

# Southwestern Business College

## NEWSLETTER

ASHOJ 2079

### INDIVIDUAL FOCUS SERIES—43

Dr. Jayahari Raj Pandey

There was a news item recently that global population has reached nearly 800 crores (hundred millions) as per the estimates of United Nations (elaborated by Worldometer: Nov 14, 2022). It has doubled in 50 years, and the last 100 crores came within last 12 years. Actually, Individual Focus, in direct sense, does not correlate with the population issues. However, there was another news item of interest as per which Amazon, large Company on E-Commerce with more than 16 lacs full time and part time employees, could be in preparation of sacking around 10,000 employees (the biggest in the history of the company). It was reported that there will be massive uses of robots. For example, Tye Brady, Chief of Amazon Robotics, was saying about the probability of 100% robotic system in packaging within 5 years as against the present situation of around 75%. He also was of the vision that though Robot will eventually oust the human workers, there will always be the use of humans. The first news and this news are very much interrelated in our case. The population is on the increase, and it will go on increasing- the rate of increase, however, might be on the decreasing degree. The developments in IT, the convenience in their day-to-day as well as wide use by all age groups, and rapid progress in their modes and varieties have made the globe smaller. People of the world are, in numerous ways, totally connected. This phenomenon, understandably and in more degree of common interest, applies in the job sector. On the one hand, increased population will supply more job-seekers in the job market, while the increasing trend of use of robots in more and more complex jobs (the AI factor) will limit the areas and expertise for human population. Notwithstanding, the productions of BBA will not be affected, in comparison to other Degrees, by this trend of increasing use of Robots. This is because of the fact that they are made to administer, to manage, to do business in the existing situation or to generate new environments of trade and commerce, to create newer products, and to control/direct/supervise the robots. This can be regarded as the single profession of the world which never collapses – let alone dies. However, the crux of the matter is when there will be too many of the same kind, there will be competition between themselves. Automatically, that demands outstanding qualities of inner management on the side of those who want to lead or supersede.

**“So if you want to be happy, you have to manage yourself properly. Management means creating situations the way you want them. Just as you manage your family, finance, industry, business, it is important to manage your mind, emotion, energy and body. And your ability to manage external situations is greatly enhanced only when the inner**

**situation is well managed.”- Sadguru in ‘Inner Management is a must’: The Indian Express dated 14<sup>th</sup> October 2017.**

The syllabus of BBA is almost the same – the world over: there are BASE courses to provide powerful and commanding establishment of bases within the minds of the students of good communication skills, business mathematics and statistics, and fundamentals of economics; another segment is the core courses related with accounting, management, finance, marketing and few directly associated subjects such as Business Law, Taxation and Auditing, Research Methodology, and Management Information System; and Internship. Other related aspects connected with the practical sides such as connecting the theories with realities through field visits or guest lecture or seminars, involvement issues such as practicing many of the habit-related aspects over and over again, social-skill features such as mingling with different layers of the society and community through varied mechanisms, and inspirational sides such as giving exposures of touching facets are also accomplished extensively- of course the duration, timings, styles, and proficiencies varies ( country-wise, location-wise, and college-wise). The Chief focus of the practical and matter-of-fact mechanism is to convert the students into something special. Individual Focus should be regarded as our Signature mechanism which has been designed to make the students able to realize their self-potentiality by becoming aware of many non-important issues in which they were involved till then.

**"The only person who is educated is the one who has learned how to learn and change."**

**-- Carl Rogers**

Individual Focus intends to change the students. Those who are confused, or those who are misguided, or those who have wrong habits, or those who are suffered from complexes (inferiority or superiority), or those who have relationship problems, or those who are battling with family expectations, or those who have general/ social anxieties, or those who have low energies or lack of motivation etc. are made to come to the realities. It is one of the greatest learning. That is the way to change. Many of the times, what is happening is the students (or others also) who have some kind of problem get unnecessary or non-workable advice/suggestions from their family members or friends or teachers. There is a very suitable quotation for such cases, as follows:

**It is an easy thing for one whose foot is on the outside of calamity to give advice and to rebuke the sufferer.**

**- Aeschylus**

Our emphasis is on knowing the real situation or problem without discomforting or annoying or antagonizing the student, and thereby providing the solution or cure of the problem. We have experienced that in several cases, there are actually no problems of any sorts, and they are doing fine, and have excellent attitudes. Still, such students also have benefitted in terms of enhancement. In this context, we are talking of human augmentation in terms of growth of potentialities and abilities or positive transformation of personality without the assistance of external methods such as surgeries, genetic engineering, drugs, implants, hormones etc.

**CONTD...**

# FACULTY ACHIEVEMENTS

We would like to Congratulate our Faculties Nani Maiya Dangol and Nabaraj Dawadi for their ACHIEVEMENTS through Participation in 3 DAYS FACULTY DEVELOPMENT PROGRAM of PURBANCHAL UNIVERSITY ( September 2022).



