

Senior Expert Contact – a Program of Swisscontact

POTENTIAL MEETS EXPERIENCE

The retired professionals of our Senior Expert Contact (SEC) are qualified experts on site. Through their consulting services, they provide hands-on, cost-effective support towards sustainable development of companies and institutions.

SEC Assignment in Nepal, 2023

Assignment No. 4035

Location Biratnagar, Nepal
Client University Business School
Expert Mónica Garcia
Period 19.11. - 08.12.2023



Client Profile

The client is a Business School university and offers professional, functional and practical programmes and courses. The academic programmes are designed according to the need of the country and the international trend in management education. The main objective of School of Management is to contribute to the development of efficient and capable manpower for the business, government, and social sectors. The School of Management currently offers four programmes, namely Ph.D. in management, M.Phil in management, MBA & BBA in Masters and Bachelor Level.

Tasks

Develop the syllabuses for new programmes on Business Intelligence and Business Analytics

Results

- We developed a Business Intelligence (BI)/Business Analytics (BA) syllabus, based on the client's needs, the expert experiences and the similar approaches by other relevant Universities, including the tools to be used in the programmes and how to gain free access to them.
- We outlined an Artificial Intelligence(AI) syllabus to be introduced at PUSOM successively with BI/BA, based on other Universities' approaches and the expert experiences.
- We developed a Business Consulting syllabus to be added to the current MBA programme as a specialisation and to be introduced at the BBA level.
- We developed a Digital Marketing Programme to be added to the current set of courses already existing at PUSOM.