

# BBA | MBA

(Bachelor (Hons.) in Business Administration)

(Master of Business Administration)

- Internationally Recognized Degree
- Approved By Ministry of Education, Nepal
- Recognised by Tribhuvan University

IN ACADEMIC COLLABORATION WITH







## WELCOME MESSAGE

**"A key to achieving success is to assemble a strong and stable management team.  
Let's work together to apprehend this beliefs."**

Built on the foundations of the internationally-recognized international education, IIMS Lincoln College cares for the holistic needs of management students, compelling them to live up to their greatest potential.

The top quality facilities, well known professional team and resources at IIMS Lincoln create an engaging and supportive learning environment preparing management students equipped for advancing their career.

We provide a warm and caring atmosphere where the students are fully engaged, physically and intellectually. Teamwork, leadership, creativity and independence thrive at IIMS Lincoln College with expert care for individual needs, and multiple opportunities for personal development, students are positioning the foundations for a successful and fruitful career, and life. We believe knowledgeable, adaptable young energetic management graduates with an international mindset and a sense of responsibility will be marked for high achievements in all walks of life.

With more than 8 years in academic arena, we offered in diverse learning modes and perspectives striving to promote education and professional learning to align with the emerging needs of our society and diverse learning interests of management students. Research is integral to our academics and students are offered to engage in numerous hands-on research exposures. There are no limits to new learnings and at IIMS Lincoln the opportunities will continue to grow.

**- IIMS LINCOLN MANAGEMENT TEAM**



IIMS Lincoln College's strong linkages with the best in the corporate are reflected in its assortment of core and visiting faculty and management team enabling a continue flow of knowledge, talent and resources. We have evolved a focused student-centric approach and believe in sustainable efforts to groom our students as true business leaders, who have been well acknowledged by the corporate world.

**Pranay Singh**  
Chairman



## MESSAGE FROM THE VICE CHANCELLOR

LINCOLN UNIVERSITY COLLEGE is always enthusiastic towards highly competitive learning environment. As per our vision, we consider higher education as a necessity for the quality of life and successful future career. Having robust alliance with the different sectors of community, LUC grapples to make significant improvements through education and research.

LUC has seen substantial growth in the last few years, with the introduction of new courses of study, new disciplines, and new initiatives. With the range of disciplines represented and the quality of the faculty and students at LUC- one of the pioneer in the country- is well comprised in branding internationally.

**Dr. AMIYA BHAUMIK MA, MBA, PhD**  
Vice Chancellor  
Lincoln University College

## IIMS SIGNS MOU WITH UMKC UNIVERSITY



The authorized signatories of MOU on behalf of UMKC and IIMS  
**Mr. Kevin Z. Truman**, PhD, F. ASCE,  
Vice Provost for International Affairs & Dean, UMKC, Kansas City, USA  
**Mr. Sabindra Maharjan**  
Chief Executive Officer, IIMS





## WHO WE ARE ?

IIMS Lincoln International College of Management & IT (LICMIT) is one of the finest colleges for IT and management studies in Nepal. Over the time it has been able to build close association with the industry by collaboration with the leading companies of Nepal, provided state of the art infrastructure, introduced experienced faculty members and other factors that have made the IIMS Lincoln a great place for IT and Management Studies.

IIMS Lincoln invites you to join the journey of management education. We take you to your final destination of a bright career through holistic development of attitude, skill and knowledge. We offer four years Bachelor of Business Administration (BBA) and two years Master of Business Administration (MBA) program in academic collaboration with Lincoln University College, Malaysia for students who wish to make key transitions in their career.

## VISION

A model of innovation and distinction in management and technical education, recognized as an outstanding gateway to rewarding careers.

## MISSION

To provide high-quality education and training that support student goals, a skilled workforce, and the economic vitality of our communities.

## RECOGNITION



Approved By Ministry of Education  
Recognised by Tribhuvan University



Tribhuvan University Equivalent



# ABOUT UNIVERSITY



Lincoln University College, Petaling Jaya was established in 2002 as Lincoln College (LC) and upgraded in 2011. 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- National Accreditation Board). The University College is situated in the cosmopolitan town of Petaling Jaya Near Kelana Jaya LRT Station, which is 10 kilometers West of the capital city, Kuala Lumpur. The founders and administrators of LINCOLN are true academicians who are committed to helping the students to achieve their potential in the education, research and employment world of this exciting new millennium. They bring together almost fifty years of higher education, post-secondary education and language teaching experience. Their backgrounds include teaching, research and professional training. LINCOLN focus is student centered and student-directed. Our philosophy is that everyone has a claim to education in order to better their life, advance their career and reach their desired level of personal success.



