) have been introduced for other sectors including shops, airlines, hotels and restaurants. To our area of concern, the Universities have found ways to complete the pending examinations. Very soon, we will be moving ahead with new courses and new semesters. The initial announcement more than six months back was very frightening. We all seemed prepared to give first priority to our health and forget everything. May be we were either thinking at that time that the crucial phase will be over very soon, or we were unable to realize our capacity of enduring the burden of existence in real terms. The financial pressure, in varied forms, began to put tremendous stress on our total build-ups (career-wise, income-wise, engagement-wise, and involvement-wise). There is again another side also. Many people soon began to realize that if they are able to give total attention to certain preventive measures in relation to this virus, the chances of contacting it would be far too less. Thus, smart lots began to put pressure on opening

up the locked position and rather making people themselves responsible in taking good care of themselves by being knowledgeable on the things to do and strictly doing those things. In order to help policy-makers and educators around the world towards taking effective and sensible decisions (taking into consideration all the related aspects, factors and outcomes) in matters related with running educational institutions as safely as possible during this awkward phase, a document was recently developed and published with input from the TAG (Technical Advisory Group) of Experts on Educational institutions and COVID-19 and experts from WHO, UNICEF and UNESCO. Recognizing the continuity of education as the main consideration to be taken by all policy-makers and decision-takers, the document has honestly agreed that all the decisions will have repercussion or impact not only for the students but also for the parents or guardians, teachers and non-teaching staffs and more broadly their communities and societies. The document read: “From a public health perspective, deciding to close or re-open schools should be guided by a risk-based approach, taking into consideration the epidemiology of COVID-19 at the local level, the capacity of educational institutions to adapt their system to operate safely; the impact of school closures on educational loss, equity, general health and wellbeing of children; and the range of other public health measures being implemented outside school. Decisions on full or partial closure or reopening should be taken at a local administrative level, based on the local level of transmission of SARS-CoV-2 and the local risk assessment, as well as how much the reopening of educational settings might increase transmission in the community. The shutting down educational facilities should only be considered when there are no other alternatives. Based on the best available data, COVID-19 appears to have a limited direct burden on children’s health, accounting for about 8.5% of reported cases globally, and very few deaths (see the box Research on COVID-19 in children and in schools on page 8). In contrast, school closures have clear negative impacts on child health, education and development, family income and the overall economy. National and local governments should consider prioritizing continuity of education by investing in comprehensive, multi-layered measures (see Table 2) to prevent introduction and further spread of SARS-CoV-2 in educational settings, while also limiting transmission in the wider community.” We have to appreciate the analysis. We do hope that our educational higher bodies and main policy-makers will take into consideration all the angles provided by the lengthy analysis. We are directly related with the educational delivery and management part in our country. Naturally, our own experience since last seven months or so

should also be taken as the real episodes. There were many phases of understandings at different times. The understanding which seemed to be the perfect one at the preliminary stage proved to be the immature one when new data were available or when the endurance level reached at its peak or when new awakenings surfaced.

“Facts do not cease to exist because they are ignored.”-Aldous Huxley.

In between, we can take the examples of our own doings and undoing. In this period of covid-19 also, there have been many phases faced by us. The parts within the period ranged from experiences of China, Italy, USA, and our own different stages of lockdown/ semi-lock-down/ easing. The immediate perception and realization during each of those individual phases and gradual awakening within us with new data made available to us or sudden comprehension by ourselves were different. We made immediate corrections to our courses after each of such happening. We, at Southwestern Business College, have emphasized mainly on three aspects during this challenging time due to corona virus.

- We have prioritized the safety and health of our students and staffs.
- We have shown commitment not to stop the teaching and learning parts.
- We have made it a point to implement all the guidance and suggestion of the University instantly or as soon as possible. We have shifted to online mechanisms for many of the administrative works and meetings.

