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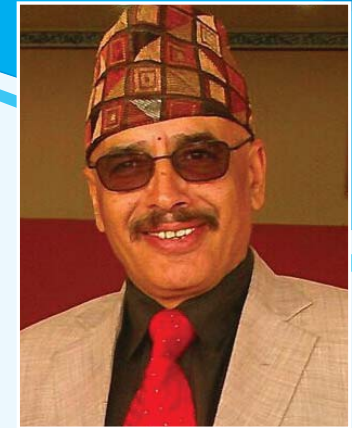




It is honour to welcome and introduce you to the Southwestern Business College. It is a dynamic trust, a confluence, an institute dedicated to shape its students into future managers and a vision for tomorrow's need.

Our curriculum not only focuses on providing expertise in theoretical aspects but also emphasizes on ensuring the right corporate and technical exposure. Our faculty comprises of experts, both from the education and corporate world who create professionals from students. A novel academic life of joy, happiness and creative knowledge awaits the students at the Southwestern Business College.

- Dr. Krishna Bahadur Karki
Chairperson



In the new millennium, the world in general and our country in particular have witnessed all-round revolution in various fields. Obviously, 'education' is one of them. Never before have we experienced such tremendous awakening in the field of 'Management', which is mainly due to its basic dependence on change. We are here in full realization of this component. We are prepared for the future challenges and will provide our students to reach the global heights in the areas of management with adoption of necessary changes in a continuous manner. Since last twenty plus years, people with curiosity in doing the things in best possible ways and ability to make it happen have made the difference in varied areas in a splendid way. Definitely, that needed not only the knowledge part but also the magnetism of mechanism to transform that acquired/ inner/shared knowledge into reality - which required a combination of efforts. Thus, SWBC has offered its commitment towards maintaining the quality of Management education by regular and continuous updating. During the journey, we aspire to reach to perfection, and strive hard to come closer to the same.

- Dr. Jayahari Raj Pandey
Campus Chief



Academic Competition at the International Level



Let talent win !



Together everyone achieves...

Working Together

SWBC, with strong conviction to go ahead in a manner of mutual sharing amid like-minded organizations, has been jointly entering into as well as organizing socially significant and academically value-adding programs/functions/seminars etc.



First Position in National Level Hydro Competition

Speech Competition, Add Mad Collage Making, Quiz Master, Elocution, Live Projects, Debate Competition, Discussion on Current Topic, Mock Interview Session, Product Dumb Charade, In House Business Quiz are but few of the most highlighting and also relevant on-going activities. You are in a fun-mode, you learn better, you never forget!



Common concerns...

Newest approaches



Sharing souls!



Honouring in style !

About Ourselves

Southwestern Group, promoted by a team of Academicians, Researchers, Planners, and Professionals at National and International levels-aims to provide quality education in the field of Management at both undergraduate and graduate levels, equivalent to International Standards.

From the first day Southwestern entered into the field of education, management was the coveted target not only because it is the most-in-demand and top-in-use directly result producing stream but probably due to the inner desires of most of the group-members (who were trained through the stream) to utilize their own trainings/educations/visions within the sector. The seed of common thought began to search for the way/s of materialization, but without hurry so as to make the erection solid and the result worthwhile.

The realization of the dream has come in the form of Southwestern Business College which has been designed to make it capable of delivering all the ingredients to the degree of a modern management college at the international level. With ample emphasis on up-to-date physical infrastructure, knowledgeable deliverers, well-known visitors, and educational professionals; the college has clearly charted out step-by-step measures for individual growth based on most-relevant practical dealings and handlings. The College also has come up with an entirely new mechanism of grooming each and every student with personal focus so as to make him/her capable of thinking and doing in business way.



Industrial Visit.



Your work is greatly appreciated...

Prologue

Southwestern Business College (SWBC) has taken the vow to adhere to the established colour of difference and culture of transcendent while entering the field of management. Not going out of the standard practice of developing the student's practical managerial skills, communication skills and business decision-making capability through incorporation of training and practical experience via case projects, presentations, internships, industrial and company visits, and interaction with industrial/company experts as rightly guided by the accreditation provider 'Purbanchal University', SWBC aims to enhance the outcome through mixtures of discipline, correct-exposure, and two-way approach including the individual focus.

Indoctrinating Approach

Faculty

- » Full time and part time teachers
- » Visiting Professionals
- » Impressive Qualification
- » Networking Experience
- » Result Oriented.