## ACCREDITATION & RECOGNITION



mqa@mqa.gov.my

**MALAYSIAN QUALIFICATIONS REGISTER**  
Malaysian Qualifications Agency



The Association  
of Commonwealth  
Universities







## 5 REASONS WHY US ?

- 1 ▶ **Affordability:** Our mission is to provide excellent quality higher educational opportunities for a diverse student population in a very affordable fee through IIMS Lincoln Scholarship and Financial Aids. We provide scholarship in all our offered programs.
- 2 ▶ **Quality Education:** We programs are designed with 50% theory and 50% practical or industrial training with qualified and experience lecturer to build and ensure the student success.
- 3 ▶ **Credit Transfer System:** Students would have the option of studying at Lincoln Malaysia and obtain UK degree. Alternately, students study part in Malaysia and transfer to any of our partner University in UK, US, Canada, Australia, New Zealand and Europe.
- 4 ▶ **Globalization of Education:** We have affiliations and collaborations with reputed universities of the world. We develop opportunities to participate in multi disciplinary projects at the international level and thus students are able to acquire knowledge regarding the global education scenario as well as the global trends of education.
- 5 ▶ **Diverse Opportunity:** We aims towards the academic growth of the students and also provides access to the best career opportunities. We offer to our students Bachelor Programs and Post-Graduate programs on a diverse range of subjects focusing on Management.





Being a former student and graduate of BSc. IT, I made the choice to continue my MBA study in IIMS Lincoln College, as it provided great focus towards advancing my career with its comprehensive range of modules.

IIMS Lincoln provides not only a very relaxed atmosphere focused directly on the integration of the course but at the same time, it helped me to succeed as "The Top 10 Finalist at Nepal Ideal Competition 2017" and develop my professional career as a singer. I feel the learning environment at IIMS Lincoln has helped me improve my confidence in making decisions and allowed me to become a strong leader.

I genuinely enjoyed my time in IIMS Lincoln and extremely happy with the lecturer's teaching style, delivery of the materials, practical learning approach and I would recommend IIMS Lincoln to anyone without any hesitation.

