



**Tribhuvan University**  
**Central Department of Management**

*Creating sustainable impact in society.*



# MBA-M

*Master of Business Administration*  
*in Marketing*

## INTRODUCTION

Central Department of Management (CDM) has long recognized educational importance at the home and abroad. Accordingly, since its establishment it has been striving to meet the demands of rigorous academic excellence in management education. In addition, it has been adding accolades to its credits with more than five decades of successful advancement towards the achievement of excellence in management education. In accordance of the present demand of the time CDM is thriving academically with its alumnus working in the reputed positions nationally & internationally and accredits itself as a center of excellence.

Recently, CDM has launched two innovative and demanding program, MBA-Marketing and MBA-Corporate Leadership for catering need of the nation in preparing competent and visionary leaders for the corporate world.

## MASTER OF BUSINESS ADMINISTRATION IN MARKETING (MBA-M)

The Master of Business Administration in Marketing (MBA- Marketing) program seeks to develop professional skills in students needed to tackle the challenges of today's dynamic and complex business environment. This program is designed to equip students with the theoretical insights, analytical capabilities and professional skills required for business leaders as well as functional managers of wide array of business fields. This program is relevant to undergraduate students from management and other disciplines as well as lower and middle level corporate managers from different industry sectors who aspire to be promoted in higher-level executive positions.

The program will ingrain the knowledge, skills and attitude in students needed to successfully lead a unit, functional area, project or the entire business organization wherever they join. The relevance of knowledge and skills gained during the program will increase as they climb corporate hierarchy. However, the knowledge and skills gained during the program will be highly relevant just after the completion of MBA degree particularly if the students aspire to become entrepreneurs, business analysts, and associate marketing consultants. Besides foundation and core theoretical courses, students will undergo seminar, practicum courses, experiential learning project and dissertation, which will inculcate in them the skills to handle marketing related issues within the organization alongside improving external stakeholder relations, and giving the right direction to the entire organization by navigating the wave of complexity, diversity and uncertainty.



## SEMESTER CYCLE

### » Semester I

Organizational Behavior and Talent Management	3
Statistics for Manager	3
Marketing Management	2
Accounting for Managers	3
Managerial Communication	2
Managerial Economics	2

### » Semester II

Managerial Finance	3
Corporate Governance and Business Ethics	2
International and Multi-national Marketing	2
Managing Product and Service Innovation	2
Consumer Behavior Analysis	2
Integrated Marketing Communication	2
Customer Relationship Management	2
E-Marketing Practicum	1

### » Semester III

Basic Marketing Research	2
Supply Chain management	2
Strategic Marketing	2
Elective I	2
Strategic Brand Management	2
Experiential Learning Project	3
Marketing Plan Development Practicum	1

### » Semester IV

Business Environment and Corporate Strategy	3
Entrepreneurial Marketing	2
Elective II	2
Service Marketing	2
Dissertation	6

### » ELECTIVE COURSES

*(Any two courses of the following courses, 2 credits each)*

Retail Management
Sales Force Management
Social Media and Digital Marketing
Sales and Channel Management
Business to Business Marketing
Agricultural marketing
Tourism Marketing
Event Marketing
Marketing for Non-Profit Organizations
Pricing and yield Management
Marketing of Financial Services

## ELIGIBILITY

A minimum Bachelor's Degree in with a minimum CGPA score of 2 in semester system or 45 percent in annual system.

## REASONS TO JOIN MBA in Marketing

MBA in marketing is one of the most in-demand degrees around the world today. The professional connections you make in the Central Department of Management can last throughout your life, providing direction to your career at every stage.

- » Porter's diamond model prefers advanced factors over natural factors for competitive advantage and marketing is one of the essential advanced factors for that matter.
- » Today's globalization 2.0 (Thomas Friedman) created a world of abundance, not scarcity, making marketing the most inevitable science not to be undervalued.
- » Value of marketing has never been recognized so far in the history of mankind due to the strong presence of consumerism that popped out of the society of abundance.
- » Marketing is an integrative skill of all the functional areas of management and hence the liaison between the firm and the outside world.
- » Marketing skills will help one be expressive of one's hidden competencies in the marketplace, enhancing the value of one's worth.
- » Proof of having marketing accepted as paramount to a firm's success is the emergence of strategic marketing.
- » Marketing is for the ones who want to release their full potential to fulfill not only expressed desires but also for the unimagined desires of humanity. For this matter, it is one of the powerful sciences serving humanity.
- » Marketing shapes your overall personality with a powerful skill of persuasion, conviction, and vouching for the rightful decisions of the customers.
- » Turns you into a person to befriend with, helping people with optimum solutions to their problems.
- » Offers strong career opportunities such as brand manager, international marketing manager, and ultimately to SBU GM or even CEO.





## PROGRAM OBJECTIVES

1. Prepares students, who may or may not have a background in business, for careers in strategic marketing management of businesses, government agencies, and non-profit enterprises;
2. Equip students with the theories, methods and systems needed for the strategic analysis, development, execution and measurement of marketing programs;
3. Develop broad skills and knowledge in different functions of business, accounting, finance, operations, management, and leadership etc.
4. Produce functional managers, particularly the marketing managers, with requisite skills who can understand and manage different areas of marketing.
5. Develop self-motivated and competent business analysts and consultants, equipped with capacity to provide advisory services to others and/or launch their own firms in the chosen sector of business; and
6. Prepare responsible business leaders and managers by ingraining the principles of ethics and responsibility in order to create a win-win situation between business and society.

Online Application Site: [www.cmatcdm.com](http://www.cmatcdm.com)



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## ADMISSION TEST

FOM shall conduct a four staged admission tests to appropriately screen the applicants. The applicants shall be screened in each of the following stages.

**Written test:** This test shall be based on the GMAT and GRE format. The duration of the test will be 3 hours and 30 minutes.

**Group Discussion:** Groups discuss on a given topic. Performance of applicants is recorded by a panel of judges based on leadership, logic, and other traits.

**Individual Presentation:** Applicants are required to present their views and opinions on a given topic before a panel of judges.

**Personal Interview:** Personal interview is taken to measure the applicants' motivation level, attitude, aptitude, and capability to handle the pressure & rigors of the MBM program.

FOM reserves the final authority in the selection of the candidates for the MBA program.