FACULTY OF MANAGEMENT  
PURBANCHAL UNIVERSITY  
PRESENTS

## FACULTY DEVELOPMENT PROGRAM

PROF SANJEEV TRIPATHI  
IIM INDORE

SUN, MON, TUE  
SEP 11-13, 2022

TIME  
9:00 AM

ALFA HOUSE,  
KTM

*You're Welcome*

## Faculty Development Program, 2022 Program Overview

Purbanchal University, Faculty of Management is organizing a three-day extensive Faculty Development Program, especially targeting its constituent and affiliated colleges providing MBA program. The purpose of this FDP is to enhance the quality of teaching in MBA by using modern teaching techniques and tools.

The case method is a widely used method of teaching and is being increasingly used across business schools. While cases are being used in classes, management teachers lack skills in developing cases for teaching. Developing cases is a knowledge-creation activity and helps in career progression. This program is aimed at helping participants understand the art and science of writing cases. They learn how to craft cases that they can use in their classes. The program also helps them in understand the case publication process.

Management teachers understand that the development of different skill sets needs different pedagogical approaches. Management teachers typically use lectures, and case discussions for developing management insights among the participants; however, the emphasis and use of other tools are still not popular. The importance of experiential learning is well known in management teaching however, academicians are reluctant to use these as they are not well versed in using these. Further, they may also lack access to simulation games. The program aims to help management teachers in developing and widening their expertise and incorporate simulation games as a pedagogical tool. They learn not only how to identify the need for simulation games but also how to use it and how to develop their own simulation games.

Objectives: The FDP will help to develop among the participants an understanding of-

- Familiarize the participants with various types of cases
- Helping them learn how to write cases from primary data
- Helping them learn how to write cases from secondary data
- Helping them learn how to write teaching notes
- Provide insight into the importance of using simulation games in management teaching.
- Develop skills in using simulation games.
- Develop the expertise to create simulation games for use in classrooms

#### Content:

- An Introduction to Cases
- Different types of cases
- The Case Opening
- The Problem Statement
- Case Writing Exercises
- Writing the Teaching Note
- Case Publishing Process
- An Introduction to Simulation Games
- Where to use simulation games
- Teaching through Simulation Games
- Role of debriefing
- Developing Simulation Games
- Developing the instruction set
- Registering Simulation Games

#### Program Schedule

11th Sep, 2022,

9 AM- 4 PM- FD Program

Lunch and Tea Break in-between

12th Sep, 2022-

9 AM- 4 PM FD Program

Lunch and Tea Break in-between

13th Sep, 2022-

9 AM- 4 PM FD Program

Lunch and Tea Break in-between

A detailed Program schedule will be provided later along with the Venue. Lunch and Tea snacks will be part of the program.

Program Fee- Rs 20,000 per person (2

Participants from each school)

Any vacant seat in the program may be opened for others who would like to join

#### About Resource Person

Prof. Sanjeev Tripathi, Professor – Indian Institute of Management, Indore, and Ahmedabad

Prof. Sanjeev Tripathi is a Professor at IIM Indore. An alumnus of IIM Ahmedabad Prof. Tripathi has earlier worked at IIM Ahmedabad as an Assistant Professor. His research interests are in the area of Consumer Behaviour, Behavioural Pricing, Branding, Sports Marketing, and Sports management. He has published his research in leading international journals in the marketing domain including the Journal of Consumer Psychology, Journal of Services Research, Journal of Advertising Research, and Journal of Business Research. His teaching interest is in the areas of Pricing, Strategic Marketing, and Sports Marketing. He has published over 30 cases that are registered with case repositories at Ivey, IIM Ahmedabad, and IIM Indore. His cases have won international awards and are used globally.

He has done consulting for clients both in the Government and private sector such as the Ministry of Youth Affairs and Sports, PwC India, etc. He has conducted Executive Education Programmes for clients such as PepsiCo, Tata AIA, Ambuja, and many others.



**Implementation of New classes with added strength (maximum 48) as per PU's permission!**



# पूर्वाञ्चल विश्वविद्यालय

व्यवस्थापन संकाय

विराटनगर, नेपाल

व्यवस्थापन

प.सं.:- 6८८/०६८-०६८

च.नं.:-

मिति:.....