**Kenjal Mehar Shrestha**  
(MBA March 2018 Batch)

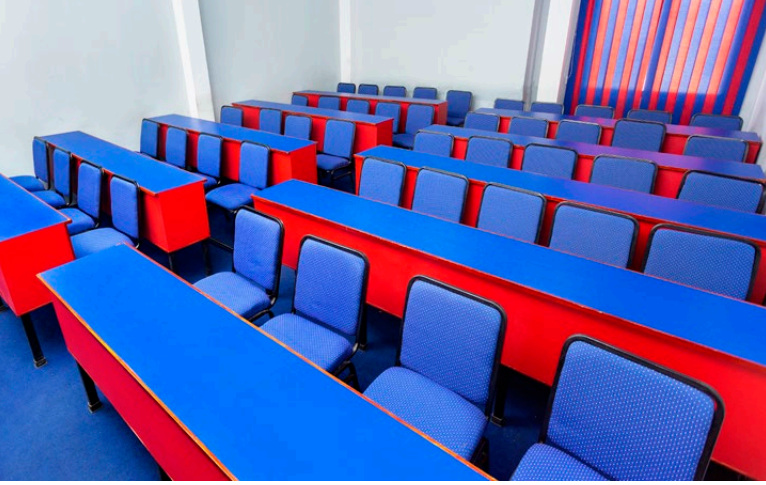




## OUR INFRASTRUCTURE & FACILITIES





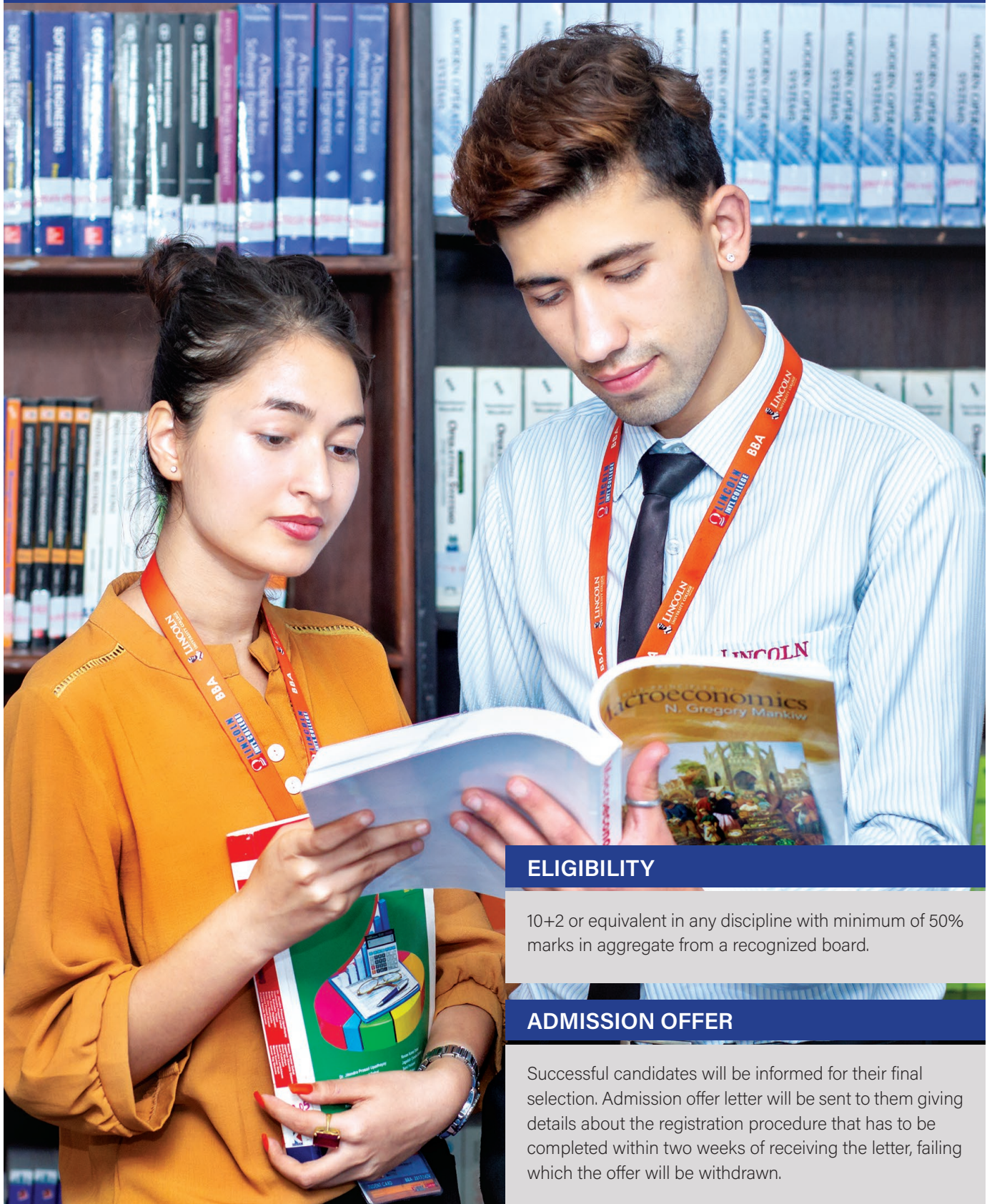




# BBA

## Bachelor (Hons.) in Business Administration

The four years BBA program at IIMS Lincoln is designed to give students the academic and technical skills to become independent managers. IIMS Lincoln strive to provide each graduate student with broad knowledge in business and in-depth knowledge in their subject area thereby make them more adjustable with their future workplace.



### ELIGIBILITY

10+2 or equivalent in any discipline with minimum of 50% marks in aggregate from a recognized board.

### ADMISSION OFFER

Successful candidates will be informed for their final selection. Admission offer letter will be sent to them giving details about the registration procedure that has to be completed within two weeks of receiving the letter, failing which the offer will be withdrawn.





## SUBJECT LISTING

### YEAR 1

#### SEMESTER 1

- Business English I
- Principles of Management
- Microeconomics
- Introduction to Accounting
- Fundamental of Computer Principles & Programming

#### SEMESTER 2

- Human Resources Management
- Principles of Marketing
- Internet Fundamental & Applications
- Macroeconomics
- Business English II

### YEAR 2

#### SEMESTER 3

- Business Organization
- Quantitative Methods (Statistics)
- Business Communication
- Product & Operation Management
- Entrepreneurship

#### SEMESTER 4

- Business Law
- Project Management
- Introduction To Financial Accounting
- Company Law
- Psychology

### YEAR 3

#### SEMESTER 5

- International Business Management
- Marketing Management
- Business Ethics
- Sociology
- Management Information System