Classrooms

- » Roomy & perfect Audio-visual systems

Methodology

- » Participatory
- » Involving methods
- » Use of overhead projector, multi-media and boards in lectures
- » Group-Discussion/Individual Performance
- » Seminars/Individual Focus

<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Make comfortable' - 'Goad to feel properly welcomed' <p>Preparation Materials Exclusively for BBA 1st Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Starting phase of Activating & Motivating' - 'Arouse sense of Belonging' <p>Preparation Materials Exclusively for BBA 2nd Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Engage in Competitive models' - 'Encourage Presentation Excellence' <p>Preparation Materials Exclusively for BBA 3rd Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Outward Focus' - 'Varied Participations' <p>Preparation Materials Exclusively for BBA 4th Semester</p>
<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Get perfection in Organizing' - 'Play middle roles effectively' <p>Preparation Materials Exclusively for BBA 5th Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Own Smartness' - 'Execute with Elegance' <p>Preparation Materials Exclusively for BBA 6th Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - Internship matters most <ul style="list-style-type: none"> a) 8 weeks experience b) Report Writing <p>Preparation Materials Exclusively for BBA 7th Semester</p>	<p>Guide to Excellence</p> <ul style="list-style-type: none"> - 'Play Role Model' - 'Learn to pack-up with Eagerness, Grace, Satisfaction & Confidence' <p>Preparation Materials Exclusively for BBA 8th Semester</p>



Admission Process

- » Fulfilment of admission requirement
- » Enquiry Form Fill-Up
- » Preliminary Counselling
- » Interview
- » Determination and eligibility
- » Admission
- » Application of Scholarship mechanism (as per Rules)
- » Course Registration

Format and Guideline for Internship

Internship is a scheme of arrangements, requiring a student to work in an organization for a specific period of time (8 weeks) after/ during completing requisite courses. The student of BBA program of the Faculty of Management, Purbanchal University has to go for internship as the partial requirement of the program(s).

Internship has certain specific objectives such as:

- Training in genuine understanding
- Apply management knowledge to practice
- Improve personal skills i.e. organizational analysis, financial analysis, marketing analysis etc.
- Improve report writing skills,
- Help develop concrete plans, including long and short-term action plans, along with financial details.



We sincerely express our gratefulness towards the following organizations for providing us their support and help through internship to our students.

Aarati & Co. Pvt. Ltd.
Bank of Kathmandu Ltd.
Dev Bikas Bank Ltd.
DMS Boot Pvt. Ltd.
Everest Bank Ltd.
G-Force Systems & Technologies Pvt. Ltd.
Himalayan Bank Ltd.
Laxmi Bank Ltd.
Lumbini General Insurance
Mega Bank Ltd.
Nabil Bank Ltd.
Nepal Bank Ltd.
Nepal Investment Bank Ltd.
Nepal Rastra Bank
Prabhu Bank Ltd.
Rastriya Banijya Bank Ltd.
Sasto Deal Pvt. Ltd.
Shristi & Praful Suppliers
Siddhartha Bank Ltd.
U-Cash Sub Money Transfer





Facilities

- ▶ Well Spacious Infrastructure (earthquake proof)
- ▶ Classrooms equipped with Projectors
- ▶ Seminar Hall
- ▶ Equipped Library
- ▶ Computer Lab
- ▶ Research Room

Key Features of SWBC

- ▶ Research-led Teaching & Learning process
- ▶ Regular Presentation Classes through Audio Video
- ▶ 'Guests Lectures' by National/International Eminent Personalities
- ▶ Management Games & Activities
- ▶ National/International Academic Competitions
- ▶ Live Projects/Training by Expert/Industry Visit/Job Placement
- ▶ Sports & Cultural Activities



Statement of Purpose

The Bachelor of Business Administration (BBA) programme is an upper division undergraduate course designed for working professionals. The BBA course provides students with knowledge and skills in management, leadership, finance, accounting, marketing, technology, economics, project planning and business law. Through this sequence of courses, students are able to develop skills in problem solving, communication, organizational analysis and technology as they apply to business.

