

2.1 BSc Honours in Accounting Degree Programme

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DESCRIPTIONS OF DEGREE PROGRAMMES AND SUBJECTS

OFFERED BY THE ACADEMIC DEPARTMENTS AND UNITS



2.1.1 Evolution

In the University of Sri Jayewardenepura, studies in Accounting date back to 1960 and were originally conducted by the Department of Economics, Business and Public Administration, which was located in the Faculty of Arts. Later, the FMSC was established and studies in Accounting and Financial Management came under the

purview of this new Faculty within the Departments of Business Administration, Public Administration and Commerce. However, these departments did not offer a special degree programme in Accounting, though a few subjects in accounting were offered.

In order to fill this lacuna, in November 1991, the Department of Accountancy and Financial Management was set up with the objective of offering a special degree programme in Accounting and the BSc Honours in Accounting Degree Programme was commenced in January, 1992. The Department was renamed as Department of Accounting (DA) in 2001 under the restructuring of the FMSC.

The BSc Honours in Accounting Degree Programme has been well received by the corporate and public sectors in Sri Lanka as well as globally, and continued to grow in stature and acceptance. This has been clearly demonstrated by the overwhelming demand for admission to the Degree Programme, its graduates securing employment gainfully both locally and globally, and accreditation of Degree Programme by international professional accounting bodies. With the competitive position that it has achieved over the years, presently, the DA is working to realise the mission of "to be the premier centre of excellence in accounting education, research and industry engagement in South Asia" under its core values: wisdom; intellectual rigour; professionalism; truthfulness and ethical conduct; equality; and helpfulness and compassion.

DA celebrated its 30th Anniversary in 2022 marking a new era in university education in Sri Lanka. It also signifies 30 years of introduction of academic accounting education into the Sri Lankan University System.

2.1.2 Objective and the Graduate Profile of the Degree Programme

The BSc Honours in Accounting Degree Programme has been specially designed to develop academic and professional competencies of its graduates to suit for a career in the functional discipline of accounting and

business management both locally and globally, and to engage in research-based studies at postgraduate level. Hence, at the completion of the Degree Programme, it is expected that an accounting graduate will be:

- Knowledgeable and skilled in the fields of accounting, finance and management;
- Appreciative of field-specific practices in its wider socio-political context;
- Enterprising with the adaptability to change;
- Critical thinkers with analytical and problem solving skills;
- Reflective seekers of knowledge with commitment to lifelong learning;
- Effective communicators on field-specific issues in professional and business contexts;
- Leadership acumen with self - awareness, interpersonal skills and an aesthetic sense; and
- Responsible citizenry with an ethical and professional outlook.

In order to develop these attributes in the accounting graduates, the Degree Programme has been designed to equip them with both theoretical knowledge and practical insights. In addition to an in-depth understanding and appreciation of issues in accounting and management, both from a theoretical and a practical standpoint, students also develop important skills in the areas of Accounting and Financial Management Skills, Management and

Personal Capacity Skills, Communication Skills, and Knowledge Seeking and Learning to Learn Skills. Furthermore, emphasis is laid on providing a comprehensive working knowledge in the use of Information Technology (IT) in accounting and the importance of maintaining high ethical and professional standards.

The Department has a well-qualified and experienced academic staff and a panel of visiting lecturers consisting industry experts. The instructional methodologies used include lectures, discussions, tutorials, case studies, role-plays, seminars, field trips, individual and group projects and presentations, and Internship in Accounting and Finance.

2.1.3

Skill Development Programme of Intern Accountants

The 'Skill Development Programme of Intern Accountants' is an important component of the Degree Programme, which has been designed for the development of essential skills of accounting undergraduates. These skills will enable them to secure employment opportunities in the fields of accounting, financial management and business management both nationally and internationally. This programme is conducted under four course units in the third and fourth years of the Degree Programme (refer to Table 2.1.1). The course units are designed under four sub programmes aimed at developing four types of skills, namely; Accounting and Financial Management Skills, Management and Personal Capacity Skills, Communication Skills, and Knowledge Seeking and Learning to Learn Skills.

Accounting and Financial Management Skills are subject specific skills which are developed through the two-year Internship

Programme in Accounting and Finance. Under this programme, students are placed at both private and public sector organizations under a supervisor who holds professional qualifications specified by the Department. The Internship Programme provides practical knowledge in Accounting, Auditing, Taxation, Finance and Management to students in order to apply their theoretical and conceptual understanding in a real work setting.

Management and personal capacity skills include skills such as adaptability, negotiation, interpersonal, team working, time and stress management, problem solving, and leadership. Further, this sub programme aims to develop qualities such as integrity and ethical conduct among the undergraduates. These skills and qualities will be developed through the projects organized by the Accounting and Financial Management Association (AFMA), the student body of the Department, the skill development workshops, reflective learning and the development of a portfolio of learning experiences, and the work life at the organizations in which undergraduates undergo the Internship Programme.

Communication skills mainly focus on the reading, listening, writing and speaking skills in the English language. These skills are developed through self-learning English language packages installed at the Skill Development Centre (SDC), the language laboratory of the Department, supported by English language and communication skills development sessions. Through these self-learning packages, communication skills are developed alongside the IT skills. Knowledge Seeking and Learning to Learn Skills focus on the skills such as critical and creative thinking, analytical ability, inquiry and research orientation, and commitment to life-long learning. These skills are

developed in conjunction with the research methodology and research report/dissertation courses of the Degree Programme, under which students are required to carry out a study using positivistic or post-positivistic paradigms in accounting. The selected studies are published in the Journal of Accounting Panorama, the student research journal of the Department.

2.1.4

Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Accounting Degree Programme is depicted in Table 2.1.1.

Table 2.1.1: BSc Honours in Accounting Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
Year II - Semester I				
ACC 2370	Management Accounting	Core	45	03
ACC 2371	Accounting Information Systems and ERP Applications	Core	45	03
ACC 2272	Personal and Professional Development (Continued to Semester II, Year 2)	Core	30	*
BEC 2370	Macroeconomics	Core	45	03
DSC 2370	Operations Management	Core	45	03
FIN 2370	Financial Management	Core	45	03
MAR 2370	Marketing Management	Core	45	03
Total No. of Credits – Semester I				18
Year II - Semester II				
ACC 2373	Advanced Financial Accounting and Reporting	Core	45	03
ACC 2374	Computerized Accounting	Core	45	03
ACC 2272	Personal and Professional Development (Continued from Semester I, Year 2)	Core	30	02
BUS 2371	Organizational Behaviour	Core	45	03
FIN 2372	Advanced Corporate Finance	Core	45	03
LAW 2372	Business and Corporate Law	Core	45	03
Total No. of Credits – Semester II				17
Total Credits Values for the Second Year				35
Year III - Semester I				
ACC 3270	Accounting and Financial Modeling	Core	30	02
ACC 3371	Advanced Management Accounting	Core	45	03
ACC 3372	Auditing and Assurance Services	Core	45	03
ACC 3373	Corporate Reporting	Core	45	03
ACC 3374	Taxation	Core	45	03
ACC 3475	Internship in Accounting and Finance I (Continued to Semester II, Year 3)	Core	300	*
Total No. of Credits – Semester I				14

Year III - Semester II					
ACC	3376	Artificial Intelligence and Data Analytics in Accounting	Core	45	03
ACC	3377	Corporate Sustainability Accounting	Core	45	03
ACC	3475	Internship in Accounting and Finance I (Continued from Semester I, Year 3)	Core	300	04
FIN	3375	Investment and Portfolio Management	Core	45	03
		Elective Course (<i>Refer list of elective courses - Year 3, Semester II given in Table 2.1.2</i>)	Elective	45	03
Total No. of Credits – Semester II					16
Total Credits Values for the Third Year					30
Year IV - Semester I					
ACC	4370	Governance, Ethics and Risk Management	Core	45	03
ACC	4371	Accounting Theory and Contemporary Issues	Core	45	03
ACC	4372	Research Methodology and Proposal Writing	Core	45	03
ACC	4673	Internship in Accounting and Finance II (Continued to Semester II, Year 4)	Core	450	*
BUS	4370	Strategic Management	Core	45	03
Total No. of Credits – Semester I					12
Year IV - Semester II					
ACC	4374	Strategic Management Accounting	Core	45	03
ACC	4375	Business Analysis and Valuation	Core	45	03
ACC	4673	Internship in Accounting and Finance II (Continued from Semester I, Year 4)	Core	450	06
		<i>Plus Option I or Option II</i>			
		Option I:			
ACC	4376	Research Report	Core	45	03
		Elective Course (<i>Refer list of elective courses - Year 4, Semester II given in Table 2.1.2</i>)	Elective	45	03
		Option II:			
ACC	4677	Dissertation	Core	90	06
Total No. of Credits – Semester II					18
Total Credits Values for the Fourth Year					30
Total Credit Value for the Programme					126

* Assessed on annual basis.

In Semesters II of Years III and IV, the students can select one course unit per semester as elective courses from the list offered by the Department for the purpose of further specialisation in the subject areas concerned. The elective courses offered by

the Department are revised periodically in keeping with current developments in Accounting discipline and market demand. Currently, the Department offers the elective course units listed in Table 2.1.2.

Table 2.1.2: Elective Courses
Elective Courses - Year III, Semester II

Course Code	Course Title	Credit Hours
ACC 3378	Forensic Accounting	03
ACC 3379	Advanced Taxation and Tax Planning	03
FIN 3376	International Financial Management	03
FIN 3377	Bank Management	03
ITC 3377	Digital Business Management and Enterprise Applications	03
LAW 3372	International Trade and Investment Law	03
ENT 3383	Entrepreneurship and Business Development	03

Elective Courses - Year IV, Semester II

Course Code	Course Title	Credit Hours
ACC 4378	Advanced Auditing and Assurance Services	03
ACC 4379	Public Sector Accounting and Finance	03
ACC 4380	Blockchain in Accounting	03
FIN 4378	Contemporary Issues in Finance	03
FIN 4379	Entrepreneurial Finance	03
LAW 4372	Commercial Administrative Law	03
LAW 4373	Information and Communications Technology Law	03
ENT 4378	Managing Creativity and Innovation	03

2.1.5 Descriptions of Courses:

A short description of courses offered in the years II to IV of BSc Honours in Accounting Degree Programme is provided below.

ACC 2370: MANAGEMENT ACCOUNTING

This course aims to provide students with an understanding of management accounting theory and practice under four main pillars: a) introduction to management accounting & management accounting techniques, b) decision-making, c) planning & controlling, and d) performance evaluation. The development of problem-solving, analytical and critical thinking skills relating to the application of management accounting practices are also emphasised in the course. The topics covered are: overview of management accounting; cost concepts; costing methods-job costing &

process costing; cost-volume-profit analysis; pricing; budgeting; and standard costing. An understanding of the management accounting content covered in the G. C. E. Advanced Level (A/L) Accounting subject is essential to follow this course.

ACC 2371: ACCOUNTING INFORMATION SYSTEMS AND ERP APPLICATIONS

The aim of this course is to familiarise the students with the role and the applications of IT based Accounting Information Systems (AIS) used in organizations in strategic and operational decision making. This course exposes the students to designing AIS including internal controls in an organization, AIS applications and related technologies. Specific topics covered in this course include the role and purpose of AIS in organizations; professionalism, ethics and internal controls relating to AIS; systems documentation techniques (data

flow diagrams, flowcharts, and business process diagrams); basic business processes (revenue, expenditure, production, human resources and general ledger and reporting); computer frauds and IT security; and database design using the REA data model. This course also provides hands-on experience to students on a selected Enterprise Resource Planning (ERP) system (Sage UBS) and system documentation software (Microsoft Visio).

ACC 2272: PERSONAL AND PROFESSIONAL DEVELOPMENT

The aim of this course is to develop skills and values associated with personality development of accounting students that would enable them to commence their careers with confidence and become responsible citizens. Accordingly, the course develops a wide array of skills and values in students from three areas: (a) soft (generic) skills, viz. creative and critical thinking, leadership and teamworking skills, negotiation skills, interpersonal and teambuilding skills, and time and stress management skills; (b) professional communication skills in English that encompass reading, writing, speaking and listening; and (c) professionalism and ethical conduct. A range of learning methods are used in the delivery of the course including a guest lecture series; career development planning and reflective learning; skill projects organised by the Accounting and Financial Management Association (AFMA) (the student body of DA); communication skills development and English language software sessions. This provides a firm foundation for students to undergo their internship from Year 3 of the degree programme, where they would apply the skills and values gained in the course.

ACC 2373: ADVANCED FINANCIAL ACCOUNTING AND REPORTING

The aim of this course is to familiarise the students with the regulatory framework for financial reporting and Sri Lanka Accounting Standards to enable them to prepare corporate financial reports including consolidated financial statements. Accordingly, the course is designed to provide students with the advanced theoretical and technical knowledge applicable to corporate financial reporting. Specific topics covered in this course include financial reporting environment; company income tax; business combinations; consolidated financial statements; investments in associates; joint arrangements; reporting for operating segments; foreign currency transactions and translation; and insolvency and liquidation. A sound understanding of the Financial Accounting and Reporting course covered in Year 1 is essential to follow this course.

ACC 2374: COMPUTERIZED ACCOUNTING

The aim of this course is to provide hands-on experience to students on selected accounting software (Sage 50) to process accounting data and analyse and communicate information to both internal and external users of accounting information of an entity in their decision making. Accordingly, this course covers the setting-up of a company profile, chart of accounts and other modules (general ledger, customers & sales, vendors & purchases, inventory, employee & payroll, fixed assets and budgets), posting transactions into the accounting system and analysis of information generated through various reports available in the system. Further, this course covers the customization of the accounting systems to suit the specific information needs of different users of accounting information.

ACC 3270: ACCOUNTING AND FINANCIAL MODELLING

The aim of this course is to familiarize the students with advanced spread sheet programming to manage strategic and operational business requirements that arise in the sphere of Accounting and Finance. This course also provides theoretical and practical knowledge of database management systems to enhance analytical competence of students in the field of computerised database applications in Accounting and Finance. Accordingly, this course covers model design principles; tools in spread sheet model development; pivot table; spread sheet decision logics; investment appraisal models; loan amortization schedules; depreciation schedules; working capital management models; lookup functions; sensitivity analysis; solver function and macros.

ACC 3371: ADVANCED MANAGEMENT ACCOUNTING

This course is developed on the foundations of ACC 2370 Management Accounting, offered during Year II. This is an advanced course in management accounting, which aims to provide the students with an in-depth knowledge and skill base pertaining to management accounting concepts, techniques, application of concepts/techniques in work settings and recent developments in the spheres of management accounting. The areas covered are: evolution of management accounting; activity-based costing and activity-based management; budgetary control and beyond budgeting; divisionalisation and responsibility accounting; balanced scorecard; strategizing for better pricing decisions; managing cost and quality strategically; service sector costing; introduction to sustainability management accounting and recent trends in management accounting research.

ACC 3372: AUDITING AND ASSURANCE SERVICES

This course provides students with a comprehensive understanding of auditing principles, concepts, techniques, and procedures to develop their understanding of the audit function and examine the techniques used by the auditors including risk analysis, evidence collection and evaluation, and audit reporting. Further, it familiarise students with the professional, ethical, legal, commercial and regulatory requirements within which audits are carried out. The areas covered include audit planning, quality control for audit work, internal controls, audit evidence, using the work of others, auditor's involvement in special purpose audit engagements and other assurance services including social and environmental audits. In addition to this, the programme introduces the students to the use of computer assisted audit techniques (CAATs) and considers issues related to computer information systems audit.

ACC 3373: CORPORATE REPORTING

The aim of this course is to familiarise the students with reporting practices and issues involved in the publication of financial and non-financial information of corporate entities and make them appraise the current practices adopted in corporate reporting. This course blends the conceptual understanding of corporate reporting practices with their practical application and exposes the students to contemporary issues in diverse business and social contexts. Accordingly, this course covers corporate reporting practices and issues from a broad perspective, which include corporate reporting environment; accounting for corporate social responsibility and sustainability; sustainability reporting; integrated reporting; accounting for financial instruments, share based payments, employee benefits, biological assets and agricultural

produce; performance measurement using earnings per share (EPS); and accounting and financial reporting in public sector and small and medium size enterprises.

ACC 3374: TAXATION

The aim of this course is to familiarise the students with the knowledge of basic principles of taxation and application of tax laws of Sri Lanka in the computation of direct and indirect tax liability of persons (individuals and entities). Accordingly, this course is designed to expose the students to the computation of the income tax liability of individuals, companies and other entities in compliance with contemporary taxation laws and other regulations in Sri Lanka. Further, this course provides students with a basic understanding of the computation of Value Added Tax (VAT) liability in compliance with the relevant legislation and the tax administration provisions. Specific topics covered in this course include introduction to taxation, which covers the basic principles of taxation; employment income; business income; capital allowances; income from investment and other sources; tax computation of individuals, companies, partnerships, NGOs and charities; tax administration; and the basics of VAT and other business taxes.

ACC 3475: INTERNSHIP IN ACCOUNTING AND FINANCE I

The two-year Internship Programme in Accounting and Finance has been a notable feature of the Degree Programme its inception in 1992. It consists of two stages: Stage 1 offered in Year 3 and Stage 2 offered in Year 4.

Stage 1 of the Internship Programme aims at providing training to students in a real-life work-setting to improve their: (a) ability to apply theoretical and conceptual understanding/knowledge in practice; (b) soft skills such as critical thinking, problem

solving, conceptual ability, communication and inter-personal skills; and (c) professional and ethical conduct in relation to accounting, finance, and general management. Under this programme, the students will gain practical experience in several sub-disciplines of accounting that include accounting systems, procedures and processes; auditing and assurance services; financial and corporate reporting; management accounting; taxation; financial management; corporate governance; forensic accounting; and data analytics in accounting by undergoing internships in approved training organizations (both public and private sectors) under the supervision of qualified supervisors. The training organizations include public accounting firms (audit firms), mercantile and financial institutions, business/knowledge process outsourcing firms (BPOs/KPOs), ERP solution providing firms and government ministries/departments/corporations. Furthermore, the students are also allowed to start a business venture under the guidance of the Department of Entrepreneurship of FMSC. The level of achievement and the professional development of interns are assessed at the end of the Year 3 using multiple modes including supervisor independent evaluation, training record evaluation, and a viva-voce examination.

ACC 3380: MANAGEMENT ACCOUNTING

This course aims to provide students with an understanding of management accounting theory and practice under four main pillars: a) introduction to management accounting & management accounting techniques, b) decision-making, c) planning & controlling, and d) performance evaluation. The development of problem-solving, analytical and critical thinking skills relating to the application of management accounting practices is also emphasised in the course. The topics covered are: overview of management accounting; cost

concepts; costing methods-job costing & process costing; cost-volume-profit analysis; pricing; budgeting; and standard costing. An understanding of the management accounting content covered in the G. C. E. Advanced Level (A/L) Accounting subject is essential to follow this course.

ACC 3376: ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN ACCOUNTING

This course consists of two modules, i.e., Artificial Intelligence (AI) and Data Analytics in Accounting.

Artificial Intelligence: this module provides knowledge and understanding to students as to fundamentals of AI, including their implications on the businesses specifically to accounting and finance functions; frontier technologies in these areas; applications and opportunities of AI in accounting and financial services, including the future of financial services; and how to build an AI strategy focusing the accounting and finance areas. This module also provides an overview of Artificial Neural Network (ANN) theory, techniques, and their applications in various functional areas of accounting and finance. Further, the students are provided hands-on experience in data mining software, data warehousing concepts and methods, and their application in accounting and finance. Moreover, this module develops links among information systems, statistics, finance, and accounting, and provides the foundations of data mining methods and their implementation. This module also equips the students in building and evaluating trading models and the managing of risk and addressing problems in these areas.

Data Analytics in Accounting: this module aims to equip the students with the necessary knowledge and skills in using data analytics to identify, capture, evaluate and resolve accounting and business-related issues and problems using appropriate data modeling and other quantitative analytical

tools that includes descriptive, diagnostic, predictive and prescriptive analytics. The students will be exposed to how the data is collected, created, and shared and make them to recognise and evaluate the reliability of sources of structured and unstructured data for use in the analysis. The students will also get an understanding of using quantitative techniques to discover frauds and anomalies in accounting and financial data. In addition, the students will be able to use visualisation techniques of data in gaining insights into associations, outliers, and other data anomalies. The module will also expose the students to business risks and ethical issues related to data gathering, storing, and usage. Furthermore, this course provides a sound basis for the final year research study, where quantitative data analyses are extensively involved.

ACC 3377: CORPORATE SUSTAINABILITY ACCOUNTING

This course aims at broadening the students' understanding of the concept of sustainability and its accounting-related aspects based on the latest developments in the local and global arena. The course is primarily focused on the role of accounting in corporate sustainability development in order to contribute towards the sustainable development of the society and economy with a pragmatic orientation. Accordingly, this course covers new developments in accounting towards sustainability; environmental management accounting; accounting for the social dimension; integration of the three pillars of sustainability; frameworks for managing, accounting, and reporting for sustainability; theoretical aspects of sustainability and emerging themes in corporate sustainability including assurance, risk management and supply chain management.

ACC 3378: FORENSIC ACCOUNTING

This course intends to develop an understanding of forensic accounting work, including the nature and extent of financial crime and financial dispute resolution. Further, the course will enable the students to understand the pervasiveness and the causes of fraud and white-collar crime in society; identify the types of fraud and fraud schemes that affect business entities; explore fraud detective and preventive mechanisms; and improve the skills to recognise potential fraudulent situations. The course content includes the identification of problematic situations and inherently weak systems in organizations, various fraud detection and fraud investigation techniques, examination of financial statements and analytical techniques, the evidence collection process (physical, documentary and observational evidence), interview and interrogation methods, lost profits analyses, multiple types of litigation support services, the design and recommendation of solutions to minimise risks, and the methodologies used by organizations and individuals in the management of risk associated with financial exposure. Further, this course will expose the students to the fundamental legal concepts governing expert witness testimony, the quantification of economic damages in cases and the concepts relating to fraud reporting and the recovery process.

ACC 3379: ADVANCED TAXATION AND TAX PLANNING

This course is aimed at students who require extensive knowledge in taxation for their future professional careers. It further develops the key aspects of taxation covered in ACC 3374 Taxation course offered in Semester I, Year 3. Hence, the course syllabus extends the knowledge of personal income tax, company tax, capital gains tax and indirect taxes such as VAT, double

taxation, tax administration etc., which will provide an extensive background to advanced taxation. Further, a special emphasis is given in the syllabus to tax planning at individual and entity level. Accordingly, specific topics covered in this course include income tax liability of a resident company, taxation and business decision making, taxation of non-residents and international taxation, statutory provisions, VAT, tax holidays, exemptions, and transfer pricing.

ACC 4370: GOVERNANCE, ETHICS AND RISK MANAGEMENT

This course provides the students with a sound understanding of the concepts and issues relating to corporate governance and controls, risk management and ethics, and their interrelationships. Accordingly, this course covers various philosophical bases of corporate governance and ethics, different regimes of corporate governance that exist in the world, different regulatory frameworks, corporate governance mechanisms, types and sources of risks faced by an organization, and how these risks can be managed, controlled and mitigated (with an emphasis on combined assurance), in the context of overall business strategy and governance structure of an entity, and the movement towards an integrated corporate governance system. Further, this course discusses the professional and corporate ethics with theoretical explanations and practical applications.

ACC 4371: ACCOUNTING THEORY AND CONTEMPORARY ISSUES

The objective of this course is to provide the students with a sound understanding of theories that are integral to accounting practice, make them appraise the implications of these theories on the accounting practice and assess the contemporary issues surrounding the application and

decision-making relating to accounting practice. Accordingly, this course covers accounting theory and regulations, international accounting, normative theories of accounting, positive theories in accounting, accounting research and theory, alternative perspectives of accounting, and contemporary accounting issues including the factors or incentives that exist for preparers of accounting reports, choice of accounting methods, provision of voluntary disclosures, sustainability and integrated reporting, contemporary performance measurement systems, management control systems and sustainable controls, better budgeting and beyond budgeting and link between accounting systems and sustainability strategy.

ACC 4372: RESEARCH METHODOLOGY AND PROPOSAL WRITING

The objective of this course is to develop the students' competence and proficiency in conducting a research study. This course has two components: (a) a lecture series on research methodologies and (b) the development of a research proposal by each student under the guidance of the allocated supervisor. The lecture series introduces and discusses approaches, strategies, and methodologies used in social science research with a specific emphasis on literature review, data collection methods and data analytical techniques. Concurrent to this lecture series, each student is required to work with the assigned supervisor and develop a comprehensive research proposal. Based on this research proposal, each student will conduct a research and produce either a research report or a dissertation by the end of Semester II, Year 4. During this course, the students are expected to develop a high level of intellectual ability, critical analysis, and skills in the application of theories and methods in research.

ACC 4673: INTERNSHIP IN ACCOUNTING AND FINANCE II

This Stage 2 of the Internship Programme provides students with the opportunity to continue their training covering more advanced aspects of internship including, accounting systems, procedures, and processes; auditing and assurance services; financial and corporate reporting; management accounting; taxation; financial management; corporate governance; forensic accounting; and data analytics in accounting. Accordingly, this course aims at providing the students the opportunity to: (a) analyse the issues associated with the application of theoretical concepts/techniques of accounting and allied fields in diverse work-settings and assignments; (b) improve higher order generic skills and abilities expected in accounting professionals; and (c) demonstrate professional and ethical conduct in diverse work environments and inter-disciplinary groups in organizations. The students who have opted to start a business venture can continue with their venture under the supervision of the Department of Entrepreneurship. With the conclusion of this two-year internship programme, the students acquire firm foundation to step into the world of work as future-ready accounting professionals with the right blend of knowledge, skills, attitudes, and values. The level of achievement and professional development of the students at the end of Year 4 are assessed using multiple modes including supervisor independent evaluation, training record evaluation, viva-voce examination, and a reflective journal.

ACC 4374: STRATEGIC MANAGEMENT ACCOUNTING

This course aims to provide the students a thorough understanding of the strategic role of management accounting in managing organizations. Strategy is central to organizations that vie for competitive advantage in the current complex and dynamic business environment. Strategy

driven organizations are in need of vast amounts of information, which are not produced adequately by conventional cost and management accounting systems. Strategic Management Accounting (SMA), with strategy in focus, is an evolving body of knowledge and techniques that aims at bridging this gap. The areas covered are; the nature and scope of SMA; SMA in support of the strategic management process; the basics of management control and SMA; fundamental concepts-cost and value; managing customers, competitors, and corporate value; sustainability management accounting; public sector management accounting; managing risks and contemporary issues in management accounting. The course largely takes a conceptual-practical-interpretive approach.

ACC 4375: BUSINESS ANALYSIS AND VALUATION

This course provides a framework that helps to analyse the corporate financial statements and reveal their value with an emphasis on corporate social responsibility and its effects on sustainable profitability. This is a capstone course that brings together areas of financial accounting, finance, and strategic management. Hence, in this course, the students are made to appreciate and understand the connections between the strategies of a firm and its operating, investing, and financing activities within the broad socio-economic context, and thereby develop the students' ability to analyse and interpret financial as well as ESG (environment, social and governance) information of a firm to gain further insights into its performance from an analyst's point of view. The main areas covered are: business environment and strategy analysis used in developing a firm's competitive strategy; accounting analysis for assessing the representation of business strategy and economic reality in financial statements, and developing adjusted accounting measures of performance; financial analysis to evaluate performance, risk and cash flows; prospective analysis and company valuation using free cash flow

approach and residual income models; and evaluation of firm performance using both financial and non-financial indicators.

ACC 4376: RESEARCH REPORT

During the course, students continue to work under the assigned supervisors and conduct research studies based on the proposals developed during the course ACC 4372 Research Methodology and Proposal Writing'. This course provides each student with an opportunity to investigate an issue in accounting, finance, or management, develop research skills and gain experience of an independent research study. The students are expected to relate the issue investigated to the body of extant theoretical and empirical research on the topic, establish a sound methodology to investigate the research issue, develop research findings based on the chosen methodology and write a research report.

ACC 4677: DISSERTATION

During the course, the students continue to work under the assigned supervisors and conduct research studies based on the proposals developed during the course ACC 4372 Research Methodology and Proposal Writing'. This course provides each student with an opportunity to conduct an in-depth investigation of an issue in accounting, finance, or management, carry out a comprehensive analysis based on a sound theoretical framework and write a dissertation. It is designed to encourage a student-centered approach to deep learning using positivistic or/and post-positivistic research paradigms grounded on a sound theoretical basis and develop confidence in conducting a research study independently.

ACC 4378: ADVANCED AUDITING AND ASSURANCE SERVICES

This course provides students with a sound conceptual understanding of key topics in governance, risk, and modern risk-based

auditing. It equips students with the skill of applying Sri Lanka Auditing Standards (SLAuS) in auditing a set of LKAS/SLFRS-compliant financial statements. The areas covered are: governance, risk, and controls; accountability and audit; ethical issues; current and emerging trends that have reshaped auditing professions; audit quality and practice management; integrated internal control framework; risk-based audit planning; formulating testing strategies; audit of complex areas; auditing group of companies; audit reporting; and sustainability audits and assurance. In the delivery of the course, the case study analysis is adopted.

ACC 4379: PUBLIC SECTOR ACCOUNTING AND FINANCE

The course focuses how the various types of public sector entities make the best use of the vast resources entrusted to them in creating value to the public. Hence, the course examines accounting and financial management in the context of Sri Lankan Public Sector organizations. Accordingly, the role and nature of public sector accounting, and theories that underpin current accounting practices are discussed in this course. In this course, literature will be drawn from a range of disciplines, including economics and public management as well as accounting and finance. The course covers five modules: governance and decision making process; financial planning and budgeting; public sector accounting and reporting; decision support; and public sector auditing. The course content will focus on applied knowledge by using authentic business scenarios that require students to demonstrate the application of technical knowledge. Further, the improvement of workplace skills such as teamwork, communication, problem solving, and analytical skills are integrated into the course.

ACC 4380: BLOCKCHAIN IN ACCOUNTING

The aim of this course is to familiarise the students with the blockchain technology

and its applications in accounting and financial management processes in an organization. Further, students are expected to critically evaluate how and why accounting and financial management processes impact by disruptive technologies with a special emphasis on the blockchain technology. Accordingly, the specific topics covered in this course include, history of blockchain and cyber currency systems, blockchain functionality, risks, and threats, blockchain adjacent technologies such as smart contracts, and the application of blockchain and related technologies in diverse business environments and processes, the related regulatory considerations and the criticisms and limitations of blockchain.

2.1.6 Professional and Industry Links

The Department maintains close relations with organizations in the corporate public sector. These organizations include all audit firms, leading business organizations, banks and financial institutions, government departments and statutory boards in Sri Lanka. These links have proved very useful in finding internship placements for accounting students and subsequently to secure employment both locally and internationally. Further, in recognition of the quality of the Degree, a number of professional accounting bodies, both local and international, have granted substantial exemptions from their examinations (refer Table 2.1.3). Further, DA has entered into memoranda of understanding (MOUs) with Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka), Ernst and Young, KPMG Sri Lanka, BDO Partners, HSBC Electronic Data Processing, Nihal Hettiarachchi & Company (NH & Co.), SJMS Associates, Hatton National Bank (HNB) and Acuity Knowledge Partners to collaborate in the areas of curriculum development, research and training.

Table 2.1.3: Exemptions Granted by Professional Bodies for the BSc Honours in Accounting Degree Programme

Professional Accounting Body	Exemptions	Papers to be completed
Association of Chartered Certified Accountants (ACCA), UK	Applied Knowledge Level (All 3 papers) Applied Skills Level (All 6 papers)	Strategic Professional Level (Essentials all 2 papers) (Optional 2 out of 4 papers)
Certified Public Accountants (CPA), Australia	Foundation Level (All 6 papers)	Professional Level (Essentials all 4 papers) (Optional 2 out of 4 papers)
Chartered Institute of Management Accountants (CIMA), UK	The discussion on exemptions is ongoing.	The discussion on exemptions is ongoing.
Institute of Chartered Accountants of England and Wales (ICAEW)	Certificate Level (All 6 papers) Professional Level (1 paper)	Professional Level (5 out of 6 papers) Advanced Level (All 2 papers and Case Study)
Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka)	Business Level 1 (All 4 papers) Business Level 2 (All 4 papers) Professional Skills pillar (All 9 course units) Corporate Level (All 4 papers)	Strategic Level (4 papers and the Integrated Case Study)
Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka)	Foundation Level (All 5 papers) Operational Level (All 6 papers) Managerial Level (All 5 papers)	Strategic Level (All 4 papers) and the Apex Level

Ernst and Young Endowed Professorship in Accounting and KPMG Endowed Professorship in Accounting

Under the auspices of Ernst and Young, and KPMG, international firms of chartered accountants, the above positions were created to attract senior academics employed overseas or Sri Lanka for short stints of service in the Department. It is believed that input from academics of repute will greatly enhance its academic and research culture of the Department.

2.1.7

Employment Opportunities

Accounting graduates typically find job opportunities in accounting, financial management and business management functions mainly in the private sector covering organizations in the industry and service sectors, banks and financial institutions, business process outsourcing companies, fund management companies and leading audit sector firms both locally and internationally. They are also much sought after in the public sector institutions, which include the Auditor General's Department, the Central Bank of Sri Lanka, the Inland Revenue Department, public sector corporations, and provincial and local government authorities.

2.1.8 Medals and Scholarships

The Department recognises the outstanding performance of the students by awarding five Gold Medals at the University General Convocation.

- **Prof. Y A D S Samaratunga and B R de Silva Memorial Gold Medal:** Awarded to the best student of the BSc Honours in Accounting Degree Programme by B R de Silva, Chartered Accountants.
- **Association of the Chartered Certified Accountants (ACCA) Gold Medal:** Awarded to the student with the most outstanding achievements in studies and extra-curricular activities in the BSc Honours in Accounting Degree Programme by ACCA Sri Lanka Division.
- **Chartered Institute of Management Accountants (CIMA) Gold Medal:** Awarded to the student who had obtained the highest overall Grade Point Average (GPA) in the final year and the best student in the field of Management Accounting of the BSc Honours in Accounting Degree Programme by CIMA Sri Lanka Division.
- **Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) Gold Medal:** Awarded to the best student in the field of Financial Accounting in the BSc Honours in Accounting Degree Programme by CA Sri Lanka.
- **KPMG Gold Medal:** Awarded to the best student in the fields of auditing and taxation in the BSc Honours in Accounting Degree Programme by KPMG Sri Lanka, Chartered Accountants.

2.1.9 Student Associations

Accounting & Financial Management Association (AFMA)

The Accounting & Financial Management Association (AFMA) is the student body of the Department. AFMA aims at the enhancement of knowledge and skills pertaining to the development of students in the spheres of leadership qualities, organising abilities, communication skills, networking and sharing, and helping each other. This is attained through an array of activities such as organising guest lectures, workshops and seminars in collaboration with the industry; conducting sports and cultural activities such as 'Sports Fiesta', 'Cricket Fiesta', 'Vishrawas', 'Ridma Nadee', 'Legacy English Day', 'Chathurmaana', 'Budhdhawiwandana' and 'Budhdhanumodana'; carrying out CSR projects such as 'Suwanda Hamana Daath', 'Supan Bindak', 'Nethu Pahan', 'Pannaraya', 'Apeksha', 'Vivarana' (G.C.E. Advanced Level Accounting Special Seminar); conducting 'Esperanza' quiz programme for G.C.E. Advanced Level Commerce Stream students; conducting educational and motivational programmes such as 'Inspiratie', 'CovidArt', 'InnerIgnite', 'Fridaze' and 'AFMA Accounting Saga'; compiling the magazine of AFMA; publishing and coordinating the Accounting Standards Handbook (for the students who face the G. C. E. Advanced Level examination and for the school teachers); assisting to conduct the Young Accountants' Research Conference (YARC); assisting in the daily operations of the student resource centres of the Department, viz. Accounting Resource Centre, Skill Development Centre, Department Library and Research and Information Centre and assuring student welfare. AFMA office bearers are selected annually from the second year-students of the there are 10 AFMA Committees as Aesthetics, Community Outreach, Finance, Fitness & Wellbeing, Information & Communication Technology, Partnerships & Fellowships, Peer Support, Professional Communication & Editorial, Research & Publications, and Training, Development & International Relationships.

Alumni Association of Accountancy (AAA)

Upon graduation, students are expected to obtain membership of the AAA, which is active in a number of spheres. The activities of the AAA include raising funds to meet the needs of the Department and students, furthering academic and professional learning among its members, organising social events, and exploring possibilities of obtaining further recognition to Accounting graduates in the business community. AAA launched 'Prof. M W Wickramarachchi Student Development Fund' on 15th October 2015 with an initial investment of Rs. 4 million to facilitate skill Development and welfare activities of current and future students of DA.

2.1.10 Student Resource Centres

The Department has the following resource centres to facilitate the teaching and learning process of its postgraduate, undergraduate and diploma programmes. These centres were either established or renovated and refurbished under the World Bank sponsored Improving Relevance and Quality of Undergraduate Education (IRQUE) Project, which was in operation in DA from 2006 to 2010.

Accounting Resource Centre (ARC)

IT related educational activities of the Department revolve around the ARC, which houses the Department's computer laboratory. ARC aims to introduce new technologies in the student centred teaching-learning process and thereby enhance the IT learning skills of students. The ARC Laboratory is mainly used to conduct lectures and assignments on computer based accounting courses of BSc Honours in Accounting Degree Programme, computer based accounting diploma programmes and Master of Professional

Accounting (MPAcc) Degree Programme. ARC comprises of computers with internet facilities, other modern equipment, and latest accounting and statistical software (e.g. Peachtree Accounting Software Package, SAGE, UBS, ERP System, Data Engine, SPSS and IDEA).

Skill Development Centre (SDC)

SDC is the language laboratory of the Department set up to improve the English language skills of students. This is a computer-based self-learning laboratory where students are allowed to enhance their English proficiency through the use of software packages. In addition, SDC also comprises English Language text books and other language learning material.

Centre for Accounting Internship and Skill Development (CAISD)

CAISD is responsible for conducting, monitoring and evaluating the Skill Development Programme of Intern Accountants of the Degree Programme. It also maintains a database of students and liaises with the training providers of the Degree Programme. Further, there are many training programmes conducted under CAISD in relation to the Skill Development of Intern Accountants with a view to enhancing both technical and soft skills of students.

Accounting Library and Archives

The Accounting Library is a specialised accounting library and archives. It has a wide collection of Accounting textbooks, and books for general reading to facilitate teaching-learning process of the Degree Programme. It is currently being developed as archives, which would consist documents and artefacts depicting history of DA.

Research and Information Centre (RIC)

RIC facilitates the research activities staff of the Department. It is equipped with computers with internet facilities and a collection of research articles and databases in Accounting and related fields.

2.1.11 Head of the Department

Snr. Prof. Kennedy D. Gunawardana

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BUS

2.2 BSc Honours in Business Administration Degree Programme



2.2.1 About Us

The Degree in Business Administration has a history of more than fifty years as the pioneering and leading Degree Programme in the field of Business Management in Sri Lanka. It has earned much popularity and recognition from its inception. Formal studies in Business Administration at the university level in Sri Lanka commenced in 1959/1960 under the Department of Economics, Business and Public Administration at the Vidyodaya University.

In 1968, the Department of Economics, Business and Public Administration was reconstituted as the Department of Management Studies. Alongside these developments, in 1978, the Vidyodaya University was renamed as the University of Sri Jayewardenepura. In latter part of 1970s the University witnessed another turning point in the field of Management education. As a result, the Department of Management Studies was split into two separate

Departments, namely Department of Business Administration, and Department of Public Administration, under the Faculty of Management Studies and Commerce.