#### SEMESTER 6

- E-Commerce
- Organizational Behavior
- Consumer Behavior
- Strategic Management
- Innovation Management For Global Competitiveness

### YEAR 4

#### SEMESTER 7

- Retail Management
- Event Management
- Business Environment
- Business Research Methods
- Business Finance

#### SEMESTER 8

- **Specialization: Marketing**
  - Marketing Research
  - Multinational Enterprise
  - Logistic and Supply Chain Management
  - Bachelor Thesis (Project)
- **Specialization: Finance**
  - Banking and Insurance
  - Financial Management
  - Taxation And Auditing
  - Bachelor Thesis (Project)

4 YEARS

8 SEMESTERS

120 CREDIT HOURS



# MBA

## Master of Business Administration

IIMS Lincoln a center for value based management education in the quest for spreading quality management education at present offers a Two-Year Full Time MBA Program. MBA @ IIMS Lincoln nurtures work-class managers by exposing them to real life unstructured situations along with analytical tools and business philosophies. Students gain conceptual interpersonal skills while fine tuning on the social purpose in managerial decision-making. The program will enhance the knowledge and skills of enrolled students through a forceful combination of lectures, tutorials, field visits and most importantly case studies which will be drawn from the sectors under study. Guest lectures by prominent member representatives of industry, academic and government will be another highlight of the course, offering the students an opportunity to interact with personnel responsible for successful reforms. It is mandatory for students to undertake course work in the first year. In second year, students will have to undertake an applied industry based project also known as internship project along with research based Graduate Research Project.



### GET INTO IIMS LINCOLN

IIMS Lincoln International College seeks bright, capable and motivated students, who are ready to take advantage of the best education that we offer.

#### MINIMUM ENTRANCE REQUIREMENT

- Applicants should have completed at least Bachelors level in any discipline.
- Applicants should have achieved an average minimum of 50% marks in aggregate from a recognized board. Check with our admission team if your grades meet the minimum requirement.

### ADMISSION OFFER

Successful candidates will be informed for their final selection. Admission offer letter will be sent to them giving details about the registration procedure that has to be completed within two weeks of receiving the letter, failing which the offer will be withdrawn.







## SUBJECT LISTING

### YEAR 1

- Business Accounting & Finance
- Business Economics
- Human Resource Management
- Managerial Communication
- Business Environment Analysis

#### SEMESTER 1

- Business Research Methodology
- Operations Management
- Marketing Management
- Organisational Behaviour
- Consumer Behaviour

#### SEMESTER 2

2 YEARS | 4 SEMESTERS | 70 CREDIT HOURS

### YEAR 2

- Strategic Management
- Retail Management
- Financial Management (Elective)
- Entrepreneurship Management (Elective)
- Sales & Promotions Management (Elective)
- International Business (Elective)
- Internship Project (Industry based)

#### SEMESTER 3

- Banking & Insurance (Elective)
- Customer Relationship Management (Elective)
- Conflict Management & Negotiation Skills (Elective)
- Business Ethics
- Management of Data
- Graduate Research Based

#### SEMESTER 4



"IIMS Lincoln not only offers a global course but also grooms the business professional in me. I am confident that an MBA from IIMS Lincoln will hone my professional and academic capabilities to a much greater height"

Hari Prasad Joshi  
MBA September 2017 Batch





## ACADEMIC VALUES

### GRADUATE RESEARCH PROJECT (GRP)

All the students of MBA are required to undertake an applied research-based project work in their Final Semester of the Program. Being a part of the university course curriculum, the Project Report is evaluated by the University appointed external examiner just like other course work papers. The practical project enables students to apply theories, skills and knowledge in an integrated manner. This helps the students in applying the newly acquired concepts to practice. The project work involves intensive research on marketplace, discussion / guidance with industry professionals supplemented by library and internet referencing.

### INTERNSHIP

The theoretical knowledge of future managers is enhanced by real life corporate environment faced by students during their summer training. As per the University requirements each students of BBA and MBA undergoes practical training of eight weeks duration after second semester in business / industrial / service organizations. The practical project enables students to apply theories, skills and knowledge in an integrated manner. This helps in imbibing professional attitude, sense of responsibility, analytical ability, leadership skills etc. Students work individually or in pairs with a sponsor in a client organization to address a complex real-time problem, with the emphasis on usefulness. Students are expected to:

- ▶ Define and quickly understand the problem.
- ▶ Gather primary and secondary data, validate and analyze the data.
- ▶ Determine whether there are underlying problems and if required, redefine the problem.
- ▶ Develop and assess alternatives.
- ▶ Develop final recommendations and an implementation plan.
- ▶ Demonstrate excellent interpersonal and communication skills.