We initiated online classes since Baisakh 2077 through Zoom medium, and later through Teams after University's detailed guidelines received. In between, we are organizing webinars for all of our students on vital subjects including COVID-19. Ultimately, let us face it correctly. Our understanding of the nature of the virus, knowledge of the precautionary measures to be taken compulsorily and exact follow-up of all those measures are the only way-outs. There is a good quotation by Byron Katie, which might be relevant to us if we believe in nature and its hidden forces, as follows: “Life is Simple. Everything happens for you, not to you. Everything happens at exactly the right moment, neither too soon nor too late. You don't have to like it.....It's just easier if you do.”

Relevancies

Online Classes

We started online classes from Baisakh 28,2077. We were one of three colleges under Purbanchal University who came out with online classes so early.

The classes were stopped after the exam notice of the remaining subjects of previous semesters. All the exams were completed within Kartik 2077. On Mangsir 7th 2077, the online classes have re-started – on exactly the same day as required by the University. They are as per the previous University guidelines; and hopefully the exams of these on-going semesters will be around the second week of Falgun 2077.

Meeting with Dean of Purbanchal University(11thJune 2020)

As per the suggestion of Dean of Management Faculty Prof. Dr. Biju Kumar Tapaliya, Colleges of Kathmandu met with Dean Office through Zoom in which Dean Sir and Ms. Sabitra Mam led the session. From our College, Campus Chief Dr. Jayahari Raj Pandey and Program Coordinator Mr. Suraj Ghimire were the participants. The Meeting was conducted to give the University's initiation on online classes and know about Colleges' progress so far as well as sayings on the Subject. Campus Chief Dr. Pandey informed about the start of ongoing online classes in full-fledged routine and slashing down the numbers of classes after a week in absence of formal letter from the University - with suggestion and request to give the formal nod from the University for such online-classes. There were many representatives from other Colleges who were speaking on similar line. Dean Sir, taking the suggestions from the colleges very positively and elaborating on the on-going instigations for formalizing online classes,


recommended the colleges to ask the faculties for suggestions on their respective subject's syllabuses and to engage the students through soft skills.



UGC Training of Ten Days

(9th June, 2020 to 18th June, 2020)

Program Coordinator Mr. Suraj Ghimire and Faculty Ms. Sushma Shrestha participated in the ten day program. During the concluding session of the Training Program, our Vice Chancellor Prof. Dr. Yadab Raj Koirala informed about the University's steps on online-classes.



WEBINAR NEWS

➤ **Virtual Seminar on "Soft Skill and Creative Answer Writing"**
(9 JULY, 2020)

Delivered by Ms. Prakriti Koirala
Vice Campus Chief, SWBC



**Southwestern
Business College**



**Virtual Seminar on "Soft Skill
and
Creative Answer Writing"**

Ms. Prakriti Koirala

9 July, 2020 (Thursday 9:00 - 10:00 AM)

Meeting ID: 847 858 2735
Password: swbc
Organized By: Southwestern Business College

VIRTUAL (GUEST SESSION)

➤ **Virtual Seminar on "Career Exploration and Development Overview" (7 August,2020)**

**Delivered by Ms. Ritu Shrestha
Chief of Accounts, Red Lion Hotel, California, USA**



Southwestern Business College





Mrs. Ritu Shrestha
Chief of Accounts
Red Lion Hotel
California, USA

**Virtual Seminar on
“CAREER EXPLORATION AND
DEVELOPMENT OVERVIEW”**


7 August, 2020 (Friday 9:00 - 10:00 AM)

Meeting ID: 847 858 2735
Password: swbc
Organized By: Southwestern Business College

VIRTUAL (GUEST SESSION)


- **Virtual Seminar on AN INSPIRATIONAL JOURNEY OF MR. KULBAHADUR SHAHI“A LONGEST RUNNER-GUINNESS WORLD RECORDER”(14 August,2020)**


Delivered by Mr. Shahi



Southwestern Business College

Basundhara, Kathmandu





**AN INSPIRATIONAL JOURNEY OF
MR. KULBAHADUR SHAHI
“A LONGEST RUNNER-GUINNESS
WORLD RECORDER”**

14 August, 2020 (Friday 9:00 - 10:00 AM)

Meeting ID: 847 858 2735
Password: swbc

VIRTUAL SEMINAR (GUEST SESSION)

BECAUSE WE ARE CONCERNED!