Since its establishment in 1980, the Department of Business Administration remains the largest academic department of the Faculty of Management Studies and Commerce. At present, the internal student population of the Department is nearly eight hundred undergraduates. In its long

history, the Department has immensely contributed to the progress of management education, corporate sector, and wider society of Sri Lanka. Its alumni include renowned corporate leaders, scholars, businesspersons, government officials, and community leaders.

The role of the Department in the Faculty of Management Studies and Commerce is unique and significant that it provides teaching and research support for students

in other departments and postgraduate programmes of the Faculty, mainly in the areas of Management, Organisational Behaviour, Strategy, and International Business Management.

The members of the Department are active in research across broad areas of Management and Organisation Studies. In order to enrich its research culture, the Department initially organised its research activities under three research clusters: the Cluster for Organisation & Society (COS), the Cluster for Leadership & Strategy (CLaS), and the Cluster for Knowledge Management & Business Innovation (CKMBI), which were given more formality with the establishment of the Research Centre for Business Management (RCBM). RCBM provides a scholarly platform for local and global researchers as well as the members of the Department to share their ideas and work. Further, RCBM facilitates the members of the Department to engage mainly in collaborative research.

The Department offers a globally competitive four-year special degree in Business Management, BSc Honours in Business Administration Degree, and a three-year external degree, BSc in Business Studies

(General) External Degree - hitherto known as B.Sc. Business Administration (General) External Degree—which is highly popular among the students who could not secure an internal placement in a public university. BSc Honours in Business Administration Degree continues to be the top choice for Sri Lankan students seeking rigorous training in theory and practice of Business Management.

Inspired by the legacy of the Department and the learner-centred and research-led pedagogical approaches, the present curriculum of BSc Honours in Business Administration Degree is executed under four phases (Table 2.2.1). The curriculum aims to prepare students to take leadership roles in the corporate world while making them sensitive to ethical and social issues and adaptable in the dynamic business environment. Thus, the programme structure of BSc Honours in Business Administration Degree, which is informed by the requirements of Sri Lanka Qualifications Framework and Subject Benchmark Statements in Management, provides students with a solid foundation in theory of Business Management and exposes them to contemporary business practices.

2.2.2 Phases of the Degree Programme

Table 2.2.1: Phases of the Degree Programme

Phase	Objective/s
1st Year	Laying the foundation of the Degree Programme - via Common Programme.
2nd Year	Facilitating students to bridge, change and prepare - to continue with the Degree Programme - and providing them with thorough knowledge of fundamentals, principles and theories of Business Management and related disciplines.
3rd Year	Encouraging students to reflect on the first and second phases' learning experience and, facilitating to be focused and to continue (with areas of concentration as per student choice).
4th Year	Encouraging and facilitating students to <i>critically reflect</i> - on learning experience - and to <i>synthesise</i> - what they learnt and are learning - and to make a <i>bridge</i> - between 'the University life' and 'Work life'.

2.2.3 Objectives, Graduate Profile and Expected Learning Outcomes

2.2.3.1 Objectives

The main objectives of the Department of Business Administration are to:

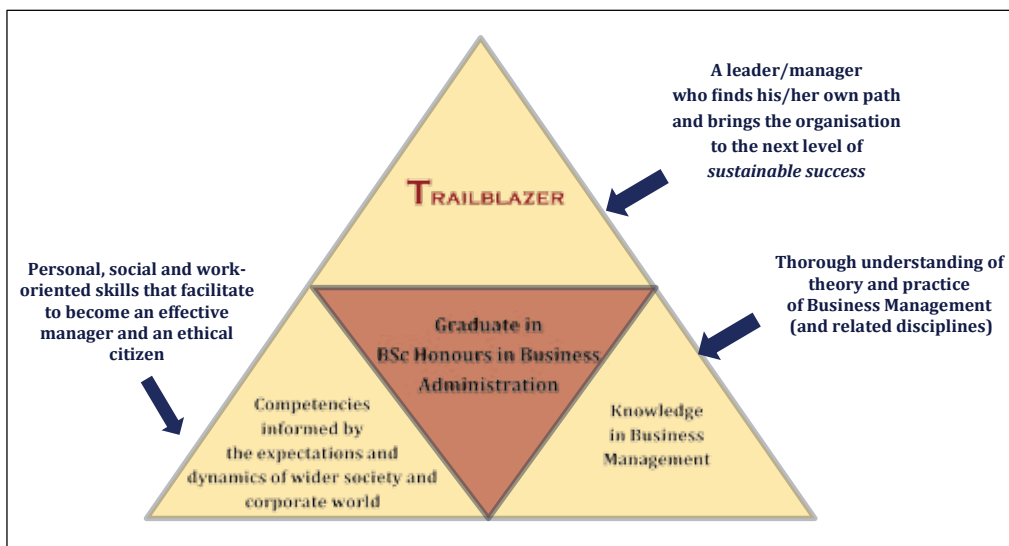
- provide study programmes that offer high quality learning opportunities, in line with the University's Vision, Mission, Values and Policies while keeping its students abreast of on-going developments in the broad area of Business Management;

- b. create a challenging teaching and learning atmosphere within the structure of the Department, which would enable students to develop their academic and career interests and potential;
- c. provide support for students to develop interdisciplinary knowledge and analytical entrepreneurial, technical and transferable skills that allow students to holistically understand organisations and their environment to effectively realise the corporate end-results;
- d. provide support for students to develop their knowledge and competencies and to keep their enthusiasm in lifelong learning;
- e. provide a friendly, responsive, and supportive academic atmosphere that is conducive to learn willingly, while maintaining high academic standards;
- f. provide a stimulating opportunity to learn from other departments in the Faculty and also from other Faculties of the University to gain wider knowledge and multiple competencies in the broad areas of Management and Organisation Studies;
- g. provide support for the academic staff in their career development through learning and research;
- h. deliver the programmes through classroom interaction and innovative Learning Management Systems (LMS) to make sure the effectiveness of teacher-learner activities; and
- i. create and maintain a conducive department culture that fosters proactiveness, foresightedness, creativity, cooperativeness and initiativeness.

2.2.3.2 Graduate Profile

A graduate of the Degree in BSc Honours in Business Administration should be a ‘trailblazer’ who could bring his/her organisation to the next level of sustainable success in the dynamic business environment while being sensitive to ethical, moral and social issues (Figure 2.2.1).

Figure 2.2.1: Illustration of Graduate Profile



2.2.3.2.1 Graduate Attributes

Upon successful completion of the Degree, graduates should possess the following sets of attributes:

Table 2.2.2: Graduate Attributes

Knowledge in Business	a. having a thorough understanding of theory and practice of Business Management.
Management	b. ability to integrate the functional areas of Management and related disciplines to understand and cope with the multiple realities of the World of Work.

- c. ability to examine and understand the full breadth of issues surrounding the social, environmental, regulatory and ethical concerns associated with business organisations.
- d. ability to demonstrate awareness of the contemporary knowledge in Business Management.
- e. ability to discover and construct new knowledge through research and scholarship.

Work Oriented Competencies	<ul style="list-style-type: none"> a. having a capacity for analytical, critical, conceptual and reflective thinking. b. ability to demonstrate intellectual autonomy through independence of thought and openness to dissent and new ideas. c. ability to work within, and lead, an interdisciplinary team of managers as well as co-workers in a business organisation to achieve its goals effectively, efficiently and ethically. d. ability to effectively communicate, negotiate and build networks with internal and external ‘interest groups’. e. ability to apply and use state-of-the-art technologies to manage businesses effectively. f. having a high level of agility-ability to learn from experience and remain resilient and innovative in the face of changes and challenges.
Social Oriented Skills	<ul style="list-style-type: none"> a. having high respect for business ethics, human rights and equality. b. being a socially responsible citizen with good virtues, values and morality. c. having high commitment to create sustainable solutions for organisational, local and global level problems.
Personal Skills/Lifelong Learning	<ul style="list-style-type: none"> a. ability to plan and achieve personal and professional goals through the life. b. ability to create entrepreneurial initiatives to address social, economic and environmental issues. c. ability to identify the need for and engage in independent and lifelong learning.

2.2.3.3 Expected Learning Outcomes

As the Department of Business Administration foresees, a graduate in Business Administration, upon the successful completion of the Degree, should:

- a. demonstrate an in-depth understanding of the fundamental concepts of Business Management both from theoretical and practical perspectives.
- b. be able to evaluate issues regarding ‘doing business’ holistically as well as from different perspectives, to formulate and communicate sustainable solutions to decision-makers in the World of Work.
- c. have updated knowledge, skills, abilities and insights into the current practices of management in business organisations.
- d. be a visionary, innovative and strategy-oriented leader who can successfully initiate and manage any organisation towards its success.
- e. have the conceptual capacity and practical capabilities to undertake any entrepreneurial, managerial or societal position locally or globally.
- f. have an in-depth understanding of international and global dimensions of social, political and economic activities, and distinctive characteristics of Sri Lankan culture.
- g. be able to make appropriate use of advanced information and communication technologies.
- h. be a continuous learner, a resourceful catalyst and an effective communicator.
- i. be a competent management graduate who could contribute towards the socio-economic advancement and wellbeing of the humankind.
- j. be an ethical and socially responsible citizen with good virtues, values and morality.

2.2.4 Programme Structure for Year II, III and IV

The structure of the year II to IV of BSc Honours in Business Administration Degree Programme is shown in Table 2.2.3.

Table 2.2.3: BSc Honours in Business Administration Degree Programme Structure for Year II, III and IV

Course Code	Course Name	Credit Value	Notional Hours	Course Status
Year II - Semester I				
BUS 2370	Managing Personal and Managerial Competencies	03	150	Core
BEC 2370	Macroeconomics	03	150	Core
FIN 2370	Financial Management	03	150	Core
MAR 2370	Marketing Management	03	150	Core
ACC 2370	Management Accounting	03	150	Core
DSC 2370	Operations Management	03	150	Core
Total No. of Credits – Semester I		18		
Year II - Semester II				
BUS 2372	Business in Society	03	150	Core
BUS 2373	Business Psychology	03	150	Core
ENT 2374	Entrepreneurship and Business Development	03	150	Core
LAW 2374	Business Law	03	150	Core
ITC 2372	Business Analytics	03	150	Core
Total No. of Credits – Semester II		15		
Total Credit Value for the Second Year		33		
Year III - Semester I				
BUS 3370	Organisational Behaviour	03	150	Core
BUS 3371	Business Innovation	03	150	Core
BUS 3372	Managing for Productivity and Quality	03	150	Core
DSC 3370	Operations Research	03	150	Core
LAW 3370	New Dimensions in Business Law	03	150	Core
ITC 3371	Management Information Systems and ERP Applications	03	150	Core
Total No. of Credits – Semester I		18		
Year III - Semester II				
BUS 3373	Business Ethics and Corporate Social Responsibility	03	150	Core
BUS 3374	Contemporary Issues in Management	03	150	Core
BUS 3375	Knowledge Management	03	150	Core
BUS 3376	Leadership and Cross-Cultural Management	03	150	Core
BUS 3377	Research Methodology (Option 01) (See, Note 1)	03	150	Core
BUS 3378	Research Methods in Management (Option 02) (See, Note 1)			
Total No. of Credits – Semester II		15		
Total Credit Value for the Third Year		33		

Year IV - Semester I					
Option 01					
BUS	4370	Strategic Management	03	150	Core
BUS	4670	Dissertation	06	600*	Core
ITC	4380	Digital Economy and Future of Work	03	150	Core
Option 02					
BUS	4370	Strategic Management	03	150	Core
BUS	4371	Research Project in Management	03	300*	Core
ITC	4380	Digital Economy and Future of Work	03	150	Core
		One elective course from the List of Courses provided in Table 2.2.4 (See, Note 2)	03	150** / 300***	Elective
Total No. of Credits – Semester I			12		
Year IV - Semester II					
BUS	4375	International Business Management	03	150	Core
BUS	4376	Organisational Change and Development	03	150	Core
BUS	4671	Internship in Management (Option 01) (See, Note 2)	06	600***	Core
ENT	4677	Business Development: Formulation and Implementation II (Option 02) (See, Note 2)			
Total No. of Credits – Semester II			12		
Total Credit Value for the Fourth Year			24		
Total Credit Value for the Degree Programme			121		

* One Credit of BUS 4670: Dissertation Course and BUS 4371: Research Project in Management Course is equal to 100 notional hours.

** One Credit of taught courses in the list of elective courses is equal to 50 notional hours.

*** One Credit of BUS 4372: Business Management Internship and ENT 4376: Business Development: Formulation and Implementation I courses in the list of elective courses in Year IV Semester I, and one Credit of BUS 4671: Internship in Management and ENT 4677: Business Development: Formulation and Implementation II courses in Year IV Semester II are equal to 100 notional hours.

Note 1: Completion of Year III - Semester II of the Degree Programme

The students are required to complete fifteen (15) credits (five (05) courses with three (03) credits each) in this Semester. Thus, in addition to the four (04) core courses in the Year III - Semester II, the students need to select either BUS 3377: Research Methodology (Option 01) or BUS 3378: Research Methods in Management (Option 02) to cover the fifteen (15) credits requirement. BUS 3377: Research Methodology Course (Option 01) is designed for the students who intend to undertake BUS 4670: Dissertation—i.e., a six (06) credit course in the Year IV - Semester I. The students who prefer to undertake BUS 4371: Research Project in Management in the Year IV - Semester I—i.e., a three (03) credit course—should undertake BUS 3378: Research Methods in Management Course (Option 02) in the Year III - Semester II.

Note 2: Completion of Year IV - Semester I of the Degree Programme

In addition to the two (02) core courses in the Year IV - Semester I, the students who follow BUS 4371: Research Project in Management Course (Option 02) need to undertake one (01) elective course listed in Table 2.2.4 to cover the twelve (12) credits requirement of the

Semester (Please note that the Department has the final authority to determine the elective courses to be offered in this Semester based on the student demand for the courses). It should be noted that the students who prefer to undertake ENT 4376: Business Development: Formulation and Implementation I Course in the Year IV Semester I should undertake ENT 4677: Business Development: Formulation and Implementation II Course (Option 02) in the Year IV Semester II, whereas the students who prefer to undertake an elective course other than ENT 4376: Business Development: Formulation and Implementation I Course in the list of elective courses in Year IV Semester I should undertake BUS 4671: Internship in Management Course (Option 01) in the Year IV Semester II.

Table 2.2.4: List of Elective Courses offered by the Department in Year IV – Semester I

Year IV Semester I				
Course Code		Course Name	Credit Value	Notional Hours
BUS	4372	Business Management Internship	03	300
BUS	4373	Indigenous Approaches to Management	03	150
BUS	4374	Sustainability and Environmental Management	03	150
BEC	4370	Development Economics	03	150
BEC	4374	Project Management	03	150
DSC	4370	Service Management	03	150
DSC	4376	Data Analysis for Managers	03	150
ENT	4376	Business Development: Formulation and Implementation I	03	300
HRM	4374	Human Resource Development	03	150
MAR	4372	Sustainability Marketing and Spirituality Management	03	150

2.2.5

DESCRIPTION OF THE COURSES

A short description of the Courses offered by the Department in the Year II, III and IV of the BSc Honours in Business Administration Degree Programme is provided below.

BUS 2370: MANAGING PERSONAL AND MANAGERIAL COMPETENCIES

This is a competency development course that covers both personal and managerial skills. Managing personal and managerial competencies has been recognised as a vital aspect of the sustainable success of work organisations as it facilitates managers to perform their multiple roles in work organisations effectively. However, in today's volatile environment, these competencies are being constantly challenged by multiple forces both in work organisations and wider

society. Consequently, identifying and developing 'appropriate' competencies among Business Management undergraduates - prospective managers - have become a requisite. In this context, this skills-oriented course seeks to cultivate critical reasoning and thinking among the participants while facilitating them to identify and develop their conceptual, interpersonal, technical and communicative skills in the broad area of Business Management. Also, this Course helps the participants to enhance their personal qualities such as values, and thereby will facilitate them to develop their personality. After successful completion of the Course, it is intended that the participants will be able to 'mould' themselves to become effective and ethical managers in the World of Work.

BUS 2371: ORGANISATIONAL BEHAVIOUR

Organisational Behaviour (OB) is a self-reliant discipline that encompasses the knowledge of the already established disciplines, such as Psychology, Sociology, Social Psychology, Anthropology, and Political Science. With the knowledge gained from varied disciplines, Organisational Behaviour provides a systematic approach to understand, predict and manage human behaviour at work. The Course aims at developing individuals who possess knowledge and skills for their own employability, either locally or globally, as well as for managing people in the World of Work. The Course consists of major areas in OB, such as individual differences in behaviour, organisational culture, motivation, managing stress, interpersonal and group behaviour, power and politics in organisations, leadership and organisational misbehaviour. With the knowledge imparted within the Course the learners will be able to understand, predict and manage the complex human behaviour within organisations for them to become successful managers.

BUS 2372: BUSINESS IN SOCIETY

Business and Society have an intricate relationship that business defines society as such, and society gives shape to business. The Course intends to help participants gain a more specific in-depth understanding of the interplay between business, government, and society while paying special attention to how firms manage those relationships. The first phase of the Course familiarises the participants with some of the key concepts, such as Society, Business, Work, Capitalism, Globalisation, and Market, and issues and emerging trends associated with them. Having a profound knowledge on the key concepts, issues and trends, the second phase of the Course examines the role of business in

contemporary society in light of stakeholder approach to business and society, corporate social responsibility, sustainable development, working through diversity, eliminating poverty, negotiating the role of business in society through governments, and morality and ethics. Thereby, the Course encourages the participants to critically reflect on the increasingly complex interplay between business and society.

BUS 2373: BUSINESS PSYCHOLOGY

Psychology is the study of people - their mind, what they do, think, perceive and feel. More precisely, Business Psychology is a scientific discipline that attempts to understand the science of human behaviour by coalescing it with the experience of the World of Work. Thus, undoubtedly, it is a field of inquiry that attempts to improve employees' wellbeing and performance by understanding, predicting and managing the human aspects in the workplace. To acquire such an insight, this Course exposes students to key psychological elements that are associated with managing employees in the workplace and enables them to synthesise the modern psychological thinking with the key dimensions of the world of business and work.

BUS 3370: ORGANISATIONAL BEHAVIOUR

Organisational Behaviour (OB) is a self-reliant discipline that encompasses the knowledge of Psychology, Sociology, Social Psychology, Anthropology, and Political Science and provides a systematic approach to understand, predict and manage human behaviour at work. The Course aims at developing individuals who possess knowledge and skills for their own employability, either locally or globally, as well as for managing people in the World of Work. Organisational Behaviour is offered to the students in the third year after developing a strong knowledge base in Business

Psychology in the second year. The Course comprises major areas in OB, such as individual differences in behaviour, organisational culture, motivation, managing stress, interpersonal and group behaviour, power and politics in organisations, leadership and organisational misbehaviour. With the knowledge imparted within the Course, the learners will be able to understand, predict and manage the complex human behaviour within organisations for them to become successful managers.

BUS 3371: BUSINESS INNOVATION

This course aims to equip the management students with an understanding of different dimensions of innovation, main issues in the management of innovation, and an appreciation of the relevant skills needed to manage innovation at both strategic, business as well as operational levels. It provides evidence of different approaches based on real world examples and experiences of leading national and international organisations. The management of innovation is one of the most important and challenging aspects of modern organisations. Innovation is a fundamental driver of competitiveness and it plays a large part in improving quality of life. Innovation, and particularly technological innovation, is inherently difficult, uncertain and risky, and most of the new technologies fail to be translated into successful products and services. Given this, it is essential that management students understand the strategies, tools and techniques for managing innovation.

BUS 3372: MANAGING FOR PRODUCTIVITY AND QUALITY

This is an integrative skills-driven course on 'Productivity' and 'Quality'. It aims to provide a comprehensive knowledge and understanding of the fundamental concepts and issues of productivity and quality while imparting the knowledge, skills, and

attitudes required to successfully improve the performance in business organisations. Under this Course, the meaning, interdependence and interrelationship of the concepts of productivity and quality, strategies, techniques and issues encountered in improving productivity and quality are discussed in-depth. This Course intends to improve students' practical knowledge on productivity and quality via various active learning methods, such as factory visits, article presentations, guest lectures, and productivity improvement projects.

BUS 3373: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

This course introduces Business Ethics and Corporate Social Responsibility as the modern management approach to ethical questions/issues in business environment. Ethical issues of business organisations are naturally embedded within the functional areas of the organisations and graduates who do not have an adequate knowledge of Business Ethics and Corporate Social Responsibility (CSR) would find it difficult to cope with ethical issues in organisations. Therefore, this Course gives not only the understanding of the basic theoretical concepts but also improves skills of identification, analysis, and recognition of ethical dilemmas at workplace. Given the context, the Course comprises two parts. The first part covers Business Ethics and the second part focuses on Corporate Social Responsibility in contemporary organisations, how organisations should respond to the arising social and environmental responsibilities ethically. Therefore, this Course would persuade the students to critically think, analyse, and evaluate the organisational strategies from an ethical perspective by integrating ethics and corporate social responsibility in a business context.

BUS 3374: CONTEMPORARY ISSUES IN MANAGEMENT

This is an advanced course focused on the current issues in Management in a wider societal context. While focusing on the emerging trends in wider socio-political and economic context vis-à-vis the broad area of Management, this Course seeks to achieve two pedagogical objectives. The Course, on the one hand, encourages participants to critically dissect and reflect on contemporary issues in the World of Work, which they are part of. On the other hand, it facilitates them to explore and craft alternative ways and means - against orthodoxies in the market managerialism - to cope with those issues.

BUS 3375: KNOWLEDGE MANAGEMENT

This is an integrated course focused on the importance of knowledge and wisdom. Business in the 21st century has become increasingly competitive as it has become global. A plethora of new technologies and business processes, such as business intelligence, content management, supply chain management, customer relationship management and enterprise resource management have resulted in the rise of new information types and interrelationships that require knowledge in diverse areas. Hence, in the quest for sustainable competitive advantage, organisations have finally come to realise that technology alone is not what sustains knowledge. The primary focus is on the effects of recognising knowledge within the organisation, capturing this knowledge, and using it to position the organisation in a competitive internal and external environment. In this Course, students develop skills and knowledge to build solutions that leverage organisational and individual knowledge while focusing on the issues of organisational transformation, change and managing knowledge within organisations.

BUS 3376: LEADERSHIP AND CROSS-CULTURAL MANAGEMENT

This course helps students to develop cross-cultural intelligence by providing contextual knowledge, cross-cultural skills, and multiple perspectives which are essential qualities of a global leader. Further, it helps students to recognise gaps that create cultural conflicts and learn to value different cultural contexts surrounding individuals and organisations with which they interact. It incorporates topics which highlight the impact of culture in the global business environment and considers the implications for management. Specifically, topics include cultural diversity, negotiating across cultures, managing communication across cultures, managing conflicts, understanding cross-cultural ethics and corporate social responsibility, working in global teams, global leadership styles, and human resource requirements for performance as global managers. At the end of the Course, students are expected to have built mindsets and skill sets of a competent global leader who appreciates and leverages diversity in organisations they work with. Through classroom discussions, videos, case studies and critical analysis, the Course explores practical solutions for managing in cross-cultural business contexts.

BUS 3377: RESEARCH METHODOLOGY

This research-oriented course is a prerequisite for BUS 4670: Dissertation located in the Year IV- Semester I of the Degree Programme. With a brief introduction to the philosophical foundation of Social Science Research, the Course intends to provide the participants with necessary knowledge and skills in 'doing' their independent research study in management (Dissertation) in the Year IV-Semester I of the Degree Programme. The Course covers both qualitative and quantitative methodological approaches to Management Research.

BUS 3378: RESEARCH METHODS IN MANAGEMENT

This course aims to develop students' ability to design and carry out a methodologically sound and practically relevant empirical research. Mainly, it is designed to provide the students with the necessary knowledge to develop an actionable research proposal with the aim of exploring an identified management/organisation related problem. In this process, the students will gain an understanding of relevant research approaches and strategies that need to be followed to embark on a specific research enquiry. Consequently, this Course acts as a cornerstone that lays the foundation and facilitates the students to carry out their research project successfully, in the Year IV-Semester I.

BUS 3379: INTERNATIONAL BUSINESS MANAGEMENT

This is an integrated course that provides the knowledge in doing business across the cross borders. The Course is designed as a culmination of knowledge and skills from all management-related subjects learnt in the previous phases of the Degree Programme and how that knowledge could be profoundly applied in order to exploit the opportunities of globalisation and to successfully engage in overseas expansion. The major areas covered in this Course include analysis and understanding the international and global environments, global opportunity and threat assessment, risk analysis and overseas market selection, international expansion, market entry and portfolio management strategies, international trade theory, government and regional influences with respect to international business management. It also focuses on the ongoing and upcoming trends in global business management.

BUS 4370: STRATEGIC MANAGEMENT

This is an advanced and capstone course that draws upon knowledge of previous courses delivered at the first, second and third phases of the Degree Programme. The purpose of this Course is to deliver a holistic understanding of corporate and business strategy. As such, it ties previous disciplines together at a strategic level, in determining the strategic direction of organisations in the context of the broad general and immediate competitive environment. Thereby, the Course exemplifies how successfully these strategies could be executed to ensure long term business survival and growth. The emphasis of the Course will primarily be on the analysis of the external and internal environment of various organisations and industries using appropriate models, frameworks, theories and approaches. Students will be provided with multiple perspectives to view organisations or industries while guiding them to make the appropriate choice of future direction and alternative strategies in order to gain and retain competitive and corporate advantages.

BUS 4670: DISSERTATION

This course fulfils the requirements of the Dissertation - i.e. the major independent research study component of the Degree - located in Year IV-Semester I of the Degree Programme. Thereby, during this Course, the 'student-researchers' are required to conduct an in-depth study on a phenomenon and/or issue of the World of Work in a rigorous manner under the supervision of at least one senior academic member of the Department who is responsible to guide the student-researcher to ensure the scholarship of the Dissertation development process.

BUS 4371: RESEARCH PROJECT IN MANAGEMENT

This is a three (3) credit course offered in Year IV-Semester I of BSc Honours in Business Administration Degree Programme which aims at conducting research in relation to issues in Management. Involving in research facilitates the cultivation and development of investigative, explorative, analytical and synthesising skills among Management undergraduates - prospective managers. In this context, this Course directs the students to integrate diverse subject knowledge that they have gained during the initial stages of the Degree Programme in order to analyse a selected managerial problem with the use of a specified research methodology. This will enable them to conceptualise organisational issues and to formulate pragmatic solutions in the field of Management.

BUS 4372: BUSINESS MANAGEMENT INTERNSHIP

This is a three (03) credit course offered in Year IV-Semester I of the Degree Programme. This elective Course provides an opportunity for students to gain practical knowledge and experience in Business Management and related areas while applying their conceptual and theoretical knowledge of Management in everyday business practices. Internship placements are required to be found by the students and are required to be approved by the Internship Coordinator of the Department. The progress of the students in the Course is subject to monitoring done by an academic supervisor of the Department and an industrial mentor. As part of this, the students are required to maintain a Training Record Book, and at the end of the Semester, the students are required to submit a written report that shows how the students gained practical exposure as interns. The students' performance is reviewed by a panel of lecturers at the end semester viva-voce examination.

BUS 4373: INDIGENOUS APPROACHES TO MANAGEMENT

This is one of the elective courses offered in Year IV Semester II. This Course will familiarise the students with the fundamental aspects of indigenous approaches to Management while emphasising how indigenous communities are managing their everyday affairs. The aim of this Course is to prepare undergraduates for diverse professional pathways, where a sound basis of indigenous knowledge and skills stimulate their intellectual curiosity for managing the scarce resources for sustainable development of the country. Further, it will provide students with an overview of holistic indigenous perspectives of knowledge systems, community management systems, socio and cultural systems, economic systems, and practicing legal and policy framework in ancient eras of the country. This Course will also facilitate students with an opportunity to learn and think critically about how ancient organisations successfully engaged and managed natural resources, social and economic activities, and managerial issues.

BUS 4374: SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT

The principal objective of this Course is to address the question of how to become a successful business organisation while protecting the natural environment and the society at large. The term 'Sustainability' expresses the significance of not harming the environment and thereby supporting the long-term ecological balance of the earth. Hence, the Course will facilitate students in understanding how to create a better environment for the society through sustaining biodiversity and natural resources. Throughout the Course, students will be given the opportunity to acquire the necessary knowledge and problem-solving skills that is needed to confront existing and

future environmental issues. Thus, this Course expects to pave the path to provide an in-depth understanding of the natural environment, human-environment inter-connection, and knowledge of global and local environmental issues, environmental policies, and how these policies help to overcome environmental challenges.

BUS 4375: INTERNATIONAL BUSINESS MANAGEMENT

This is an advanced course that provides the knowledge in doing business in the globalised world. The Course is designed as a culmination of knowledge and skills from all management-related subjects learned in the previous phases of the Degree Programme and how that knowledge could be profoundly applied in order to exploit the opportunities of globalisation and to successfully engage in overseas expansion. The major areas covered in this course include analysis and understanding the international and global environments, global opportunity and threat assessment, risk analysis and overseas market selection, international expansion, market entry and portfolio management strategies, international trade theory, government and regional influences with respect to international business management. It also focuses on the ongoing and upcoming trends in global business management.

BUS 4376: ORGANISATIONAL CHANGE AND DEVELOPMENT

The deep interconnections developing due to participating in a global economy have ushered in great business opportunities and great turmoil for modern organisations. Thus, in this ever-dynamic business environment, change has become a constant. Since change often involves resistance, which is mainly psychological, it is imperative for managers to understand the behavioural dynamics of change in order for it to be effectively implemented and managed. Thus, this Course explores the behavioural side of change and how changes in the organisational structure, systems and processes can ensure organisational effectiveness. Further, with the preliminary aim of developing future managers who are capable of contributing to organisational change and development initiatives, this

Course expects to equip students with the knowledge and skills that would positively contribute towards organisational based with the use of appropriate.

BUS 4671: INTERNSHIP IN MANAGEMENT

This is a six (6) credit course offered in the Year IV-Semester II of the Degree Programme. Since the emerging trends in the World of Work compel undergraduates to absorb more professional skills, the Course provides them with an opportunity to be acquainted with real world business scenarios and practical management applications in Business Management and related areas by working as interns in private, public or third sector organisations. The management training and work policy of the Department spells out the specific guidelines on how to engage in practical training in Management and what type of employment should be selected. Students are required to engage in Practical Training in Management in an organisation permitted by the Department for a semester (at least 500 training hours). The 'industrial mentors' and 'academic members' of the Department continuously supervise the student's active engagement and improvement throughout the Course.

2.2.6 Professional and Industry Links

The Department of Business Administration is willing to develop strong links and close ties with major private and public sector professional bodies and organisations. The Degree Programme in Business Administration has been highly recognised by local and international corporate entities, professional bodies and foreign universities.

2.2.7 Employment Opportunities

Being the pioneer Department in the field of Business Administration, over the past 60 years, the Department has produced a number of eminent professors, and prominent business leaders, politicians and entrepreneurs in Sri Lanka. Moreover, enumerable executive and managerial level positions in the public and private sector organisations in our country are held by the graduates produced by the Department of

Business Administration. There are more than 5000 Business Administration graduates who are holding responsible managerial and top leadership positions in the private and public local and international organisations. Enormous job opportunities are available for our graduates, since the expanding modern-day business organisations are now looking for competent management graduates with interdisciplinary knowledge, entrepreneurial flavour, productivity and quality consciousness, leadership and strategy orientation.

2.2.8 Student Association (ABA)

The Association of Business Administration (ABA) was established in 1986 as the formal student association of the Department of Business Administration. The main objective of the association is to engage in activities which enhance students' knowledge and skills and the activities which support for the betterment of the Department. Its membership is open to all the internal students of the Department. The office bearers are appointed on annual basis according to the Constitution of the Association. An advisory board which consists of the academic staff of the Department oversees and coordinates all activities of ABA. ABA organises and conducts many extracurricular activities, such as field tours, outbound trainings, guest lectures, sports, entertainment, welfare activities, and talent stimulation activities. 'Business Night' (Welcome and Going-Down Ceremony of the students of the Department), 'VERVE' (Inter-school Debating Competition and Talent Show), 'J'Pura Premier League' (Inter-University Cricket Tournament), 'Moves' (Inter-university Duet Dancing Competition), and 'Chala Roo' (Art and Photographic Exhibition) are the main regular events organised by ABA each year. Further, ABA publishes 'Biz Track', an annual student magazine, and 'Business Legacy E-Magazine', an annual magazine to provide support, guidance and inspiration for the students who sit for the G.C.E Advanced Level Examination in Commerce Stream.

2.2.9 Student Resource Centre

The student resource centre of the Department is managed by the Executive

Committee of ABA. The Resource Centre includes a mini library with modern management text books, management related articles, field assignments of the students, guest lecture reports prepared by the students.

2.2.10 Student Support Service System

Student Support Service System (SSSS) of the Department of Business Administration is aimed at providing support and necessary guidance for the students to find solutions for their issues related to academic performance, financial difficulties, and personal life. In doing so, the student services provided by the SSSS include career guidance; student counseling; academic mentoring; facilitating ABA related activities; soft skills development; organising personality development activities, outbound training programmes and field tours; and providing financial support for the needy students via its Hardship Support System.

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2.2.11 Medals and Scholarships

- ***Deshamanya Professor Linus De Silva Memorial Gold Medal:*** This Gold Medal is awarded to the student of the Department of Business Administration who has earned a First or Second Upper Class Level Degree pass with the highest marks in the BSc Honours in Business Administration Degree Programme.
- ***Professor R. A. A. Perera Memorial Gold Medal:*** This Gold Medal is awarded to the student of the Department of Business Administration who has earned the highest marks for the BSc Honours in Business Administration Degree Programme completed in the English Medium.
- ***W. M. A. Weerakoon Memorial Gold Medal:*** This Gold Medal is awarded to the student of the Department of Business Administration who has earned the highest marks in the Operations Research subject of the BSc Honours in Business Administration Degree Programme.

2.2.12 Head of the Department

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2.2.13 Academic Staff of the Department

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BEC

2.3 BSc Honours in Business Administration (Business Economics) Degree Programme



2.3.1 Evolution

Business Economics was introduced as an area of specialisation to the B.Sc. Business Administration Degree Programme within the Department of Business Administration in the year 1995. Due to unprecedented demand earned, it was later developed into the B.Sc. Business Administration

(Business Economics) (Special) Degree Programme in 2002, a four year fully-fledged degree programme offered by the Department of Business Economics of the FMSC, which is currently one of the pioneering degree programmes of this nature in the university system in Sri Lanka.

2.3.2 Objective and the Graduate Profile of the Degree Programme

This degree programme, specifically designed to bridge the gap between theory and practice in Economics, which is directly relevant to the business, aims to mould undergraduates to meet the ever increasing industrial demands in fields of Management and Economics.

The successful completion of the degree programme grants a firm base to the undergraduates, on economic theory and skills in management which will enable them to optimally perform at decision making process in any given organisation. The Department facilitates the development of the undergraduates in areas of research, analysis, communication, teamwork, and decision making to enhance personal, social, and nationwide development.

Graduate Profile

BSc Honours in Business Administration (Business Economics) degree programme is a blend of Management and Economics disciplines. A graduate of this degree programme is well equipped with advanced theoretical knowledge of Management and Economics and possesses necessary skills to apply such knowledge in making business decisions and/or in formulating development policies within turbulent environments at local and global level.

Analytical skills, critical thinking, rational decision making, awareness on the current developments and new trends in fields of Management and Economics are some of the root competencies this degree programme cultivates in an undergraduate in a dynamic fashion.

An integral part of the degree programme is the research study which in turn contributes to national as well as global development via disseminating knowledge emerged from researching on contemporary issues.

This degree programme possesses vital attributes that would inculcate positive attitudes and approaches within the students throughout the four year period, creating a sound knowledge base that is

imperative for a realistic work environment. The students are inculcated with a value system which would support them adapt to any work environment to be successful in their future careers. In order to achieve these goals, the programme is impregnate with special courses that would acquire the directions and expertise of well-versed trainers from the industry.

Experience of the Best Student

I selected the Department of Business Economics over all other options because I am much passionate about economics, and it was unquestionably the best choice I have ever made during my time at the university. Even before I submitted my application to the university, I had already made up my mind to enroll in the BSc Honours in Business Administration (Business Economics) degree programme since I was eager to explore this unique degree programme, which combines Management and Economics. With the given opportunity to further specialize in a preferred subject stream gave us a good chance to decide the area we want to continue in the academic career and professional career. Subjects including econometrics, financial economics, monetary economics, and international economics helped to improve my theoretical knowledge and also enhanced my analytical skills which is a must for an economist. The Department also encouraged the students to engage in research and contribute to the generation of new knowledge as an undergraduate. The Department was very supportive not only to pursue academic achievements but also to sharpen communication and professional skills with career development programmes and practical training, which greatly helped me to secure good employment in the corporate sector even before finishing the degree programme. Above all else, I have a lot of fond memories from my time as a member of the BIZCON family throughout my undergraduate years which I value and cherish so much.

Ms. Oshadhie Silva

Highest GPA Holder of the Department of Business Economics
(2016/17 Batch)

2.3.3 Programme Structure for Years II, III and IV

At the beginning of the first semester of the third year, the students following this degree programme are required to select an area of specialisation out of the following three options. The compulsory and optional courses of certain semesters would differ depending on the selected area of specialisation.

1. Banking (BNK)

This study area encompasses a range of disciplines such as commercial banking, central banking, monetary policy analysis, financial market analysis, etc. At the end of this study programme, students will be able to gain the necessary proficiency to manage a firm, mitigating the risks in the financial system while analysing the monetary policy at the macro level. The specialised nature of this area will enable the students to chair top-level management positions at given institutions, especially in the banking and finance sector like the Central Bank of Sri Lanka, security market, commercial banks, and other financial institutions.

2. Development Studies (DS)

This is an interdisciplinary study area which trains the students to understand the complex processes of economic development and to solve development problems. At the end of this study programme, students will

be equipped with knowledge on policy studies, policy-making, analysis, development research and evaluation. There are vast employment opportunities in numerous local and international institutes/agencies such as the Central Bank of Sri Lanka, International Monetary Fund, Asian Development Bank, United Nations, World Bank etc.

3. International Economics and Business (IEB)

This area of study mainly focuses on the development of the global marketplace, and it explores its ramifications in an increasingly globalised environment for trade and finance. At the end of the study programme, the students will gain an insight into the key international trade and finance problems with a comprehensive overview of the role of different organisations that are involved in international business. This discipline will open different avenues for the students in fields such as; international finance, trade and global business, international business strategy development and consultancy, shipping, logistics, freight and customs clearance.

Depending on the selection of the specialisation area, the core subjects of certain semesters would be different.

The structure for years II to IV of the BSc Honours in Business Administration (Business Economics) Degree Programme is depicted in Table 2.3.1.