### ASSESSMENT METHODS & TYPES

The examination will be conducted and monitored by Lincoln University, in presence of the representative from Lincoln University. To successfully complete a subject and module, the student has to achieve Pass marks in both internal assessments as well as final examination.

Type of Assessment	Components of Assessment	Weightage of Components (%)
Coursework	Three Assignments	30
Examination	Mid Term	20
	Final Term	50

(80%) Attendance should be maintained.

### 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	



# BEYOND CURRICULUM



## TEACHING METHODOLOGY

Learning at IIMS Lincoln is not just about books but preparing for life. IIMS Lincoln has designed a state-of-art synchronous learning methodology combining the best features of conventional classroom learning with world-class resource center and job readiness internship program, thus providing a true link between education and employment. Practical-Skill based teaching learning style is the USP of IIMS Lincoln which accompanies Research Methodology Workshop, Corporate-Student Interaction session, Case Analysis Workshop, Entrepreneurship Workshop and importantly Combined Research Based Project.

## CAREER DEVELOPMENT CELL

We are strive to develop campus life by providing opportunity for personal growth and leadership development to all students. This is accomplished by giving freedom of expression, social interaction and active participation for all students. Students input, opinion and action are highly appreciated. Periodically, students from BBA and MBA are placed for CV writing session, Mock Interview Session, Career Counseling's Session. These preparation are always being fruitful for In-Campus Placement which is periodically being organized by College.

## STUDENT'S CLUB

The student's club is aimed at encouraging togetherness by organizing various campaigns, activities and events that help students in pursuing their career goals, while installing strong values and principles in them.

## UNDERSTANDING LIFE SKILLS

We want our students to have a holistic approach which transforms them into multifaceted professionals. Therefore, IIMS Lincoln helps the students understand people skills, managing their career, multi- tasking work, learn presentation skills, building confidence, managing self and having a multicultural approach.

## INDUSTRY INTERFACE

An integral aspect of Management and IT studies is the industry project. Students will get ample of opportunities to work on industrial projects and in house training sessions which help them to get familiarized with the real world work.



# STUDENT ACTIVITIES



## PERSONALITY DEVELOPMENT

As we know industries are undergoing a massive restructuring process, this transformation is generating demand for new kinds of human resources who are equipped with managerial capabilities to build global strategies. Personality Development program at IIMS Lincoln looks after the enhancement of the communication & interpersonal skills of the students.



## VOICE OF THE LEADER

It is a unique opportunity for students to interact with CEO's and industry leaders. Years of wisdom & experience are distilled into concise presentations by business honchos directly interacting with students and helping them to relate academic study to real life management.



## BUSINESS SIMULATION GAME

As a part of a unique pedagogy at IIMS Lincoln - we have introduced HR, Marketing, Branding and Strategic Games through a leading simulation provider. These games are usually in a workshop format and are based on application of learning and holistic training in simulated business environment.







## PANEL DISCUSSION

It is an exceptional stage designed to provide an opportunity for students to hear several people knowledgeable about a specific issue or topic, present information and discuss personal views. It is a forum where a diverse range of themes which emphasize relevant corporate, public and socio-economic matter are discussed. Panelists are drawn from various sectors of industry and business.



## NATIONAL BRANDS

It is an effort to bring the business house closer to our students. The college at intervals organizes interactive sessions involving executives from the industry with students and faculties. This, on one hand, facilitates the industry executives to visit the college, and, on the other hand, gives the students an opportunity face-to-face interaction with the executives. The students also visit industrial houses on various occasions as a part of the industry-academia bonding exercise.



## PROFESSIONAL BANKING TRAINING

Most of the students choose their career in banks so the college focuses on providing adequate basic understanding about the banking, and other related financial services. CBT provides exposures to the operational environment in the field of the banking and instill training & practical approach by using modern technology.



## SPEAKER SERIES & DEBATE FORUMS

IIMS Lincoln hosts Speaker Series every month. The speakers invited are from private, public and educational sectors to give presentation on relevant economic, business and IT issues. The Debate forum allows students to debate issues facing society and the ability to learn different perspectives that are brought to the table by students with different areas of expertise. These forums often tackle tough, controversial and economy-related issues that are important to students, faculty and the community.