Webinar as a Socially Responsible College

➤ **Virtual Seminar on "Understanding Covid-19" (28 August,2020)**

Dr. Prabhaw Upadhyaya
Registrar, Dept. of Neurosciences,
Mediciti Hospital



The banner features the Southwestern Business College logo (SWBC) on the left, which includes a stylized star and the text 'SWBC'. To the right of the logo is the college's name 'Southwestern Business College' and its location 'Basundhara, Kathmandu'. A circular seal of the college is positioned on the far right. In the center, a grey box contains the title 'Virtual Seminar on "Understanding Covid-19"'. Below the title is a circular portrait of Dr. Prabhaw Upadhyaya. To the left of the portrait, his name and title are listed: 'Dr. Prabhaw Upadhyaya, Registrar, Dept. of Neurosciences, Nepal Mediciti'. To the right of the portrait, a box provides the meeting details: '28 August, 2020 (Friday 4:30 PM)', 'Meeting ID: 847 858 2735', and 'Password: swbc'. A blue footer bar at the bottom contains the text 'VIRTUAL SEMINAR (GUEST SESSION)'.

Southwestern Business College
Basundhara, Kathmandu

Virtual Seminar on
"Understanding Covid-19"

Dr. Prabhaw Upadhyaya
Registrar
Dept. of Neurosciences
Nepal Mediciti

28 August, 2020 (Friday 4:30 PM)
Meeting ID: 847 858 2735
Password: swbc

VIRTUAL SEMINAR (GUEST SESSION)

WELCOME PROGRAM: Our New Vice- Campus Chief

(July 13, 2020/ Ashard 29, 2077 – Monday)

SWBC Chairperson- Dr. Krishna Bahadur Karki, Campus Chief and Board Director- Dr. Jayahari Raj Pandey, Program Coordinator- Mr. Suraj Ghimire, Financial Controller -Mrs. Kamala Gurung and Office Assistant- Mr. Bhisma Pokharel welcomed new Vice Campus Chief (VCC)- Mrs. Prakriti Koirala Pokharel amid a well-organized small cordial function.



Meeting with Dean of Management of PU(30 August,2020)

Minute of the Meeting

- **Meeting Subject:** Time Bound Home Examination–being introduced by the University to complete the pending examinations of all subjects of all semesters.
- **Needed presence:** All the Colleges were required to be present.
- **SWBC participants:** Dr. Jayahari Raj Pandey, Ms. Prakriti Koirala, and Mr. Suraj Ghimire.
- **Information on the examination:**
 - ✓ It would be Time Bound Home Based examination
 - ✓ The medium of receiving questions and sending answer sheets would be via email.
 - ✓ The related colleges would be the exam centers.
 - ✓ Superintendent of the exam centers would be the Campus Chief or the person designated by the Campus Chief; there would be three or more other exam officers including vice superintendent.
 - ✓ The pattern and style of the questions would be as usual with no changes of any kind;
 - ✓ Each day of the exam, the duration would be of three hours (9 AM- 12 PM). However,

additional 2 hours are given to the students for compiling and sending the email to the respective college.

- ✓ The question paper will be emailed to the Superintendent email address (official email address) at 8.30am and the college would start to send the question paper to the students at 8.45am;
- ✓ Once received answer sheets from the students, the college had to upload the ZIP file of all answer sheets received from the students, students' attendance sheet, Exam center staffs' attendance sheets, screen shots of an email of the students highlighting the received time by us of their answer sheets, at the server of the University "WinSCP" by 6 PM on the same day.
- ✓ After the upload is done, the college had to send the copy of all details uploaded in one pen Drive/ per exam and should be delivered to the Purbanchal University office located at Maitidevi, Kathmandu by 6 PM on the same day.