Table 2.3.1: BSc Honours in Business Administration (Business Economics) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
BEC 2370	Macroeconomics	Core	150	03
FIN 2370	Financial Management	Core	150	03
MAR 2370	Marketing Management	Core	150	03
DSC 2370	Operations Management	Core	150	03
ACC 2370	Management Accounting	Core	150	03
BEC 2201	English for Business Economics Part I ⁽¹⁾	Core	Annual Assessment	
Total No. of Credits – Semester I				15

Year II - Semester II					
BEC	2371	Advanced Economics	Core	150	03
BUS	2371	Organisational Behaviour	Core	150	03
ITC	2372	Business Analytics	Core	150	03
BEC	2372	Mathematical Economics	Core	150	03
BEC	2201	English for Business Economics Part I ⁽¹⁾	Core	100	02
Students can select ONE course from the three courses mentioned below					
FIN	2372	Advanced Corporate Finance	Elective	150	03
DSC	2371	Supply Chain Management	Elective	150	03
ENT	2375	Entrepreneurship	Elective	150	03
Total No. of Credits – Semester II					17
Total Credit Value for the Second Year					32
Year III - Semester I					
BEC	3370	Managerial Economics	Core	150	03
BEC	3371	Econometrics	Core	150	03
DSC	3370	Operations Research	Core	150	03
ITC	3371	Management Information Systems and ERP Applications	Core	150	03
BEC	3372	International Economic Relations	Core (DS)	150	03
BEC	3373	International Investment and Finance	Core (IEB)	150	03
BEC	3101	Personal and Professional Development ⁽¹⁾	Core	Annual Assessment	
BEC	3201	English for Business Economics Part II ⁽¹⁾	Core	Annual Assessment	
BNK Students can select ONE course from the two courses mentioned below					
FIN	3371	Business Valuation Theory and Applications	Elective (BNK)	150	03
FIN	3372	Credit and Treasury Management	Elective (BNK)	150	03
Total No. of Credits – Semester I					15
Year III - Semester II					
BEC	3374	Project Management	Core	150	03
BEC	3375	Monetary Economics	Core	150	03
BEC	3376	Commercial Banking	Core (BNK)	150	03
BEC	3377	Financial Economics	Core (BNK)	150	03
BEC	3378	Economics of Innovation	Core (DS)	150	03
BEC	3379	Labour Economics	Core (DS)	150	03
DSC	3380	International Logistic Management	Core (IEB)	150	03
FIN	3376	International Financial Management	Core (IEB)	150	03
BEC	3101	Personal and Professional Development ⁽¹⁾	Core	50	01
BEC	3201	English for Business Economics Part II ⁽¹⁾	Core	100	02
BNK Students can select ONE course from the three courses mentioned below					
FIN	3375	Investment and Portfolio Management	Elective (BNK)	150	03
FIN	3373	Financial Modelling and Forecasting	Elective (BNK)	150	03
FIN	3377	Bank Management	Elective (BNK)	150	03
DS students can select ONE course from the two courses mentioned below					
LAW	3374	Labour Law and Industrial Relations	Elective (DS)	150	03
BEC	3377	Financial Economics	Elective (DS)	150	03
IEB students can take ONE course from the two courses mentioned below					
BEC	3377	Financial Economics	Elective (IEB)	150	03
DSC	3379	International Procurement and Supply Chain Management	Elective (IEB)	150	03
Total No. of Credits – Semester II					18
Total Credit Value for the Third Year					33

Year IV - Semester I					
BEC	4370	Development Economics	Core	150	03
BUS	4370	Strategic Management	Core	150	03
BEC	4371	Research Methodology	Core	150	03
BEC	4372	International Trade and Payments	Core	150	03
BNK Students can select ONE course from the three courses mentioned below					
FIN	4372	Financial Risk Management	Elective (BNK)	150	03
FIN	4374	Insurance and Actuarial Finance	Elective (BNK)	150	03
BEC	4377	Internship Training	Elective (BNK)	150	03
DS Students can select ONE course from the two courses mentioned below					
BEC	4373	Environmental Economics	Elective (DS)	150	03
BEC	4377	Internship Training	Elective (DS)	150	03
IEB Students can select ONE course from the two courses mentioned below					
LAW	4370	International Trade and Investment Law	Elective (IEB)	150	03
BEC	4377	Internship Training	Elective (IEB)	150	03
Total No. of Credits – Semester I					15
Year IV - Semester II					
BEC	4375	Money and Banking	Core (BNK)	150	03
BEC	4376	Contemporary Issues in Global Economy	Core (DS/IEB)	150	03
BEC	4670	Internship Training	Core	600	06
BEC	4671	Independent Study in Business Economics	Core	600	06
Total No. of Credits – Semester II					15
Total Credit Value for the Fourth Year					30

Note 1: Courses are assessed on annual basis

2.3.4 Description of Courses

A short description of courses offered from the years II to IV of the BSc Honours in Business Administration (Business Economics) Degree Programme is provided below.

BEC 2370: MACROECONOMICS

This basic course provides students with the comprehensive understanding of the aggregate economic system. This is a compulsory course which covers the topics of concepts of aggregate demand and supply, national income and product measures, consumption and investment, supply side economics and its applications, use of fiscal, monetary, exchange rate policies to guide the economy, employment, and inflation. It also encompasses macroeconomic analysis in both closed and open economy, with income-expenditure, IS-LM and modern approaches. At the end of this course,

students will be able to understand the macroeconomic concepts, measurements and issues, the sectoral composition of an economy and the interrelationships among the various macroeconomic variables in the economy. Pre-requisites for this course are Business Mathematics and Microeconomics.

BEC 2371: ADVANCED ECONOMICS

This is an extended analysis of the Microeconomics and Macroeconomics courses. This course intends to discuss advanced topics in economics to equip students with extensive knowledge in economics necessary to make both firm-level and macro-level decisions. This is a compulsory course covering the concepts, theories, and applications of advanced economics. First module of the course focuses on economic models, testing the validity of models and discussion on importance of models in economics. Then the foundation of economics is discussed under economic

thought in the second module. Third module focuses on the cost-benefit analysis and welfare economics. At the end of the course, students will have an enhanced ability to understand and critically assess contemporary advanced economic concepts across a broad spectrum of economics. Microeconomics, Macroeconomics, Business Mathematics, Business Statistics and Mathematical Economics are pre-requisites for this course.

BEC 2372: MATHEMATICAL ECONOMICS

The course of Mathematical Economics extends the discussions of Business Mathematics and Business Statistics into its applications in Economics. This course consists with two modules. First module of the course discusses the applications of mathematical methods in investigating economic theories and scrutinising issues available in economics. It covers applications of linear and non-linear models, differential calculus, integration, differential equations, matrix algebra and continuous time models. The course permits formulation and derivation of key relationships in a theory with clarity, generality, rigour, and simplicity. Second module of the course discusses the basic econometric tools used to analyse the real-world economic activities. It focuses on applications and issues related to estimation, inference, and linear models. Pre-requisites of this course are Business Mathematics, Business Statistics, Microeconomics and Macroeconomics.

BEC 2201: ENGLISH FOR BUSINESS ECONOMICS PART I

The aim of this course is to further develop and reinforce the four basic language skills, foster students' critical attitude towards the topics discussed and build up their competence in using English in real situations, further helping students to communicate more effectively and confidently in English and improving listening comprehension skills, participating in class discussions, making group presentations, asking and

answering questions. On successful completion of this course, students will be able to develop their communication skills to help them in their university studies, recognise the importance of communication in English, understand contexts of communication, communicate clearly on a variety of different contexts to a wide range of audiences, effectively formulate arguments and communicate research findings through the process of researching and confidently engage in constructive and critical dialogue.

BEC 3370: MANAGERIAL ECONOMICS

This course is an extended analysis of Microeconomics and Macroeconomics, which aims to provide students with an advanced knowledge on application of economic theory and decision science tools in in-firm managerial decision making. This is a compulsory course with the main subject areas of demand analysis, demand estimation and forecasting, advanced production and cost analysis, market structures, game theory and strategic behaviour, pricing practices and business and government decision making. At the end of the course, students will be able to comprehend the importance of economics in business decision making, explore the dynamic decision environment of a firm and apply quantitative and qualitative economic tools for decision support in order to achieve organisational objectives. Pre-requisites of this course are Microeconomics, Macroeconomics, Business Mathematics and Business Statistics.

BEC 3371: ECONOMETRICS

This advanced course provides students with an introduction to the theory and practice of Econometrics, and experience in estimating econometric models with actual data. This is a compulsory course which mainly focuses on techniques for estimating regression models, on problems commonly encountered in estimating such models, and on interpreting the estimates from such models. It covers the basic

econometric concepts, simple and multiple regression analysis, basic econometric problems, simultaneous-equation models, panel data regression models, and time series econometrics. This course will be taught through lectures, practical sessions, and tutorials. Software packages will be used in practical sessions. At the end of the course, students will be able to define key concepts in econometrics and analyse different types of data using statistical software and interpret the results. Business Statistics, Mathematical Economics are pre-requisites for this course.

BEC 3372: INTERNATIONAL ECONOMIC RELATIONS

This course is designed to give a comprehensive understanding on the international dimensions of business and economic operations mainly with respect to the global economic factors at play. This is a core course for students specialising in Development Studies. The course covers operations of international economic and monetary organisations and their role in global economy, economic integration among countries and regions, operations of international business in global market and international economic policy of Sri Lanka. By the end of this course, students will be able to apply their knowledge of institutions, policies, and market dynamics in global economy.

BEC 3373: INTERNATIONAL INVESTMENT AND FINANCE

This course delivers the theoretical framework, the analytical tools and practical issues that are critical for international investment and financial management. The aim of this course is two-fold: to introduce relevant economic theories, models, and empirical works in areas of International Finance; and to apply theories, models, and practical tools to deliver total return to

investors in the international context. This is a compulsory course under International Economics and Business specialisation. The course covers the topics of balance of payments analysis, exchange rates and their determination, financial globalisation, the challenges, and opportunities presented by single currency areas like the Euro area, downsides of financial globalisation, how financial crises are transmitted internationally and how multinational firms use financial instruments to finance their operations and reduce risks. Pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3374: PROJECT MANAGEMENT

This advanced course provides the students with knowledge and skills on Project Management in business organisations or entirely project-based organisations. This is a compulsory course which covers the theoretical foundation of Project Management techniques, software training and practical elements of real-world projects undertaken by the students. This course studies the nine basic Project Management knowledge areas: project integration management, scope management, schedule management, cost management, quality management, human resource management, risk management, communication management and procurement management. In addition, the students undergo a thorough training in MS Project software (usually the latest accessible version) to be competent in meeting the challenges in the real business setup under project management. This course enables the students to manage a project effectively throughout its life cycle and to use MS Project software to apply those principles and techniques discussed. Pre-requisites of this course are Principles of Management, Microeconomics, Human Resource Management, Financial Management and Operations Management.

BEC 3375: MONETARY ECONOMICS

This is an advanced course with the objective of analysing the monetary theory to understand the effect of change in monetary variables on the macroeconomic system. It introduces and solves number of models allowing students to see exactly how these models work and what differentiates one from another. This is a compulsory course which covers topics of money supply, money demand, monetary policy transmission mechanism, inflation and optimal inflation rate, neutrality of money, monetary policy targets and rules, monetary policy in open economies, time inconsistency of monetary policy, uncertainties of monetary policy designs and monetary policy frameworks. At the end of this course, students should be able to understand and analyse monetary links in the context of monetary policy transmission mechanism. Microeconomics and Macroeconomics are pre-requisites for this course.

BEC 3376: COMMERCIAL BANKING

The course is designed to equip students with knowledge of commercial banking practices in the regulatory framework and their contribution to economic growth and development. This course examines the ways in which modern commercial banks are operating in the face of various shocks, locally or internationally, such as economic and political, and how these operating practices contribute to economic growth and development of modern economies. It covers topics of commercial banks and their regulatory framework, commercial banking practices in reaching economic development and commercial banking in the global economy. To follow this course, students should complete Microeconomics and Macroeconomics courses as the pre-requisites.

BEC 3377: FINANCIAL ECONOMICS

This course integrates the theory of finance and financial institutions into the main body of economic theory with the aim of providing students with an in-depth understanding of overall financial market. This is an extended analysis of Microeconomics and Macroeconomics courses with a special focus on the financial market. This course is compulsory for Banking Students and elective for Development Studies and International Economics and Business students. It covers the areas of behaviour of interest rate, the risk and term structure of interest rates, theories of the term structure of interest rates, interest rate and bond market, the efficient markets theory, economic analysis of financial structure and the foreign exchange market. This course enables the students to gain a profound knowledge of financial markets in a microeconomic and macroeconomic context and to develop analytical skills and thinking ability to evaluate the behaviour of national and international financial markets and institutions. Business Mathematics, Business Statistics, Microeconomics and Macroeconomics courses provide the pre-requisites for this course.

BEC 3378: ECONOMICS OF INNOVATION

This advanced course intends to discuss the economics behind innovation with the objective of illustrating incentive policy frameworks for innovations within the context of developed countries' experiences. This is a compulsory course under the Development Studies specialisation. The course focuses on three modules: first, innovation and intellectual property rights; secondly, the innovation incentives and the positive externalities generated through firm level innovations, and thirdly, innovation as a key driver for economic growth and development are discussed. This course enables the students to recognise the

importance of innovations and perceive its economic significance. Pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3379: LABOUR ECONOMICS

This course is an extended analysis of microeconomics and macroeconomics with specific focus on the labour market. As an elective course under Development Studies, it aims to provide students with a comprehensive knowledge and understanding of the application of microeconomic and macroeconomic theories to the labour market. The areas covered in the course include labour demand, supply and elasticities, frictions in the labour market, decision to work/leisure, compensating wage differentials, investment in human capital, worker mobility, pay and productivity, unions and the labour market, gender, race and inequality in earnings, employment and unemployment, and the impact of labour market on international trade and production sharing. At the end of this course, students will be able to analyse how individuals, families, firms, and government operate within the contemporary labour market and the impact of labour market on government policy and vice versa. The pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3201: ENGLISH FOR BUSINESS ECONOMICS PART II

This course will provide techniques, guidelines, and suggestions to improve students' academic written communication. It will give hands-on experience in drafting, organising, and revising academic texts. Further, this course introduces students to principles of effective written communication and critical reading. At the end of the course, students will be able to organise and write texts that meet the demands of specific genres, purposes and audiences, employ

appropriate usage, grammar, and spelling, discover, analyse, summarise, and synthesise appropriate source material from both print and electronic environments, present focused, logical arguments that support a thesis and use reliable and varied evidence to support claims, incorporate sources from others appropriately, and acknowledge and document the works of others appropriately.

BEC 3101: PERSONAL AND PROFESSIONAL DEVELOPMENT

This is a course which provides the students with soft skills that need to be acquired by a professional. The main objective of this course is to develop an individual well-equipped with professional skills and positive attitudes. Also, it aims to develop a balanced personality with higher social and career prospects. Methods of instruction are mainly interactive sessions, guest lectures, discussions, lectures, and workshops covering areas of personal grooming, etiquette, planning self-presentation at different occasions, and effective interpersonal skills. The two-day Outward-Bound Training Programme is one of the main events organised under this course. This course is offered in semester I and semester II for third-year undergraduates of the department.

BEC 3270: ECONOMICS OF LABOUR

This course is offered to BSc (Hons) Human Resource Management Degree Programme. This is an extended analysis of microeconomics and macroeconomics with specific focus on the labour market. This course aims to provide students with a comprehensive knowledge and understanding of the application of microeconomic and macroeconomic theories to the labour market. The areas covered in the course include labour demand, supply and elasticities, frictions in the labour market, decision to work/leisure, compensating wage

differentials, investment in human capital, worker mobility, pay and productivity, unions and the labour market, gender, race and inequality in earnings, employment and unemployment, and the impact of labour market on international trade and production sharing. At the end of this course, students will be able to analyse how individuals, families, firms, and government operate within the contemporary labour market and the impact of labour market on government policy and vice versa. The pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 4370: DEVELOPMENT ECONOMICS

This is an advanced course which aims to provide students with a comprehensive knowledge on economic development that is useful in policy making and strategic business decisions. This compulsory course covers the areas of development theories and applications, international dependence revolution, contemporary models of development and underdevelopment, poverty, inequality, human capital: education and health in economic development, agricultural transformation, and rural development. At the end of the course, students will be able to analyse the development economics issues and to understand difficulties of development and importance of indigenous strategic thinking. Macroeconomics is a pre-requisite of this course.

BEC 4371: RESEARCH METHODOLOGY

This advanced course intends to introduce scientific methods in researching. The objective of this course is to introduce a complete set of techniques and concepts in conducting a scientific enquiry. This is a compulsory course which covers the topics of the planning of social surveys, coverage of surveys, basic ideas of sampling, type of sample design, experiments and investigations, methods of collecting information,

questionnaires, scaling methods, response errors, processing of the data, analysis, interpretation, and presentation as major areas. This course provides students with the basic knowledge necessary to conduct the Independent Study in Business Economics at the final semester of the degree programme, and at the end of this course, students will be able to develop the capability to comprehend the problems inherent in empirical research, to critically evaluate reported research results, and to appreciate the necessity and value of the scientific method. Pre-requisites of this course are Microeconomics, Macroeconomics, Advanced Economics, Mathematical Economics, Managerial Economics, Monetary Economics, Development Economics, Financial Economics, and Economics of Labour.

BEC 4372: INTERNATIONAL TRADE AND PAYMENTS

The aim of this unit is to provide students with an understanding of the principles and applications of international economics so that students will be prepared to face the future complexities of the world economy. The unit is divided into two parts: international trade and international finance. Part one examines the reasons for and consequences of international trade. This will cover the law of comparative advantage, the gains from trade, the Ricardian model, the Heckscher-Ohlin theory, the standard and new trade theories, tariff and non-tariff barriers and economic integration. The part two, international finance, focuses on foreign exchange market, fixed and flexible exchange rates, balance of payments and adjustment policies, international capital mobility and international macroeconomic policy coordination. Pre-requisites of the course are Microeconomics and Macroeconomics.

**BEC 4373:
ENVIRONMENTAL ECONOMICS**

This is an extended analysis of microeconomics and macroeconomics in environmental aspect. This course aims to provide students with economic methods and tools to analyse basic environmental issues. This is a compulsory course under Development Studies specialisation. The areas covered include market failures (particularly externalities and common property resources) and the economic valuation of environmental amenities such as clean air, wilderness, and ecological systems. It combines theoretical analysis with discussions on specific environmental policies applied to water, air pollution, energy, climate change and human health issues. In addition, the concepts of sustainability, microeconomic analysis of environmental regulation, the problem of social cost, policy instrument choice, and estimating costs and benefits of environmental improvements will be delivered. At the end of the course, students will be able to understand fundamental theories and new development in environmental economics and master skills in analysing data for environmental economics problems. Pre-requisites of this courses are Microeconomics, Macroeconomics, Development Economics and Financial Management.

**BEC 4374:
PROJECT MANAGEMENT**

This course is offered to BSc (Hons) Business Administration students in their fourth-year first semester. This advanced course provides the students with knowledge and skills on Project Management in business organisations or entirely project-based organisations. This course covers the theoretical foundation of Project Management techniques, software training and practical elements of real-world projects undertaken by the students. This course studies the nine basic Project Management knowledge areas: project integration

management, scope management, schedule management, cost management, quality management, human resource management, risk management, communication management and procurement management. In addition, the students undergo a thorough training of MS Project software (usually the latest accessible version) to be competent in meeting the challenges in the real business setup under project management. This course enables the students to manage a project effectively throughout its life cycle and to use MS Project software to apply those principles and techniques discussed. Pre-requisites of this course are Principles of Management, Microeconomics, Human Resource Management, Financial Management and Operations Management.

**BEC 4375:
MONEY AND BANKING**

The course is designed to provide an advanced knowledge of monetary policy designs and central bank practices. It examines monetary policy implementation process with special reference to Sri Lanka. This course is an extended analysis of Monetary Economics with the special focus on the practical aspect of monetary theories. This is a compulsory course under the Banking Studies specialisation. It covers topics of historical role and functions of central banks, international monetary system, modern role and functions of central banks, modern central bank mandates, future challenges for central banks, future central banking strategies and central banking in a systematic crisis. At the end of this course, students should have a practical understanding of the process of monetary policy implementation and its effect on the macroeconomy. Microeconomics, Macroeconomics and Monetary Economics are pre-requisites for this course.

**BEC 4376:
CONTEMPORARY
ISSUES IN GLOBAL ECONOMY**

This advanced course addresses some of the most important contemporary issues confronting the global economy and examines them both theoretically and empirically. This is a compulsory course under the Development Studies and International Economics and Business specialisations. The emphasis of the course will be on issues of contemporary relevance, rather than on historical evolution, including the environment, the process of economic development, poverty and inequality, free trade, and gender issues. The focus will be on the nature of these problems, potential solutions, and an exploration of the dimensions of these issues in the future. At the end of the course, students will be able to gain profound knowledge of contemporary global economic issues and potential solutions. The pre-requisite required for this course is International Trade and Payments.

**BEC 4671:
INDEPENDENT STUDY
IN BUSINESS ECONOMICS**

This is an extended analysis of the Research Methodology course, which synthesises the theories and applications the undergraduates have learnt in the previous semesters and the concurrent semester. The student has the autonomy to select a convenient research area and conduct a research study under the supervision of an appointed research supervisor(s). Through this course, the undergraduates are motivated to undertake independent learning. The objective of this compulsory course is to guide the students to apply the underlying principles in research methodology in Business Economics at individual, group, and institutional levels. This course enables the student's capability to comprehend the problems inherent in empirical research, to critically evaluate reported research results, and to appreciate the necessity and value of

the scientific method. Research Methodology, Microeconomics, Macroeconomics, Advanced Economics, Mathematical Economics, Managerial Economics, Monetary Economics, Development Economics, Financial Economics, Economics of Labour, Econometrics, International Trade and Payments and Environmental Economics are pre-requisites of this course.

**BEC 4670:
INTERNSHIP TRAINING**

This advanced course intends to equip the undergraduates with the employability skills required for the graduation. This is a compulsory course which provides students with experience in employment throughout the study period. The objective of the course is to expose the students to real organisational work environment in operation. They are expected to obtain a high quality industrial or public sectorial training, which will assist in building up the level of confidence prior to graduation and to improve the employability of the graduates. Then, they are guided to present it competitively with well-recognised employers such as Government institutes, Multinational corporate establishments, Private firms, International organisations, and NGOs as per their career progression plans. English for Business Economics, and Personal and Professional Development offered by the Department are the pre-requisites of this course.

2.3.5 Professional and Industry Links

The Department has established strong relationships with the leading organisations with the intension of uplifting the delivery process of the BSc Honours in Business Administration (Business Economics) Degree Programme. Such relationships include the Central Bank of Sri Lanka, Colombo Stock Exchange, Chamber of Commerce, Board of Investment of Sri

Lanka, Centre for Poverty Analysis, Institute of Policy Studies of Sri Lanka and all the leading private and public banks and financial institutions. Furthermore, government sector institutions, such as the Timber Corporation, Social Security Board and Export Development Board further strengthen the department links and its output.

Apart from that, many private and public sector organisations are in touch to absorb the graduates produced by the Department. The Department is focusing on continuous improvement of the industry links for the graduates to have better opportunities in prospering their career and lifelong learning.

2.3.6 Employment Opportunities

The graduates produced by the Department have excellent employment opportunities, especially in the areas of economic policy and regulation, business analysis, business planning, research, and consultations in the job market. Graduates are capable of contributing to the government, semi-government and private sector organisations. As the programme covers broader functional areas of both Economics and Management, the graduates can easily assume the roles as economists, business analysts, research consultants, financial analysts, policy makers and managers in their respective fields.

The intended employers are government, semi-government organisations and non-government organisations, economic and business research institutions, the Central Bank, commercial banks, investment and merchant banks, finance companies, stock brokering companies, insurance companies, manufacturing entities, international and multinational business organisations, and project-based organisations.

2.3.7 Medals and Scholarships

Gold Medal

The Gold Medal is awarded for the outstanding academic performance in the Department every year at the completion of the degree programme. Graduates with a first class are eligible to apply. If there are more than one first class holder, the selection committee may take the GPA into consideration. When there are no first class holders, students graduated with an upper division second class with the highest GPA becomes eligible. When there are no students under the above criterion, the medal will not be awarded in that particular academic year. This gold medal is offered by the NIBM.

2.3.8 Student Associations

Business Economics Students' Association (BIZCON)

The Business Economics Students' Association established in the year 2003 promotes interpersonal relationships among the students and academic staff to achieve the objectives of the Department. Further, the BIZCON aims at enhancing the performance of the students through improving the knowledge, skills and attitudes for which it annually organises various activities such as social responsibility projects, seminars for school children, competitions and other social activities. One of the outstanding such activities initiated by the BIZCON since the year 2011 is the Annual Drama Festival. The BIZCON also supports the undergraduates to maintain links with other academic institutions, professional and business organisations.

Sri Lanka Forum of Junior Business Economists (SLFJBE)

The Sri Lanka Forum of Junior Business Economists (SLFJBE) was established in collaboration by the Department of Business Economics, University of Sri Jayewardenepura and Department of Business Economics, University of Colombo on 12th July 2019 with primary objectives of disseminating knowledge and contribution to the local and global community at large. Further it is expected to promote integrity among the members, provide opportunities to interact with experts in the Business Economics field, facilitate research culture among the members, encourage objective analysis of contemporary economic problems, enhance professional skills of the members and cultivate social responsibility among the members.

The association annually organises the SLFJBE Economic Summit under a carefully selected theme related to a contemporary issue of local or global interest. It is expected to accommodate up-surging interest among the Business Economics undergraduates in bringing issues to lime light while creating a platform to share knowledge and understanding leading to fruitful discussion over the selected theme. The summit may persuade the participants to put their skills and expertise to work in creative ways by participating array of competitive activities. Furthermore, the summit hosts an industry forum where renowned experts will share their story over one aspect aligned to the theme of the summit.

A magazine titled “BIZCONTIER” is launched along with every summit held with contributions from academics, undergraduates and professionals.

Alumni Association of the Department of Business Economics

The Department of Business Economics formed the Alumni Association in the year 2007 to maintain relationships with its present and past students, some of whom already hold significant positions in the corporate and government sectors. The Department maintains a database of its graduates to assist them to find employment opportunities. The members of the association meet once a year.

2.3.9 Student Resource Centre

The Business Economics Resource Centre (BRC) is situated in the first floor of the Soratha Building. It delivers all the recommended text books and computer facilities for the benefit of the undergraduates.

The BRC Mini Library has a wide collection of Economic and Management textbooks and books for the improvement of English language, as well as for general reading to facilitate teaching-learning process of the degree programme.

Also, the BRC was set up with the intention of improving the research skills of students and staff of the Department. It is equipped with computers with internet facility and a collection of research projects, research articles and databases on Economics and related fields.

2.3.10 Head of the Department

Dr. P. J. S. Fernando

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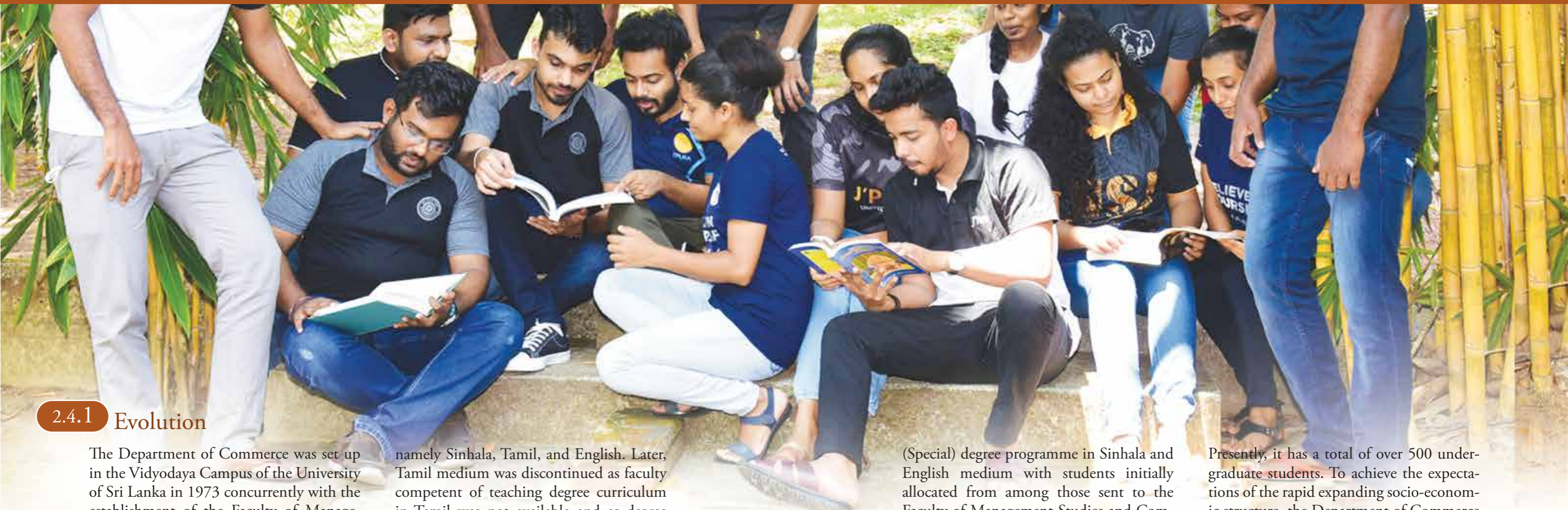
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COM

2.4 BCom Honours Degree Programme



2.4.1 Evolution

The Department of Commerce was set up in the Vidyodaya Campus of the University of Sri Lanka in 1973 concurrently with the establishment of the Faculty of Management Studies and Commerce under the University re-organization scheme in 1972. The Department commenced the prestigious four year B.Com (Special) degree programme initially in all three languages

namely Sinhala, Tamil, and English. Later, Tamil medium was discontinued as faculty competent of teaching degree curriculum in Tamil was not available and as degree programme in Commerce in Tamil medium were introduced in other universities especially in the North and East of Sri Lanka. The department was proud to run a highly reputed and successful B.Com

(Special) degree programme in Sinhala and English medium with students initially allocated from among those sent to the Faculty of Management Studies and Commerce and afterward directly from the University Grants Commission. The Department currently conducts its Bachelor of Commerce Honours Degree programme in the English medium only.

Presently, it has a total of over 500 undergraduate students. To achieve the expectations of the rapid expanding socio-economic structure, the Department of Commerce has restructured its degree programme in 2021/2022. This new curriculum will open up vast and tremendous opportunities for students expanding employment opportunities upon graduation.

The department has identified its mission as *to be the center of excellence in commerce education in University level in Sri Lanka*. It is committed to *the higher standard of learning and teaching, promotion of scholarship and research, and integration of theory and practice by encouraging professional training in private and public sectors, and through interaction with the corporate and state sectors and wider civil society*.

In addition to the internal degree programme, the department has an external degree programme in Commerce for externally registered students. At the start, the department offered a four year B.Com (General) external degree programme with first year being the foundation year. Subsequently in 1996, special external degree was replaced by a three year general external degree programme in Commerce. Moreover, the department has made the necessary arrangements to commence the Master of Commerce (M.Com) programme in the current year.

Currently, the department features academic staff members with doctorate degrees and a wealth of teaching and research expertise under their belts. The full time academic staff of the Department is supplemented by a team of visiting lecturers holding higher academic and professional qualifications with a wider experience in the industry. The Department is being assisted in teaching by other departments of the faculty in respective subject areas.

2.4.2 Objectives and Graduate Profile of the Degree Programme

2.4.2.1 Objective

The objective of the Bachelor of Commerce Honours Degree is to produce graduates equipped with the knowledge, skills, and attitudes to meet the challenges of the modern business organizations in the face of stiff competition and turbulent global and local economic environment.

Programme Learning Outcomes (PLOs)

On successful completion of BCom Honours degree, the graduate will be able to:

PLO 1: Understand general knowledge and the main aspects in the broad area of Commerce and Management.

PLO 2: Demonstrate capacity to comprehend the role of the Commerce and Management in the national economy and influence on economic development of changes in the broad field of Commerce and Management

PLO 3: Apply technical knowledge and skills at benchmark level to identify and collect relevant information or data, and to analyses and interpret the outcome to capture the issue and make necessary recommendations to either to overcome detrimental effects or improve the favourable effects.

PLO 4: Analyse any task within the scope of the degree programme independently and extrapolate within reasonable horizon.

PLO 5: Demonstrate talent to search for new knowledge and achieve academic excellence through research.

PLO 6: Develop soft skills and other transferable skills such as interpersonal skills, leadership qualities, oral and writing skills, presentation skill, computer literacy etc, essential for effective communication and productive team work.

PLO 7: Demonstrate self-confidence sufficient to be independent, a self-starter for an innovative career preferably as an entrepreneur by conquering potential challenges and risk.

PLO 8: Engage in postgraduate studies inspired by the thirst for further knowledge and love for life-long learning.

PLO 9: Demonstrate capacity to be a quick learner, competent to achieve career progress through enhanced performance and display of high level professionalism.

2.4.3 Graduate's Profile

The goal of Bachelor of Commerce Honours Degree programme is to prepare its graduates to succeed in this complex and competitive global world for future challenges through intellectual autonomy, personal development and lifelong learning. Hence, a graduate of commerce should be a competent individual who is well proficient in a body of knowledge, including an understanding of broad conceptual and theoretical elements supplemented with international perspectives in the fields they study. Also, a graduate from this programme should be capable of evaluating and applying theories learnt while methodically identifying the problems and provide substantial solutions which strengthens the strategic decision making in their day to day life ventures.

Attributes of Qualification Holders (Graduate Profile)

On completion of Bachelor of Commerce Honours Degree, the students will possess following attributes:

- GA 1: Theoretical and practical knowledge
- GA 2: Managerial, leadership and entrepreneurial skills
- GA 3: Creativity and decision making skills
- GA 4: Networking, public relations and communication skills
- GA 5: ICT skills
- GA 6: Adaptability and flexibility
- GA 7: Adaptability, positive attitudes, values and professionalism
- GA 8: Life-long learning and vision for life

2.4.4 The Nature of the Programme

The curriculum of the Bachelor of Commerce Honours degree provides a carefully blended subject combination in Economics, Accountancy, Management, Decision Sciences, Information Technology, Banking, Insurance, International Trade, Sustainable Commerce and Commercial Law. The curriculum has recently been revised to lay a broad and sound foundation for students to pursue professional careers and more advanced study in Commerce and Management. In addition to that, it seeks to help in upgrading the quality of the undergraduate programme by creating corporate sector links with the department.

The degree is a programme of four year duration including an extensive internship for period of six months and a research dissertation at the final year to encompass both knowledge and practical exposure. The holistic approach in the curriculum enables the graduates to secure managerial and executive positions in local and foreign organizations. The programme is appropriate for those who possess strong determination to be successful in a variety of complex, competitive and dynamic global business environments.

2.4.5 Programme Structure for Years II, III and IV

The structure for years from II to IV of BCom Honours Degree Programme is depicted in Table 2.4.1.

Table 2.4.1: BCom Honours Degree Programme Structure for Years II to IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
COM 2370	Macroeconomics	Core	150	3
COM 2371	Cost and Management Accounting	Core	150	3
COM 2372	Computerized Accounting Systems	Core	150	3
DSC 2370	Operations Management	Core	150	3
FIN 2370	Financial Management	Core	150	3
MAR 2370	Marketing Management	Core	150	3
Total No. of Credits – Semester I				18
Year II - Semester II				
COM 2373	Theory and Practice of Banking	Core	150	3
COM 2374	Theory and Practice of Trade	Core	150	3
COM 2375	Auditing and Assurance	Core	150	3
BUS 2371	Organisational Behaviour	Core	150	3
LAW 2372	Business and Corporate Law	Core	150	3
COM 2176	Managerial Skills Development II	Core	50	1
Total No. of Credits – Semester II				16
Total Credits Values for the Second Year				34
Year III - Semester I				
COM 3370	International Trade and Economic Relations	Core	150	3
COM 3371	Taxation	Core	150	3
COM 3372	Management Science	Core	150	3
ITC 3371	Management Information Systems and ERP Applications	Core	150	3
Only one subject from the following elective course list				
COM 3373	Sustainable Commerce	Elective	150	3
DSC 3374	Service Management	Elective	150	3
HRM 3371	Employee Safety and Health Management	Elective	150	3
LAW 3371	Commercial Administrative Law	Elective	150	3
Total No. of Credits – Semester I				15
Year III - Semester II				
COM 3374	Research Methodology	Core	150	3
COM 3375	Development Economics	Core	150	3
COM 3376	Advanced Financial Accounting and Reporting	Core	150	3
DSC 3381	Supply Chain Management	Core	150	3
COM 3177	Managerial Skills Development III	Core	50	1
Only one subject from the following elective course list				
DSC 3376	Logistics and Transportation Management	Elective	150	3
ITC 3377	Digital Business Management and Enterprise Applications	Elective	150	3
MAR 3386	Hospitality and Tourism Marketing	Elective	150	3
MAR 3388	International Marketing	Elective	150	3
Total No. of Credits – Semester II				16
Total Credits Values for the Third Year				31

Year IV - Semester I					
COM	4370	International Accounting	Core	150	3
COM	4371	Financing of International Trade	Core	150	3
BUS	4370	Strategic Management	Core	150	3
LAW	4370	International Trade and Investment Law	Core	150	3
COM	4672	Internship** (Continued to Semester II)	Core	300	*
COM	4673	Dissertation (Continued to Semester II)	Core	300	*
Only one subject from the following elective course list					
COM	4374	Financial Investigation & Forensic Accounting	Elective	150	3
COM	4375	Project Management	Elective	150	3
FIN	4374	Insurance and Actuarial Finance	Elective	150	3
MAR	4375	Entrepreneurial Marketing and Marketing Innovations	Elective	150	3
Total No. of Credits – Semester I					15
Year IV - Semester II					
COM	4672	Internship ** (Continued from Semester I)	Core	300	6
COM	4673	Dissertation (Continued from Semester I)	Core	300	6
**For those who are unable to undertake Internship in Commerce (i.e. differently abled students) can register for the two course units below					
COM	4376	Contemporary Issues in Commerce	Core	150	3
HRM	4375	Personal Quality Development	Core	150	3
Total No. of Credits – Semester II					12
Total Credits Values for the Fourth Year					27
Total Credits Values of the Program					124

2.4.6 Description of Courses

A short description of courses offered in the years II to IV of BCom Honours Degree Programme is provided below.

COM 2370: MACROECONOMICS

The main goal of macroeconomics is to gain a better understanding of the causes of, and remedies for, stagflation, unemployment, inflation, the balance of payment difficulties and depreciation of the foreign value of domestic currencies as well as the factors that affect economic growth. The course will cover the determination of, consumption, investment, government spending, income, employment, the price level, interest rates and exchange rates, the multiplier principle and the influence of monetary and fiscal policies on income in the economy. The insights of Keynesian

and classical theories will be integrated. During the course, a variety of simple models will be presented. As macroeconomics is an empirical discipline the course will cover case studies and statistical data interpretation. Special attention will be given to Sri Lankan economy.

COM 2371: COST AND MANAGEMENT ACCOUNTING

The primary objective of this course is to provide students with an understanding of the management accounting function, including the tools, techniques, and systems that management accountants use to make organizational decisions. It builds on the student's existing cost and management accounting knowledge and particular emphasis is placed on mastering the topics of basics of cost accounting, budgeting, variances and performance evaluation, relevant costs for decision making, pricing,

capital investment decisions, revenue decisions and the influence of digitalisation on those management accounting functions.

COM 2372: COMPUTERIZED ACCOUNTING SYSTEMS

This course provides comprehensive theoretical and practical knowledge in the application of selected accounting software (Sage 50 -2019) in business data processing with a view to produce financial reports for both internal and external users of accounting information in their decision making process. Students are given hands-on experience of setting-up reporting entity's profile and different modules namely customers & sales, vendors & purchases, general ledger, inventory, employee & payroll, fixed assets and budget analysis in the system. Further students get hands-on experience in creating charts of accounts, posting transactions into the accounting system through various modules and analysing information generated through various reports available in the system. Integration of all modules in the accounting system and personalization of accounting systems to suit the information needs of different types of organizations are also covered through this course unit.

COM 2373: THEORY AND PRACTICE OF BANKING

This course provides an introduction to banking services and financial institutions; students also will be able to work with an understanding of the prevailing practices of banks. Students examine the principles of banking transactions and the various services of a bank and they will appreciate the new trends in banking, as a means of facing competitive challenges in the business world.