The BBA core program is sequentially structured so that students concentrate on one course at a time and move through the courses in a specific order recommended by the Purbanchal University. Bachelor of Business Administration (BBA) educates management concepts & business practices in well designed forms of 'state of the art'. Thus, BBA students will develop skills, be innovative and gain confidences so they can be a part of global business environment with added insight into current business issues

The BBA course recognizes the needs for professional education based on a foundation of liberal arts and core business management principles. The BBA degree at Southwestern is intended to prepare graduates for responsible managerial roles within a variety of organizational settings. BBA students will be capable for future occupations, in the complexities of governmental, industrial, educational, financial, commercial and voluntary organizations, in Nepal and global.



Courses Objectives- After completion of the Programme, you will be able to have

- ♦ Training/s in National/International Companies
- ♦ 100% Job Assistance
- ♦ Counselling for your Master Programs
- ♦ Opportunities for creating abilities within yourselves for management skills in business houses
- ♦ Developed various skills including entrepreneur, debating, research and development, proposal writing, report writing and case study
- ♦ Abilities to locate Banker policies and procedures

Eligibility: 10+2 or Equivalent (all streams)



Specialization Courses offered at SWBC

SWBC offers specialization courses in areas of Marketing, Accountancy, Finance, Human Resource Management and International Business. Students will undertake one specialization course from seventh to eighth semesters. Additionally, students will be involved into 'optional entrepreneurship models' and Seminars on 'strategic practice'.

Fee Structure

S.N.	Account Heads	1st Semester	2nd to 8th Semester	Remarks
1	Admission Fee	30,000	-	
2	Library Fee	3,000	3,000	
3	Civic Education	2,000	2,000	
4	Tuition Fee	50,000	50,000	
5	Internal Exam Fee	1,500	1,500	
6	Publication	600	600	
	Total	87,100	57,100	

BBA Programme Structure

First Semester (15 Cr.)	Second Semester (15 Cr.)
Business Mathematics	Business Communication
English	Macro Economics Analysis and Policy
Business Economics	Business Statistics
Financial Accounting-I	Principle of Marketing
Principles of Management	Financial Accounting-II

Third Semester (15Cr.)	Fourth Semester (15Cr.)
Cost and Management Accounting	Business Law
Business Finance	Financial Management
Database Management	Taxation and Auditing
Marketing Management	Human Resource Management
Business Environment of Nepal	Quantitative Techniques for Business

Fifth Semester (15Cr.)	Sixth Semester (15Cr.)
Research Methodology and Report writing	Management Information System
Production and operation Management	Public Finance
Banking and Insurance	Total Quality Mangement
Project Management	Tourism Managementt
Organizational Behaviour	Entrepreneurship Development

Seventh Semester (15Cr.)	Eighth Semester (15Cr.)
Supply Chain Management	International Business
E-Commerce	Strategic Management
Internship	Specialization-3
Specilaization-1	Specialization-4
Specialization-2	Specialization-5

Voice of Students



SMRITI SHRESTHA
2nd Batch, BBA

Southwestern Business College- The platform to be stepped by the new comers and the juniors.

Southwestern Business College, to be honest, is much more beyond educational institution. It actually denotes a culture significantly. Culture, of excellence, of empowerment, of enthusiasm, of enrichment.

With the focus on education, parallel, Southwestern Business College has molded my personality, thought, confidence, esteem and clarified my vision of future as well as has explored the hidden talent of mine. So, what else a student shall ask for with the college? Achievements, applauses, support, compliments, opportunities, recognizing strength, this is what I feel the most compulsory these days. More than this, Southwestern Business College has helped me to grow as a person. Southwestern Business College is not a college but a reputed and leading brand. Southwestern Business College has always been supportive to me, inspiring words of Principal sir, motivating teachers, friendly and encouraging mates, the moment from day1 till today is a moment to cherish and will always be for sure. Southwestern Business College is not like a family but is family to me. It is a genuine place of knowledge, wisdom and bliss. I have got boost for other curricular activities along with studies. And yes, becoming a Southwesternian is the one of the best decisions I have ever made. Proud to be Southwesternian.



SUBIN TAMANG
2nd Batch, BBA

You believe yourself when you are enrolled in unbelievable"

Past 3½ year as a student of SWBC was most exciting and unbelievable years of my life. Apart from Master class course direction, skills of leadership, event management, I have earned in SWBC would be earned no else where have, courage & guidance from all teachers and management was beyond my expectation. Not just a student of BBA. I will always admire SWBC as a best learner also. SWBC is just unbelievable for my career build up.