Pictures



Picture 1 & 2 PU Vice Chancellor Prof. Dr. Yadav Raj Koirala (in SWBC in 2018)



Picture 3 Pass outs in 2019





Picture 4,5,6: Management Dean of PU - Prof. Dr. Biju Thapaliya in SWBC in 2019



Picture 7 :Students of the Year 2019



Picture 8: Academic Stars



Picture 9, 10, 11, 12 : Early consciousnesses in COVID-19.

STUDENTS' COLUMN

WALK-A-THON (Covid-19)

Date: 2076-11-03 Saturday

Southwestern Business College acted very fast to the critical social concern of global epidemic intensity. It was a good decision on the part of our College to provide the awareness on the virus through distribution of literatures by the students who would be participating in a walk-a-thon of around 5 kilometers. T-shirts with message written in Nepali language was prepared which were to be worn by all the participants. The message included was:

- (a) Common signs of the virus, and
- (b) Preventive measures.



The program got started with program Banner leading the group, maintaining discipline throughout the entire period, and thereby making it symbolic as well as awareness-oriented. The 100 plus students' rally taking a round route of Dhaphasi Basundhara Maharajan Teaching Hospital Children's Hospital Dhaphasi was able to convey the significant message in the covered area for two hours.

We all, as participants of the awareness program related with globally sensitive issue of the century, feel proud for our College as one of the few institutions sensing the significance of the issue so early.

By: Rachana Pokheral

BBA 2nd Semester





The Rise of the New Opinions on BBA

Mr. Suraj Ghimire, Program Coordinator



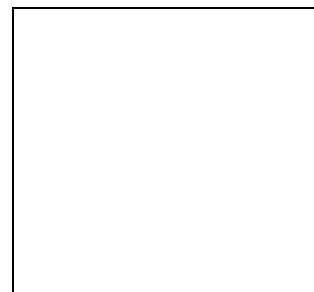
A new breed of business thinkers can be seen on the horizon. Who they get associated with or what are the impacting features in their thinking?

- BBA gets linked with foreign trade: growth of Imports and Exports.
- Everybody's wish to own a firm or company can be taken as the new 'mantra'.
- International Business or International Trade , after Liberalization, has witnessed new layers of market, transaction and practice.
- Relationship of employer and employee are progressing in newly-defined format and that is only partnership.

FACULTY COLUMN

Brain Drain in the era of globalization

Ms. Sajani Dhakal, Management Faculty



Brain drain is the migration of highly skilled man power from the country of origin to the other country. It is the loss of young and skilled professionals who are providing their skilled service to another country. It is a process in which poor countries loose valuable human capital and rich ones gain needed skills. When the national market cannot fully take care of the growing needs of educated individuals of the society, exploring international market seems to be the best option for those individuals. In the present scenario, brain drain occurs due to the continuous increase in the number of people, who seek for better opportunities either to earn more or to make a better career.

Nepal entered into the phase of globalization after the restoration of democracy in 1990. However, it should not be understood that before 1990 the phenomenon called globalization was absent in Nepal. Nevertheless, it is true that, Nepal as a state formally accepted liberalization as the guiding economic principle only after 1990. So, 1990 can be marked as the starting point of globalization in Nepal.

Most of the recent debates about brain drain have centered in its adverse economic impact on developing countries, especially in the fields of science and technology .Higher education has, of course, always been implicated in the exodus of talented people from the developing to developed countries. In the past, however, the number of international students from the developing countries undertaking their studies in universities in developed countries was relatively small, and was largely supported by scholarships. There was an expectation that the graduates would return home and utilize their skills in nation building projects.