२०७९/०३/०७

श्रीमान् क्याम्पस प्रमुखज्यू,  
श्री साउथ वेष्टर्न विजनेश कलेज  
काठमाण्डौ।

विषय: विद्यार्थी संख्या समायोजन बारे।

महोदय,

उपरोक्त सम्बन्धमा, पूर्वाञ्चल विश्वविद्यालय, प्राज्ञिक परिषद्/कार्यकारी परिषदको निर्णय नं.५५९२ र ५६०० बमोजिम प्रत्येक कक्षामा रहने विद्यार्थी संख्यामा एक रुपताका लागि विद्यार्थी संख्या समायोजन गर्ने नीतिगत निर्णय भए बमोजिम विद्यार्थी संख्या समायोजनको लागि निवेदन दिने पूर्वबाट सम्बन्धन प्राप्त श्री साउथ वेष्टर्न विजनेश कलेज, काठमाण्डौ को स्थलगत मूल्याङ्कन हुँदा विद्यार्थीहरु समायोजन गर्न उचित हुने व्यहोरा सहित प्रतिवेदन समेत प्राप्त हुन आएको हुँदा पूर्वाञ्चल विश्वविद्यालयबाट सम्बन्धन प्राप्त उक्त कलेजको व्यवस्थापन संकाय अन्तर्गत सेमेष्टर प्रणाली बमोजिम संचालित चार वर्षे स्नातक तह Bachelor of Business Administration (B.B.A.) शैक्षिक कार्यक्रममा हाल सम्म स्वीकृत ४० सिट संख्या रहेकोमा यसै शैक्षिक सत्र २०७८-०७९ देखि लागु हुने गरी उक्त शैक्षिक कार्यक्रमका लागि विद्यार्थी संख्या समायोजन गरि अधिकतम एक सेक्सन (४८) कायम गरिएको व्यहोरा जानकारीका लागि अनुरोध गर्दछु।

*Dr. Vinu Kumar Shrestha*

प्रा. डा. विजु कुमार शर्पलिया  
डीन

बोधार्थ:

**Eligibility Criteria Notice of the University**



# पूर्वाञ्चल विश्वविद्यालय

व्यवस्थापन संकाय

विराटनगर, नेपाल

व्यवस्थापन

प.सं.:-

च.नं.:-

मिति: २०७९/०३/०९

श्रीमान् निर्देशक/क्याम्पस प्रमुखज्यू,  
स्नातक तहको शैक्षिक कार्यक्रम अघ्यापन गराउने सम्पूर्ण स्कूल/क्याम्पस/कलेजहरु।

विषय: परिपत्र।

उपरोक्त सम्बन्धमा, पूर्वाञ्चल विश्वविद्यालय व्यवस्थापन संकाय अन्तर्गत सेमेष्टर/वार्षिक परीक्षा प्रणाली बमोजिम संचालित स्नातक तह चार वर्षे B.B.A./B.H.M./B.H.C.M./B.T.T.S./B.B.S./B.F.D.M शैक्षिक कार्यक्रमहरुको भर्नाको लागि तपसिल बमोजिमको Eligibility Criteria कायम गरिएको व्यहोरा सम्बन्धित सबै आगिक तथा सम्बन्धन प्राप्त स्कूल/क्याम्पस/कलेजहरुलाई अनुरोध गर्दछु।

तपसिल

- Minimum D Grade in each subject of Grade 11 and 12 with CGPA 2.00 or More for BBA and 1.8 or More for other programs.
- साधै २०७८ वा सो भन्दा अगाडी प्रकाशित नतिजामा उत्तीर्ण भएका विद्यार्थीको हकमा साविक कै व्यवस्था कायम रहने छ।

*Dr. Vinu Kumar Shrestha*

प्रा. डा. विजु कुमार शर्पलिया  
डीन

**New classes will have NEW COURSE CYCLE**



# पुर्वाञ्चल विश्वविद्यालय

व्यवस्थापन संकाय



प.सं.:- १३०/०६१-०२०  
घ.सं.:-

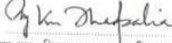
मिति: २०७९/०५/१७

श्रीमान् क्याम्पस प्रमुखज्यू,  
M.B.A./B.B.A. अध्यापन गराउने सम्पूर्ण क्याम्पस/कलेजहरू।

## विषय: Course Cycle सम्बन्धमा।

महोदय,  
उपरोक्त सम्बन्धमा, पु. वि. प्राज्ञिक परिषद्बाट व्यवस्थापन संकाय अन्तर्गत सेमेष्टर प्रणाली अनुसार सञ्चालित स्नातकोत्तर तह Masters in Business Administration (M.B.A.) र स्नातक तह Bachelor of Business Administration (B.B.A.) शैक्षिक कार्यक्रमहरूको नयाँ Course Cycle यसै शैक्षिक सत्र २०७९-८० (२०२२ ब्याच) देखि लागू हुने निर्णय भएको हुँदा सम्बन्धित सबै स्कूल/क्याम्पस/कलेजहरूको जानकारीको लागि अनुरोध गर्दछु। साथै नयाँ Course Cycle अनुसारको पाठ्यक्रमको विस्तृत विवरण पछि उपलब्ध गराइने व्यहोरा समेत जानकारीको लागि अनुरोध गर्दछु।

सलगन: एम.बी.ए. र बी.बी.ए. शैक्षिक कार्यक्रमको नयाँ Course Cycle पाना ०६ (छ)।

  
प्रा.डा. विजु कुमार धर्पलिया  
डीन