AAMIR BARDEWA
5th Batch, BBA

Admist the hovac of choosing the best college among the rest my decision of studying in swouthwestern business college has been the wisest. Among other things, I choose southwestern business college because of its excellent faculty and exclusive facilities. I feel lucky to be provided with a homely environment and excellent learning environment. We all are potent and the only thing we require is a proper guidance, interactive classes, decent college management and infrastructure and above these all, highly passionate, dedicated, conscientious and qualified faculties and for me, SWBC became a helping hand to provide all these educational support as per my expectation. If you are really seeking for a better place to crave your future, SWBC can be your intimate ally. I am confident that choosing SWBC for my higher studies has been one of my best decisions so far.



NIM SHERPA
5th Batch, BBA

The quality of teaching and practices at SWBC taught me 4 important P's of my life. It's passion, purpose, patience and plan. These 4P's are life changer as they help in enhancing one's true abilities and skill and are the core source of achieving success. This was only possible by the welcoming and friendly atmosphere at SWBC. Thus, joining SWBC was the best decision I have ever made.





Affiliations & Associations

Southwestern is Affiliated to:

- ♦ Mewar University (MU), India;
- ♦ Tribhuvan University (TU);
- ♦ Purbanchal University (PU);
- ♦ District Education Office, Kathmandu;
- ♦ University of Cambridge, UK.

Southwestern's Associated Institutions:

- ♦ Southwestern Centre for PhD Studies;
- ♦ Southwestern State College (SWSC);
- ♦ Southwestern Business College (SWBC);
- ♦ Southwestern State Higher Secondary School;
- ♦ Southwestern State School;
- ♦ Southwestern Academic Research Center (SWARC);
- ♦ Southwestern State Saving & Co-operative Pvt. Ltd.

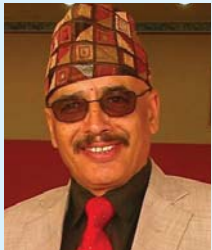
Southwestern is Associated to:

- ♦ Management Association of Nepal (MAN);
- ♦ Higher Secondary School's Association Nepal (HISSAN);
- ♦ Private and Boarding School's Organization, Nepal (PABSON);
- ♦ Nepal Private College Association (NEPCA);
- ♦ Quality Assurance and Accreditation (QAA) from Univer4sity Grant Commission (UGC) Nepal (Under Process);
- ♦ ISO 9001:2008 QMS certified from BM TRADA Certification Limited, UK Accredited from United Kingdom Accreditation System.

Board of Directors



Dr. Krishna Bahadur Karki
(Chairperson)



Dr. Jayahari Raj Pandey
(Director/ Campus Chief)



Dhani Ram Oli
(Director)



Bijay Sagar Pradhan
(Director)



Ramagya Chaturbdi
(Director)



Bhola Nath Kadel
(Director)



Gopal Tiwari
(Director)

Teaching Faculties

English

Raju Dhakal
Dolraj Dhakal

Accounts

Ganesh Mahara
Tanka Simkhada
Chiranjibi Bhandari

Management

Manisha Chhetri
Yojana Singh Chhetri
Prakash Kumar Shrestha
Satish Shrestha

Economics

Baburam Sharma
Arjun Bdr. Kandel
Meena Regmi

Mathematics

Rabindra Pathak
Kishor Khanal
Ram Bijay Yadav
Sagar Upadhaya

Marketing

Sabitri Gyawali
Nani Maya Dangol
Sushma Shrestha

Computer

Rita Dahal
Bishal Rai

Miscellaneous

(Incl. all subjects)

Promi Shrestha Kabita Silwal
Aashwin Neupane Hrizu Adhikari
Sajani Nepal

Visiting Professors/Faculties

Prof. Dr. Tatwa Prasad Timsina
Dr. Dilli Raj Aryal
Dr. Bishnu Prasad Gautam
Dr. Kushendra Bahadur Mahat
Mr. Dhani Ram Oli
Mr. Babu Kaji Karki
Mr. Jyoti Chandra Ojha
Prof. Rishi Raj Gautam
Prof. Phul Prasad Subedi
Dr. D.N. Shah
Mr. Bijaya Sagar Pradhan
Bidyadar Malik
Dr. Shiva K. Rai
Ganesh Thapa
Karna Shakya
Janak Raj Sapkota
Franz Bachinger
Shirish Gautam
Charu Koirala



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