In my opinion ,the above discussed term “Brain drain” is one of the negative impact of Globalization .A celebrated concept of globalization called “win- win effects” is under scrutiny now; especially in the scenario when it has been found that the benefits of globalization to developing nations are extremely limited compared to developed countries which I already discussed earlier . Here I would like to state an example of the USA identified as a land of opportunity, the USA has been attracting a lot of Nepalese, and has been a quite spectator of the ‘one way flow’. Here, I am not against those dreamers who rush to the land of opportunity to pursue their dreams. Being into an academic field for under graduates, I just want to advise my undergraduate students not to rush before completing graduation because you have not seen all those struggles which you have to bear with a student visa. With no or little scholarship provided

in undergraduate education, students experience a lot of struggle. On one hand, they have to pay for their rent and utility and on the other hand, they have to pay for their school tuition. Such circumstances even jeopardize their dream of completing higher education. So, my suggestion for all my undergraduate students as if you approach after graduation and apply for a full scholarship that will be the best decision for your future and you will be a proven Human capital for your country.

The brain drain problem can be solved with the joint effort of PPP (Public Private Partnership). The Government should create appropriate working conditions, control the corruption, and should create enough Job opportunities by settling the political problems. Investment friendly environment should be created in order to increase employment opportunities so that private sector can also make considerable amount of efforts to solve this problem. Improving political condition, controlling corruption and promoting education of the home country can help to reduce the brain drain trend. Furthermore, the government of Nepal needs to formulate policy that will help to attract many emigrants or at least tend to utilize emigrants skill and knowledge for the overall development of the country. Many high skilled emigrants have been doing exceptionally well in their field. Thus, their experiences, ideas, skills, and knowledge can play an important role for the overall development of our nation.

LEARNING FROM HISTORY:

Ms. Prakriti Koirala, Vice Campus Chief



Generally, we talk about our wisdom, the wisdom based on our personal experiences as well as from our educational attempts. Directly or indirectly your wisdom will be the primary source for you to sustain in present. Notwithstanding, it's always so alluring to look back into the past.

When we talk of Southwestern Business College (SWBC), we have to get a peep into how Southwestern started its educational journey in Nepal, as well as the academic backgrounds of the people in Southwestern. After you have the experience of required span of time to know about all the intrinsic values and causes and effects of certain field, you can call yourself an expert on that very field. Success of a fresh venture or an original project or a new scheme depends primarily on the availability and exact applicability of such expertise. Southwestern has been lucky enough on such proficiency.

Southwestern Business College has had the opportunity to move ahead from such expertise of still previous time as well as the recent learning after Southwestern started the journey. First of all, we have sorted out common questions posed to us over the years by our visitors, students and parents. The single most sought-after information is:

WHAT IS THE SPECIAL ABOUT THE COURSE?

The answers, without doubt and honestly,:

- (1) A degree widely in demand
- (2) Flexible and adaptable degree

- (3) Totally Professional degree
- (4) Natural Door for MBA
- (5) Intra-curriculum (multiple disciplines covered)
- (6) Leadership Oriented
- (7) High Earning Capacity
- (8) Network-Oriented
- (9) Comparatively Affordable
- (10) Job Satisfaction

Naturally, there are few very relevant questions!

WHAT ARE FUTURE PROSPECTS OF THIS COURSE?

- ✓ Go up for Specialization (MBA).
- ✓ Take a route to become a Data Scientist.
- ✓ Become an Entrepreneur with advanced skills.
- ✓ Take a route to become Digital marketer.
- ✓ Become a part of government or public sectors.
- ✓ Take a route to become a Product Manager.
- ✓ Become an educationist.
- ✓ Take a route to become Block -chain expert.

WHAT ARE THE FEATURES OF SWBC BBA?

Naturally, there are many mentionable issues which are working as the bases of our institution. Five among which are on top.

1. **Nothing is greater than quality:** We are among the firm believers that this should be the guiding principle of all service. Educational sector has the responsibility of ensuring good production of new generation, and there can be no compromise of even least portion on excellence and superiority.
2. **Our Guidebooks** on each and every semester are frameworks of exact deliveries for the Faculty. They are the bases of strategies of preparation for the students, and tools of monitoring and actions for the Management.