COM 2374: THEORY AND PRACTICE OF TRADE

The main objective of this course is to present a comprehensive, up to date and clear composition of the theories and their application of trade that are essential for understanding the importance of trade for the development of a country. It is aimed to provide analytical skills for evaluating and suggesting solutions to the trade problems and issues at present in Sri Lanka.

This course unit is designed to provide an overall knowledge of domestic and international trade aspects giving special reference to supporting services including banking services, insurance services, communication services and transportation services in both domestic and international trade. This unit further discusses the international trade process, international trade theories and their application in the real world. Trade theories deal in understanding the basis of trade and gains from trade, Heckscher-Ohlin Theory and modern trade theories such as trade based on economies of scale, trade based on imperfect competition, intra-industry and inter-industry trade.

COM 2375: AUDITING AND ASSURANCE

This course is designed to provide the student with a comprehensive understanding of the scope of auditing and assurance. It is intended to provide an overview of the audit and assurance process. The topics are organized to examine the practice of auditing and the underlying concepts, auditors' responsibilities and the audit environment. Special emphasis is placed on the application of auditing concepts to financial statement audits. Specific areas to be covered include: an overview of governance, risks and compliance; statutory audits; client evaluation, planning the audit; risk assessment; materiality and audit evidence; tests of controls; assessment of design and

operating effectiveness of internal control systems, evaluation of the effectiveness of controls in business operations; designing substantive testing procedures; audit sampling; the auditor's report and audit opinions, auditor's involvement in other engagements and assurance services; the auditor's legal liability; independence and audit quality; professional ethics; contemporary audit issues and challenges.

COM 2176: MANAGERIAL SKILLS DEVELOPMENT II

This course is the second unit related to the skills development programme. This course aims at installing and sharpening the leadership skills, stress management, team building skills, ethics and etiquette required by a manager. This course covers basic theories behind leadership, ethics and team building. It is expected to enhance the ability to deal professionally with internal and external stakeholders. Further, the course aims guide students about health, nutrition and hygiene. A wide array of teaching and learning methodologies such as case studies, Yoga programmes, workshops, video film discussions, debates and presentations will be used in developing skills.

COM 3370: INTERNATIONAL TRADE AND ECONOMIC RELATIONS

This is an advanced course that deals with international trade policies and economic relations which proceeds from the Theory and Practice of Trade course offered in the second year of the degree programme. The main objective of this course is to present a comprehensive, up to date and clear composition of trade policies and their application that are essential for understanding the importance of free trade for the development of the world as a whole. It is aimed to provide analytical skills for evaluating trade policies and suggesting solutions to the trade problems and issues at present in Sri Lanka.

This course unit is designed to provide an overall knowledge of trade policies which examines the reasons for trade restrictions and effects of trade restrictions along with trade protectionism, economic integration, international organizations deal with trade, international resource movement, multinational corporations and trade innovations and growth. The course also will explore the students on contemporary issues in modern trade regarding export instability, technological advancements, offshoring and outsourcing which will facilitate problem-solving skills of students in similar situations. After successful completion of the course unit, students will be able to apply the knowledge and skills gathered to make recommendations to improve the international trade between nations.

COM 3371: TAXATION

This course unit is designed to provide an understanding of the tax system in Sri Lanka, covering both individual and corporate income tax and other taxes applicable to businesses considering the level of relevant competencies expected from a commerce graduate. The content covers the legal framework of taxation in Sri Lanka, comprehensive income tax computation for taxable persons such as individuals, companies, and other entities, tax concessions prevailing in Sri Lanka, the administrative provisions, taxpayer obligations and compliance requirements and also the Value Added Tax and Stamp Duty, applicable for businesses in Sri Lanka. The content also covers contemporary issues in taxation including recent statutory revisions, tax proposals and evaluation of the impact of such changes on businesses and taxpayers.

COM 3372: MANAGEMENT SCIENCE

Management Science (also called Operations Research) is the study of scientific approaches to decision-making. Through

mathematical modeling, you will learn how to construct models appropriate to applications, develop optimal solutions, understand the theory behind solutions and translate solutions into directives for action. The module covers topics that include linear programming, transportation, assignment, dynamic programming and integer programming. Analytic techniques and computer packages will be used to solve problems facing managers in decision environments.

COM 3373: SUSTAINABLE COMMERCE

This course focuses on exploring critical managerial and strategic issues related to sustainability and aims to introduce students to emerging concepts linking sustainability principles and implement sustainability related strategies. It explores how managers can become more ethical and responsible towards sustainability related issues. Also, this course aims to develop students to ensure environmental and social sustainability in their business strategies while confirming their profitability and competitive position in their managerial decision making. This course will be delivered based on case studies and journal articles.

COM 3374: RESEARCH METHODOLOGY

Research Methodology is a course designed to provide undergraduates with the necessary skills and knowledge in the foundational methods and techniques of academic research in commerce. In this process, the undergraduates will gain an understanding of relevant approaches of undertaking a research enquiry specifically to provide insights to solving a relevant problem. These approaches include identifying problems to study, setting appropriate research objectives, specifying variables, developing hypotheses, secondary and primary data collection and instruments, sampling and

analysis methods, and ethical issues in research, report writing and presentation. Once equipped with this knowledge, the undergraduates would be well-placed to develop an effective research proposal that will serve as the launching point for the study they conduct next two semesters.

COM 3375: DEVELOPMENT ECONOMICS

This course focuses on teaching fundamental theories of development economics and explores their policy implications for developing countries. Students will also get the opportunity to learn about the political economy or the politics of economics. To do this, students will get the chance to explore the potential development economics to improve the quality of life in developing countries. Students will also get the opportunity to critically assess various models, frameworks and analytical tools of development economics.

COM 3376: ADVANCED FINANCIAL ACCOUNTING AND REPORTING

This course focuses on theories, practices, and applications of Financial Accounting and Reporting in limited liability companies, in particular groups of companies. The major areas include: financial statements analysis including vertical and horizontal analysis giving special reference to financial ratios including profitability, liquidity, efficiency, solvency and market performance ratios, group financial statements including subsidiaries, sub-subsidiaries, and associates, financial instruments giving special reference to debt and equity instruments, corporate governance, and non-financial reporting including sustainability reporting, integrated reporting, forensic accounting.

COM 3177: MANAGERIAL SKILLS DEVELOPMENT III

This course is the third unit related to managerial skills development programme. This course intended to focus on developing learning to learn skills such as problem-solving and critical thinking skills, understanding the self-potential and the value of others, developing self-motivation skills and effective self-management strategies and career preparation development. The aim of the course is on achieving career goals through overcoming negative personal brain scripts and inculcating the right attitudes, values and mind power. A wide array of teaching and learning methodologies such as workshops, video film discussions, management games and presentations will be used in developing skills.

COM 4370: INTERNATIONAL ACCOUNTING

In today's globalized economy with international commerce, global integration of capital markets and trading blocs across the world necessitates the adoption of business strategies from an international perspective. This is because all businesses have become interdependent and could classify into different degrees of Multinational Corporation (MNC's), even if a business conducts zero international business.

This module provides students with a significant level of understanding of one of the most important topics related to the international perspective of business: i.e. international accounting. Further, this delivers an overview of the broadly defined area of international accounting but also focuses on the accounting issues related to international business activities and foreign operations.

COM 4371: FINANCING OF INTERNATIONAL TRADE

This course is designed to introduce the workings of the foreign exchange markets, the impact of economic policy on exchange

rates, the nature of foreign exchange risk and managing exchange rate risk. The course discusses the determination of exchange rates, monetary policy, and the international links between exchange rates, inflation rates and interest rates. Moreover, the balance of payments is studied and its impact on exchange rates and country risk is considered. Finally, the course examines various concepts of exchange risk and analyzes hedging with forward contracts and foreign currency options and discusses the need to manage foreign exchange risk in a continually operating international business.

COM 4672: INTERNSHIP

The objective of this course is to provide a real-life work experience as an enhancement of the quality of bachelor of commerce undergraduates. The internship course expects the students to apply business concepts and theories to real-world decision-making. The experience obtained through the internship programme will enable students an experience beyond the realm of knowledge gained through classroom instructions. The Department believes that "hands-on" learning in real-life scenarios can generally enhance the quality of the student Interns who have acquired sufficient conceptual and theoretical knowledge. This course will also develop a solid work ethic and professional demeanor.

COM 4673: DISSERTATION

The Department of Commerce recognizes the importance of providing undergraduates with opportunities for self-directed learning. The dissertation allows undergraduates to engage in realworld learning within an inquiry and problem-solving framework. They have the opportunity to investigate a self-selected topic that extends the curriculum and contributes to their knowledge, skills, and attitudes necessary

for life-long learning. This course unit should be a student-directed investigative project that is planned in collaboration with an academic supervisor and allows the undergraduate to assume the role of the first-hand inquirer.

COM 4374: FINANCIAL INVESTIGATION AND FORENSIC ACCOUNTING

In the contemporary business context, financial investigation and forensic accounting is an important aspect. As the economic crimes continue to increase, the necessity of accountants and law enforcement personnel to be vigilant in expanding their knowledge of ways to detect these clandestine operations becomes an integral component of their job scope.

Financial forensics is a field that combines criminal investigation skills with financial auditing skills to identify criminal financial activity coming from within or outside of an organization. Acknowledging the necessity of recognising financial crime at its early stages to have a successful prosecution, this course covers key tasks and responsibilities of the forensic accountant in delivering financial investigations, current methods and legal considerations involved in the detection and prosecution of economic crimes. Further, important areas related to the scope of the subject such as organised crime, money laundering and specific accounting and audit techniques, professional obligations and considerations to carry out the role of a forensic accountant will be discussed.

COM 4375: PROJECT MANAGEMENT

This course focuses on teaching fundamental project management concepts and developing behavioral skills that need to successfully design, launch, lead, and realize the expected benefits from a project in profit and not-for-profit organizations.

Students will get the opportunity to develop a variety of project management skills such as managing processes, people, schedules, risks, and other project management skills which are essential to produce the desired outcome. Students will get the opportunity to learn the key aspects of a project lifecycle with a practical approach through participation in case study discussions and group projects.

COM 4376: CONTEMPORARY ISSUES IN COMMERCE

This course aims to get the students thinking and discussing issues pertaining to areas in commerce and management drawing on what they already know. By following this course students will increase their awareness and knowledge of contemporary issues relating to commerce and management. Further, the course will also give commerce undergraduates the opportunity to discuss and critically analyse source materials, the confidence and experience of debating issues in the fields of commerce and management. The course objectives confirm integration of knowledge, theorising and develop strong arguments. During the semester the students will get the opportunity to explore a wide range of different topics relating to the field of commerce and management.

2.4.7 Professional and Industry Links

Bachelor of Commerce Honours Degree program of the Department has a wide recognition world-wide. The department maintains close relations with organisations in the private and public sectors. Most of these industrial relationships have offered internship placements for the final year commerce undergraduates. Bachelor of Commerce Honours graduates of the University of Sri Jayewardenepura have been awarded full marks in the Australian

Migration programme. Most professional bodies such as CIMA-UK and ACCA-UK, etc. have recognised the Bachelor of Commerce Honours Degree qualification and grant exemptions for Bachelor of Commerce Honours Degree holders. Industry surveys have revealed that Bachelor of Commerce Honours Degree holders from the University of Sri Jayewardenepura are preferred over those with other qualifications in the industry both private and public sectors. The Internship programme of the Department in the final year has broadened scope of opportunities for Bachelor of Commerce Honours Degree holders and enhanced their potential of securing gainful employment speedily.

The Department of Commerce has signed Memorandums of Understanding (MoUs) with Bank of Ceylon, Peoples Bank, Nestlé Lanka PLC, DHL Global Forwarding Lanka (Pvt) Ltd, Acuity Knowledge Partners (Lanka) (Pvt) Ltd, and Hirdaramani International Exports (Pvt) Ltd to create a bridge between academia and industry. Furthermore, the Department is in the process of signing Memorandums of Understanding (MOUs) with various public and private institutions, as well as recognized foreign universities, intending to exchange resources and facilities for the development of both organizations through these collaborative agreements.

2.4.8 Awards and Scholarships

- **Professor Hema Wijewardena Gold Medal:** This medal was established in 1994 by Professor Hema Wijewardena, the founding Head of the Department, a former Dean of the FMSC and a former Professor in Commerce at the USJP. He was a Professor in Accounting and served as Honorary Principal fellow in the School of Accounting and Finance at the University of Wollongong, Australia.

Prof. Hema Wijewardena medal is awarded annually at the university convocation to a student who obtains the highest overall GPA (Grade Point Average) among the First Class Division Pass in the Bachelor of Commerce Honours Degree programme. The medal may be awarded to a student who obtains a Second Class (Upper Division) Pass with the highest overall GPA if there is no First Class Division Pass.

- **Hirdaramani Excellence Awards**

The Hirdaramani Excellence Awards are presented annually by the Hirdaramani Group of Companies in memory of the late Mr. Bagawandas Hirdaramani and the late Mr. Nanda Hirdaramani, founder members of the Hirdaramani group. Accordingly, followings are awarded by Hirdaramani Group of Companies to the undergraduates.

- Award for the best student -Bachelor of Commerce Honours Degree - Part I
This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part I
- Award for the best student -Bachelor of Commerce Honours Degree - Part II
This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part II
- Award for the best student -Bachelor of Commerce Honours Degree - Part III
This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part III
- **Best Student Award – Bachelor of Commerce Honours Degree - Part I, II, III and IV**
This award is annually awarded to students who had obtained the highest marks for their End Semester Examinations for the subjects offered by the Department of Commerce.

2.4.9 Students' Associations

Commerce Society (COMSO)

Commerce Society is the student association affiliated to the Department of Commerce. The society operates under the direct purview of the department by a committee elected annually from among the members of the society. Membership is open to students registered in the Bachelor of Commerce Honours Degree Programme. COMSO is facilitated with fully equipped Student Resource Centre located at the faculty. Head and academic staff of the department serve as patron of the society. They are advising, monitoring and coordinating all activities of COMSO.

Main objectives of the society is to facilitate and organize activities to enhance the knowledge and skills of the members, organize workshops, religious activities, field visits, guest lectures, seminars, talent shows, outbound training, sports activities, CSR projects, compile and publish newsletters and magazine in the field of Commerce and other relevant events to develop and inculcate right attitudes and personalities in the membership and to engage in any other activities deem necessary to promote image and well-being of the department. COMSO also assisting in the daily operations of the student resource center of the Department.

Alumni Association of Commerce

Commerce Alumni Association is the official association of the graduates of the Department of Commerce. The Alumni association was established in 2011. The association is an opportunity to bring together commerce graduates scattered throughout Sri Lanka and to promote interaction and mutual support among them. In addition to that, it seeks to help in upgrading the quality of the undergraduate programme by creating corporate sector links with the department. Weblink to access the Alumni Association of Commerce is <http://mgt.sjp.ac.lk/com/alumniassociation>

2.4.10 Academic and Student Support

The Department of Commerce assures an effective student support during their study

programme. The main aim of the student support is to contribute to the academic success of students by focusing on their individual development and ensuring their academic work is supported. Every student of the first years of the commerce department is allocated an academic mentor at the start of their studies. These academic mentors at the department level provide initial advice and guidance on pastoral issues (i.e. issues of a personal nature which may impact on studies). In addition, four academic staff members have volunteered as coordinators for the faculty mentoring programme (FMSC-SMP) which provide broader assistance for students at faculty level. Furthermore, students with special needs are invited to notify the department to make possible arrangements to support their academic work. The Department of Commerce also offers a range of academic support to develop important academic skills and organises a range of workshops/guest-lectures to help students to develop various skills including leadership, communication, time management and decision making etc.

The Resource Centre of the Department provides the opportunity for the students to enhance their academic knowledge and facilities has provided many undergraduates of the department to actively participate in organising extra-curricular activities. Members of the Commerce Society (COMSO) shoulder the responsibility of managing the facility.

2.4.11 New developments of the Department

Proposed Master of Commerce (M.Com) Degree

The Department of Commerce has completed the necessary steps required for the Master of Commerce (M.Com) program to commence in the current year. The proposed M.Com Degree programme provides a distinct mode for a potential student to complete the M.Com degree programme, namely Master of Commerce Degree. This Master of Commerce Degree is offered upon the successful completion of taught courses and the research component.

2.4.11 Head of the Department

Dr. (Mrs.) E. Ayoma Sumanasiri

2.4.12 Academic Staff

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2.4.13 Non Academic Staff

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N. I. Udayangani

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2.4.14 Contact Details

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DSC

2.5

BSc Honours in Operations and Technology Management Degree Programme



2.5.1 Evolution

Before 1990, Production and Material Management was offered to students following main degree programmes of the FMSC. In 1990 the subject was upgraded to Operations Management and it was taught in almost all degree programmes offered by the FMSC as a main subject

until 2001. Since the formation of the new Department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, the subject Operations Management was offered in the Management Common Programme of the FMSC. It was the duty

of this department to fulfil long felt need of offering a degree programme in the field of Operations Management which is one of the main functional areas of Management. The initiative to establish a degree programme and a department for this field was there since 1989. However, it was

possible to develop a proposal to establish a degree programme on Operations and Technology Management in 2002 and the University approved the proposal in 2003. In order to run degree programmes on Operations and Technology Management and Business Information systems smoothly,

it was decided to propose the separation of the Department of Information Technology and Decision Sciences along with the establishment of the new degree programme. In September 2007 the University Grants Commission approved the new degree programme and the proposal for splitting the department to form two departments, Department of Decision Sciences and Department of Information Technology. Due to the nature of the subjects to be offered under the degree programme it was decided to select students through an aptitude test. The first batch of students was admitted to the new degree programme in 2008. However, due to practical difficulties, the department decided to select students for this degree programme too according to criteria given in section 4.1.1.

2.5.2 Programme Objectives

The Department of Decision Sciences hopes to cultivate in students both academic and professional skills along with good citizenship and grateful behavior to the people and the world that provided them with opportunities.

Operations and Technology Management focuses on developing problem solving skills, analytical thinking, communication and the implementation of cutting edge management principles and technologies that are important to develop strategies aimed at obtaining competitive advantage which last longer than strategies of other functional areas. This is so because operational strategies and competencies are more difficult to copy and emulate compared to strategies found in other disciplines. Activities performed by operations managers include: improving quality of manufactured products or services, selecting and implementing appropriate technologies, increasing productivity, managing projects, planning and scheduling productions, and

constructing models to facilitate decision making to improve profits or reduce costs. With these skills, Operations and Technology Management graduates will be in a better position to perform up to the expectation of management so that their contribution to the national development is assured.

Students are expected to go through a practical training programme in addition to class room learning at the university to gather much needed exposure to the industry. This Internship, one of the key components of the degree programme, allows students to get first-hand experience in an industrial setting. Moreover, field visits and factory visits, assignments based on real work and data under various subjects allow students to gain an exposure and familiarity to the world of work. At the end of the programme students will have a sound theoretical as well as practical knowledge that are needed to gain entry in to the world of work.

The BSc Honours in Operations and Technology Management Degree Programme fulfils the requirements of the Level 6 of Sri Lanka Qualification Framework (SLQF-2015) with 121 credits of teaching and learning workload. The graduate profile of the degree programme is illustrated in Figure 2.5.1 in consistent with the main domains of learning introduced by the SLQF-2015.

Attributes of Qualification Holders (Graduate Profile)

The Department of Decision Sciences intends to produce knowledgeable graduates in the field of Operations and Technology Management, who will be visionary leaders, professionals, scholars, innovators, and global citizens with a strong sense of integrity and a high commitment to the sustainable development.

Knowledge

The graduate should

1. Demonstrate through knowledge of core subjects such as Operations Management, Technology Management, Supply Chain Management, Quality Management, Service Management, Logistics and Transportation, and Operations Research.

2. Possess good knowledge of other areas of business management such as Information Technology, Business Analytics, Human Resource Management, Marketing Management, Finance, and Accounting, and Economics.

3. Demonstrate a good understanding of how to put theoretical knowledge into practice in order to design and manage operations systems in manufacturing and service organizations in both the public and private sectors.

Skills

The graduate should be able to

1. Communicate effectively with both written and spoken language skills.

2. Work in teams and to provide leadership when necessary.

3. Think critically and innovatively in making decisions and solving problem when managing the operations function of an organization.

4. Recognize when information is needed and generate, evaluate and use this information effectively in the context of Operations and Technology Management.

5. Perform numerically calculations by understanding quantitative information and present the results in a way that every stakeholder can understand.

6. Use modern information and communication technologies effectively.

7. Maintain good relationship with all the stakeholders such as customers, co-workers, suppliers.

8. Conduct research and scholarly activities in the field of Operations and

Technology Management by adhering to intellectual integrity and ethical considerations.

Attitudes

The graduate should

1. Have an awareness of the importance of ethical, sustainable, and legal aspects of business activities.

2. Be adaptable to the changes taking place in the environment and flexible in performing tasks not only in the world of work but also in life as well.

3. Always maintain intellectual integrity and professionalism in performing duties.

4. Appreciate multi-cultural diversity in the workplace as well as in the broader society.

5. Appreciate Aesthetic Values.

6. Engage in Reflective and Life-Long Learning.

Aims of the Degree Programme

In consistence with the Subject Benchmark Statement in Management developed by the Quality Assurance and Accreditation Council of Sri Lanka, the main aims of the BSc Honours in Operations and Technology Management Degree Programme are:

- a) To produce a knowledgeable, well accomplished, skilled and contended student with the appropriate attitudes to face the challenges in achieving excellence with factual thinking, creativity, innovation, and research with appropriate entrepreneurial ability of national and international relevance in the field of Operations and Technology Management.
- b) To produce readily employable graduates with appropriate managerial knowledge in the field of Operations and Technology Management together with required skills and attitudes.

- c) To develop a range of transferable skills in students that will be of value for employment and also entrepreneurial pursuits.
- d) To provide students with analytical skills and an ability to develop simplified frameworks for studying the real world.
- e) To provide training within an intellectually sound physical and social environment to achieve excellence in Operations and Technology Management skills.
- f) To develop a student to achieve the status of a leading consultant and a provider of advanced consultancy services to the public and the private sector for improving productivity and quality of goods and services.
- g) Contribute to the government policy making process and national development in building a production based economy in Sri Lanka.

PLO 1 - Demonstrate knowledge and skills that are required for the competent practice of Operations and Technology Management while expressing sufficient knowledge around other general functions.

PLO 2 - Practice effective skills in written and oral communication using appropriate technologies to effectively collaborate and negotiate with business clients, colleagues, and other stakeholders.

PLO 3 - Demonstrate leadership and teamwork skills in performing business activities.

PLO 4 - Apply creativity and problem-solving skills together with current knowledge to generate solutions and make sustainable decisions under a dynamic environmental setting.

PLO 5 - Develop awareness of the importance of ethical, sustainable, and legal aspects of business activities.

PLO 6 - Demonstrate skills in self-directed, self-updated learning and positive attitudes towards continuing personal, professional, organizational, and societal well-being.

Programme Learning Outcomes

In order to create a graduate with adequate knowledge, skills, attitudes, and mind-set in the field of Operations and Technology Management, the programme is designed to achieve 12 specific programme learning outcomes (PLO). Thus, at the successful completion of the B.Sc. in Operations and Technology Management (special) degree programme, a student should be able to:

2.5.3 Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Operations and Technology Management Degree Programme is depicted in Table 2.5.1.

Table 2.5.1: B BSc Honours in Operations and Technology Management Degree Programme Structure for Years II, III and IV

Course Code	Course Name	Credit Value	Notional Hours	Status (Compulsory /Optional)
Year II - Semester I				
DSC 2370	Operations Management	3	150	Compulsory
BEC 2370	Macroeconomics	3	150	Compulsory
FIN 2370	Financial Management	3	150	Compulsory
MAR 2370	Marketing Management	3	150	Compulsory
ACC 2370	Management Accounting	3	150	Compulsory
BCC 2270	Practical Communication for Operations Management	2	100	Compulsory
Total Hours for Semester I		17	850	

Year II - Semester II					
DSC	2371	Supply Chain Management	3	150	Compulsory
DSC	2372	Technology Management	3	150	Compulsory
ITC	2372	Business Analytics	3	150	Compulsory
ENT	2375	Entrepreneurship	3	150	Compulsory
BUS	2371	Organizational Behaviour	3	150	Compulsory
BCC	2175	Effective Writing for Academic Purposes	1	50	Compulsory
Total Hours for Semester II			16	800	
Total Hours for Year 2			33	1650	
Year III - Semester I					
DSC	3370	Operations Research	3	150	Compulsory
DSC	3371	Data Analysis for Managers	3	150	Compulsory
DSC	3372	Quality Management	3	150	Compulsory
BEC	3370	Managerial Economics	3	150	Compulsory
ITC	3371	Management Information Systems and ERP Applications	3	150	Compulsory
Only one subject from the following elective course list					
DSC	3373	Project Management	3	150	Elective
HRM	3371	Employee Safety and Health Management	3	150	Elective
Total Hours for Semester I			18	900	
Year III - Semester II					
DSC	3375	Research Methodology for Operations Management	3	150	Compulsory
DSC	3376	Logistics and Transportation Management	3	150	Compulsory
DSC	3377	Advanced Operations Research	3	150	Compulsory
DSC	3378	Operations System Design and Management	3	150	Compulsory
BUS	3379	International Business Management	3	150	Compulsory
ITC	3377	Digital Business Management and Enterprise Applications	3	150	Compulsory
Total Hours for Semester II			18	900	
Total Hours for Year 3			36	1800	
Year IV - Semester I					
DSC	4370	Service Management	3	150	Compulsory
DSC	4371	Operation Planning and Control	3	150	Compulsory
DSC	4272	Personality and skill development	2	100	Compulsory
BUS	4370	Strategic Management	3	150	Compulsory
Only one subject from the following elective course list					
DSC	4173	Business Forecasting	1	50	Elective
DSC	4174	Business Intelligence Management	1	50	Elective
DSC	4175	Data Analysis Methods in Research	1	50	Elective
Total Hours for Semester I			12	600	
Year IV - Semester II					
Option 1					
DSC	4677	Research Study in Operations Management	6	600	Compulsory
Option 2					
DSC	4678	Research Project in Operations Management	6	600	Compulsory
DSC	4379	Internship	3	300	Compulsory
Total Hours for Semester II			9	900	
Total Hours for Year 4			21	1500	

2.5.4 Description of Courses

A short description of courses offered in the years II to IV of BSc Honours in Operations and Technology Management Degree Programme is provided below.

DSC 1370: BUSINESS MATHEMATICS

This course, as the first course in mathematics, introduces students to basic principles, laws and rules that are necessary to develop an overview of application capabilities of the subject matters in the field of business and economics. Business Mathematics course covers functions, differentiation of functions, maxima and minima of functions, partial derivatives, integration, and area under curve and between curves and mathematics of finance. The course also includes the applications of differentiation and integration in business and economics. Under the applications of differentiation, the topics such as profit maximizations, cost minimizations, elasticity of demand, and marginal analysis are included. The major topics covered under applications of integration include marginal revenue and marginal cost, consumers' surplus, producers' surplus, total change in revenue, etc.

DSC 1371 : BUSINESS STATISTICS

This course provides an introduction to the fundamental concepts, principles and methods of Business Statistics. The topics include descriptive techniques, probability theory, probability distributions and inferential techniques. The major topics discussed under descriptive techniques include data collection, presentation and organisation and statistical summary measures. Three important theoretical distributions, namely, Binomial, Poisson and Normal distribution are discussed under probability distributions. The major topics under inferential techniques include

sampling, sampling distributions, estimation and hypothesis testing. Correlation and regression theories are also introduced in this course.

DSC 2370: OPERATIONS MANAGEMENT

This course introduces the students to key concepts, principles and design techniques of the uses of the field of Operations Management (OM). Interactions and relationships with parallel management activities are also demonstrated in order to cultivate a general understanding of the field as a totality. Major topics covered include operations strategy and competitiveness, product design and process selection, total quality management, capacity management, layout planning, job design, work measurements, supply chain management, inventory control, and just-in-time manufacturing.

DSC 2371 : SUPPLY CHAIN MANAGEMENT

This course is an introduction to the supply chain concept and explores the management of supply chains to improve an organization's overall supply efficiency. Further, it develops an understanding of key drivers of supply chain performance and their inter-relationships with strategy and other functions of the company such as marketing, manufacturing and accounting. Other concepts included are the definitions of supply chains, identification procedures, an overview of methods, processes, and systems used in the operation of supply chains, and the applications of methods, processes, and systems to improve supply chain performance.

DSC 2372: TECHNOLOGY MANAGEMENT

This course introduces technology as a key resource that needs to be properly managed for achieving competitive advantage, profitability, and sustainable development of an

organization as well as the development of a country. It presents the fundamental concepts, theories, and methodologies required to plan, acquire, deploy and exploit technologies and innovations in a firm. Furthermore, the course offers a basic understanding on various forms of technology transfer and organizational learning and knowledge management. Through interactive lectures and a variety of assessments, this course provides opportunities to the students to apply theories and methodologies learned to suggest feasible solutions to real-world technology related problems of firms and countries.

DSC 3370: OPERATIONS RESEARCH

This course introduces key concepts, principles and techniques of Operations Research that are essential to make better decisions to the students. Major topics covered in this course are Linear Programming, Transportation Model, Assignment Model, and Network Analysis. The basic objective of this course is to provide the participants with a conceptual and practical knowledge of important Operations Research (Management Science) topics and concepts that are useful for real world management decision making. This course emphasizes on the conceptual understanding and practical use of Operations Research techniques rather than memorization of the mechanics of solution procedures.

DSC 3371: DATA ANALYSIS FOR MANAGERS

This course emphasizes understanding, interpreting statistical information and using it to form sound judgments in business situations. It covers both descriptive data analysis and inferential data analysis. It includes data analysis techniques such as One Sample mean tests, two samples mean comparison tests, ANOVA, simple and

multiple regression in addition to basic descriptive level data analysis. It also covers non-parametric methods. Statistical software will be taught to perform above mentioned data analysis.

DSC 3372: QUALITY MANAGEMENT

Quality Management is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on customers while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. The bottom line of TQM is results: increased productivity, efficiency, customer satisfaction/delight, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21st century. We will, therefore, explore the key actions necessary for transforming business and not-for-profit organizations into world-class organizations that deliver ever-improving value to their customers, clients, and constituents.

DSC 3373: PROJECT MANAGEMENT

This course explains the importance of effective project management and introduces fundamental tools and techniques available for project selection and managing project scope, costs, risks, communications, and stakeholders. Through interactive lectures, computer practical sessions, in-class problem solving, and the feedback given on them, it develops students' competencies and skills required for planning, executing, monitoring and controlling projects. Experts' experience and knowledge shared in guest lectures and the

group/individual assignment expose students to real-world problems and traits of effective project managers. Furthermore, this course discusses contemporary topics in project management field and case studies introducing customized tools and techniques used by firms, in order to ensure students' ability to adapt easily with global trends.

DSC 3375: RESEARCH METHODOLOGY FOR OPERATIONS MANAGEMENT

This is a hands-on course designed to impart education in the foundational methods and techniques of academic research in a business context particularly in the field of Operations and Technology Management. Students would examine and be practically exposed to the main components of a research framework, i.e. problem definition, research design, data collection, statistical data analysis, report writing and presentation. The course would cover both qualitative and quantitative methods. Once equipped with this knowledge, students would be well-placed to conduct disciplined research under supervision in a management subject of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments, such as those found in market research firms or corporate departments of strategy or marketing.

DSC 3376: LOGISTICS AND TRANSPORTATION MANAGEMENT

This course offers a broad understanding on the effective management of logistics and transportation in organizations under the purview of supply chain management. It takes an indepth look at each of the key elements of logistics including inventory, warehousing and transportation with a specific emphasis on the tools and

techniques available for design and implementation of a suitable logistics strategy and transportation alternatives for a firm. This course extends its scope into important trending topics such as outsourcing, sustainability, and humanitarian logistics. The group/individual assignment and case studies provide opportunities for the students to analyses various real-world logistics problems and suggest suitable solutions through the application of appropriate tools and techniques. Furthermore, this course introduces recent trends in the field through the discussions on new technologies and the impact of disruptive technologies such as Internet of Things, 3D printing, and autonomous vehicles on the logistics and transportation activities in firms.

DSC 3377: ADVANCED OPERATIONS RESEARCH

This course introduces key concepts, principles and techniques of Operations Research that are essential to make better decisions to the students. Major topics covered in this course are Dynamic Programming, Decision Theory, Inventory Model, Goal Programming, and Replacement & Maintenance Analysis and Queuing Theory. This is an advanced course in OR. It aims at introducing the students to some operational research methods that are used in the systems approach to Management, so as to provide them with the requisite tools for the mathematical representation of particular emphasizing the roles of uncertainty and risk.

DSC 3378: OPERATIONS SYSTEM DESIGN AND MANAGEMENT

Operations system is the system that is responsible for creation of products and in particular, the transformation of input resources to the desired output. This course aims to develop students' understanding of

the issues and dynamics associated with the design and management of modern operations systems of both manufacturing and service organizations. Therefore, this course explains the techniques available for the effective design and management of operations systems. Topics include design of production and operations layouts, job designs, work measurements, automation and robotics. Applications of information systems to design are also explored in the course. Special attention is paid to lean manufacturing systems during this course.

Courses Offered to the other Departments

DSC 3379: INTERNATIONAL PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

This course is an introduction to the supply chain concept and explores the management of supply chains to improve an organization's overall supply efficiency. Further, it develops an understanding of key drivers of supply chain performance and their inter-relationships with strategy and other functions of the company such as marketing, manufacturing and accounting. Other concepts included are the definitions of supply chains, identification procedures, an overview of methods, processes, and systems used in the operation of supply chains, and the applications of methods, processes, and systems to improve supply chain performance.

DSC 3380: INTERNATIONAL LOGISTICS MANAGEMENT

This course offers a broad understanding on the key elements of logistics including inventory, warehousing and transportation with a specific emphasis on managing logistics internationally. It covers the rules and regulations applicable to international logistics operations including those that are

relevant under the outsourcing options. It discusses the factors and challenges driving global logistics and supply chain management with a particular focus on developing strategies to face the challenges effectively. The group/individual assignment and case studies provide opportunities for the students to analyse various real-world logistics problems of global companies and suggest suitable solutions through the application of appropriate tools and techniques. In addition, the course extends the students understanding on the usefulness of current technologies in managing international logistics.

DSC 3381: SUPPLY CHAIN MANAGEMENT

This course is an introduction to the supply chain concept and explores the management of supply chains to improve an organization's overall supply efficiency. Further, it develops an understanding of key drivers of supply chain performance and their inter-relationships with strategy and other functions of the company such as marketing, manufacturing and accounting. Other concepts included are the definitions of supply chains, identification procedures, an overview of methods, processes, and systems used in the operation of supply chains, and the applications of methods, processes, and systems to improve supply chain performance.

DSC 4370: SERVICE MANAGEMENT

The contribution from the service industry to the world's economy is flourishing and becoming dominant. However, increasing globalization, technological advancements, and increased customer expectations create complex market structures and tighten competition in the marketplace. The intent of the service management course is to provide knowledge and skill to cater to the emerging requirements of designing, executing, managing and sustaining of

technology based service offerings practices across the globe. Regardless of sector, every level of employees in organizations required to have a service orientation, but a greater responsibility has shifted to middle and senior level management. Thus, this course will provide a knowledge of blending operations, marketing, technology, people, and information to achieve a distinctive competitive advantage in services while providing a foundation for creative entrepreneurial opportunities. Once equipped with this knowledge, students would be able to design services, map & manage service process/encounters and technology, capacity and facility planning, service recovery, innovations, managing customer quality/-experience and etc, in the global landscape of services.

DSC 4371: OPERATIONS PLANNING AND CONTROL

This course aims to provide students with knowledge and skills required to design and manage planning and control systems for manufacturing and service organizations. It provides an overview of the relationship of production planning and control to the operations management function. The content of the course deals with translating a sales forecast into a viable production plan to coordinate, execute and control the activities of an operation to ensure that the organization's goals are met in a cost effective manner.

DSC 4272: PERSONALITY AND SKILL DEVELOPMENT

This course encompasses the major perspectives of Personality, including psychoanalytic, humanistic, cognitive, dispositional, and behavioral. It is designed to facilitate the students to look at their own personality through theoretical lenses via research findings as well as experiential learning and self-reflection. All the lectures are delivered

by experts in specific fields related to personality and skill development and the course coordinator will provide required guidance. Ultimately the course expects to facilitate undergraduates to bring out the best in their personalities while moldings soft skills and thereby paving the way for their success.

DSC 4173: BUSINESS FORECASTING

Business environments are rapidly changing in today's world and hence the adaptability of situations would be the key success of any business in the world. Evaluating and identification of critical changes in the future are vital and it will reduce the risk of decision making in the complex situations. This course covers the practical use of econometric and statistical techniques applied in the business forecasting. Building and evaluating simple time series models and causal models will be the focus of this course.

DSC 4174: BUSINESS INTELLIGENCE MANAGEMENT

The decision makers in today's VUCA environment are taking extremely risk and complex decisions that can be addressed by numerous possible courses of action. Evaluating these alternatives and gaining insight from past performance is the essence of business decision making. This course is designed as an approach to Business Analytics, an area of business administration that considers the extensive use of data and facts for rational and agile decision making. While business intelligence focuses on data handling, queries and reports to discover patterns and generate information associated with products, services and customers, business analytics uses data and models to explain the performance of a business and how it can be improved. This course discusses how to employ a systematic approach in analysing business issues and

narrate proactive decision making. Additionally, to provide students an understanding of using statistics as a tool of managerial decision making where it applies

**DSC 4175:
DATA ANALYSIS
METHODS IN RESEARCH**

This course continues the previous course (DSC 3371: Data Analysis for Managers) with some additional analytical techniques, which are essential for research data analysis. It includes data analysis techniques such as Multiple Regression Analysis with a residual analysis, effects of Moderating and Mediating variables, Binary Logistic Regression analysis, and Factor analysis with validity and reliability tests for the data related to Social Science applications.

**DSC 4677:
RESEARCH STUDY IN
OPERATIONS MANAGEMENT**

The purpose of this course is to provide an opportunity for the students to learn the essentials of conducting an academic research. In this course, the students are required to conduct an independent research study on a topic selected from any area under the broad discipline of Operations and Technology Management. The students conduct their research study under the supervision of a lecturer from the Department of Decision Sciences. A series of presentations are arranged to facilitate the process of continuous feedback on each student's progress in the research study, from a panel of lecturers including the supervisor. At the end of the course, the students are assessed based on the quality of the dissertation submitted and the performance at the viva voce examination.

**DSC 4678:
RESEARCH PROJECT IN
OPERATIONS MANAGEMENT**

This course helps students to put the knowledge and skills acquired from their

degree courses into practice and to apply suitable tools and techniques to suggest solutions for Operations Management issues in the industry. In the industry project, the students are required to analyse an Operations Management related problem in an organization and to provide with a solution for the selected problem. The students may address a problem in the company where they work for the internship training. The students conduct the project under the dual supervision of a lecturer from the Department of Decision Sciences and a practicing manager from the area of Operations Management in the selected organization. A series of presentations are arranged to facilitate the process of continuous feedback on each student's progress in the project, from a panel of lecturers including the student's academic supervisor. At the end of the course, the students are assessed based on the quality of the project report submitted and the performance at the viva voce examination.

**DSC 4379:
INTERNSHIP**

The objective of this course is to provide students with an opportunity of exposure to the real world of work. They are expected to work in the Operations/Technology Management Department of a manufacturing or service organization. Even though the department provides every support needed, it is the responsibility of the student to find a suitable placement. At the end of the course students are expected to present a report based on the experience gained and face a viva. The department assigns a faculty member for counselling on matters relating to the internship and ideally the organization appoints a mentor from the organization.