## Hamro LMS IIMS LEARNING SYSTEM

IIMS Learning System is a web portal system that provides all students with individualized web services and information – all from one simple login point. Once student logged in into the system, the system will act as a gateway to all the resources required for students. The main features of LMS includes records of attendance, assignments, notices, messaging system, discussion forum, downloading course resources, individual course activities, uploading and downloading files and resources which facilitates an effective teaching-learning platform.





"The MBA at IIMS Lincoln made me redefine and better pursue my career objectives. I can say that my MBA experience has made me more self-confident, direct and effective in the decision making and solution implementation procedures."

Salina Shrestha  
MBA March 2018 Batch

"No doubt about the experienced faculty members imparting knowledge, additionally the interactive sessions and discussions held between fellow classmates helped breakthrough my creativity and professionalism which was only possible because of IIMS Lincoln platform. Learning at IIMS Lincoln will be my greatest asset for life."

Sanjay Rajkarnikar  
MBA March 2018 Batch



"IIMS Lincoln College students are encouraged to become involved in the extra-curricular activities available at the college i.e. orientation program, Dashain Carnival, Prom Night, Holi Blast, Sports Week, Lincoln homecoming. This builds confidence, encourages teamwork and gives students a strong sense of achievement and belonging."

Biplov Bhandari  
BBA NOV 2015 Batch

"I'm at the mid of my 4 years journey, just 4 semesters and I'm here wiser than ever. Everyone has talent and IIMS Lincoln generally makes us realize what we are capable of. Besides my course, studies and exams, now I'm more focused on entrepreneurship, diversity, creative writing workshop. IIMS Lincoln has a beautiful infrastructure, friendly environment and provides international degree by sitting at our own hometown."

Rakshya Koirala  
BBA NOV 2016 Batch



"People often ask why I chose IIMS Lincoln when there are other options. My belief is that to reach certain destination you need a guiding hand which IIMS Lincoln has given me. It has led me with not just modern way of teaching but also explored which soft skills through several extracurricular activities. It is a college of opportunity and it has succeeded to live up to student's expectation which makes it an ideal place to pursue our career. Proud to be a part of IIMS Lincoln family."

Jamesh Maharjan  
BBA NOV 2016 Batch

"IIMS Lincoln College has well-defined infrastructure facilitating a sound learning environment comprising educational & recreational programs. The classroom are well designed, well equipped with modern technology (i.e. Projector, air-conditioner) and are flexible enough to cope up with the new technology. It also has 3 different seminar halls and a meeting rooms which helps to conduct different seminars."

Prazita Khanal  
BBA NOV 2017 Batch





Venue : Information Bank, et, Naxal  
Date : 10 November, 2017









LIFE@IIMS

IIMS

Holi

pep

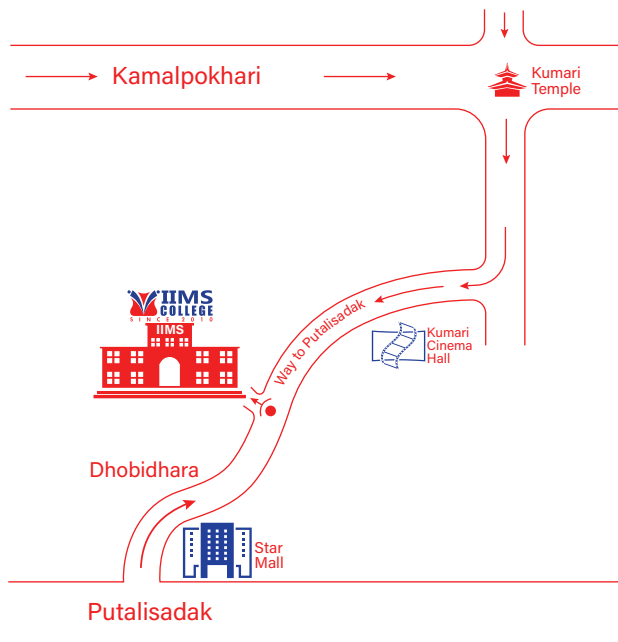
RESPECT











## Location

IIMS is situated at a peaceful premise in Dhobidhara, Kathmandu-31, way to Kumari QFX Cinema.

## How to get there:

By walk:

- 50 meters ahead from Putalisadak Chowk.
- 100 meters from Kumari Temple Kamalpokhari.



P.O. Box: 6721  
Dhobidhara, Putalisadak,  
Kathmandu, Nepal  
(Near Kumari QFX Cinema)

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Fb: [www.facebook.com/iimscollege](http://www.facebook.com/iimscollege)