3. **Individual Focus** is the weapon of eradicating dullness and negativity. It is handled through maintenance of individual files minutely, awakening the innerness through seminars and interviews, and updating the existing database constantly. This is **FIRST** angle of meeting our **Leadership Focus**.
4. **Group inter-connection and sharing** is the fundamental way of keeping in touch between all the units of Southwestern Group which covers Southwestern School with around 1200 students from PG to 10, Southwestern State College with 2,500 students of Plus two and Bachelor/ Masters programs, Southwestern PhD Center with more than 100 PhD products from two Universities of India and two Universities of Malaysia. As we are fond of calling ourselves a Group with students from PG group to PhD, we possess the good opportunity within our own units to equip ourselves with the knowledge of all levels to meet the respective requirements.
5. **Special Coordinator for extra-curricular-activities (ECA)**: Knowledge and smartness are two sides of a coin called Leader. As the **SECOND** step towards meeting our **Leadership Focus**, our special coordinator of ECA devises newer activities of international standard, and makes sure that they are implemented not only exactly, but also embrace all students within the fold.

WHAT ARE THE MEASURES TAKEN TO ENSURE STUDENTS' OVERALL PARTICIPATION?

There are basically two ways: *Eligibility for examination*, and *opportunity of winning awards and scholarships!*

- **Minute monitoring of status of presence or absence**: Physical presence is regarded as the single most significant aspect in learning. That is also the reason of suggestion to maintain a level of 80 percent of attendance. Varied procedures followed by us include phone calls, motivational approaches, and attendance awards.
- **Actual presence**: It is the state of being at present. Total or maximum concentration is required for understanding the delivery as well as for note-making. The Faculties' roles

of watching all vigilantly and involving through questions as and when needed during the class hours have been always very helpful.

- **Preferential rules on Notes and Presentations:**Notes are capable of putting the noted matters into the minds of the note-makers, and presentations are the best ways of making habits.Monitoring of notes and schedules of presentations are regular practices. Students' status in the above two aspects are considered as the pass-ways towards eligibility for the examinations.
- **Grouping and Group works:**Grouping of students in a flexible manner to enhance particular student's overall ability through learning inside the group, to make mandatory the individual presentation of each and everyone within the group, and to go on changing the dynamics of each group by changing the numbers as well as by rotating from one to another. Participations are ensured through the same rule: students' status in this aspect is again considered as the pass-ways towards eligibility for the examinations.
- **Awards, Scholarships and Placements:**We have numerous types of all three. They are linked with excellence in academic performance as well as participations and presentations in extra- curricular activities like seminars, guest lectures, various competitions, and innovative ideas, conducts and behaviors.

WHY YOU SHOULD GO FOR BBA? LOGIC! :

Key personality explains the benefits of BBA:

Dr. Krishna Bahadur Karki, Chairperson, SWBC



Few BBA Trends That Will Shape Your Future to the need of the then times

1. BBA produces entrepreneurs. The involvement in business-related aspects in the form of competitions within and outside class, regular inter-actions with students and educators, assignments on recent business happenings, exposure through seminars/ workshops are but few constant goings-on the students are made to move through with active participation. These naturally create an environment of habit within the students. Habits make our daily behaviors. It's said that entrepreneurs with right habits can ensure good outcomes and their longevity in the business world.

2. Many institutions (government or semi) which are related with accountancy and financial sectors are always in a lookout for BBA Graduates. Hence, BBA graduate - excellent at analyzing key issues, as well as good in planning and managing resources and data-crunching – are having and will have a bright future in such sector.

3. Many students are doing certification courses in MS Office and MIS either during the period of BBA course or a quick one right after doing BBA which are helping them a lot towards entries and success in the corporate world. The students, having already soft exposure of these modern-world's significant subjects during BBA syllabus completion, are able to get the learning swift and fast.

4. Art of communication are regarded as valuable assets for business people since many of the results are dependent upon negotiation, and communication and negotiation are inter-related. Relatively, the trend also is that many of the pass-outs of BBA have been opting for short course in Mass Communication. They are related with job opportunities.

NEXT ISSUE

Success Stories: How the three were linked

These three examples of individual achievement lean more towards flexibility than detailed

'Knowledge'.

Preparation after finishing: management, and its sidelines