**DSC 4376:
DATA ANALYSIS FOR MANAGERS**

This course emphasizes understanding, interpreting statistical information and

using it to form sound judgments in business situations. It covers both descriptive data analysis and inferential data analysis. It includes data analysis techniques such as One Sample mean tests, two samples mean comparison tests, ANOVA, simple and multiple regression in addition to basic descriptive level data analysis. It also covers Non-parametric methods. Statistical software will be taught to perform above mentioned data analysis.

2.5.5 Awards and Scholarships and Professional Links

“Brandix Gold Medal” awarded to the Best Student of the BSc Honours in Operations and Technology Management Degree Programme.

The student who will secure the highest Grade Point Average out of the students who successfully complete the BSc Honours in Operations and Technology Management Degree Programme with a First or a Second Class (Upper) pass will be awarded the Brandix Gold Medal sponsored by the Brandix Lanka Limited at the annual convocation.

2.5.6 Employment Opportunities

Operations and Technology Management is a broad academic and a professional discipline, which has vast employment opportunities in manufacturing and service sectors as operations managers, project managers, inventory and warehouse managers, distribution systems managers, purchasing managers, etc. This degree programme is the first of its kind in addressing overall employment opportunities in line with developed countries. Moreover, management schools and universities give top priority to this academic discipline because it promises more employment opportunities and its contribution to organizational competitiveness is vital. Since this is the first programme introduced in Sri Lanka, graduates can expect low competition for employment.

2.5.7 Student Associations

Operations Management Student Association (OMSA)

The student association of the Department of Decision Sciences, OMSA was established in 2009 with the objective of enhancing the interaction among students of the Department of Decision Sciences. The objectives of the association are

1. To provide welfare facilities to the members of OMSA.
2. To build and maintain a sound relationship with the corporate sector.
3. To encourage and facilitate students to actively participate in industrial activities.
4. To uplift the quality and value of research and training
5. To encourage members in involvement of community activities.

During the last five years OMSA has organised not only academic activities such as field trips and guest lectures but also non academic activities such as musical shows. The OMSA has created a fund to help the students to carry out various activities such as field trips and outbound training programmes. Every year, the OMSA donates equipments to an underprivileged school in a rural village in Sri Lanka to improve the education level.

2.5.8 Student Resource Centre

The resource centre of the Department of Decision Sciences is managed by OMSA. The centre provides a meeting place for students to discuss various matters. It is equipped with few computers for students to carry out their academic activities.

2.5.9 Head of the Department

Dr. (Ms.) M. W. A. De Silva

2.5.10 Academic Staff

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ENT

2.6 BSc Honours in Entrepreneurship



2.6.1 Evolution

The Department of Entrepreneurship was established on 18th October 2010, mainly focusing on generation of “Job Creators”, the entrepreneurs, rather than generation of “Job Seekers”. Thus, it is the first such an academic department in the Sri Lankan University System.

Entrepreneurship is the process of generating wealth through creative ideas, processes and products. It is inseparably connected to creativity, innovations, achievement orientation, optimism, internal locus of control, persistence and hard work. The progress and advances made on the entrepreneurial

business front is very vital for the development of any country. The importance of the education system in producing entrepreneurs of high intellectual and professional caliber has been emphasized and acknowledged by governments worldwide. Accepting this global trend, the Government of Sri

Lanka has also taken various initiatives to encourage and foster entrepreneurial business development in the country. The Department has understood this national requirement and has set the strategic intent as “To establish an entrepreneurial culture in Mother Lanka.”

Strategic Goals of the Department:

- Create the knowledge needed for stimulating entrepreneurship in the country
- Impart the entrepreneurship knowledge, skills and attitudes for wellbeing of the nation
- Build partnerships for knowledge creation and diffusion in the field of entrepreneurship
- Being recognized as the *Centre for Entrepreneurship* for the nation

Value System of the Department:

- **Excellence:** *Excellence in everything we do*
- **Commitment and Hard work:** *Commitment and hard work leading to the attitude of nothing is impossible*
- **Creativity and Innovation:** *Novel solutions to problems through creativity*
- **Rewards based on Merits:** *Due recognition to achievers*
- **Ethics and Integrity:** *Individual and group behaviours governed by moral principles*
- **Patriotism:** *Unquenchable thirst in developing the motherland*

2.6.2 Graduate Profile

Main objective of the Department of Entrepreneurship is “to develop business entrepreneurs and entrepreneurial managers with superior entrepreneurial mindset and spirit for achieving the excellence”.

Entrepreneurship graduates will be unique from other graduates as:

- they are unreasonable thinkers who act with focused discipline for the betterment of the humanity,

- they will be idiosyncratic in venturing into new businesses and/or revitalizing the existing businesses through invention and innovation,
- they will possess good moral and intellectual values with admirable personality to lead the rest,
- they will be globally competent entrepreneurs who value the national cultural heritage.

Entrepreneurial Graduates will **shatter the status quo** through new and better methods through revolutionizing the business processes. They will be **idiosyncratic** in to create new products and improve the existing products with their ultimately results in the economic development. Further, they will possess **good moral and intellectual values** with exemplary ethical personality to lead the rest. Moreover, the entrepreneurship graduate will **create jobs** rather seeking job opportunities while graduates who are specialized in corporate management will demonstrate both entrepreneurial skills and managerial skills as corporate entrepreneurs.

Figure 1: Entrepreneurship Graduate Profile



Programme Learning Outcomes

PLO 1: Acquire sufficient theoretical knowledge in the core areas of entrepreneurship blending with the discipline of business management

PLO 2: Demonstrate entrepreneurial and managerial skills in order to apply the theoretical knowledge of entrepreneurship through active learning modes

PLO 3: Be a good team leader who can guide the followers towards the organizational vision and mission with networking skills, social skills and communication skills for working with and through others

PLO 4: Be conversant in applying entrepreneurship as a multi-method technique in searching for unlimited varieties of entrepreneurship through demonstration of good attitudes, values and professionalism in achievement of personal and organizational excellence

PLO 5: Demonstrate flexibility and adaptability in an unpredictable and turbulent environment through lifelong learning and continuous self-updating for organizational and personal development

PLO 6: Apply the knowledge gained through theoretical and practical experiences to start an entrepreneurial venture or revitalizing the existing businesses through invention and innovation as a corporate entrepreneur

2.6.3 Programme Structure

The structure of the BSc Honours in Entrepreneurship Degree Programme is depicted in Table 1. At the beginning of the second semester of the second year the students following this degree programme are required to select an area of specialization out of the following two options. The compulsory and elective courses of certain semesters would differ depending on the selected area of specialization.

Option 01: This study area encompasses the entrepreneurship discipline and at the end of this study program, the graduates will be able to gain the necessary proficiency to start and manage their own ventures as business entrepreneurs.

Option 02: This area is specialized to generate corporate entrepreneurs which provide a vast knowledge and exposure on working in corporates as managers while demonstrating entrepreneurial skills.

Note: Course Code

ENT 2370

ENT - Department Code

1st Digit - (2) - Year of the Degree Programme

2nd Digit- (3) - Number of Credits

3rd and 4th Digits - (70) - Course Number

Table 2.6.1 : BSc Honours in Entrepreneurship Degree Programme Structure for Year I to IV

Course Code	Course Title	Specialization*	Credits	Notional Hours	Status (Compulsory/ Elective)
Year I - Semester I					
BUS 1370	Principles of Management	Both	3	150	Compulsory
DSC 1370	Business Mathematics	Both	3	150	Compulsory
ITC 1370	Information Technology for Business	Both	3	150	Compulsory
PUB 1270	Socio Political Environment	Both	2	100	Compulsory
LAW 1270	Legal Environment	Both	2	100	Compulsory
BCC 1370	Business Communication I	Both	3	150	Compulsory
Total No. of Credits - Year I Semester I			16	800	

Year I - Semester II						
HRM	1370	Human Resource Management	Both	3	150	Compulsory
DSC	1371	Business Statistics	Both	3	150	Compulsory
BEC	1370	Microeconomics	Both	3	150	Compulsory
ACC	1370	Financial Accounting and Reporting	Both	3	150	Compulsory
BCC	1371	Business Communication II	Both	3	150	Compulsory
Total No. of Credits - Year I Semester II				15	750	
Total No. of Credits - Year I				31	1550	
Year II - Semester I						
BEC	2370	Macroeconomics	Both	3	150	Compulsory
FIN	2370	Financial Management	Both	3	150	Compulsory
MAR	2370	Marketing Management	Both	3	150	Compulsory
DSC	2370	Operations Management	Both	3	150	Compulsory
ENT	2370	Entrepreneurship and SMEs	Both	3	150	Compulsory
ACC	2370	Management Accounting	Both	3	150	Compulsory
BCC	2272	Effective Communication for Entrepreneurs	Both	2	100	Compulsory
Total No. of Credits – Year II Semester I				20	1000	
Year II - Semester II						
ENT	2371	Managing Creativity and Innovation	Both	3	150	Compulsory
ENT	2372	New Venture Creation	Both	3	150	Compulsory
ENT	2373	Intelligence and Belief Management	Both	3	150	Compulsory
BUS	2371	Organizational Behavior	Both	3	150	Compulsory
LAW	2376	Legal Aspects of Entrepreneurship	Both	3	150	Compulsory
Option 01						
ITC	2372	Business Analytics	BUS ENT	3	150	Compulsory
Option 02						
ENT	2376	Corporate Entrepreneurship	CORENT	3	150	Compulsory
Total No. of Credits – Year II Semester II				18	900	
Total No. of Credits – Year II				38	1900	
Year III - Semester I						
ENT	3370	Fundamentals in Business Planning	Both	3	150	Compulsory
DSC	3371	Data Analysis for Managers	Both	3	150	Compulsory
ITC	3371	Management Information Systems and ERP Applications	Both	3	150	Compulsory
BEC	3370	Managerial Economics	Both	3	150	Compulsory
Option 01						
ENT	3371	Professional Skills Development I	BUS ENT	3	150	Compulsory
ENT	3373	Business Development Seminars I	BUS ENT	3	150	Compulsory
Option 02						
<i>Only two subjects from the following elective course list</i>						
ENT	3371	Professional Skills Development I	CORENT	3	150	Elective
ACC	3372	Auditing and Assurance Services	CORENT	3	150	Elective
MAR	3376	Agriculture and Food Marketing	CORENT	3	150	Elective
ITC	3374	Information Technology Project Management	CORENT	3	150	Elective
Total No. of Credits - Year III Semester I				18	900	

Year III - Semester II						
ENT	3375	Managing Entrepreneurial Growth	Both	3	150	Compulsory
ENT	3377	Research Methodology	Both	3	150	Compulsory
ENT	3378	Global Business Management	Both	3	150	Compulsory
BCC	3372	Academic Writing	Both	3	150	Compulsory
Option 01						
ENT	3374	Business Plan Development	BUS ENT	3	150	Compulsory
ENT	3382	Business Development Seminars II	BUS ENT	3	150	Compulsory
Option 02						
<i>Only two subjects from the following elective course list</i>						
ENT	3381	Business Development Supportive Services	CORENT	3	150	Elective
DSC	3381	Supply Chain Management	CORENT	3	150	Elective
ITC	3377	Digital Business Management and Enterprise Applications	CORENT	3	150	Elective
ACC	3374	Taxation	CORENT	3	150	Elective
ACC	3377	Corporate Sustainability Accounting	CORENT	3	150	Elective
BEC	3374	Project Management	CORENT	3	150	Elective
FIN	3379	Entrepreneurial Finance	CORENT	3	150	Elective
Total No. of Credits - Year III Semester II				18	900	
Total No. of Credits - Year III				36	1800	
Year IV – Semester I						
ENT	4370	Contemporary Issues in Entrepreneurship	Both	3	150	Compulsory
ENT	4271	Research Study I	Both	2	200	Compulsory
BUS	4370	Strategic Management	Both	3	150	Compulsory
Option 01						
ENT	4372	Professional Skills Development II	BUS ENT	3	150	Compulsory
BEC	4370	Development Economics	BUS ENT	3	150	Compulsory
Option 02						
<i>Only two subjects from the following elective course list</i>						
ENT	4372	Professional Skills Development II*	CORENT	3	150	Elective
ENT	4373	Sustainable Entrepreneurship	CORENT	3	150	Elective
BEC	4370	Development Economics	CORENT	3	150	Elective
FIN	4375	Corporate Documentation and Reporting	CORENT	3	150	Elective
ITC	4373	Advanced Enterprise Resource Planning Systems	CORENT	3	150	Elective
ACC	4370	Governance, Ethics and Risk Management	CORENT	3	150	Elective
MAR	4376	Customer Relationship Management	CORENT	3	150	Elective
Total No. of Credits - Year IV Semester I				14	800	
Year IV – Semester II						
ENT	4475	Research Study II	Both	4	400	Compulsory
Option 01						
ENT	4673	Business Start-up and Development Project	BUS ENT	6	600	Compulsory
Option 02						
ENT	4674	Internship in Entrepreneurship	CORENT	6	600	Compulsory
Total No. of Credits - Year IV Semester II				10	1000	
Total No. of Credits - Year IV				24	1800	
Total No. of credits for the Degree				129	7050	

Note-

* - Students who follow this course have to follow the pre-requisite course below.

ENT 3371- Professional Skills Development I

2.6.4 Course Descriptions

Section 2.6.4 : Description of Courses

A Short Description of the Courses Offered in the Years II to IV of BSc Honours in Entrepreneurship Degree Programme is provided below

ENT 2370: ENTREPRENEURSHIP AND SMES

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship and Small and Medium Scale Enterprises (SMEs). It discusses the meaning and definitions of entrepreneur, entrepreneurship and intra-preneurship, the nature characteristics and behaviour of the entrepreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, influences on entrepreneurship development. Moreover, the course aims at developing awareness among the students on the specific features of SMEs, especially in the Sri Lankan context. This involves a broad discussion of business environment of SMEs' in Sri Lanka, problems encountered by Sri Lankan SMEs, overcoming them and current issues in SME sector.

ENT 2371: MANAGING CREATIVITY AND INNOVATIONS

This is one of the core courses in the Entrepreneurship Degree curriculum which is focused on developing human creativity and managing innovations among the students. This involves in discussing basic concepts in creativity and innovation, creativity and problem solving, the creative process, obstacles which inhibit creativity, overcoming obstacles and developing creativity, key elements of creative thinking, approaches to creative thinking, inventions and innovations, different types of innovation, process of innovations and systematic view of innovation. Management games

and workshops with brain storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

ENT 2372: NEW VENTURE CREATION

The course involves studies on researching and starting a new business. It discusses the topics such as characteristics of new entrepreneurial venture with special emphasis to its structure and culture, idea generation for a new venture, recognizing and exploiting opportunities, screening venture opportunities, feasibility studies for new ventures, financing entrepreneurial ventures, getting the service of Business Development Service Providers (BDSPs) etc.

ENT 2373: INTELLIGENCE AND BELIEF MANAGEMENT

This is a special motivational training course for achieving success and wellbeing in personal life as well as at work as an entrepreneur. The focus of the course is on achieving ambitions through overcoming negative personal brain scripts (beliefs, attitudes and values) and inculcating right values, attitudes and mind power. Course content includes such areas as self-exploration for identifying existing beliefs, attitudes and value system, identifying personal SWOT factors, setting strategic direction for the life, developing self-motivation skills and effective self-management strategies, and developing an action plan for the new life as an entrepreneur.

ENT 2374: ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

This is an intermediate course on concepts, theory and practices related to entrepreneurship and business development. It discusses the fundamentals and definitions of entrepreneurship, difference and connection between entrepreneurship and

intrapreneurship, the nature of characteristics and behaviour of the intrapreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, importance of creativity and innovation in entrepreneurial work, related basic business functions in an entrepreneurial firm, content of basic business plan, and influences and issues related on entrepreneurship development. Further this course encourages students to engage in the process of planning a new business and planning for the growth of an existing business through thorough understanding of the challenges faced by a new or growing business in the real world. This course inspires the student to play the effective role of an entrepreneur or an intrapreneur through opportunity identification designing new or modernizing existing artefacts while combining all other resources together to add values through creative and innovative solutions bearing calculated risk.

ENT 2375: ENTREPRENEURSHIP

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship. It discusses the meaning and definitions of entrepreneur, entrepreneurship and intrapreneurship, the nature characteristics and behaviour of the entrepreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, and influences on entrepreneurship development.

ENT 3370: FUNDAMENTALS IN BUSINESS PLANNING

This is an introductory course in development of a business plan for an entrepreneurial business that introduces the concept of business plan, its purpose and benefits, preparation of proper format of business plan including executive summary, company description, financial analysis,

marketing analysis, organization and management analysis with a human resource plan, problems associated with business plans etc. There are four major plans demonstrating how the nature of a business and the target audience for the plan affect the content. A business owner should have a handle on what information his or her business plan needs to contain to make it the best possible plan in this stage. Further, it develops necessary knowledge and skills in opportunity identification, feasibility analysis and preparation of the business plan. Student evaluation includes development of a business plan for a selected business.

ENT 3371: PROFESSIONAL SKILL DEVELOPMENT I

Professional Skill Development – I specially focuses on enhancing the undergraduate's awareness on ethics and etiquette required by an entrepreneur. The course aims to equip students with a range of analytical tools with which to assess and make judgments about competing ethical claims. It will enhance students' ability to deal professionally both with internal and external stakeholders. A wide array of teaching and learning methodologies such as case studies, programmed readings, workshops, video film discussions, oral and written presentations, debates, team work, field trips, management games etc. would be used in developing the skills.

ENT 3373: BUSINESS DEVELOPMENT SEMINARS I

This is an introductory course which aims at guiding the students to identify the potential of starting their own ventures and managing them successfully. The entire course is designed as a series of seminars which covers modern business development services and business development skills. Furthermore, students are allowed to select

this course as an elective course relating to his/her business venture, under the credit transfer system, from any other department/faculty/university or degree awarding institution approved by the UGC by obtaining prior approval from the department, faculty board and university senate.

ENT 3374: BUSINESS PLAN DEVELOPMENT

A business plan is an essential roadmap for business success. It is always easier to write if it has a clear picture of what the finished product should look like. At the first stage, i.e. under Business Fundamentals of Business Planning, students learn how to make the business plan stand out. At the second stage, in Business Plan Development, more concern is paid to editing and finalising the business plan and practical views for the effective business plan. The coverage includes concepts of evaluation methods of business plan, elements of managing systems for an effective plan, operational network relations, ethics of business development stages and public relations in marketing. A wide array of teaching and learning methodologies such as case studies, workshops, video film discussions, oral and written presentations, debates, teamwork, field visits, etc. would be used in developing the best possible business plan.

ENT 3375: MANAGING ENTREPRENEURIAL GROWTH

This is an intermediate level course aimed at discussing the know-how of managing a growing firm. It includes discussions on managing life cycle of a business, making the transition to professional management, strategies of coordination for the growing firm, growth strategies, and characteristics of well-run SMEs for the future, and new product development.

ENT 3377: RESEARCH METHODOLOGY

This is an intermediate level course in research methodology. The course introduces the basic philosophy, concepts and tools of conducting a scientific enquiry. The coverage includes basic philosophical assumptions governing Social Science research, different research paradigms, issues and central concepts in Social Science research such as validity, reliability, biasness and generalizability, the research proposal, an overview of tools and methods of data collection and validation, an overview of tools and methods of data analysis, styles of writing, formatting and referencing, the research output - research report, papers and orals.

ENT 3378: GLOBAL BUSINESSES MANAGEMENT

This is an intermediate course that examines the issues associated with undertaking global business in complex and knowledge related markets. It explores the changing markets and the complexity of undertaking business in a fast paced technological and knowledge based age in a dynamic and strategic context. The role of Sri Lankan entrepreneurs required to engage in entrepreneurial activities that are fuelling innovation, as happened particularly in the so called Brazil, Russia, India and China (BRIC nations) will be addressed at length. The students will learn how to see the global competition as a positive and healthy trend for growth.

ENT 3381: BUSINESS DEVELOPMENT SUPPORTIVE SERVICES

This is an introductory course in Business Development Supportive Services. Business Development Support Services (BDSS) are a very important means of supporting the development of micro, small and medium-sized enterprises. The course unit

focuses in developing the special skills required by a nascent entrepreneur who venture in to the field of business development consultancies. This involves an introduction to strategies and techniques in entering to an organization, diagnosing it, identifying solutions and implementing them.

ENT 3382: BUSINESS DEVELOPMENT SEMINARS II

This course is a continuation of ENT 3373: Business Development Seminars I course which is also an intermediate course in business development skills. The students will explore proven methods and techniques for identifying opportunities, contacting prospects and prioritising day-to-day tasks and, will examine the steps they can take to run their businesses ethically and in full compliance with prevailing regulations. Moreover, the course will inculcate required competencies for facilitating high growth and profit which are considered to be the main accomplishment in business organizations.

ENT 3383: ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

This is an intermediate course on concepts, theory and practices related to entrepreneurship and business development. It discusses the fundamentals and definitions of entrepreneurship, difference and connection between entrepreneurship and intrapreneurship, the nature of characteristics and behaviour of the intrapreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, importance of creativity and innovation in entrepreneurial work, related basic business functions in an entrepreneurial firm, content of basic business plan, and influences and issues related on entrepreneurship development. Further this course encourage students to engage in the process

of planning a new business and planning for the growth of an existing business through thorough understanding of the challenges faced by a new or growing business in the real world. This course inspires the student to play the effective role of an entrepreneur or an intrapreneur through opportunity identification designing new or modernizing existing artefacts while combining all other resources together to add values through creative and innovative solutions bearing calculated risk.

ENT 3384: MANAGING CREATIVITY AND INNOVATIONS

This is one of the core courses in the Entrepreneurship Degree curriculum which is focused on developing human creativity and managing innovations among the students. This involves in discussing basic concepts in creativity and innovation, creativity and problem solving, the creative process, obstacles which inhibit creativity, overcoming obstacles and developing creativity, key elements of creative thinking, approaches to creative thinking, inventions and innovations, different types of innovation, process of innovations and systematic view of innovation. Management games and workshops with brain storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

ENT 4370: CONTEMPORARY ISSUES IN ENTREPRENEURSHIP

This course aims to develop the human analytical capacity and their sensitivity to the surroundings where the businesses operate. The course involves discussing issues and problems, contemporary issues of the present context, significance of the issues, how those issues create problems to the entrepreneurs and strategies for solving such problems. The ultimate objective of the course is to make student thoroughly

aware of the present issues and to impart knowledge as to how to critically respond to such changes in a way that the business will survive and prosper amidst challenges with innovative business solution for the development of the nation and betterment of the human kind. Lectures along with management games and workshops with brain storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

ENT 4271: RESEARCH STUDY I

This is the major independent study component of the degree programme. Students are allowed to conduct their independent study on a topic of their choice subject to the approval of the Department and the supervision of a faculty member. It is necessary that students take the research methodology course to undertake the independent study effectively. Students are expected to complete the first three chapters of the thesis i.e., introduction, literature review and methodology by the end of this course unit.

ENT 4372: PROFESSIONAL SKILLS DEVELOPMENT II

This course aims at installing and sharpening the leadership and team building skills of the undergraduates. This course covers basic theories behind leadership and team building. A wide array of teaching and learning methodologies such as case study, programmed reading, workshops, video film discussions, oral and written presentations, debates, team work, field trips, management games etc. would be used in developing the skills.

ENT 4373: SUSTAINABLE ENTREPRENEURSHIP

This course is an advanced course which provides a comprehensive understanding

on one of the modern trends in the field, the sustainable entrepreneurship. This course mainly focuses on introducing new concepts, theories and models in sustainable entrepreneurship through identification of modern trends in social and environmental aspects. Further to that, it focuses on developing new business models and initiate sustainable entrepreneurial firms through identification of new trends in the market.

ENT 4475: RESEARCH STUDY II

This course unit is a continuation of ENT 4271: Research Study I. Students are required to complete their research study by the end of the semester. Accordingly, data collection and analysis should be done during this course unit. Students need to complete the remaining chapters i.e., data presentation and analysis, findings and discussion, conclusion and recommendations.

ENT 4673: BUSINESS START-UP AND DEVELOPMENT PROJECT

This course unit involves developing essential skills necessary in starting and running an own business venture. The students will be getting an exposure to practically apply what they learnt in previous courses in relation to entrepreneurship and business management. Each student will be assigned to an experienced mentor, a practicing entrepreneur from the business world and an academic supervisor for finding solutions to the problems they encounter in running his or her business.

ENT 4674: INTERNSHIP IN ENTREPRENEURSHIP

This course is aimed at exposing the students to the real world of work and to learn by first-hand experience. The student is expected to work in the capacity of the

management trainee in corporate sector and apply the knowledge gathered throughout the degree programme and to produce a portfolio of learning experience in a form specified by the Department and face a viva voce at the end of the semester. The Department will assign a faculty member for counselling on the matters relating to the internship. In addition to that, this course requires the students to develop a case on a selected management problem that the students actively engaged in as a seeding corporate entrepreneur.

ENT 4376: BUSINESS DEVELOPMENT FORMATION AND IMPLEMENTATION I

This course unit involves developing essential skills necessary in starting and running an own business venture. The students will an exposure to practically apply what they learnt in previous courses in relation to entrepreneurship and business management. Each student will be assigned to an experienced mentor, a practicing entrepreneur from the business world and an academic supervisor for finding solutions to the problems they encounter in running his or her business.

ENT 4677: BUSINESS DEVELOPMENT FORMATION AND IMPLEMENTATION II

This is an extension to the course unit titled ENT 4376: Business Development Formation and Implementation – I. The students are expected to continue running their own business venture under the guidance of industry mentor and an academic supervisor.

ENT 4378: MANAGING CREATIVITY AND INNOVATIONS

This is one of the central course unit in the Entrepreneurship Degree programme, which is motivated on evolving human creativity and managing innovations among the students. This involves in discussing basic concepts in creativity

and innovation, creativity and problem solving, the creative process, obstacles which inhibit creativity, overcoming obstacles and developing creativity, key elements of creative thinking, approaches to creative thinking, inventions and innovations, different types of innovation, process of innovations and systematic view of innovation. Management games and workshops with brain storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

ENT 4379: ENTREPRENEURSHIP

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship. It discusses the meaning and definitions of entrepreneur, entrepreneurship and intrapreneurship, the nature characteristics and behaviour of the entrepreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, and influences on entrepreneurship development.

2.6.5 Professional and Industry Links

Department has signed Memorandums of Understanding (MoU) with Industrial Services Bureau of North Western Province, Sri Lanka, National Enterprise Development Authority (NEDA)- Sri Lanka, Lovely Professional University, India and Zhejiang Shuren University, China. Further, the Department is in the process of signing MoUs with different public institutions in the field of entrepreneurship development and with recognised foreign universities for the purpose of exchanging resources and facilities for the development of entrepreneurship in Sri Lanka.

2.6.6 Employment Opportunities

The program directly focuses on the development of entrepreneurs who run their own businesses. Therefore, they can be self

employed as business entrepreneurs. Further, they already command vast employment opportunities in the corporate sector as entrepreneurial managers in the field of Marketing, HRM, Accounting and Finance, etc. In addition, entrepreneurship graduates will be able to work as business consultants to the SME sector. Therefore, there will not be any problem regarding opportunities for employment and professional development.

2.6.7 Medals and Scholarships

The Gold Medal Awarded by the Department of Entrepreneurship

The medal is awarded to the student who has obtained the highest marks with a first class or a second class (upper) standing in the BSc Honours in Entrepreneurship Degree Programme.

2.6.8 Students Associations

Centre for Entrepreneurship – Students' Wing

Centre for Entrepreneurship – Students' Wing, abbreviated as “CEFEN Students' Wing” is the Students' Association of Department of Entrepreneurship. All the students who are registered for the BSc Honours in Entrepreneurship degree programme are eligible for membership. Students are provided with an opportunity for exploring themselves and their capacities for innovation and entrepreneurship through designing and implementing innovative projects. During the last few years the members of CEFEN Students' Wing revolutionized the university system by launching the “Sinha Raathriya” – a patriotic musical evening - and the “Fashion Fiesta” - a pageant for selecting J'Pura Princes and Prince. Both of these events were the first of such events that ever held in the Sri Lankan university system and will be taken as annual events in the future. Furthermore, the programmes such as Business Fair, Saubhagya, Nawa Arunalu etc. are organised by this students' wing time to time.

2.6.9 Students Resources Centers

Centre for Entrepreneurship - CEFEN

The Centre for Entrepreneurship (CEFEN) is the focal point for innovation and entrepreneurship education, training, research, consultation, advocacy and practice at the University of Sri Jayewardenepura. It aims to promote Sri Lankan economy, through the development of products that encourage innovation, entrepreneurship and support business growth. In doing so, we will draw on FMSC's academic expertise to explore the world of entrepreneurship, and innovation in their socio cultural, economic, political and legal contexts. The centre is a part of the Department of Entrepreneurship of Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.

As well, the centre will link with business organizations, educational institutions and business development support service providers, both local and overseas, in pursuing its goals.

2.6.10 Centre for Entrepreneurship and Innovation (CEFENI)

The Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura is uniquely positioned to provide courses and research on a broad range of topics along entrepreneurship. Further, understanding the fundamental importance of the fact that the University should be a catalyst for innovation rather than a system which encourages traditional learning mechanisms, the Department of Entrepreneurship established the esteemed unit called Centre for Entrepreneurship and Innovation (CEFENI). CEFENI provides a platform for the development of an entrepreneurial culture through promoting entrepreneurship and innovation within the nation. This center will provide sound exposure to budding entrepreneurs from the inception through to the fulfilment of their ultimate dream of becoming a successful entrepreneur.

The Goals of Centre for Entrepreneurship and Innovation:

- To be the enabler in fostering innovations and entrepreneurship across Sri Lanka to a level that affects the cultural orientation.
- To create a new breed of young entrepreneurs who will become contributors to the national economy.
- To bridge the gap between academia, business and government in the entrepreneurial arena and increase knowledge transfer in all directions.
- To act as the central hub of the network of entrepreneurs, intrapreneurs, potential entrepreneurs, schools, universities, public and private sector institutions and all other interested parties.
- To inculcate an entrepreneurial culture within Sri Lanka.

Services offered by CEFENI

With guidance and directions from the expertise, the Centre for Entrepreneurship and Innovation facilitates following services:

- Facilitating business incubation for the budding entrepreneurs and new starters.
- Acting as a policy planner for national entrepreneurship development.
- Operating as an information hub to provide necessary data and information to the required parties.
- Creating a linkage between researchers and entrepreneurs.
- Conducting national entrepreneurship and innovations forums, research conferences and exhibitions to promote entrepreneurial culture.
- Strengthening entrepreneurship education at the school and university level to inspire future generations of entrepreneurs.
- Promoting youth entrepreneurship through information forums, and mini-workshops on entrepreneurship and Enterprise development.
- Facilitating to develop ideas and prototypes for inventors and innovators through a free idea lab or an idea incubator.
- Engaging in income generating activities for self-sustainability.

2.6.11 Sri Lanka Forum of Entrepreneurship

Sri Lanka Forum of Entrepreneurship (SLFE) was the first ever platform in the entire university system which provides a great opportunity to connect with universities who are providing entrepreneurship education and training in Sri Lanka. Thereby, SLFE was formed by the DoE with the purpose of expanding the network especially within the state university system through connecting all the academic staff members, undergraduate students as well as the postgraduates students. This initiation was lead and coordinated by Ms. Pubudini Liyanage, lecturer of DoE under the head-ship Prof. M. V. S. S. Udayanga in the year 2021. Thereby, SLFE is currently operating with 10 member-units (comprising of departments and teaching units of entrepreneurship in the University of Sri Jayewardenepura, University of Colombo, Eastern University of Sri Lanka, University of Kelaniya, Rajarata University of Sri Lanka, University of Ruhuna, Sabaragamuwa University of Sri Lanka, Wayamba University of SL, Uwa Wellassa University of Sri Lanka, Vavuniya Campus of University of Jaffna) including DoE.

The main objectives of establishing this forum were,

- i. To expand the network within the field of study which in turn would enable to discuss matters pertaining to the delivery of the subjects
- ii. To create vigorous relationships with industry participants, regulatory bodies and government
- iii. To develop the teachers and trainers in the field of entrepreneurship of member units through training programmes
- iv. To engage with more collaborative researches in the field of entrepreneurship and link the research findings to decision making parties
- v. To build up a platform to showcase innovations and creative ideas of entrepreneurship students in the universities
- vi. To collaborate the student bodies of member units and create a sub-arm
- vii. To inculcate an entrepreneurial culture in Sri Lanka

2.6.12 Research Culture of DoE

The Department of Entrepreneurship which is a creator of employers and jobs has taken steps in organising an Annual International Research Conference in Entrepreneurship (IRSE) for the area of embedded fields of entrepreneurship, attracting academic and industrial participation, both nationally and internationally. The objective of this research conference is to provide pragmatic and inspiration for research among local and foreign undergraduates and academics, whilst creating a strong network among the industry and the academia. Further, our commitment in promoting an intellectually stimulating-multidisciplinary research environment for our students is encouraged by this annual event wherein, constructive platforms are built for both our academics and students to engage, showcase and deliberate on the more socially conscious and applied avenues of management education. Further, opportunities for research publications are widened through the bi-annual publication of Sri Lanka Journal of Entrepreneurship (SLJE) which is the journal being published by the department.

2.6.13 Chamber of Small and Medium Enterprise - COSME

It is a “Not for Profit” association established in 2009, affiliated to the Department of Entrepreneurship under the Companies Act No. 07 of 2007.

Its fundamental purpose is to stimulate development and growth of SMEs in Sri Lanka. It provides a wide range of services to SMEs including preparation of corporate plans, business plans, project feasibility report, procedure manuals, consultancy on general management, strategic management, production management, marketing management, human resource management, financial management, project management, taxation, banking, accounting, management information system, quality control, training on customer/public relation, entrepreneurship development,

conducting management audit internal audit, capacity building and many more. Internal students can be registered as COSME members and claim the benefits provided.

2.6.14 Small and Medium Enterprise Development Support Unit (SMEDSU)

Small and Medium Enterprises Development Support Unit (SMEDSU) is the official body designed by the Department of Entrepreneurship to link the academia with the industry. SMEDSU is the one and only such institution in Sri Lanka that provides a complete Career Development Path for entrepreneurs. Internal students of the department have the chance of sharing the experience of practicing entrepreneurs by joining the activities organised by SMEDSU. Annually, it offers scholarships for the undergraduates with poor financial background in Faculty of Humanities and Social Sciences and Faculty of Applied Sciences. SMEDSU has been a well known resource center for both the academic staff members and the undergraduates of the faculty for carrying out their research studies, other academic projects and assignments. This unit is administering extension courses for the practicing entrepreneurs of the country. At present around 250 entrepreneurs and prospective entrepreneurs are getting their education under this unit. Courses offered by the SMEDSU are as follows:

- Diploma in Entrepreneurial Business Management – (D EBM)
- Advanced Diploma in Entrepreneurial Business Management – (AD EBM)
- Postgraduate Diploma in Entrepreneurial Business Management – (PGD EBM)
- Master's Degree in Entrepreneurship - (MEntr)

These courses have been designed with the intention of developing the managerial know-how of the Sri Lankan entrepreneurs, managers, consultants, and other interested parties so that they can effectively and efficiently face local and global challenges.

2.6.15 Head of the Department

Dr. H. K. G. S. Ranasinghe

2.6.16 Academic Staff

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Mr. I. W. H. P. Nalaka

Work Aid

SMEDSU UNIT

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Clerk (Temporary)/MEntr

Ms. W. G. N. Prathibani

Clerk (Temporary)/MEntr

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2.6.18 Contact Details

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2.7.1 Evolution

The profession of estate management had its origin with the beginning of human civilization when man decided to live in huts in hamlets cultivating their own plot of land. The hut he built and the plot he cultivated had to be managed. This in essence is estate management, i.e., property development and its management during its useful life. With the establishment of Royal Institution of Chartered Surveyors in

1868; a global professional body promoting and enforcing the highest international standards in the valuation, management, and development of land, real estate, construction and infrastructure which was incorporated by a Royal Charter, in 1881 in the United Kingdom, the professional status established. Later a degree programme was commenced in the University of London. During the

British colonial period the valuation officers in Sri Lanka were Europeans, trained in the United Kingdom. After Independence in 1948, Sri Lankan staff was trained by sending them to the United Kingdom. The first attempt to train the staff locally was made in the early part of 1950's with the establishment of the Diploma Programme in Valuation in the Ceylon Technical College. Subsequently, this programme was abandoned.

Having recognized the need for a degree course in Estate Management and Valuation and in accordance with a proposal made by then Minister of Finance late Dr. N.M. Perera in his budget speech of 1971/72, the degree programme was commenced firstly in the University of Colombo in 1972 and one year later this programme was transferred to the USJP. The Degree programme was functioned by

a separate unit attached to the Department of Business Administration until the Department of Estate Management and Valuation was established in 1986.

The BSc Honours in Estate Management and Valuation Degree programme has been accredited by the Royal Institution of Chartered Surveyors (RICS) and the Institute of Valuers of Sri Lanka (IVSL).

2.7.2 Programme Learning Outcomes

PLO 1: To produce graduates with required competencies in the field of Real Estate Management and Valuation.

PLO 2: To offer a range of learning opportunities to graduates enabling them to work in dynamic environments both locally and globally.

PLO 3: To transform undergraduates into socially, environmentally and ethically responsible decision makers in dilemmatic situations.

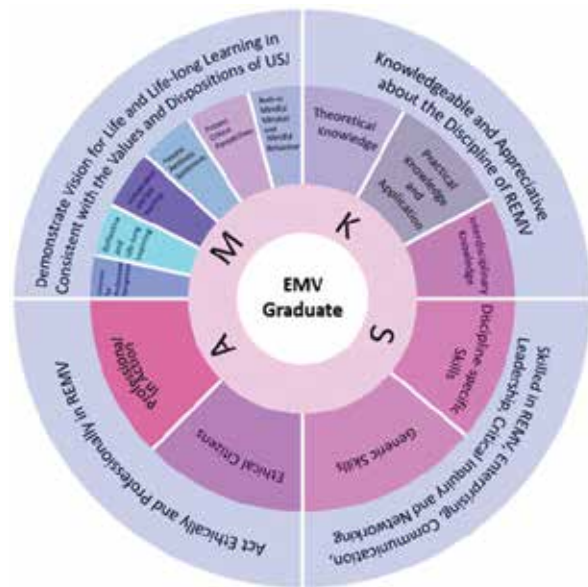
PLO 4: To inculcate the self-motivation for undergraduates to become a life-long learners, researchers and pursue postgraduate studies on Real Estate Management and Valuation.

PLO 5: To stimulate the interest of undergraduates for Assessment of Professional Competency (APC) pathways, Continuous Professional Development (CPD), Innovation and Entrepreneurship.

2.7.3 Graduate Profile

The Department of Estate Management and Valuation intends to produce globally competent graduates in the field of Real Estate Management and Valuation disciplines. The B.Sc. EMV graduates will be

visionary leaders, professionals, scholars, innovators and global citizens with a strong sense of integrity and a high commitment to the sustainable development, drawing inspiration from the local cultural heritage and wisdom.



a) Knowledgeable and appreciative about the discipline of Real Estate Management and Valuation (REMV). This means they hold relevant:

- Theoretical Knowledge
- Practical Knowledge and Application
- Interdisciplinary Knowledge

b) Skilled in Real Estate Management and Valuation, enterprising, communication, leadership, critical inquiry and networking. This means they are able to demonstrate:

Discipline-Specific Skills:

- Property and Market Inspection
- Property Measurement
- Property and Market Analysis
- Advising Clients

Generic-Skills:

- Entrepreneurship
- Effective Communication
- Teamwork and Leadership
- Decision Making and Solution Seeking
- Research Literacy
- Managerial Competencies
- Information and Communication Technology
- Social Networking and Human Relations

c) Act ethically and professionally in Real Estate Management and Valuation.

This means they are:

- Ethical Citizens
- Professional in action

d) Demonstrate vision for life and life-long learning in consistent with the values and dispositions of USJ. This means they are:

- Orientate for Professional Recognition
- Reflective and Life-Long Learning
- Independent and Self-learning
- Possess Aesthetic Sentiments
- Possess Critical Perspectives
- Built-in Mindful Mindset and Mindful Behaviour

2.7.4 Nature of the Programme

Having recognized the need for multi-disciplinary training in land resource management and the interrelated and interdependent character of the land-based profession, the curriculum of the BSc Honours in Estate Management and Valuation Degree programme was designed to provide theoretical knowledge, technical skills and practical exposure. Each student is required to complete an independent research study in the final year of the programme on any of

the fields such as Valuation, Real Estate Management, Urban and Land Economics, and Urban and Regional Planning. In addition, each student has to prepare a non-statutory valuation report for mortgage purpose in the third year and a statutory valuation report in the final year. Further, valuation report on agricultural property is also done.

Students also undergo practical training in the third and the final years of the programme. The training given to the students is of three methods. One stream of training has been designed by linking the programme with the industry. Accordingly, students in the third year of the programme undergo practical training in the Government Valuation Department. The practical training and project work associated with subjects such as surveying and levelling including survey camp, building construction, urban and regional planning is the second stream of training given to the students. Third mode of the training is a compulsory industrial training component in the 2nd semester of the final year.

The vital role played by computer and information technology has been duly recognized in designing the course curriculum. Therefore, computer programmes such as Computer Aided Designing and Geographic Information System (GIS) has been integrated with the subjects such as Urban and Regional Planning and Building Construction.

2.7.5 Programme Structure for Years II, III and IV

The structure for years II, III and IV of BSc Honours in Estate Management and Valuation Degree Programme is depicted in Table 2.7.1. (Structure of the year I is described under the common programme)

Table 2.7.1: BSc Honours in Estate Management and Valuation Degree Programme Structure for Years II, III and IV.

Course Code	Course Title	Credit Hours	Notional Hours	Course Status
Year II - Semester I				
EMV 2270	Environment and Sustainable Real Estate	2	100	Core
EMV 2271	Building Construction	2	100	Core
EMV 2172	Property Drawing and Documentation I	1	100	Core
EMV 2273	Surveying and Levelling I *	2	200	Core
BEC 2370	Macroeconomics	3	150	Core
FIN 2370	Financial Management	3	150	Core
LAW 2270	Law of Contract and Delict	2	100	Core
Total No. of Credits – Semester I		15		
Year II - Semester II				
EMV 2274	Surveying and Levelling II *	2	200	Core
EMV 2375	Building Pathology*	3	150	Core
EMV 2176	Property Drawing and Documentation II	1	100	Core
EMV 2377	Principles of Valuation	3	150	Core
EMV 2378	Land Economics	3	150	Core
EMV 2379	Geographic Information Systems	3	300	Core
EMV 2280	Institutional Framework for Real Estate	2	100	Core
EMV 2281	Building Cost Estimation	2	100	Core
Total No. of Credits – Semester II		19		
Total Credits for Second Year		34		
Year III - Semester I				
EMV 3370	Property Law	3	150	Core
EMV 3371	Construction Project Management	3	150	Core
EMV 3272	Real Estate Market Analysis	2	100	Core
EMV 3373	Urban and Regional Planning I	3	150	Core
EMV 3474	Advanced Valuation*	4	200	Core
EMV 3375	Agricultural Valuation*	3	150	Core
Total No. of Credits – Semester I		18		
Year III - Semester II				
EMV 3376	Real Estate Investment Analysis	3	150	Core
EMV 3377	Real Estate Development and Management	3	150	Core
EMV 3478	Urban and Regional Planning II and Studio Work	4	200	Core
EMV 3379	Applied Valuation I*	3	150	Core
EMV 3280	Real Estate Project	2	200	Core
Total No. of Credits – Semester II		15		
Total Credits for Third Year		33		
Year IV - Semester I				
EMV 4270	Research Methodology	2	100	Core
EMV 4271	Contemporary Developments in Real Estate	2	100	Core
EMV 4372	Urban Economics	3	150	Core
EMV 4473	Applied Valuation II*	4	200	Core
	One Elective (Refer Table 01)	3	150	Elective
EMV 4682	Independent Research Study (to be continued to Semester II)		300	Core
Total No. of Credits – Semester I		14		

Year IV - Semester II					
EMV	4682	Independent Research Study (Continued from semester I)	6	300	Core
EMV	4683	Internship	6	600	Core
EMV	4184	Ethics and Professional Development	1	50	Core
Total No. of Credits – Semester II			13		
Total Credits for Fourth Year			27		
Total credits for the Degree			126		

*Refer Table 02

Table 01: List of Elective Subjects for the Year IV - Semester I					
BUS	4370	Strategic Management	3	150	Elective
ENT	4379	Business Development and Innovation	3	150	Elective
EMV	4374	Business Valuation	3	150	Elective
EMV	4375	Environmental Valuation	3	150	Elective
EMV	4376	Housing and Settlement Planning	3	150	Elective
EMV	4377	Disaster Response Planning	3	150	Elective
EMV	4378	Corporate Property & Assets Management	3	150	Elective
EMV	4379	Property Technology and Digital Solutions	3	150	Elective
EMV	4380	Advanced Geographic Information Systems and Applications	3	150	Elective
EMV	4381	Land Management	3	150	Elective
Table 01 Note: Minimum of 10 students are required to offer a course under the elective list					

*Table 02: Courses with Compulsory Practical Components			
Year-Semester	Course Code	Subject	% of Total Marks allocated for Practical Component(s)
Year II - Semester I	EMV 2273	Surveying and Levelling I	50
Year II - Semester II	EMV 2274	Surveying and Levelling II	50
Year II - Semester II	EMV 2375	Building Pathology	50
Year III - Semester I	EMV 3474	Advanced Valuation	25
Year III - Semester I	EMV 3375	Agricultural Valuation	30
Year III - Semester II	EMV 3379	Applied Valuation I	30
Year IV - Semester I	EMV 4473	Applied Valuation II	30
Table 02 Note: A student should obtain a minimum of 50% of total marks allocated for practical components and minimum of 40% allocated for the final examinations in order to pass the course.			

2.7.6 Description of Courses

A short description of courses offered in the years II, III and IV of BSc Honours in Estate Management and Valuation Degree Programme is provided below.

EMV 2270: ENVIRONMENT & SUSTAINABLE REAL ESTATE

The course aims to provide knowledge relating to the value of natural resources and the ways in which managing the

environment and real estate development in a sustainable manner. It especially focuses to discuss the sustainable development goals and balanced management of three pillars of sustainable development in real estate development.

EMV 2271: BUILDING CONSTRUCTION

This course aims to provide knowledge in basic building construction technology, building materials, structural options, building services and how a property

performs both financially and functionally. While assessing a building, the valuer must know the types of buildings, building elements, windows, doors, etc. The structural members of building systems are discussed as they relate to their intended purpose and what they do under live and dead loads. Building construction materials and technologies are discussed as they relate to the building valuation.

EMV 2172: PROPERTY DRAWING AND DOCUMENTATION I

The course focuses on introducing basics in computer-aided drawing with CAD software, 3D modelling, rendering and rapid building documentation. The course further investigates practical processes of existing property documentation, building information development. Learning how to measure the existing property, taking off and document by using manual and computer-aided software will be studied in this subject. This is a practical drawing class. Therefore, students are required to undertake a series of practical assignments to improve their property documentation skills, building documentation, building information development and measured drawings.

EMV 2273: SURVEYING AND LEVELLING I *

This course introduces the fundamental aspects of land surveying, focusing on both the theoretical and practical knowledge of surveying and levelling. The course aims to introduce surveying and levelling techniques applicable to real estate management and provide an understanding of the basic surveying practical phases in the context of real estate valuation. There is a compulsory practical component with 75 contact hours to develop skills and knowledge related to Surveying and Levelling through fieldwork.

EMV 2274: SURVEYING AND LEVELLING II *

This course is a continuation of the previous course of Surveying and Levelling I. It provides the knowledge and application of advanced techniques related to surveying and levelling applicable to real estate development and management, valuation and planning. There is a compulsory practical component with 75 contact hours for this course and the course concludes with a survey camp to further develop skills and knowledge related to surveying and levelling through fieldwork.

EMV 2375: BUILDING PATHOLOGY*

The focus of this course is the diagnosis of building defects in existing buildings, which is an essential part of the property valuer's work, often referred to as building pathology. The knowledge required for building pathology is an understanding of basic building techniques and how and why buildings fail to perform. The aim of this course is therefore to teach students the principles of structural failure, the properties of building materials and how materials deteriorate as a result of various environmental factors. In addition, construction technological defects, human errors and how those may lead to overall building failures will be taught in this course.

EMV 2176: PROPERTY DRAWING AND DOCU- MENTATION II

This course will further develop students' skills in Property Drawing and Documentation I. Students will be trained to document property by using standard technical documentation. Students will be taught to document a building by using building drawings, specifications and bills of quantities. In addition, this course will teach students to use a set of innovative software such as Building Information Modelling (BIM). By using BIM students will be able to document the property in four dimensions including building information. This will be a practical class and most of the

studies will be conducted on a coursework basis in order to give practical exposure to students.

EMV 2377: PRINCIPLES OF VALUATION

Principles of Valuation deals with the principles underlying the valuation or appraisal of legal interests in all types of landed property. It covers key concepts, financial mathematics for valuer's and an introduction to three approaches and five standard methods of valuation. This course provides a foundation for all other valuation-related courses of the degree programme.

EMV 2378: LAND ECONOMICS

This course focuses on the application of the theory of economics to the problems related to land. It begins with its unique characteristics and key concepts, theories relevant to land, while it moves to the areas of land planning and management. The course provides knowledge on land and related issues, which serves as a foundation for core courses in the degree programme.

EMV 2379: GEOGRAPHIC INFORMATION SYSTEMS

This course focuses on principles, techniques, and applications of Geographic Information Systems (GIS). The course comprises of both lectures and practical on open-source GIS software. All laboratory exercises will complement the theory presented in the classroom lectures and courses such as Urban and Regional Planning, Valuation and Real Estate Development & Management. In addition, knowledge acquired in this course is useful for the real estate project and other practical assignments of the degree programme.

EMV 2280: INSTITUTIONAL FRAMEWORK FOR REAL ESTATE

The real estate sector of the country consists of various government, semi-government

and local government institutions that enjoy special legislative powers in dealing with real estate operations. Comprehensive awareness of the operations of these institutions is fundamental knowledge that EMV graduates require. Hence, this course aims to educate students on the legal and institutional setup and the finance system of the local government system and selected state institutions in Sri Lanka. The course also provides knowledge on the role of such institutions in planning and management of land and buildings and handling property assessments to improve the quality of the living environment.

EMV 2281: BUILDING COST ESTIMATION

This course introduces the types of cost estimation from the conceptual design phase through the more detailed design phase of a construction project. This course will also give knowledge of existing building construction cost estimation by taking off exiting building elements into consideration. Building Cost Estimation is vital in understanding property valuation, property management and real estate property development. Students will learn how to do breakdown items and estimate the cost of work into detailed components and tasks. Besides, the course highlights the importance of controlling costs and how to monitor project cash flow. Students will work on a break-even analysis of construction tasks in a project costing.

EMV 3370: PROPERTY LAW

This course provides knowledge of property law in carrying out real estate valuation, development and management of different nature. Property law has a strong influence on the determination of interest in land/landed properties and estimating values. The knowledge gained from this course supports real estate valuers and allied professionals in providing services for different clients.

EMV 3371: CONSTRUCTION PROJECT MANAGEMENT

This course aims to provide an understanding of project management in the construction industry. Construction project management is all about time, cost and quality management in construction projects. More than all construction project managers should have the basic skills of managing all the stakeholders of the project by improving effective communication skills and group decision making. Accordingly, this course covers financial, legal and contractual problems associated with the construction process and, application of management techniques and contract administration in the supervision of construction projects.

EMV 3272: REAL ESTATE MARKET ANALYSIS

This course aims to provide an understanding of a critical analysis of real estate markets which need for real estate planning, valuation and development & management. It covers two primary areas; sites in search of use and uses in search of sites. The course deals with the need and behavioural analysis of real estate occupants and other market actors, market analysis techniques, market & property data, trade areas dynamics, locational & occupant attributes, case studies and feasibility report preparation.

EMV 3373: URBAN AND REGIONAL PLANNING I

This course is useful for professionals in real estate management and valuation. It aims to enhance the required competencies, knowledge, theories/ concepts in urban and regional planning and its applications. The course covers aspects like the historical evolution of urban planning (global and local), types of plans and some key concepts. Urban and regional planning II is the continuation of this course.

EMV 3474: ADVANCED VALUATION*

This course covers an advanced treatment of valuation of legal interest in a property

following the three approaches according to the five standard methods of valuation to derive the market value (rental and capital) for different purposes. It is compulsory for students to train on the preparation of a non-statutory professional valuation report.

EMV 3375: AGRICULTURAL VALUATION*

This course aims to provide awareness on agricultural concepts with the required knowledge and skills to estimate the value of agricultural properties of perennial and non-perennial crops. This course also deals with agro-industrial concepts in the valuation process. Students to engage in a compulsory visit to an agricultural estate and prepare a valuation report.

EMV 3376: REAL ESTATE INVESTMENT ANALYSIS

This course deals with the investment aspect of real estate. It aims to provide an understanding of how investors on income-producing real estate analyse and make decisions. Knowledge of previous courses such as Financial Management, Real Estate Market Analysis, Principles of Valuation and Advanced Valuation provides a foundation for this course. The course primarily covers real estate related ownership and deal structures, equity valuation, debt analysis, real estate securitization, structuring and managing real estate portfolios. This course will expose students to contemporary software, case studies and feasibility report preparation which bring together various elements that are covered in the course.

EMV 3377: REAL ESTATE DEVELOPMENT AND MANAGEMENT

The scope of Real Estate Development and Management (REDM) is wide as it is multi-disciplinary in nature. This course covers key areas and shows the inter-relationship of this course with the rest of the courses of the degree programme. The general objective of this course is to provide

an overall understanding of the discipline of real estate development & management and its relationship with the value of real estates for EMV undergraduates. The topics covered under this course are real estate development & management process, the role of developer, different actors, property obsolescence, property quality & standards and so on.

EMV 3478: URBAN AND REGIONAL PLANNING II AND STUDIO WORK

This is a continuation of the previous course of Urban and Regional Planning I. This course aims to analyse issues and challenges of urban and regional planning specially related to the developing world and to give knowledge on institutional and legal framework related to planning in Sri Lanka. This course also provides the required skills to assess the land requirements for urban development and real estate development such as density measurements, layout design etc. In addition, the course adds advanced application of GIS focused on Urban and Regional Planning studio work.

EMV 3379: Applied Valuation I*

The objective of this course is to provide advanced knowledge and application of valuation principles on statutory valuation in Sri Lanka. The course mainly focuses on the introduction of statutory valuation in line with the review of respective legal enactments, case studies and case laws on statutory valuation. The areas covered in this course are land acquisition procedure including estimation of compensation, injurious affection, severances, and taxation for rating, stamp duty, and capital gain.

EMV 3280: REAL ESTATE PROJECT

This course allows students to experience synthesizing and applying different competencies that they have gained up to Year III in formulating a real estate project. The students' work will be evaluated at different

phases including project proposal evaluation, mid-term review and end project review. An academic supervisor is assigned to each group, and he/she guides students to develop their project plan, presentation, and the report. At the end of the project, the student will build their skills in giving professional presentations, applying research to develop project outcomes, report writing, and reflecting on the development of employability skills.

EMV 4270: RESEARCH METHODOLOGY

As real estate sector is highly vibrant, complex, and decisive for human life, real estate professionals have to be research-oriented in order to work as expected by the industry. Accordingly, research is an integral part of the real estate professions. The general objective of the course is to provide EMV undergraduates with a basic awareness of social research applicable to their potential careers. More especially, it is expected, to educate on what is research, the research process, preparing a proposal, reviewing of literature, methods of data collection and analysing, writing a report, and presentation and publication of the outcome of a research.

EMV 4271: CONTEMPORARY DEVELOPMENTS IN REAL ESTATE

The real estate sector evolves along with the vibrant nature and rapid changes of society, natural environment, technology, law and politics, market and consumer behaviours, local and global trends and patterns, and so on. Effective professional real estate graduates need to upgrade their awareness of this nature of the real estate sector so as to fulfil their role as expected by the industry. Therefore, this course provides a wider awareness of the vibrant and changing nature of the real estate sector, challenges and opportunities, skills of recognizing problems and finding solutions. This also provides skills of analysis of local and global real estate market operations. Furthermore, this course encourages undergraduates for self-learning, Continuing Professional Development (CPD), and Life-long Learning (LLL) in their future career life.

EMV 4372: URBAN ECONOMICS

Urban Economics is the study of firms and households' choices on urban location. The purpose of this course is to examine and understand the different parts of an urban economy and how they fit together. The spatial economics of an urban system, specially in housing, labour and transportation will be discussed. It also examines rent and wage determination, the location decisions of households and firms, quality of life amenities, agglomeration economies, and optimal city size, economics and policy of housing, transportation, local government, land use, discrimination, segregation, crime, and state policies of a smart city.

EMV 4473: APPLIED VALUATION II*

This course is designed to give the opportunity for the student to apply statutory valuation principles in real scenarios. The primary focus of the course is given on estimation of compensation for acquisition under different headings, annual value estimation for levying rates for properties within local government areas, valuation of stamp duty, capital gain for taxation. The course will also discuss the fundamentals of special property valuation and business valuation. Further, the course intends to develop student's skills in defending their valuation opinion at different statutory boards. At the end of the course, students will engage in the preparation of comprehensive statutory valuation report under all headings of the Land Acquisition Act.

EMV 4682: INDEPENDENT RESEARCH STUDY

The objective of this course is to develop the required skills and knowledge of conducting research on real estate issues. It is expected to add new knowledge to the existing research in the field. A research methodology course and seminars/ workshops/ guest lectures organized by DEMV are prerequisites for IRS. Each student is supervised and monitored by a senior

course continues throughout the final year of the degree programme. Duly completed research reports with the supervisor's approval will be evaluated and the students are supposed to face a viva-voce examination.

EMV 4683: INTERNSHIP

The internship course requires undergraduates to fulfil a minimum of 600 hours of industrial training in the field of real estate, valuation, urban and regional planning. The course aims to expose undergraduates to apply their competencies acquired through coursework to the real-life work setting. Following an internship will provide the undergraduates with awareness about potential career paths, professional networks and postgraduate studies. Under the support and guidance of the department, undergraduates will be responsible for securing internship opportunities.

EMV 4184: ETHICS AND PROFESSIONAL DEVELOPMENT

This course intends to ensure the ethical behaviour of real estate graduates in their professional life as well as in civil society. The course is organised in a way that the final year students are engaged in a professional setting and aware of ethical behaviour in professional practice. During the course, students will be exposed to learn international and local level ethical standards including RICS Global Professional and Ethical Standards. The course includes a case study presentation which portrays the real-world scenario and how student applied ethical standards during the decision-making dilemma in their internship.

EMV 4374: BUSINESS VALUATION

This course deepens the business valuation understanding of students which was introduced under Applied Valuation II course. Undergraduates will learn the application of three valuation approaches (cost, income and market) to value businesses of all types.

It allows students' understanding of value creation and value destruction, and how to select the appropriate method of business valuation for any given statutory and non-statutory situation. The students elect this course will be exposed to business valuation case studies and will be engaged in preparing a business valuation report.

EMV 4375: ENVIRONMENTAL VALUATION

This course provides the students with an understanding of economic approaches to valuing the non-market costs and benefits of environmental assets, projects and policies. It emphasizes the importance of integrating values of environmental resources in real estate valuation, development and management. The students who elect this course will be exposed to a range of case studies and critical discussion on different survey-based non-market valuation methods.

EMV 4376: HOUSING AND SETTLEMENT PLANNING

Housing constitutes a significant share of land use in cities as well as rural areas which require special attention in planning and development of those, as the ultimate objective is to improve the quality of human life. This course content is focused to discuss major human settlements issues and problems and critically evaluate various types of solutions and interventions (by both private and public sector) in human settlements (city and neighbourhood, planning, housing projects, building programs) in Sri Lanka. Also, to discuss new and emerging concepts, methods and tools to face new challenges in the built environment in developing countries.

EMV 4377: DISASTER RESPONSE PLANNING

This course provides an understanding of the emerging global and national issues in disasters, and a wider awareness on disaster risk situations and their implications on human settlements and land use. It also

focused on responsive measures and adaptation strategies for disaster risk situations in the planning of urban areas using emerging geospatial technologies.

EMV 4378: CORPORATE PROPERTY & ASSETS MANAGEMENT

The course introduces real estate management as a strategic function of an organisation. This course discusses the roles of corporate property at the strategic level of an organisation and how corporate property strategies would align with organisational strategies. It also discusses measuring corporate property performance for decision making, reviewing of corporate real estate best practices and enterprise resource planning for assets management.

EMV 4379: PROPERTY TECHNOLOGY AND DIGITAL SOLUTIONS

This course is developed to provide students with a broader knowledge of property technology (PropTech) manifestations, practices, and dispositions and, how those can be mobilized to generate digital solutions to contemporary issues related to real estate. The course contains discussions on industry 4.0 transformational technologies; particularly Artificial intelligence, Blockchain, IoT applications and big data handling on built environment designing, construction, financing, management and valuation. Students will be gained an understanding of the disruptions that are happening in the real estate markets through PropTech. This course is most suitable for students who demonstrate a higher interest in excelling themselves with digital skills related to real estate.

EMV 4380: ADVANCED GEOGRAPHIC INFORMATION SYSTEMS AND APPLICATIONS

This course aims to give an advanced application of GIS for Urban and Regional Planning and Real Estate Management. It builds on existing Geographic Information

System skills through analytical and cartographic applications to a range of disciplinary areas. Covers advanced geoprocessing tools for analysing vector, raster, and network data, as well as fundamentals of remotely sensed image processing, classification and visualisation. Emphasis on spatial data creation, representation, modelling, and programming.

EMV 4381: LAND MANAGEMENT

The course gains insights into the complex nature of state land management and learns about the key role of land management. This enables students to understand how good state land management practices can help to reduce the issues in real estate development and management in Sri Lanka. The areas covered under this course include; the issues related to state land in Sri Lanka, institutional and legal framework (land alienation and management), land alienation and management in Sri Lanka.

2.7.7

Employment Opportunities and Professional Links

The Estate Management and Valuation Degree programme is a blend of academic knowledge and professional competence. Hence, an affiliation with the professional institutions is of vital importance to maintain this character.

The BSc Honours in Estate Management and Valuation degree has been accredited by the Royal Institution of Chartered Surveyors (RICS).



Graduates of BSc Honours in Estate Management and Valuation degree, will receive the full membership of the RICS once they follow a period of practice and complete an Assessment of Professional Competence (APC) as prescribed by the RICS.

Furthermore, other key institution associated with the degree programme is the Institute of Valuers of Sri Lanka (IVSL). The Department also maintains strong links with the Government Valuation Department, Survey General's Department, Urban Development Authority, National Physical Planning Department, National Housing Development Authority, State Mortgage Bank and all Local Government Authorities.

Career opportunities available for the BSc Honours in Estate Management and Valuation graduates are:

- In government institutions related to the fields of valuation, real estate management, planning and urban development, housing and environmental management
- Local government institutions
- Financial institutions
- Real estate firms
- Plantation sector organizations, all of which handle a variety of activities related to planning, development and management of real estate.

Memorandum of Understanding (MoU) with Government Valuation Department

The Department of Estate Management and Valuation has signed a Memorandum of Understanding (MoU) with Government Valuation Department which is the sole organization which provides consultancy service on all valuations for Government and Semi-government Institutions and Local authorities. The primary objective of this MoU is to formulate fifty internship arrangements for the Degree Part IV undergraduates of the Department. Further, Government Valuation Department provides the service of its resources, personnel and access to its resource materials for education and training requirements.

2.7.8 Awards and Scholarships

Gold Medals

Three Gold medals are awarded to Estate Management and Valuation graduates at the convocation. They are:

- Gold Medal for the most outstanding student of the course
- Gold Medal for the subject of Urban and Regional Planning
- Gold Medal for the subject of Valuation

Merit Awards

Merit awards are offered for the best performance in several core subjects of the degree course at the annual EMV award ceremony. These awards are offered by related professional and government institutions.

Core subjects for Merit Awards given below

- Surveying and Levelling I
- Principles of Valuation
- Natural Resource Management
- Land Economics
- Advanced Valuation
- Applied Valuation I
- Urban and Regional Planning I
- Urban and Regional Planning II
- Real Estate Finance
- Real Estate Marketing
- Property Law
- Construction Project Management
- Applied Valuation II

Scholarships

In addition, Estate Management and Valuation (EMV) undergraduates are entitled to apply for the scholarship schemes awarded by the Department of Estate Management and Valuation as follows.

- **Estate Management and Valuation Alumni Association Scholarships**
These scholarships are awarded on the basis of merit and or financial difficulties of the students.
- **S.N. Wijepala Memorial Scholarship**
This scholarship scheme has been established to pay homage to the late Mr. S.N. Wijepala who had made pioneer contribution for the development of B.Sc. EMV degree programme and the valuation profession in the country. Under the scheme, selected EMV students are awarded with financial scholarship annually.

2.7.9 Student Association

Estate Management and Valuation Students' Association- EMV CREW

Students of the department have formed the aforesaid association with the view to enhancing interaction among the students-students, students-staff and students-industry. The Association makes every possible endeavour to improve the quality of the study programme, organising academic and extra-curricular activities as well as improving social harmony between the university community and outside society. To promote memberships willpower, the association is branded as the "EMV-CREW" which is denoted by the "EMV Careerists in Real Estate World".

Following are the specific objectives and annual activities of the association:

Objectives:

- To enhance the value of the members of the Association by increasing their interest in studies
- To facilitate career development of the members through effective links with the industry
- To ensure the social harmony and welfare of the members
- To educate members to be good citizens

Annual activities:

- Organizing the "EMV Annual Presentation and Award Ceremony" in collaboration with the Department.
- Conducting the annual "EMV Talent Show" in collaboration with the Department. - "Beyond Vision" ("Nethin Ethera")
- Real Estate Projects for Social Harmony and Wellbeing (CSR PROJECT).
- Conducting EMV annual sport event.
- Organise guest lectures to improve the skills of the students specially on communication and presentation.
- Assisting the Department to organise workshops, field trips and annual OBT training

EMV RCB - CLUB

EMV Relationship and Communication Building Club (EMV RCB – Club) was specially formed by the EMV Student's Association with a view to encourage students' communication skills and relationship building among the university and the mass society.

2.7.10 EMV Resource Centres

The Department has its own premises accommodating the department office and lecture rooms. The Department also has access to computer laboratory facilities in the Faculty of Management Studies and Commerce and the Information Technology Resource Centre specially to facilitate research and project work of the undergraduates. Student work is further facilitated by the Information Resource Centre at the Department which houses a considerable volume of relevant books, magazines, journals project reports, etc. The Department is equipped with the required tools to carry out practical work related to building construction and surveying and levelling.

2.7.11 Centre for Real Estate Studies (CRES)

CRES is the research arm of the EMV Department through which the department links with the industry. This opens for collaborative research and publication, training and development in the field of real estate in line with national development. Furthermore, the CRES dedicates in organising conference, workshops and short courses etc. to cater the needs of Continuous Professional Development (CPD), Assessment of Professional Competency (APC) and Life Long Learning (LLL) requirements of professional bodies and business firms in the field.

2.7.12 International Conference on Real Estate Management and Valuation (ICREMV)

ICREMV is a well-organised forum for Local and overseas academic professionals, presenters and policy makers in the field of real estate to share original research, innovative ideas, thought and experience enabling to develop mutually benefited networks, communication and relationships underpin the real estate industry.

2.7.13 Head of the Department

Dr. (Mrs.) T. G. U. P. Perera

2.7.14 Academic Staff

Prof. R. G. Ariyawansa

Senior Professor (Chair) of Estate Management and Valuation

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. (Mgt.) (SJP); M.Sc. Development Planning (London); PhD (SJP); AIV

Prof. (Mrs.) K.G.P.K. Weerakoon

Professor in Estate Management and Valuation

B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); M.Sc. Human Sett. Pl. (AIT); PhD (USM); FITP (SL); AIV

Prof. (Mrs.) N. C. Wickramaarachchi

Professor in Estate Management and Valuation

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. T & CP (Moratuwa.); PhD (Colombo); FITP (SL); MRICS; AIV

Dr. (Mrs.) T. G. U. P. Perera

Senior Lecturer

B.Sc. Est. Mgt. & Val. (Special) (SJP); Master of Urban Engineering (Tokyo); PhD (Birmingham); CIMA (UK) Passed Finalist; MITP SL

Dr. Prathap Kaluthanthri

Senior Lecturer

B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP); M.Sc. in REMV (SJP); PGDipM (UK); PhD (USM); MRICS; AIV

Mr. W. H. T. Gunawardhana

Senior Lecturer

B.Sc. Est. Mgt. & Val. (Special) (SJP); MSc. in REMV (SJP); MSc. in PM (UOM); PhD (RMIT) (Candidate); A/IVSL(Probationary) (SL)

Dr. Chameera Udawattha

Senior Lecturer

B Arch Hons Architecture (UOM); Phd Civil Engineering (UOM); Chartered Architect AIA (SL); GREENSL® AP, Chartered Member of Royal Institute of British Architects (RIBA)

Dr. (Mrs.) H. M. Lakshi Karunaratne

Senior Lecturer

B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP); MEM (Colombo); PhD (UNSW); GREENSL® AP

Ms. Hashini Wickremasinghe

Lecturer (Probationary)

B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP); GREENSL® AP

Mr. Lasika Madhawa Munasinghe

Lecturer (Probationary)

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Phil (SJP) (Candidate); PG Ex. Dip. Bank Mgt. (IBSL); DABF (IBSL); GREENSL® AP

Ms. Yasheema Kumuduni

Lecturer (Probationary)

B.Sc. Est. Mgt. & Val. (Special) (SJP); MSc. in REMV (SJP) (Candidate)

Ms. Divya I. Kalansuriya

Lecturer (Probationary)

B.Sc. Est. Mgt. & Val. (Sp.) (USJ-SL), MBA (PIM-SJP) (Reading), CIMA Adv. Dip in MA, MRICS APC Candidate

Mr. Nimasha B. Sugathadasa

Lecturer (Probationary)

B.Sc. Est. Mgt. & Val. (Sp.) (USJ-SL), M.Sc. Agri. Econ (Reading) (UOP-SL) Passed Finalist: AAT (SL), ICASL – CL (SL)

2.7.15 Non Academic Staff**Mr. Manjula Pushpakumara**

Office Assistant

Mrs. Manoja Ranasinghe

Technical Officer

Mr. L. C. J. Edirisinghe

Working Assistant

2.7.16 Contact Details

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FIN

2.8 BSc Honours in Finance Degree Programme



2.8.1 Evolution

BSc Honours in Finance Degree is one of the specialized Degree Programmes offered by the Faculty of Management Studies and Commerce since the academic year 2001/2002. Since then the subject of finance has been elevated to a fully-fledged

Degree Programme in recognition of the growing demand for finance specialists, which has been created by the unprecedented growth in financial markets and institutions both in locally and globally over the recent years.

2.8.1.1 Graduate Profile

The intent of the Department of Finance is to produce graduates specialized in the areas of capital markets, investments and finance. Their major skills include, the ability to analyze relevant issues, consider options, and make informed decisions using supportive knowledge of Information

and Communication Technology, quantitative models and research methods. Their interpersonal skills, self-discipline, multi-cultural and language competencies, moral and ethics are also emphasised. More specifically, the expected academic and personal competencies are given below.

Academic Competencies

- Critical thinking in concepts in Finance
- Analysis and interpretation of financial information for problem solving and decision making
- Scientific and analytical reasoning related to Finance
- Application and interpretation of finance knowledge and making decisions
- ICT skills
- Communication skills
- Creative and innovative
- Interdisciplinary knowledge and skills in management
- Research skills

Personal Competencies

- Professionalism and ethical conduct
- Community engagement
- Fairness, equal treatment and adaptability
- Interpersonal skills and Team working skills
- Attitude, Values and Lifelong learning
- Appreciate aesthetic values

2.8.1.2 Program Learning Outcomes (PLOs)

PLO 1: Understand the concepts and the theoretical knowledge in finance

PLO 2: Understand financial markets & financial services, its mechanism, compliance and influences in terms of local and international perspectives including economic, legal and management strategies

PLO 3: Exhibit the ability to apply theory into practice with critical thinking, analytical reasoning in an innovative financial and technological environment while creating new knowledge

PLO 4: Display a range of personal and interpersonal skills, including the capacity for leadership and professionalism, corporate communication, initiative taking, creativity, innovation and working in teams

PLO 5: Exhibit equal treatment, while being flexible and adaptable to changing socio-cultural environment

PLO 6: Enrich attitudes, ethical conduct and social responsibility in wider social context

PLO 7: Commit for lifelong learning and reflect upon themselves, while inculcating aesthetic values and an inclusive vision for life

2.8.2 Programme objectives

The BSc Honours in Finance Degree Programme has been designed to produce graduates in finance who are capable of meeting the new challenges in the global financial and capital markets. This degree is designed to provide a solid understanding in finance principles, practice and exposure to capital markets in order to facilitate better decision making. It enables students to collect and analyse necessary data critically and creatively to solve problems related to investments and finance.

2.8.3 Nature of the Programme

2.8.3.1 Subjects

The BSc Honours in Finance Degree Programme aims at producing skilful and employable finance graduates who are capable of standing up to the challenges created by the ever-changing local and global financial markets. The curriculum is challenging and has been designed to provide the essential knowledge, skills and attitudes necessary to be successful in the growing field of Finance. The programme is appropriate for

those who possess a strong competency in Economics, Mathematics and Accounting. It consists of carefully integrated subjects in the key areas of Finance such as Corporate Finance, Investment and Portfolio Management, Business Valuation Theory and Application, Risk Management and Insurance, Real Estate Finance and Financial Services & Regulations. The degree at its completion requires its students to compile either a Dissertation or Research Project while being employed within the financial market, giving students great exposure and practical training to ensure a holistic educational experience. It also incorporates current developments in the field through a series of guest lectures that runs throughout the programme. Hence, the programme is rich in content and intends to develop capable graduates with enhanced analytical, critical thinking, problem solving and communication skills which help to apply theory into practice for prospective careers in Finance.

2.8.3.2 Research

The Department of Finance consists of qualified internal academic staff and finance practitioners who serve as visiting lecturers. Our academic staff members conduct research in the areas of financial markets, financial securities, corporate finance, international finance, asset pricing, corporate governance and real estate finance. A strong research culture is promoted and academics are supported in order to actively participate and present their research findings at conferences and publish them in leading journals. The Department provides research training to produce graduates who are eligible to investigate and solve complex real world finance related problems. To facilitate this research training, the BSc Honours in

Finance Degree Programme offers research methodology in Finance to all undergraduates of the Department. Once the students are equipped with this methodological understanding, they are given the opportunity to conduct an independent research under a selected theme in finance with the supervision and guidance of an academic staff member.

2.8.3.3 Practical Training/ Internship

This degree programme offers an internship component in the final year of the degree at a variety of organizations and industry sectors. The Department provides guidance for students in finding suitable internship placements in the field of finance and other related disciplines. The main objective of this component is to allow students to gain hands-on experience in applying their theoretical knowledge in a real-world business environment. Additionally, it intends to develop students' generic skills such as team work, time management, and communication and to build-up corporate networking. This component is monitored and evaluated by the employer and a panel of academic staff members of the Department continuously, in order to ensure that the students obtain a comprehensive internship.

2.8.4 Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Finance Degree Programme is depicted in Table 2.8.1.

Table 2.8.1: BSc Honours in Finance Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
Year II - Semester I				
FIN 2370	Financial Management	Core	45	03
FIN 2371	Financial Mathematics	Core	45	03
ACC 2370	Management Accounting	Core	45	03
BEC 2370	Macroeconomics	Core	45	03
MAR 2370	Marketing Management	Core	45	03
DSC 2370	Operations Management	Core	45	03
Total Credit Hours				18
Year II - Semester II				
FIN 2372	Advanced Corporate Finance	Core	45	03
BUS 2371	Organizational Behaviour	Core	45	03
ITC 2371	Business Analytics	Core	45	03
LAW 2373	Corporate Law	Core	45	03
ENT 2375	Entrepreneurship	Core	45	03
FIN 2273	Professional Skills Development	Core	30	02
Total Credit Hours				17
Year III - Semester I				
FIN 3370	Financial Derivatives	Core	45	03
FIN 3371	Business Valuation Theory and Applications	Core	45	03
BEC 3370	Managerial Economics	Core	45	03
BEC 3371	Econometrics	Core	45	03
ITC 3372	Management Information Systems and ERP Applications	Core	45	03
	One Elective Elective 1		45	03
Total Credit Hours				18
Year III - Semester II				
FIN 3373	Financial Modelling and Forecasting	Core	45	03
FIN 3374	Research Methodology	Core	45	03
FIN 3375	Investment and Portfolio Management	Core	45	03
FIN 3376	International Financial Management	Core	45	03
FIN 3377	Bank Management	Core	45	03
	One Elective Elective 2		45	03
Total Credit Hours				18
Year IV- Semester I				
FIN 4370	Financial Analysis	Core	45	03
FIN 4371	Internship I	Core	45	03
BUS 4370	Strategic Management	Core	45	03
	One Elective Elective 3		45	03
Total Credit Hours				12

Year IV- Semester II					
Option 1					
FIN	4376	Corporate Governance and Business Ethics	Core	45	03
FIN	4677	Dissertation	Core		06
		One Elective Elective 4		45	03
Total Credit Hours					12
Option 2					
FIN	4376	Corporate Governance and Business Ethics	Core	45	03
FIN	4382	Research Project			03
		Two Electives Elective 5		90	06
Total Credit Hours					12

Elective 1

FIN	3372	Credit and Treasury Management
ACC	3374	Taxation
DSC	3370	Operations Research

Elective 2

ACC	3376	Artificial Intelligence and Data Analytics in Accounting
BEC	3375	Monetary Economics
DSC	3381	Supply Chain Management
ITC	3377	Digital Business Management and Enterprise Applications
BEC	3374	Project Management

Elective 3

FIN	4372	Financial Risk Management
FIN	4373	Real Estate Finance
FIN	4374	Insurance and Actuarial Finance
FIN	4375	Corporate Documentation and Reporting
BEC	4370	Development Economics

Elective 4

FIN	4378	Contemporary Issues in Finance
FIN	4379	Entrepreneurial Finance

FIN	4380	Cyber Risks, Blockchain and Investments
FIN	4381	Financial Services and Regulations

Elective 5

FIN	4378	Contemporary Issues in Finance
FIN	4379	Entrepreneurial Finance
FIN	4380	Cyber Risks, Blockchain and Investments
FIN	4381	Financial Services and Regulations
FIN	4383	Internship II

*Note: The elective courses offered in a particular semester will be decided by the department based on the resource availability and number of students registered for each elective course.

2.8.5 Description of Courses

A short description of courses offered from the year II to IV of BSc Honours in Finance Degree Programme is provided below.

FIN 2370: FINANCIAL MANAGEMENT

This introductory finance course is designed to familiarise the student with the role of financial management in maximising the value of the firm. Students will gain

familiarity with the functions of finance, and the institutions and instruments that carry out these functions in the current financial marketplace. The course primarily encompasses corporate finance. This course provides a basic understanding on: the scope and environment of financial management, the time value of money, risk and return, securities valuation, capital structure and leverage, capital budgeting and working capital management.

FIN 2371: FINANCIAL MATHEMATICS

This is an introductory course in Financial Mathematics, and it is compulsory for all Finance undergraduates. This course extends the discussion of Business Mathematics into its application in Finance. The subject is introduced with the intention of providing a sound knowledge on the ground principals of finance which paves the path to learn advanced finance courses in the years to come. Though Financial Mathematics is a very broad and expanding area, this course is carefully structured to foster the thorough understanding of our undergraduates in relation to the concepts of time value, probability and expected value, contingent payments, linear programming, life annuities and insurance and financial derivatives, involving differential equations and matrices. In addition, this course further provides awareness on modern applied mathematics in finance and it intends to extend this knowledge through a sequentially planned comprehensive set of lectures and tutorial sessions.

FIN 2372: ADVANCED CORPORATE FINANCE

The primary objective of this course is to deepen students' knowledge in financial management pertaining to the investment and financing decision making domains in increasing corporate performance and value. Accordingly, this course covers advanced techniques of capital budgeting

and involvement of risk, the process of going public and capital structure, working capital management and short-term financial planning, and dividend policy. This course also includes areas such as framework of corporate finance, regional and global financial markets, long-term financial planning, valuation of corporate securities, cost of capital, leverage, financial distress and restructuring, corporate mergers and acquisitions, and alternative financing options. Moreover, this course enables students test out the applicability of theoretical and conceptual knowledge by engaging in discussions of contemporary topics and issues in the area via academic oriented research papers as well as papers published by global professional associations of finance. Similarly, students get the opportunity to analyse case studies and provide recommendations for real-world corporate finance issues faced by finance managers. The delivery modes of this course mainly include student-centered lecture sessions, interactive tutorial classes, guest lectures, group discussions, presentations, study tours, and field visits.

FIN 2273: PROFESSIONAL SKILLS DEVELOPMENT

The course is carefully designed to inculcate potential skills in finance students to prepare them to deal with the external world in a collaborative manner, communicate effectively, take initiative, solve problems and demonstrate positive work ethics. This course helps students in developing an accountable character informed not only by reason but also by heart and spirit.

FIN 3370: FINANCIAL DERIVATIVES

This course introduces the basic principles, concepts and theories that are necessary to understand and analyse available financial derivatives in the market. The course covers the characteristics and pricing of various

derivatives (e.g., forward contracts, futures contracts, put options, call options, and swaps) and provides an overview of how they are used by hedgers, speculators and arbitrageurs. This also focuses on lessons for the users of financial derivatives and provides an understanding on how some users of derivatives have ended up with making losses.

**FIN 3371:
BUSINESS VALUATION
THEORY AND APPLICATIONS**

This course explores both the theoretical basis and practical applications of all major elements of discounted cash flow valuation, relative valuation and asset-based valuation. This course discusses the selection and the use of different valuation techniques in forecasting the company's strategic position, and economic and business values. This course focuses on corporate valuation. The topics in relation to valuation include; fundamentals of valuation, core principles of value creation, concept of conservation of value, followed by core valuation techniques both absolute and relative, and advanced issues in valuation. Key emphasis is given on restating the required financial information for corporate valuation from financial statements and other sources of information.

**FIN 3373:
FINANCIAL MODELLING
AND FORECASTING**

The objective of this course is to provide undergraduates with a practical perspective of the finance theories and models using Microsoft Excel. It focuses the use of spreadsheet-based financial model designing methodology, utilisation of finance theories over a wide range of applications to be used in the finance industry. This also emphasise on simplicity, modularity and ease of use, while using Excel features to speed up development and reduce errors. The course provides students a career path

in financial services including debt and equity, investment banking, portfolio optimisation, corporate valuation and analysis, research and consulting.

**FIN 3374:
RESEARCH METHODOLOGY**

This is a compulsory course that is aimed at providing a clear guide on how to undertake research in Finance. The course takes a step-by-step approach to the design and implementation of quantitative and qualitative techniques including case study, surveys, interviews, focus groups, participant observation, textual and media analysis. How to manage and analyse data (including computer assisted), and how to write up and present findings. It is also intended to equip students with the knowledge and ability to undertake original research projects and develop a set of transferable workplace skills.

**FIN 3375:
INVESTMENT AND
PORTFOLIO MANAGEMENT**

This course is designed to provide students with basic concepts, theories, and practices in understanding, analysing, and making decisions in investment and portfolio management. The course discusses investor behaviour, capital markets, risk and return, portfolio analysis, capital asset pricing model, factor models, arbitrage pricing theory, valuation and analysis of fixed income and variable income securities and portfolio performance evaluation. It also discusses empirical findings on these topics to understand the application of them in practice.

**FIN 3376:
INTERNATIONAL
FINANCIAL MANAGEMENT**

This is a specialized course to provide a clear knowledge and understanding of how the financial management principles and techniques are applied to a firm operated in an

international context. This course intends to provide a basic understanding on how managers of international companies manage their finance resources via investment and finance decisions in order to maximise the wealth of the owners under the dynamic international business environment. This course unit basically covers international financial environment including foreign exchange markets and instruments, the behavior and determination of exchange rates, relationship among exchange rates with other macroeconomic variables, measurement and management of exchange rate risk and the long-term and short-term global investment and financing aspects. This knowledge is aimed to deliver via a comprehensively prepared set of lectures, tutorials, case studies, field visits and a series of guest lectures conducted by the experts in the industry.

FIN 3377: BANK MANAGEMENT

This course focuses on the management of banks as a professional function based on theories and practices. The course focuses on decision making and offers a unique approach to understanding bank management. The course begins with discussion of financial system stability in Sri Lanka and it is intended to give students a mix of essentials, credit policy, liquidity management, assets and liability management, analysis of performance and risk management in banks and opportunity to share the experiences of management practices in Sri Lankan financial institutions.

FIN 4370: FINANCIAL ANALYSIS

This course introduces techniques of financial information, investments, and market analysis. It develops essential analytical skills for managing investments and finance, financial statements-based decisions, operations, marketing, human resources related decision making,

commercial lending, and the extension of credit. The course presents financial tools, and applications in technical analysis, wave theories, sentiment and charting. It aims to guide managing the performance and direction of investments.

FIN 4371: INTERNSHIP I

This is a three (03) credit programme offered in Year IV - Semester I to facilitate student interns to obtain relevant practical and professional hands-on experience in the field of finance and other related disciplines. This course further enables student interns to enhance understanding and application of managerial concepts, principles, theories, and procedures learnt in the classroom and to get familiarised with industry best practices in a real-world organizational setting. Student interns are required to obtain the internship under a training-in-charge, who is a senior officer at the internship sponsoring organization and will be supervised and evaluated by the training-in-charge throughout the semester. In addition, student interns will also be evaluated by a panel of academic staff members via a viva-voce examination at the end of the semester.

FIN 4376: CORPORATE GOVERNANCE AND BUSINESS ETHICS

This course aims to offer an understanding of the core principles of Corporate Governance and Business Ethics by which students are encouraged to learn business fundamentals and best practices to evade future failures and to enhance self-discipline promoting the ethical behaviour in the society. Both internal aspects; ownership structure, monitoring function and management incentives, and the emerging codes of corporate governance and external insights of corporate governance discipline; take-over market, creditors and other stakeholder relations are discussed in detail.

Moreover, this course will extensively examine different corporate governance models practised around the world. Considering the changing nature of the subject the scope of coverage extends to contemporary governance issues, recent episodes of governance related failures, corporate responses, and the requirement of Environmental, Social and Governance (ESG) considerations. This course will use formal lectures, interactive tutorial sessions, real world case studies and reference of recommended publications to enable students to obtain the necessary knowledge and skills required.

FIN 4677: DISSERTATION

Dissertation is an optional course for the final year undergraduates following BSc Honours in Finance degree programme.

This course comprises a supervised research supported and complemented with supervisory discussions. It is designed for those who wish to undertake original research in a selected area of Finance. Students will identify their own research topic in discussion with the supervisor, and thereafter frame appropriate research questions and hypotheses or propositions, adopt appropriate research methodology, develop an analytical framework, conduct necessary detailed research, and write an academic research report.

FIN 4382: RESEARCH PROJECT

Research Project is an optional course for the final year students following BSc Honours in Finance degree programme. This course requires the student to identify a finance related issue in an organization and write a project report under the guidance of a supervisor allocated by the Department of Finance. This exercise provides an opportunity for students to integrate knowledge, skills and competencies gained in their studies throughout their previous semesters and to develop explorative, investigative, analytical and synthesizing skills.

Elective 1

FIN 3372: CREDIT AND TREASURY MANAGEMENT

The credit management module of this course deals with concepts and techniques related to management of credit in institutions. This section mainly focusses on credit operations, credit policy, credit terms and conditions and credit risk assessment. The course provides necessary knowledge about sales ledger management, liquidity management and consumer credit together with export credit finance and credit insurance. The second module of the course intends to provide a comprehensive understanding on the treasury functions of corporate and financial institutions together with the rationale for the availability of treasury function in corporations. The major aspects covered include treasury functions, international borrowings, corporate ratings, foreign exchange exposure management, interest rate risk management, value based management, treasury performance measurement, liquidity management systems and controls, tax and accounting issues.

Elective 3

FIN 4372: FINANCIAL RISK MANAGEMENT

This course focuses on risk management in business organizations by identifying, measuring, and managing risk within its risk appetite to maximize investment returns. The objective of this course is to introduce the fundamental concepts, principles, and practices of financial risk management by focusing on a variety of financial risks including market risk, credit risk and liquidity risk. This course will also address basic financial and risk assessment techniques that would enhance the risk management decision-making allowing to construct a robust risk management system. Moreover, the course intends to target the student population who aims to join the financial services industry, while keeping the other options open.

FIN 4373: REAL ESTATE FINANCE

This course covers major aspects of real estate finance from the perspective of both owners and investors of real estate. The course begins with an overview of the fundamentals of real estate ownership which is followed by a detailed discussion on diverse means of real estate financing. Subsequently, the course introduces different valuation techniques for income properties and discusses the impact of leverage on the value of the properties. Finally, the course provides the students with a basic understanding of contemporary issues in the field of real estate finance with special reference to developing markets. This course exposes students to current “real world” real estate finance. Apart from the subject knowledge, the students get an opportunity to develop their analytical skills, and soft skills through a group project in which they analyse an issue related to real estate finance.

FIN 4374: INSURANCE AND ACTUARIAL FINANCE

This course focuses on both insurance and actuarial science which are integral parts of insurance business. It covers various types of life insurance, health benefits, features of insurance contracts and four areas in actuarial: investments, life insurance and annuities, retirement benefits, and health benefits. Actuarial science provides students and finance professionals the ability to excel in many sectors including insurance, banking and investments which are highly volatile, unpredictable and dealt with lot of risks.

FIN 4375: CORPORATE DOCUMENTATION AND REPORTING

Documentation and reporting play a vital role in communicating and interacting with the internal and external

environments during the delivery of financial services. Many of these documents and reporting requirements also function as analysis tools that aid the decision making in finance. Thus, the understanding of these requirements is essential in applying the theories into practice. Therefore, this course is organized to facilitate the students to get themselves exposed to hands on experience on the finance applications in the industry. This multifaceted course is developed to cover a wider knowledge on the documentation and reporting requirements in broader areas in the investment management, corporate finance, business valuation, and international finance fields. Through the practical exposure, the course intends to bridge the gap between the students – industry and bring the class room experience closer to the finance workplace. Documentation and reporting requirements vary across different fields of finance and companies in the industry. Nevertheless, the underpinning rules, structures and the logic of these requirements are held upon a commonly accepted guidelines and protocols. This module is structured in different delivery modes such as in class case studies, visiting lectures by industry experts and practical assignments.

Elective 4

FIN 4378: CONTEMPORARY ISSUES IN FINANCE

This course is made up of a combination of lectures, seminars, workshops and student presentations, discussion on research papers & case studies and aims to achieve the learning outcomes by critical examination of current issues in local and global context relevant to the field of finance. This is not a traditional theory based course unit, but a review of the current global and local issues in finance field to understand the current dynamic environment as a learner. Further, the industry practitioners share their experiences related to the current issues with

learners through workshops and seminars, which enhance learners' practical knowledge on finance.

FIN 4379: ENTREPRENEURIAL FINANCE

This is a specialised course designed to introduce financial thinking and the tools and techniques adapted to deal with the new, young, and small business ventures. The course covers the theories, knowledge, and financial tools an entrepreneur needs to start, build and harvest a successful venture. This course incorporates a life cycle approach of successful ventures typically begins with an initial development stage, startup stage, survival stage, rapid growth stage, and early maturity stage. The major areas of coverage include organising and operating the venture, planning for the future, creating and reorganising venture value, structuring finance for the growing venture, and exit and turnaround strategies. The knowledge and skills learned would be invaluable for all students, whether they find a job in an entrepreneurial enterprise, work in an established firm or start a company of their own.

FIN 4380: CYBER RISKS, BLOCKCHAIN AND INVESTMENTS

This course covers the fundamentals of Blockchain, Cryptocurrencies and digital form of Investments. It discusses the origin, technology, application, commercials and limitations of blockchain technology and cryptocurrencies. In the context of modern investment portfolios, this course analyses the security aspects in blockchain, cryptocurrencies, digital investment and identifies various risks involved. It discusses on recent developments in blockchain, digital currencies and highlights any significant recent events. The course develops understanding of the current and potential Blockchain applications in the financial sector, the intricacies of blockchain technology, and effective strategies for incorporating cryptocurrency into investment plans.

FIN 4381: FINANCIAL SERVICES AND REGULATIONS

This course focuses on the fast-growing financial services industry with financial innovations, modern technologies, and opening of the global economy. This dynamic growth of the financial markets and the reforms has opened the need for financial intermediation, insurance, payment and settlement, and a host of other financial services. Therefore, the course covers the topics on credit rating, factoring, venture capital, securitization, and depositories. Furthermore, abreast the growth of financial services is the need for streamlining an effective regulatory framework. This course investigates the regulatory framework of the financial services in the financial system. It also examines the essential elements of effective compliance programmes, the regulatory expectations for investment advisers and investment companies. Thus, the objective of this course is to explore functioning and performance of the financial services sector along with the regulatory framework which is vital in the current and future business settings.

Elective 5

Course descriptions of FIN 4378: Contemporary Issues in Finance, FIN 4379: Entrepreneurial Finance, FIN 4380: Cyber Risks, Blockchain and Investments, and FIN 4381: Financial Services and Regulations are given under Elective 4.

FIN 4383: INTERNSHIP II

This is a three (03) credit programme (elective) offered in Year IV - Semester II to facilitate student interns to obtain an in-depth relevant practical and professional hands-on experience by undergoing an internship with a more emphasis in the field of finance. In addition to getting familiar with industry best practices in a real-world finance setting, this course also

enables student interns to build up a network among the business community. Student interns those who obtained an internship related to the field of finance in Year IV - Semester I, have the possibility of extending it at the same organization. Student interns are required to obtain the internship under a training-in-charge, who is a senior officer at the internship sponsoring organization and will be supervised and evaluated by the training-in-charge throughout the semester. In addition, student interns will also be evaluated by a panel of academic staff members via a viva-voce examination at the end of the semester.

2.8.6 Professional Links

The Department of Finance has affiliations with many professional institutions including Chartered Financial Analyst (CFA), CISI, Chartered Institute of Sri Lanka, Colombo Stock Exchange (CSE), Securities and Exchange Commission (SEC).

This mutual relationship with the industry pave the way for the undergraduates of the Department to participate in various competitions and workshops organised by different institutes in the industry.

CFA Affiliation

BSc Honours in Finance is an affiliated degree programme of the CFA Institute's University Recognition Programme.

ACCA Recognition

BSc Honours in Finance Degree Programme has been recognized by Association of Chartered Certified Accountants (ACCA) and accordingly the students receive the following exemptions at (ACCA) of UK. Students are granted exemptions for 5 modules in the ACCA (UK) examinations.

CIMA Recognition

BSc Honours in Finance Degree programme has been recognized by Chartered Institute of Management Accountants (CIMA), UK and students are granted exemptions at CIMA examinations.

CISI Affiliation

BSc Honours in Finance Degree programme has been recognized by Chartered Institute for Securities and Investment (CISI) through their acceptance of the University of Sri Jayewardenepura as its partner university in management education.

CA Recognition

The Institute of Chartered Accountants of Sri Lanka has granted exemptions for 10 courses up to Corporate Level in CA examinations.

2.8.7 Employment Opportunities

Finance graduates have excellent career prospects both locally and globally. The typical entry level positions will be research and financial analysts, corporate finance executives and investment banking executives. The target job market includes finance companies, commercial banks, investment and merchant banks, stock brokering companies, primary dealers, insurance companies, venture capital firms, fund management companies, unit trusts, pension funds and in the corporate finance division of any other organization.

2.8.8 The Asian Finance Review (AFR)

The Asian Finance Review (AFR) is a peer reviewed journal published bi-annually by the Department of Finance, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka. The objective of the Asian Finance Review (AFR) is the advancement of knowledge in Finance/ Economics by providing a forum for dissemination of high-quality research. The AFR caters to both local and foreign academics, professionals and students. Research work falling

within the broad subject area of “Finance and Economics” will be considered for publication in the Journal.

For any queries consult:

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2.8.9 Awards and Scholarships

Gold Medal – For excellent academic performance

This is awarded by the Chartered Financial Analysts (CFA) Sri Lanka to the student who has excelled in academic performance (highest GPA) securing a First class or a Second class (upper) division pass in the BSc Honours in Finance Degree Programme.

Gold Medal – For excellent academic performance in the field of capital markets

This is awarded by the Securities and Exchange Commission of Sri Lanka (SEC) to the student who has excelled in academic performance in the capital market related subjects (highest average marks) securing a First class or Second class (upper) division pass in the BSc Honours in Finance Degree Programme.

Gold Medal – For excellent academic performance in Investment and Portfolio Management

This is awarded by the Chartered Institute for Securities and Investment (CISI-UK) to the student who has excelled in academic performance in Investment and Portfolio Management (highest marks) securing a First class or Second class (upper) division pass in the BSc Honours in Finance Degree Programme.

2.8.10 Student Associations

Students’ Association of Finance (SAF)

The Department of Finance has formed the Students’ Association of Finance (*SAF*) in order to enhance the interaction among students of the Department and has made every possible endeavour to improve the value of the undergraduates in finance. The *SAF* supports the objectives of the Department and at the same time, expects to initiate and maintain extracurricular activities to promote and facilitate personality development, leadership skill development and to improve the harmony among students from diverse cultures.

The Executive Committee of the *SAF* and Team Leaders for different projects will be appointed by themselves among the third year and second year undergraduates of the Department. The Senior Treasurer and the Senior Auditor will be two academic staff members of the Department who are responsible for guiding and advising students on various issues that could arise when working together as a team.

The annual activity plan of *SAF* includes organizing a sports event, an annual get-together, the ‘*Snehadhara*’ Project, University Investment Day, the ‘*Nada*’ Talent Show, publishing the ‘Financial Explorer’ magazine and the inter-University Debating competition. The sports event and annual get-together are aimed at enhancing the interaction and building a good relationship among the undergraduates of the Department. The ‘*Snehadhara*’ Project is a community service where a school from a rural area is selected and several needed resources are provided to that school. As a part of the CSR project the students conduct a survey to assess the level of awareness regarding the financial literacy of the people in the area. The “University Investment Day” is a programme organized to create awareness of the capital markets of Sri Lanka among the interested parties not

restricted to university boundary. The Department obtains the contribution from various high profile resource persons of the finance industry for this event by way of guest lectures, presentations and interactive sessions. The 'Nada' Talent Show is an annual event organized by the SAF providing an excellent platform for the undergraduates of the Department and all the undergraduates of the University to enhance their aesthetic skills and to promote harmony among them while developing their leadership skills and event management skills. The 'Financial Explorer' is the official magazine of SAF commenced with an aim of replenishing the readers thirst for financial knowledge. The magazine targets all who have an interest in the world of finance and its development. It updates the current trends and issues arising in both local and global financial markets and adds knowledge on novel theories of finance.

Finance Alumni Association (FAA)

The Alumni Association of Finance (AAF) is established with a motto of 'Stay connected to the past and build for the future'. The AAF intends to promote and foster mutual understanding, goodwill and friendship among their members, to be of assistance to members in furthering their education and widening the fields of knowledge, to sponsor, encourage and support activities, to enhance the link between the AAF and the Department of Finance, to strengthen the relationship with other professionals and professional bodies and to seize opportunities to develop undergraduates.

2.8.11 Head of the Department

Prof. Chandana Gunathilaka

2.8.12 Academic Staff

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phansini@sjp.ac.lk***2.8.13 Non Academic Staff****Mr. H. C. Ekanayake***Computer Application Assistant***Mr. K. Y. P. Perera***Labourer***2.8.14 Student Profile**

"The B.Sc. Finance (Special) programme of the University of Sri Jayewardenepura provides a strong foundation for the students who have the aspiration to grow in the finance career ladder. The course structure with an optimal combination of theory and practice together with a highly experienced and mostly regarded panel of senior lectures reinforce the quality of the degree programme, which is well acknowledged by the finance industry in Sri Lanka. Being a part of the first batch of this programme, the knowledge and the experience I gathered have immensely helped me to stand out in today's intensely competitive job market. I like to extend my heartiest gratitude for the Department of Finance for maintaining the quality of the degree programme."

Sugath Alwis*CFA, MBA in Finance (UoC), BSc Finance (Special) (USJ) Associate Director – Financial Institutions Asia Pacific Fitch Ratings Limited*

"The knowledge I gained through my Degree, under the Department of Finance definitely gave me an edge in moving up my career ladder. The diverse study areas covered in depth under the degree curriculum especially pertaining to Financial Modeling and Forecasting, Corporate Finance, Investment and Portfolio Management, International Finance, Business Valuation, etc. enriched my knowledge. I also got a unique opportunity to participate, lead and win the CFA Investment Research Challenge, Sri Lanka and to mark the University's name as the first Sri Lankan team who had succeeded to the top six teams at CFA Regional Challenge until today."

Punsalani Dias*Unit Manager - Group Corporate Planning and Strategy - Dialog Axiata PLC**B.Sc. Finance (Special) - First Class
ACMA, CGMA CFA Final Level***2.8.15 Contact Details****Head, Department of Finance,***University of Sri Jayewardenepura, Gangodawila, Nugegoda, Sri Lanka.**Tel/Fax: +94112801118 - Extension: 8801**E-mail: head.finance@sjp.ac.lk, finance@sjp.ac.lk**Web: www.sjp.ac.lk/mgt/fin*

HRM

2.9 BSc Honours in Human Resource Management



2.9.1 Evolution

The B.Sc. Human Resource Management (Special) Degree was commenced in 1994 under a separate unit attached to the Department of Public Administration of the Faculty. It gained departmental status in 1999. The Department of Human Resource Management (HRM) is a major line Department of the Faculty of Management Studies and Commerce and it also

plays a service role to all other (twelve) Departments of the Faculty by teaching HRM and Personal and Social Responsibility.

It has been observed that inefficiencies in Sri Lankan organizations are due to the people working in them. As the human resource makes the difference in performance in any organization it is vital to have knowledge of handling this resource.

Hence, human resource management as afield has to be developed within the Sri Lankan context and managers need to be knowledgeable in the subject area of HRM. HRM education has become one of the top priority areas of the University. The Department endeavours to supply a pool of HRM graduates of high calibre to the country.

Though the Department has a fairly short history, it has already achieved the status of the most highly respected University Department in teaching, researching, publishing and consulting in the area of HRM in Sri Lanka. It aims at maintaining and enhancing this status and also at becoming a highly respected university department in Asia.

Objectives and Graduate Profile of the Degree Programme

2.9.2.1. Objectives

HRM is one of the most important functional fields of business administration and is a discipline that gives a competitive advantage to the University. The Degree programme has been named Bachelor of Science Honours in Human Resource Management. The degree is a programme of four-year duration including compulsory internship in HRM for period of one year that enables the student to acquire a practical exposure to various aspects of HRM in an organization and independent research study that enables the student to engage in a systematic, and/or scientific investigation into a HRM phenomenon. The degree instructs the student with regard to morality enhancement, ethical and social performance, natural environment enhancement, and self-management. The degree has been designed to develop right graduates in HRM to work as executives, managers, consultants, leaders, administrators, trainers, teachers, and academics in HRM and related fields. The programme is appropriate for those who possess ability and motivation to become real HRM catalysts (who cause to establish right HRM in industries) and professionals who are drivers of providing all the organizations with appropriate and contented workforces which give maximum individual and collective contributions to organizational success and sustainability. The degree provides a general understanding of organizational management, competencies in communication, quantitative reasoning and information technology and then increasing specialisation in HRM commencing from the second year up to the final year. The seven programme learning outcomes or goals of the degree programme are to develop:

1. To become a good citizen of Sri Lanka.
2. To value excellence, productivity, integrity, expertise and job and business performance.
3. To become an effective and efficient professional in the field of human resource management.
4. To become a person of good character.
5. To make a significant and unique contribution to human and institutional development in Sri Lanka.
6. To have a passion as well as a mental and physical preparedness for continuous learning and self - development.
7. To become a person who is special, giving from his/her heart, making the world a better place for those whose lives he/she touches.

2.9.2.2 Graduate Profile

Our Graduates should be able to acquire knowledge, skills and attitudes addressing seven broad domains which are HRM discipline capability, General management capability, Human relations capability, Information technology capability, Communication capability, Personal management capability and Personal quality enhancement capability. The curriculum of the degree programme aims to enhance the knowledge, skills and attitudes of HRM undergraduates in above broad domains and contemporary trends in the field of HRM.



2.9.3 Programme Structure for Years II, III and IV

The structure for years II to IV of Bachelor of Science Honours in Human Resource

Management Degree Programme is depicted in Table 2.9.1.

Table 2.9.1 BSc Honours in Human Resource Management Degree Programme Structure for Year II to IV

Course Code	Course Name	Credit Value	Notional Hours	Status (Compulsory /Optional/Elective)
Year II - Semester I				
BEC 2370	Macroeconomics	3	150	Compulsory
DSC 2370	Operations Management	3	150	Compulsory
FIN 2370	Financial Management	3	150	Compulsory
MAR 2370	Marketing Management	3	150	Compulsory
HRM 2370	Human Resourcing	3	150	Compulsory
BCC 2171	Professional Communication I	1	50	Compulsory
Total notional hours/ credit values for Semester I		16	800	
Year II - Semester II				
HRM 2371	Performance Evaluation and Management	3	150	Compulsory
HRM 2372	Personal Quality Development	3	150	Compulsory
HRM 2270	Self and Professional Development	2	100	Compulsory
BUS 2371	Organizational Behaviour	3	150	Compulsory
ITC 2372	Business Analytics	3	150	Compulsory
BCC 2173	Professional Communication II	1	50	Compulsory
Total notional hours/ credit values for Semester II		15	750	
Total notional hours/ credit values for year II		31	1550	
Year III - Semester I				
HRM 3370	Human Resource Development	3	150	Compulsory
HRM 3371	Employee Safety and Health Management	3	150	Compulsory
HRM 3372	Work Psychology and Counselling	3	150	Compulsory
	ONE Course from Elective List I	3	150	Elective
HRM 3270	Sustainable HRM	2	100	Compulsory
BCC 3170	Professional Communication III	1	50	Compulsory
Total notional hours/ credit values for Semester I		15	750	
Year III - Semester II				
HRM 3375	Rewards Management	3	150	Compulsory
HRM 3376	Human Resource Information Systems	3	150	Compulsory
	ONE course from Elective List II	3	150	Elective
BEC 3270	Economics of Labour	2	100	Compulsory
LAW 3273	Labour Law	2	100	Compulsory
HRM 3170	Industrial Relations	1	50	Compulsory
BCC 3171	Academic Writing	1	50	Compulsory
Total notional hours/ credit values for Semester II		15	750	
Total notional hours/ credit values for year III		30	1550	

Year IV- Semester I					
HRM	4370	International HRM	3	150	Compulsory
HRM	4371	Contemporary Issues in HRM	3	150	Compulsory
HRM	4670	Internship in HRM	Annual Assessment	300	Compulsory
HRM	4270	Research Methodology for HRM	2	100	Compulsory
BUS	4370	Strategic Management	3	150	Compulsory
DSC	4175	Data Analysis Methods in Research	1	50	Compulsory
Total notional hours/ credit values hours for Semester I			12	900	
Year IV- Semester II					
HRM	4372	Advanced HRM	3	150	Compulsory
HRM	4373	Sri Lankan Applications in HRM and Industrial Relations	3	150	Compulsory
HRM	4670	Internship in HRM	6	300	Compulsory
HRM	4671	Independent Research Study	6	600	Compulsory
Total notional hours/ credit values hours for Semester II			18	1200	
Total notional hours/ credit values for year IV			30	2100	
Total notional hours/credit values for Year I - Year IV			122		

Elective List I

Course Code	Course Name
HRM 3373	HRM : Buddhist Approaches
HRM 3374	Public Sector HRM
ACC 3380	Management Accounting
BUS 3371	Business Innovation
BUS 3372	Managing for Productivity and Quality
DCS 3370	Operations Research
ITC 3371	Management Information Systems and ERP Applications

Elective List II

Course Code	Course Name
HRM 3377	High Performance Work Systems
HRM 3378	Innovation and Change for HRM
HRM 3379	HR Analytics
BUS 3373	Business Ethics and Corporate Social Responsibility
BUS 3375	Knowledge Management
BUS 3376	Leadership and Cross Cultural Management

2.9.4 Description of Courses

A short description of courses offered in the years II to IV of BSc Honours in Human Resource Management Degree Programme is provided below.

HRM 2370: HUMAN RESOURCING

Employment planning and staffing are two major fields of HRM which deal with employee resourcing which is critical as the success and progress of success of organizations heavily depend on the quality of people they plan, recruit, select, hire, and induct. This specialised course has been designed to provide a specialised learning with regard to Employee Resourcing. At the end of successful completion of this course, students will be able to acquire a sound theoretical comprehension of concepts, principles, processes, and theories with regard to employee resourcing, develop an application-oriented understanding in order to apply concepts, principles, processes and theories of employee resourcing into practice, develop potential towards formulating appropriate policies, procedures and systems with regard to employee resourcing, build potential towards attracting and selecting the most appropriate applicants for the right jobs when entering the world of work and, believe and appreciate that sound specialised understanding of employee resourcing is critical for achieving organizational success and progress of success. The course content includes Introduction to Employee Resourcing, Job Design, Job Analysis, Human Resource Planning, Recruitment, Selection, Hiring, Induction and, Critical Incidents, Cases, Skill Builders, Role Plays and Student Journal of Application Learning.

HRM 2371: PERFORMANCE EVALUATION AND MANAGEMENT

The main objective of this specialized course is to provide a systematic and rational understanding of performance evaluation of human resources at work, both conceptual understanding and job-oriented practical understanding. It focuses on systematic approach to the analysis and handling of problems in performance evaluation with special reference to the Sri Lankan context. Having completed this course, participants will have a firm foundation upon which to further study performance evaluation, and evaluate job performance of human resources in an organization in an efficient and effective way. Course contents are HRM and PE context; definition, nature and significance of PE; purposes of PE; process of PE; PE policies; PE criteria and standards; PE methods; PE forms and procedures; training of evaluators; PE discussion/feedback; review and renewal; some issues of PE such as maintaining documentation, minimizing evaluator errors, group evaluation, top management support, strategic issues; expatriate PE; development of dynamic PE system; performance management and Sri Lankan practices.

HRM 2372: PERSONAL QUALITY DEVELOPMENT

Our current society is a society in which frauds, corruptions, evil conflicts, assassinations, assaults, retaliations and even wars are present and unfortunately the situation has been increasing. It is more likely that future society will be distressing and full of problems including serious damages to human well-being and development. In order to avoid or at least minimize this plight every society does need, inter alia,

managerial professionals who are appropriate. There is a highly felt need in every society to develop a professional who will become a good citizen of the country as well as a person of good personal character. The objectives of this course are to: demonstrate a theoretical understanding of three major components of personal quality (PQ), i.e. personal character (PC), personal management (PM), and personal key success factors (PKSFs); build a strong ability about how to create and enhance excellence in morality, and managing self; and to believe firmly, feel positively and intend to deal with various aspects of personal quality positively. The content includes introduction to PQ, the concept of three Ps, the concept of three Vs, PC versus personality, virtues, vices, seven aspects of PM, balancing life, managing time, managing career at individual level, managing eustress and distress, PKSFs, and analysis of different PQ aspects through selected moves.

HRM 2270: SELF AND PROFESSIONAL DEVELOPMENT

This course is a non-traditional course, which aims at developing self so as to produce successful professionals. An active role is played by the student who will have to formulate several plans about his/her personal and professional life. Aspects of self and professional development of an undergraduate which will be covered during the course include several skills: understanding about life, death and life after death, comprehensive self-evaluation, developing a personal life plan, developing a professional life plan, self-mastering, getting ready for the first job, preparing for professional advancement, and facing worries of life, seven habits for success, personal branding and self-marketing.

HRM 3370: HUMAN RESOURCE DEVELOPMENT

This core course aims to provide students with a conceptual and practical understanding of the development of human resources at work. Further, it focuses on the systematic and scientific approach to the analysis and handling of issues/problems in HRD with special reference to the Sri Lankan context. The course intends to cover the topics related to the design, development, implementation and evaluation of various HRD interventions including training, development, career management, talent management etc. The course also highlights the nature of HRD in the global context and the skills students need to develop to work in the HRD profession.

HRM 3371: EMPLOYEE SAFETY AND HEALTH MANAGEMENT

The success and progress of any organization largely depends on the quality of the human resources it has and managing soundly the safety and health of employees which ensure the constant availability of high quality human resources. This is a specialised course that provides theoretical knowledge and practical aspects of employee safety, health and well-being in an organizational context and the main objective of the course is to provide a deep conceptual understanding as well as a practical understanding with regard to employee health and safety management. This course covers important aspects such as occupational health and safety practices in organizations, Factories Ordinance, Laws relating to Health and Safety, Industrial hazards and risks, occupational accidents, occupational diseases, occupational stress, temperature, food safety, alcoholism, poisoning, an effective safety and health programme, first aid, safe disposal of waste, safety audit, statistical analysis, assessment of the effectiveness of health and safety management and safety awards in Sri Lanka.

HRM 3372: WORK PSYCHOLOGY AND COUNSELLING

Industrial/Work Psychology (WS) is one of the major applied specialties in psychology worldwide. As WS is concerned with the workplace, its findings and principles are relevant to every employee in an organization. This is a specialised course that provides a sense of the science of mental life in work organizations. The contents of this course include the origin of the concept of work and work organizations, the nature of human nature, origins of work psychology, the psychological contract of work, personality factors at work, perceiving people in work organizations, attitudes and job satisfaction, learning in work organizations, techniques of job designing and redesigning, managing selection and assessment, the unconscious at work, ergonomics and equipment designing, managing discipline, managing minority groups and equal job opportunities, work and mental health, and managing occupational stress. The counselling part of this course emphasises the importance of having a basic knowledge of counselling skills for an HR manager. Counselling skills are essential for the success of an HR manager as they are to be the employee champions at the workplace. Hence this course content includes the history of counselling, differences between conversation and counselling, common principles of counselling, counselling theories, the eight-stage model, skills development model in counselling, career counselling, and common issues and problems in counselling.

HRM 3270: SUSTAINABLE HRM

Goals of the organization will have to be expanded to address current challenges which are being faced by HR Managers in contemporary organizations which are increasingly expected to serve not only owners and other direct stakeholders

(customers, employees, and suppliers) but also society and environment. In the modern world, every organization and every manager must be concerned with making significant and positive contributions to environmental, social, and economic performance of the organization. Sustainability is the most important issue that the professionals have to deal with now and will have to deal with in the future too. The objective of this course is to provide both conceptual understanding and application-oriented understanding of Sustainable HRM based on a model. It delivers a systematic approach to the analysis and handling of major issues in Sustainable HRM. The content includes sustainability and HRM, green HRM, organizational ethics and HRM, QWL through HRM, happiness and HRM, employee retention, absenteeism and presenteeism, and customer satisfaction and HRM

HRM 3373: HRM : BUDDHIST APPROACHES (ELECTIVE)

This is a newly introduced subject for the management field, specially Human Resource Management field aiming to discuss how the Buddhist philosophy, idealism, concepts and practices lead to manage human resources effectively and efficiently. The main objective of this course is to upgrade the student conceptual and practical ability of Buddhist philosophy, idealism, concepts and practices and use that knowledge in the Human Resource Management field.

HRM 3374: PUBLIC SECTOR HRM (ELECTIVE)

This course is a basic introduction to public sector HRM for undergraduate students those who wish to start their career attached to the government sector. This course is designed to help students understand the ways in which public sector organizations utilize HRM and consequent impact on

their productivity with special reference to Sri Lanka. In addition to that, students will also learn basic concepts including major theories of public sector management, the policy process, and the relationships among politics, regulatory bodies and employee management at public sector organizations. This course is designed as a hybrid course that will involve lectures, student presentations, group discussion, reflective exercises and case studies based on real working life of government officers.

HRM 3375: REWARDS MANAGEMENT

The objective of this course is to provide a systematic and rational approach to the analysis, synthesis and handling of issues in rewards management in organizations according to the theories of rewards management with special reference to Sri Lanka. It focuses on main aspects such as wages and salaries management, incentives management, welfare/benefits management and total rewards strategies. Its central question is how policies, procedures, rules, systems and guidelines of rewards can be developed to ensure pay equity & fairness, legal compliance, employee attraction, employee retention, citizenship behaviour, employee involvement, and employee cost control and finally, to motivate employees intrinsically towards innovation and organizational goals attainment.

HRM 3376: HUMAN RESOURCE INFORMATION SYSTEMS

The effective management of human resources in a firm to gain competitive advantage in the marketplace required timely and accurate information on current employees and potential employees in the labour market. With the evolution of computer technology, meeting this information requirement has been greatly enhanced through the creation of HRIS. The course intends to provide information on

analysing, implementation and maintenance of HRIS and how HRIS can be used in traditional HRM programmes such as selecting and training employees, to make these programmes effective and efficient and how HRIS can provide timely and accurate employee information to assist decision makers at both the strategic and operational levels in an organization. Additionally, how big data analytics, mobility, Data science of HRIS, robotics and artificial intelligent are being used in HRIS will be covered. Further, on post-pandemic new normality, the role of HRIS further evolved. How to work on new normality, disconnected workstyle, and role of HRIS in new normality are discussed.

HRM 3170: INDUSTRIAL RELATIONS

Managing people at work needs to be done in compliance with all the relevant labour laws imposed by the government to better the employment relationship at work. This is a specialised course, which provides conceptual and practical aspects of employee relations with special reference to Sri Lankan business organizations, and human resource management policies and practices. The objective of this course is to impart to the student a right understanding of the industrial context of a manager with respect to personnel and HR management. Major topics covered in this course include historical evolution of employee relations, theories of employee relations, trade unions and employee relations, collective bargaining, negotiation and consultation, role of the human resource manager in employee relations employee turnover and absenteeism, participative management, sexual harassment in workplace, workplace surveillance, and industrial disputes.

HRM 3377: HIGH PERFORMANCE WORK SYSTEMS (ELECTIVE)

The objectives of this course are to develop insight into the HRM-firm performance debate, acquire knowledge of the theories

and elements of high performance work systems (HPWS) and develop skills to critically reflect on the literature and research on HPWS. The much-debated relationship between HRM-firm performance has moved beyond universal best practices, and in recent years, academics tend to analyse the chain of links inside the 'black box' of HRM. However, this 'black box' issue is not decided and it is unclear how HRM contributes to firm performance. The main questions for both academics and practitioners are: which work systems perform in which contexts and why? How do managers envisage HRM? How do they interpret and enact? How does it affect the psychological and social climate inside the organization and for whom is it performed? This course focuses on the effects that high performance work principles, policies and practices have on various HR outcomes and on organizational performance. We consider the important construct of fit (internal & external) and try to conceptualise this and make it operational for research as well as practice.

HRM 3378: INNOVATION AND CHANGE FOR HRM (ELECTIVE)

This course is designed with the aim of introducing the undergraduates to a different way of thinking about the HRM practices and procedures. The innovations and change in a generic sense will be introduced at first to the students and they will be encouraged to apply those themes and principles to the field of HRM. A further aim of this course is to equip students with the ability to question and critically evaluate the status quo, and learn to use various lateral thinking tools and techniques which will assist them in preparing for success in their chosen career.

HRM 3379: HUMAN RESOURCE ANALYTICS (ELECTIVE)

Human Resource (HR) Analytics is an emerging and increasingly critical sub-discipline of Human Resource Management (HRM) that enables the HR Manager to fulfill the promise of becoming a true strategic partner. It provides statistically valid information and evidences that can be used in the process of making right HR decisions in order to meet the strategic needs of the organization to a greater extent. This is a trending course that aims at providing the students with the capability of HR researching and making HR decisions based on statistical evidences. The content of this course includes the topics i.e. Introduction to HR Analytics, Evolution of HR Analytics, HR Analytics Process, HR Analytics and HRM Functions, HR Analytics Tools and Techniques, HR Metrics, Models for HR Analytics, Challenges for HR Analytics, Competencies Needed to Perform HR Analytics and, Case Studies, Critical Incidents, and Skill-Builders on HR Analytics.

HRM 4370: INTERNATIONAL HRM

The globalisation of business is having a significant impact on HRM. It is more imperative than ever before for firms to be engaged in HRM on an international scale. This course is about the study of HRM from an international perspective. The main objective of the course is to provide a systematic and rational approach to the analysis and handling of issues/ problems in international HRM. This is a course for those who specialise in HRM, and hence leads towards the achievement of the purpose of educating participants to become specialists rather than generalists. The course aims to address the following; overview of IHRM; stages of internationalization and their impact on HRM; international HRM approaches; types of

international assignments, as well as HRM practices with regards to expatriate management including staffing, performance management, training and development, reward management, international labour relations and repatriation management. Further issues of IHRM and some other dimensions of IHRM will be included.

HRM 4371: CONTEMPORARY ISSUES IN HRM

This course deals with current issues in HRM rather than those that existed in the past. Issues are non-traditional compared with the traditional functional perspective. The main objective of this course is to enable the students to develop a systematic and rational approach to analyse contemporary issues of HRM. The main areas covered under this course are; Contemporary nature of world of work and their impact on HRM, changing nature of the psychological contract, Whistle Blowing at work, Surveillance at work, Diversity Management, HR Analytics, Digital HR, Work-life Balance, Gender issues in HR, Bullying, harassment, and discrimination at work, HR outsourcing, knowledge creation and management. In addition, this course addresses timely topics related to the HR profession.

HRM 4270: RESEARCH METHODOLOGY FOR HRM

This course elucidates the nature and processes involved in research with special reference to management of people at work. The main objective of the course is to offer a systematic and rational approach to the preparation and conduct of research in the management of employees at B.Sc. level. Having completed this course, students will be able to develop a firm foundation upon which to further study research methods in HRM or a related area, and to conduct and complete a scientific or systematic study within a limited period of

time. The main topics covered are introduction to research in HRM, research design, HRM research process, problem identification and formulation, literature review, development of a theoretical or conceptual framework, operationalisation, data collection methods, sampling design and data analysis. At the end of the course students are required to prepare a research proposal based on the knowledge gathered from the lecture series.

HRM 4670: INTERNSHIP IN HRM

Powerful learning takes place when the student is allowed to use theory within the context of the real world. Placing the student in a simulated organizational situation and submitting him/her in the place of the manager who is required to resolve the problem(s) in HRM is very important for effective learning. This course allows the student to go to an organization in the real world of work and acquire practical experience in various aspects of HRM. The students need to be supervised by the head of the HR department of the organization where the training is obtained. The students' performance on this course will be assessed through evaluating training record book and oral test.

HRM 4372: ADVANCED HRM

The importance of HRM in relation to the overall effectiveness of an organization has increased considerably and over the last forty years or so, new techniques, activities, approaches to managing people have been developed as a result of the research and experiences in the field. The main objective of the course is to provide a systematic and rational approach to the analysis and handling of issues/problems in advanced HRM, and hence leads toward the achievement of the purpose of educating participants to become specialists rather than generalists. The course addresses two main

areas of advanced HRM. First, management of HR strategically is examined. The main objective of this module is to provide a systematic and rational understanding of HRM from a strategic perspective. Secondly, the selected topics in HRM are discussed. The main objective of the module is to provide an in-depth knowledge as well as skills in some selected topics in HRM including advanced aspects of managing employee movements and business and personal negotiations.

HRM 4373: SRI LANKAN APPLICATIONS IN HRM AND INDUSTRIAL RELATIONS

Placing the student in a simulated organizational situation and submitting him/her in the place of the manager or administrator who is required to resolve the problem(s) in HRM is very important for effective learning. Powerful learning takes place when the student is allowed to use theory within the context of the real world. Applications allow learners to utilise theory in practice. This course based on Sri Lankan applications in HRM and IR offers opportunities for students to gather learning experiences and improve analytical and operational problem solving skills. Rather than passive learning, active learning is promoted and the course is student-centered.

HRM 4671: INDEPENDENT RESEARCH STUDY

Students are required to write an independent research report, selecting a topic pertaining to Human Resource Management. A separate research methodology course is conducted to enable students to understand the ways in which systematic research can be conducted to describe, explain and predict phenomena of interest pertaining to various aspects of managing human resource in an organizational context. The student may conduct a survey, an audit, an evaluative study, causal comparative study or any systematic study under this subject.

The following course is offered as an elective subject for the 4th year undergraduates of the Department of Business Administration.

HRM 4374: HUMAN RESOURCE DEVELOPMENT

In order to survive and thrive in the competitive business environment, employees in an organization need to learn faster, creative, and this can be effectively achieved through Human Resource Development (HRD). Hence, HRD is treated as a key function that systematically leads to the growth and development of individuals, making organizations more effective and nations to compete and prosper.

This course is designed to provide a holistic understanding of the HRD process, practices, and perspectives. The main objective of this course is to explain and demonstrate the contribution of HRD in an organization and enable students to develop appropriate HRD strategies in line with the organization's business goals. The course will include the topics related to the design and development, implementation and evaluation of HRD interventions including training, development, learning, coaching, mentoring, career management, and talent management. In addition to the HRD interventions, it will discuss systematic and rational approaches to the analysis and handling of issues in HRD with particular reference to Sri Lankan organizations. Hence, this course is about HRD from a micro perspective.

2.9.5 Employment Opportunities

The demand for job opportunities in HRM has been growing. The major categories of prospective jobs include the following: general manager, human resource manager/executive, personnel manager/executive, HRD manager/executive, recruitment

and selection manager/ executive, performance evaluation manager/executive, reward manager /executive, industrial relations manager/executive, training and development manager/executive.

In order to gain exposure to HRM practices, it is a compulsory component of the degree that undergraduates embark on practical training which carries 6 credits, in a private or government sector organization for a minimum period of six months. The trainees would be attached to an HRM or personnel division of an organization for that period. The Department maintains close relations with the industry and our HRM graduates are highly regarded by the business community. The sole purpose of this is to allow the undergraduates to gain exposure to real HRM practices and to gain hands on experience.

2.9.6 Medals and Scholarships

Gold medal is awarded annually by the academic staff to the student with the highest GPA over the entire degree programme. Also, the students are eligible for the Dr. Patrick Mendis Leadership medal, awarded by the FMSC to the student who displays the highest level of leadership skills.

2.9.7 Student Association

HRM FAMILY is the official name of the Students' Association of the department. It comprises students in 2nd, 3rd and 4th years. The energetic and enthusiastic undergraduates engage in the association's activities ranging from a students' magazine, guest lectures, welcome party and HRM Scintilla Night, HR dialogue, International HR Conference, fund raising activities, to outbound training programmes (HR Ape Iskole).

HR Dialogue



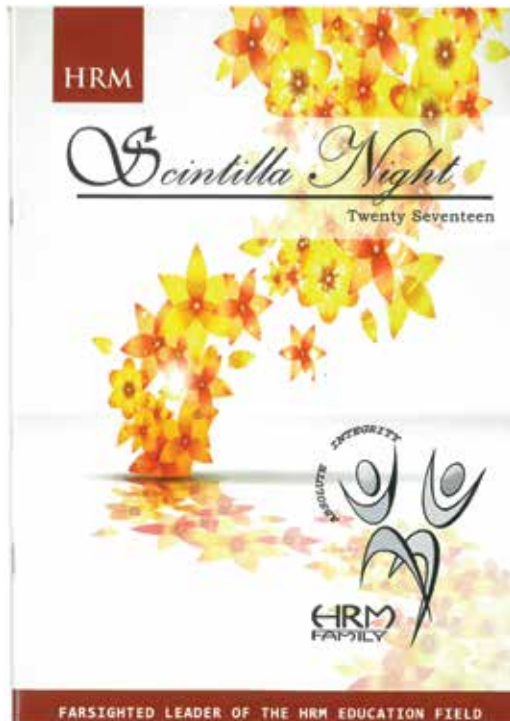
This is the knowledge sharing forum which is blended of academic and professional views in HRM for the benefit with of various stakeholders in the HRM field.

International HR Conference



To the purpose of fulfilling the empirical research findings in HRM field, an International conference was introduced by the Department of Human Resource Management, as the pioneer.

HRM Scintilla Night



HRM Scintilla Night is an annual event organised by the HRM family. This is organised to appreciate the HRM internship organizations and to award the best HR Manager and the best HR Executive among the HR graduates. This is the main event which showcases the various managerial and non-managerial skills of the HRM undergraduates.

HR Ape Iskole



'HR Ape Iskole' is a programme initiated by the academics and the undergraduates of the Department of Human Resource Management to uplift the talents and skills of the younger generation of our nation. This programme is conducted in the aim of enhancing the leadership and group dynamic skills of the rural children of Sri Lanka who is deprived of such opportunities. 'HR Ape Iskole' has so far been an extremely effective and successful endeavour which has been able to encourage and mould the young generation of our mother Lanka to become the future leaders. The staff and students of the Department of Human Resource Management will continue their way in enriching the talent of our next generation with many more programmes or 'HR Ape Iskole'.

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2.10.1 Evolution

The rapid development in Information Technology (IT) has enabled business organizations to exploit IT as a tool to obtain competitive advantages. A key ingredient in the formula for success in this endeavour is for business professionals to apply Information Technology in management practices. Graduates armed with appropriate knowledge in Management and Information Technology disciplines are desired by the

industry to meet the national requirement. The launch of a new Special degree programme named B.Sc. in Business Administration (Information Systems) (Special) by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura in 2001 was aimed to meet this demand. This programme was the first of its kind in Sri Lanka that combined Management and Information Technology

disciplines for students in the Advanced Level commerce stream. The Department of Information Technology and Decision Sciences (IT & DS) was established in the Faculty to provide the organizational infrastructure for the degree programme. In December 2007, the Department (IT & DS) was split into two separate departments, namely Information Technology and Decision Sciences to facilitate the

development of the separate disciplines. Subsequently, the existing degree programme offered by the Department of Information Technology was renamed as Bachelor of Science Honours in Business Information Systems Degree. The renaming of the degree was carried out to better reflect the composition of the course structure and to address the evolving market needs.

2.10.2 Aims/Objectives of the Programme

This degree programme is focused to provide sound theoretical and practical knowledge in the two disciplines of Management and Information Systems. By combining these two prominent disciplines, this programme will equip the students with cutting edge business management skills as well as information systems skills to work, manage and succeed in any business. This programme has been specially designed to meet the aspirations of students who are willing and seeking a career either in Management or in Information Systems fields.

2.10.3 Graduate Profile

A student who has successfully completed the BSc Honours in Business Information Systems degree will be a unique graduate who will possess a high level of knowledge in both management and information systems domains. They will be distinguished from others from their diversified knowledge, their generic skills and technical skills, their attitude, their flexibility and adaptability, and their desire for continuous learning over a lifelong career, making them an ideal choice for today's dynamic and flexible organizations.

Graduate Attributes

The attributes of a BSc Honours in BIS graduate is based around four main domains of learning, as highlighted below. They represent the clusters of generic capabilities which the department seeks to foster in all graduates through the teaching and learning experiences of its degree programme.

Knowledge: BIS graduates will have in-depth subject and practical knowledge in the fields of Management and Information Systems which can be applied in both local and global contexts.

Skills: BIS graduates will develop a variety of generic skills which will be useful in starting their career and also in their career advancement.

Attitudes, Values, Professionalism, and Vision for life: BIS graduates will develop right thinking, behaviour, practices, and goals for the future.

Mind-set and Paradigm: BIS graduates will have a commitment to the on-going acquisition of new knowledge and new skills and they are expected to be lifelong learners.

2.10.4 Programme Learning Outcomes

On the successful completion of this degree programme, it is expected that students will be able to:

PLO1: Demonstrate knowledge and understanding in the primary business disciplines and in the general field of information systems and its related technologies.

PLO2: Apply subject knowledge to business situations in a local and global environment.

PLO3: Communicate information, ideas, arguments and analyse effectively, both orally and in writing with diverse audiences in a range of media and formats.

PLO4: Work effectively both as the team leader and a team member.

PLO5: Apply theory, analysis, research and creativity to solve problems and make rational decisions.

PLO6: Establish a rapport and build collaborative relationships with individuals and groups.

PLO7: Apply the knowledge of ethics and ethical standards with a sense of responsibility within the workplace and community.

PLO8: Set and achieve personal and professional goals for themselves.

PLO9: Engage constructively with the local and international businesses and communities.

PLO10: Work independently and manage their own learning over a lifelong career.

2.10.5 Programme Structure for Years II, III and IV

The curriculum of the Bachelor of Science Honours in Business Information Systems degree has been designed to meet the requirement of SLQF Level 6. The study programme consists of 127 credits and it includes both an internship training programme and a research study. The programme covers four academic years of learning. An academic year consists of two semesters. Evaluations are based on several

assessment strategies as specified in a below section. Table 2.10.1. lists the course modules included in the study programme and it illustrates how each of the course module aligns with the programme learning outcomes.

All undergraduate students enrolled in the Faculty of Management Studies and Commerce are required to follow a common curriculum in management in the first two semesters of study. This is intended to provide the core business knowledge by teaching basic concepts in all functional areas in business.

Table 2.10.1 Bachelor of Science Honours in Business Information Systems Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Credit	Notional Hours
Year II - Semester I				
ITC 2370	Computer Programming	Core	3	150
FIN 2370	Financial Management	Core	3	150
MAR 2370	Marketing Management	Core	3	150
DSC 2370	Operations Management	Core	3	150
BEC 2370	Macroeconomics	Core	3	150
ITC 2171	Personality & Skills Development (PSD) 1	Core	1	50
Total No of Credits – Year II Semester I			16	800
Year II - Semester II				
ITC 2372	Business Analytics	Core	3	150
ITC 2373	Database Design and Development	Core	3	150
ITC 2374	Systems Analysis and Design	Core	3	150
ITC 2375	Web-based Application Development	Core	3	150
BUS 2371	Organizational Behavior	Core	3	150
BCC 2174	Professional Communication	Core	1	50
ITC 2176	Personality & Skills Development (PSD) 2	Core	1	50
Total No of Credits – Year II Semester II			17	850
Total Credit Value for the Second Year			33	
Year III - Semester I				
ITC 3370	Information Technology Infrastructure	Core	3	150
ITC 3371	Management Information Systems and ERP Applications	Core	3	150
ACC 3380	Management Accounting	Core	3	150
ITC 3172	Personality & Skills Development (PSD) 3	Core	1	50
Electives: Select Three (03) elective courses from the elective list below				
ITC 3373	Object Oriented Programming	Elective	3	150
ITC 3374	Information Technology Project Management	Elective	3	150
ITC 3375	Software Engineering	Elective	3	150
DSC 3373	Project Management	Elective	3	150
DSC 3371	Data Analysis for Managers	Elective	3	150
DSC 3370	Operations Research	Elective	3	150
Total No of Credits – Year III Semester I			19	950

Year III - Semester II					
ITC	3376	Enterprise Architecture	Core	3	150
ITC	3377	Digital Business Management and Enterprise Applications	Core	3	150
ITC	3378	Research Methodology	Core	3	150
ITC	3179	Personality & Skills Development (PSD) 4	Core	1	50
<i>Electives: Select Three (03) elective courses from the elective list below</i>					
ITC	3380	Programming applications and Frameworks	Elective	3	150
ITC	3381	Software Quality Assurance #	Elective	3	150
ITC	3382	Information Systems Auditing and Control	Elective	3	150
ITC	3383	User Experience Engineering	Elective	3	150
ENT	3384	Managing Creativity and Innovation	Elective	3	150
DSC	3381	Supply Chain Management (DSC 2371)	Elective	3	150
Total No of Credits – Year III Semester II				19	950
<i>Total Credit Value for the Third Year</i>				38	
Year IV - Semester I					
BUS	4370	Strategic Management	Core	3	150
<i>Electives: Select One (01) elective course from the list below (ITC 4670 or ITC 4671)</i>					
ITC	4670	Research Study in Information Systems	Elective	6	600
ITC	4671	Information Systems Development Research Project *	Elective	6	600
<i>Electives: Select One (01) elective course from the list below</i>					
ITC	4372	Professional Ethics and ICT Law	Elective	3	150
ITC	4373	Advanced Enterprise Resource Planning Systems	Elective	3	150
ITC	4374	Virtualization and Cloud Computing	Elective	3	150
ITC	4375	Artificial Intelligence Applications	Elective	3	150
Total No of Credits – Year IV Semester I				12	900
Year IV - Semester II					
ITC	4676	Internship in Information Systems	Core	6	600
ITC	4377	Business Process Management	Core	3	150
<i>Electives: Select One (01) elective course from the list below</i>					
ITC	4378	Advanced Business Analytics	Elective	3	150
ITC	4379	Information Systems Security & Risk Management	Elective	3	150
BUS	4376	Organizational Change and Development	Elective	3	150
Total No of Credits – Year IV Semester II				12	900
<i>Total Credit Value for the Fourth Year</i>				24	
<i>Total Credit Value for the programme</i>				127	

Note: Pre-requisites

- Students who follow this course has to follow pre-requisite courses below

ITC3373 : Object Oriented Programming

ITC3375 : Software Engineering

* - Students who follow this course has to follow pre-requisite courses below.

ITC3373 : Object Oriented Programming

ITC3375 : Software Engineering

ITC3380 : Programming applications and frameworks

2.10.6 Descriptions of Courses

A short description of courses offered from the year II to IV of Bachelor of Science Honours in Business Information Systems Degree Programme is provided below.

ITC 2370: COMPUTER PROGRAMMING

Computers really do not perform any task on their own. They have to take instructions from humans. These instructions are written and fed into the computer in a way that after a certain translation process, the computer understands and performs the given task. The course will provide you with the basics of programming for business applications which will render you capable of solid algorithmic thinking, building your own programmes and of understanding and critically reflecting on the technical aspects of quantitative business problems. It covers all the essential programming concepts including variables, data types, control statements, debugging, loops, functions and arrays.

ITC 2171: PERSONALITY & SKILLS DEVELOPMENT (PSD) 1

This is an introductory course focusing on the development of a fundamental set of soft skills that should be possessed by students which would ultimately support them to groom themselves into strong personalities. This is an activity-based course where students will learn basic concepts relevant to a variety of soft skills and practice them by engaging with different activities in the classroom. With the active engagement in this course, the students will learn how to build and maintain better interactions with others, how to understand and develop their personalities, how to maintain effective communications and how to build confidence and mental health. Further, this course will enable the students

to develop self-awareness and confidence on themselves and pursue personal and professional goals for their lives.

ITC 2372: BUSINESS ANALYTICS

Current business organizations expect their employees to master the science of analysing data to find out patterns that will help them to develop business strategies. Analytics as a decision-making approach is been used by big corporations, governments, entrepreneurs and almost everyone else to generate insights by unearthing patterns and decoding data. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem-solving. This course provides knowledge on Business Analytics that cover business problem formulating, analytics problem framing, data selection, methodology selection, model building, model validation and deployment. Through this course, students get theoretical knowledge and practical exposure to offer innovative solutions to business problems.

ITC 2373: DATABASE DESIGN AND DEVELOPMENT

This course provides specialised knowledge & skills in designing and development of databases. The course consists of two modules. The first module discusses the importance of the databases to different user groups, the database development process, different modelling techniques, database designs and developments and accessibility, data/database administration and data warehousing. The second module provides the necessary practical skills to strengthen the knowledge gained in the first module. During this module, the students are exposed to database management systems currently available in the business environment.

ITC 2374: SYSTEMS ANALYSIS AND DESIGN

This course provides the knowledge and skills to analyse business problems and design information systems to fulfill business requirements using both the structured and object-oriented system analysis and design techniques. Main topics included in this course: The Context of Information Systems Development, Systems Analysis, Fact-finding Techniques for Requirement Discovery, Data Modeling, Process Modeling, System Design and Object-Oriented Analysis & Design (using Object Modeling technique with UML). The practical component in this course (using Microsoft Visio) provides the skills required to develop key diagrams to support systems analysis and design.

ITC 2375: WEB-BASED APPLICATION DEVELOPMENT

This is a specialised course that provides a comprehensive knowledge on the area of developing web-based applications. The course consists of two modules: theory and practical modules. Theory module covers the basic concepts of internet communication, fundamentals of web designing and contemporary developments in the area of web development. Practical module gives in-depth coverage of web-based application development including design and development of effective web pages and web-based applications.

ITC 2176: PERSONALITY & SKILLS DEVELOPMENT (PSD) 2

This second course on Personality & Skills Development focuses on sharpening intra-personal and interpersonal skills of students in order to uphold their personality. This course utilizes an activity-based approach to develop the necessary soft skills of the students. With the active engagement in the activities, the students will get the opportunity to learn how to work in teams,

how to be adoptable to the changing circumstances, how to develop their own personal portfolio and skills relevant to effective communication.

ITC 3370: INFORMATION TECHNOLOGY INFRASTRUCTURE

Organizations are increasingly relying on digital technologies for their service delivery. Information Systems are a key component in the provisioning of services. Information Technology (IT) Infrastructure encompasses major underlying pillars that are essential for operation of Information Systems. This course aims to provide participants with knowledge and skills on the key IT infrastructure elements used in organizations today – Computing and Networking Infrastructure. The course will involve site visits and case studies to study implementations. Participants are also expected to acquire skills on service provisioning as well as service level agreements.

ITC 3371: MANAGEMENT INFORMATION SYSTEMS AND ERP APPLICATIONS

Information technology has changed from a minor corporate support function to a primary driver of corporate profitability. Information technology is fundamentally changing the businesses and the way they operate. Production, distribution, and control of information has become the primary driver of today's economy where information systems play a critical role. Integrated systems such as Enterprise Resource Planning (ERP) systems have become the primary source of information for most of the organizations. Therefore, understanding the use of such integrated systems and the effects of information technology and information systems to individuals, businesses, and the society are of paramount importance. This course is aimed at providing hands on experience on the use

of ERP systems and insight and knowledge on the effect of different technologies and systems on individuals, businesses, and the society. Special attention is drawn as to how organizations can use these technologies and systems to optimise its performance and gain competitive advantage, while mitigating the risks associated with them. The course will equip the students with essential knowledge and exposure related to the use of technologies and systems so that they would become effective business managers and leaders in today's technology rich organizations.

ITC 3172: PERSONALITY & SKILLS DEVELOPMENT (PSD) 3

This third course on Personality & Skills Development has been designed to increase the success of students in their university life, work life and social life. This course provides the students with an opportunity to obtain a better understanding on the nature of conversations that frequently take place within the business context and a wider exposure to personal grooming and social etiquette. The course also aims on improving other aspects of soft skills such as creativity and innovation, how to work and negotiate with people, managing stress and anger, and resolving conflicts within themselves and with others.

ITC 3373: OBJECT ORIENTED PROGRAMMING

The objective of this course is to offer in-depth theoretical and practical knowledge in the area of object-oriented programming and extends the knowledge and skills acquired during the course of "Computer Programming". The course consists of two modules. Module-I is theoretical and covers the advanced concepts of object-oriented programming for component-based" designed and development of software for console and GUI. This includes user-defined classes, methods, objects, interface, inheritance, polymorphism, operator overloading, events,

console I/O operations, handling errors and exceptions, multi-threading and GUI applications. Module-II, the practical component, involves the design and development of effective fully-fledged software system.

ITC 3374: INFORMATION TECHNOLOGY PROJECT MANAGEMENT

This course provides the opportunity to learn how to apply the project management theories and techniques for information technology (IT) projects. This course content is based on the project management framework and its applications to IT projects. The main topics include Introduction to IT Project Management, The Project Management and Information Technology Context, Project Management Process Groups and Project Management Knowledge Areas such as Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management and Project Risk Management. The practical component in this course provides the skills to apply the Microsoft Project tool to develop key project documents and manage the IT projects.

ITC 3375: SOFTWARE ENGINEERING

Computer software are developed in diverse areas and a systematic approach to manage them is discussed in the subject of software engineering. This is a specialised course that focuses on the principles of software engineering, with an emphasis on the practical aspects of constructing large scale software systems. This course covers introduction, software life cycle models, software project management, requirement analysis and specification, software design, function-oriented software design, object modelling using UML, object-oriented software development, user interface design, coding and testing, software reliability and quality management, Computer Aided Software Engineering (CASE), software maintenance, reuse with emerging trends.

ITC 3376: ENTERPRISE ARCHITECTURE

Enterprise architecture is fast emerging as a key function that enables organizations to accomplish their business objectives more effectively. This course focuses the interrelationships enterprise goals and strategy, data/information, applications, and technology. In particular, the course explores the design, selection, implementation, and management of enterprise IT solutions. The course informs students regarding EA frameworks (TOGAF, ADM, ArchiMate) and governance frameworks (COBIT, ITIL). The course also focuses on the importance of aligning enterprise architectures with organizational strategy and policies.

ITC 3377: DIGITAL BUSINESS MANAGEMENT AND ENTERPRISE APPLICATIONS

This course is intended to equip the students, who are going to be future managers, with required knowledge and skills to help them navigate their organization towards digital business, by analysing the market it operates and various other environmental factors. A key feature of this course is to identify and review key management decisions and strategies required by organizations to transform it to a digital business. The course will also highlight the process through which those decisions are taken. Students will also learn how to enhance the competitiveness of an organization by deploying innovative digital technologies throughout an organization and beyond, through links to partners and customers and promotion through digital media. Considering the vital role played by ERP systems in today's digital businesses, the course provides a hands-on experience on several important modules of an ERP system. Further, the students will be exposed to important digital marketing applications such as search engine optimization, website content creation and management, and personalised marketing.

ITC 3378: RESEARCH METHODOLOGY

Research is a systematic investigation of a particular topic or the process of answering a question to acquire new knowledge. This course provides students with the knowledge of how quantitative and qualitative approaches and design science method is used in Information Systems research. In this course students will learn how to formulate research questions, conduct a literature review, select the appropriate research methods to answer the research questions, and collect and analyse data to provide meaningful conclusions. This course will be guided to address the research questions either using behavioural science approach or design science approach. The course provides the necessary knowledge for students to assess research in Information Systems, develop a well-constructed research proposal, and conduct a research study effectively.

ITC 3179: PERSONALITY & SKILLS DEVELOPMENT (PSD) 4

This is the fourth and final course on Personality & Skills Development and it has been designed to help the students plan their future career paths successfully by providing them with necessary guidance and training on facing the interviews effectively and by developing comprehensive and convincing CVs and personal portfolios. The course also aims to develop a wide variety of other soft skills such as public speaking skills, how to work in teams, and leadership skills.

ITC 3380: PROGRAMMING APPLICATIONS AND FRAMEWORKS

Contemporary information system development practices relied on application development frameworks to deliver quality software which support different platforms. An application framework consists of a software framework used by software developers to implement the standard structure of application software. This course

provides students with practical knowledge on a few selected contemporary application frameworks including frameworks for mobile application development. Students will learn about frameworks using modern integrated development environments via group projects. Further, this course will demonstrate how members in a software development team communicate and collaborate with each other using computer aided software engineering (CASE) tools.

ITC 3381: SOFTWARE QUALITY ASSURANCE #

Software Quality Assurance (SQA) ensures that the quality is incorporated into a software product. It aims at preventing errors and detecting them as early as possible. In this case, quality assurance is viewed as an activity that runs through the entire development process. In order to assure the integrity and effectiveness of the software development process, SQA has taken on an important prominence in the IT and business communities. This course discusses fundamentals of SQA, principles of testing, test design techniques, test planning and controlling and the automation testing frameworks. Further, the development of a test plan and the new trends in SQA will be discussed. In addition, few practical sessions regarding test automation tools will be conducted with the participation of industry experts. The course is aimed at enhancing students' theoretical knowledge and practical skills of SQA.

ITC 3382: INFORMATION SYSTEMS AUDITING AND CONTROL

"Presently, Information systems (IS) are key assets to most organizations. As more and more systems are deployed, their stakeholders including the board are concerned on how to ensure governance in the systems in compliance with government regulations and internationally accepted good practices in terms of both design and effectiveness. This course enables participants to receive comprehensive knowledge on the possible risks that may impact Information Systems

as well as how they can be managed by Information System Controls suitably designed or sufficient in scope to properly mitigate the target risk or meet the intended objective, as per assurance practices of an Information System Auditor. students will receive familiarity on IS Audit Procedures as applied to Organizational Practices related to Information Systems.

ITC 3383: USER EXPERIENCE ENGINEERING

This course delivers an in-depth knowledge on designing user interfaces and enhancing user experience. It offers practical and skill-based approach in improving the design skills of the software engineers which is essential for an application to be usable. The main areas such as principles of user interaction design, UX design fundamentals, researching and measuring user experience, principles of good visual design will be discussed during the course. The main objective of the course is to create applications with enhanced user experience and user interface design.

ITC 4670: RESEARCH STUDY IN INFORMATION SYSTEMS

Research is beneficial in studying issues related to Information Systems. This course requires the students to conduct an independent, in-depth research study in an area related to information systems under the close supervision of research supervisor appointed by the department. This provides an opportunity for students to understand nature and scope of information systems related research, research process, research methodologies and use of different research tools through active learning cycles with a research supervisor. The course requires each student to engage in directed and self-directed reading in relation to the area of study; collection, analysis and interpretation of data; compiling a written research report based on the guidelines given; and present the research context and findings in a viva voce examination.

ITC 4671: INFORMATION SYSTEMS DEVELOPMENT RESEARCH PROJECT *

There are many real world and organizational issues that can be resolved by using Information Systems developed based on a systematic research approach. In this course, the students will identify a problem which can be solved by applying Information System Design and Development skills acquired throughout the programme. Students are expected to collect data based on the problem, analyse them using their research knowledge and skills, design and develop a solution. The course aims to enhance the student's knowledge and skills on system analysis, system design, system development, quality assurance and technical report writing. The final solution should exhibit novelty in one or more aspects related to Information Systems, and expected to be demonstrated during a viva voce session with a research project report.

ITC 4372: PROFESSIONAL ETHICS AND ICT LAW

Computer professionals and users are responsible for maintaining relationships and responsibilities towards customers, clients, co-workers, employees, and employers; making critical decisions that have significant consequences for many people and determining how to manage, select, or use computers in a professional setting. Furthermore, these computer professionals should follow the ethical guidelines issued by the organizations. This course is aimed at educating the students and providing them with the necessary knowledge to face these challenges and overcome them with great responsibility while having a basic understanding of the legal aspects of Information Technology related conduct.

ITC 4373: ADVANCED ENTERPRISE RESOURCE PLANNING SYSTEMS

The objective of this course is to equip students with knowledge and skills in ERP

systems so that they can recognize the need for ERP systems and learn to integrate the business activities in an organization. This course provides a broad overview of ERP systems, followed by ERP technology and process mapping, focusing on the activities of an organization in modern business environment. This course also discusses the activities involved in planning for and implementing ERP systems and the functionality of ERP such as financial management, sales and order fulfillment, supply chain, and human capital management. The course concludes with business analytics and ERP security.

ITC 4374: VIRTUALIZATION AND CLOUD COMPUTING

Cloud computing is revolutionizing the way organizations deal with computing resources. It has one of the fastest adoption rates in terms of technology. This course aims to provide participants an abstract, yet practical exposure into the management of cloud resources. The course introduces major concepts in cloud computing and its economic foundations. The course provides an in-depth understanding of how virtualisation results in cloud infrastructure and how cloud service providers organise their offerings. The course will provide hands on skills on managing the infrastructure as a service offering by the leading commercial cloud providers.

ITC 4375: ARTIFICIAL INTELLIGENCE APPLICATIONS

"Artificial Intelligence (AI) could change the world dramatically. AI is a field that studies how to understand the intelligent human behaviours on a computer. The ultimate goal of AI is to make a computer that can learn, plan, and solve problems independently. The main topics in AI applications includes: problem solving, reasoning, planning, natural language understanding, computer vision, automatic programming and machine learning. This course will introduce some AI applications

for problem solving; knowledge representation and reasoning; pattern recognition; fuzzy logic; and neural networks. Participants are also expected to have hands-on experience while learning the theories. The course seeks to create a deep awareness of applying AI applications in business functions and facilitates them to face the challenges of new job models in the future effectively."

ITC 4676: INTERNSHIP IN INFORMATION SYSTEMS

The Internship experiences provides the participants with an opportunity to apply knowledge and skills learned in the classroom in a work setting. It further allows students to experience working in a practical business environment, preferably working closely with Organisational Information Systems. This process will be guided by a External supervisor/mentor from the organization and monitored by an Internal Supervisor from the Department. Participants are also expected to reflect back on their experience once they complete their internship. The internship will further provide participants with an opportunity to build professional networks, which will benefit them once they complete their formal degree programme.

ITC 4377: BUSINESS PROCESS MANAGEMENT

This is an advanced course that basically deals with aligning organisations objectives with the wants and needs of clients. The course consists of three modules. The first module provides discussion on process management theories such as Six Sigma and Business Process Reengineering (BPR) that leads to BPM. Second module provides an overview of the BPM concepts, BPM principles and BPM practices. In this context it shows how BPM systems and then illustrates how BPM systems fulfill the role as an enabler of process enterprises. Finally based on lessons learned from theories, a methodology to implement BPM is provided.

ITC 4378: ADVANCED BUSINESS ANALYTICS

Learners gain practical skills in extracting and manipulating data using prescriptive data analytics models. Prescriptive analytics suggests decision options on how to take advantage of a future opportunity or mitigate a future risk and shows the implication of each decision option. Prescriptive analytics can continually take in new data to re-predict and re-prescribe, thus automatically improving prediction accuracy and prescribing better decision options. This course aims to enhance students' ability to obtain actionable decisions in business employing mathematical modelling and simulation in Prescriptive Analytics. It will train students how to approach the best decision via modelling with logical thinking and ultimately reconstruct their thinking process in decision making. Students will be exposed to a variety of practical business cases in various fields such as operations, supply chain, marketing, human resource, and finance.

ITC 4379: INFORMATION SYSTEMS SECURITY & RISK MANAGEMENT

"In today's' context, information remains one of the most important yet intangible assets in any form of business. Using information prudently will ensure advantage in a competitive environment. Therefore, Information System Security and Risk Management is an area of study which deals in securing that advantage while aligning to best practices. The information system that one interacts with, works with precision (Integrity), servers only the authorised users (Confidentiality) and the functionality of the information system remains usable (Availability) when needed. The subject content also discusses technologies, controls and mechanisms needed to maintain confidentiality, Integrity and availability at a managerial level to safeguard from risks associated with vital information in total ecosystems of an organization.

Courses offered to other departments only

ITC 3284: ERP APPLICATIONS (REQUESTED BY MAR)

Enterprise Resource Planning (ERP) systems are essential to businesses because they help to integrate all of the processes needed to run businesses with a single system. An ERP system can integrate planning, purchasing inventory, sales, marketing, finance, human resources, and more. The course provides hands-on experience of typical Enterprise Systems modules: Sales and Marketing (SM), Customer Relationship Management (CRM), Materials Management (MM), Financial Management (FM), Supply Chain Management (SCM), and Project Management. The course will also provide an overview of Business Intelligence (BI) and analytics in the ERP context.

ITC 3385: BUSINESS ANALYTICS (REQUESTED BY MAR IN A DIFFERENT ACADEMIC YEAR)

Current business organizations expect their employees to master the science of analysing data to find out patterns that will help them to develop business strategies. Analytics as a decision-making approach is been used by big corporations, governments, entrepreneurs and almost everyone else to generate insights by unearthing patterns and decoding data. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem-solving. This course provides knowledge on Business Analytics that cover business problem formulating, analytics problem framing, data selection, methodology selection, model building, model validation and deployment. Through this course, students get theoretical knowledge and practical exposure to offer innovative solutions to business problems.

ITC 4380: DIGITAL ECONOMY AND FUTURE OF WORK (REQUESTED BY BUS)

The ever-increasing digitalisation of economy and the rapid change in (information and digital) technology have threatened prevailing business and employment models. Yet, these developments are also creating opportunities for Business while compelling business leaders to craft new business and employment models that can be used to capitalise on those opportunities. In this context, alongside an introduction to Business Information Systems, this advanced course in the Degree Programme aims at giving participants a strategic insight into the digitalisation of economy and its impact on the prevailing business and employment models. The Course will address the emerging trends and issues of the digitalisation, such as digital disruption (of business), automation, AI, robotics and future employment models, new markets and new forms of work in digital economy, cyber security, and digital economy and (graduate) un-employment. In doing so, the Course seeks to create a deep awareness of the digital economy and the future of work among the participants and facilitates them to face the challenges of new job models in the digital economy effectively.

2.10.7 Teaching and Learning Methods and Strategies

Study programme utilizes a variety teaching and learning strategies to make the teaching and learning process an effective process. They include: Large group teaching, Small group teaching, Demonstrating in computer labs, Team-based learning, Case studies, Role-plays, Problem-based learning, Work-based learning (industrial training) and Active learning (self-learning)

2.10.8 Assessment Methods and Strategies

Study programme utilises several assessment strategies to measure the performance of students. They include: Examinations (Mid-semester, and End-semester), Group work, Presentations, Dissertations and projects, Software projects, Continuous assessments (e.g. in-class Assessments), and Viva.

2.10.9 Practical Training

Practical training is a compulsory component in the degree programme. Students are allowed to go for practical training during the final year of their degree programme. The aim of the practical training is to expose students to a working environment so that they can gain variety of benefits: gaining know-how, developing skills and abilities, gaining work experience, and applying theoretical knowledge in to practice.

2.10.10 Professional Links

The department has signed a Memorandum of Understanding with Microsoft Sri Lanka (Pvt) Ltd., which has enabled the Department to get the membership of the Microsoft Developer Network Academic Alliance Programme. Under this programme, students of the department are provided with selected Microsoft Software free of charge for research purposes. The department also maintains close links with several other private sector organizations, which has allowed the department to nominate selected students for industrial placements. Links have also been established with the key Professional Associations which are related to IT Industry.

2.10.11 Employment Opportunities

Graduates of this degree programme have two main avenues to choose for their career paths. They can decide either to select information systems field or to select the general management field. Graduates who opt for a career in information systems can expect to commence his/her career in a position such as Business Analyst, Systems Analyst, IS Manager, IT/ERP Consultant, Quality Assurance Manager or Project Manager. With further enhancements of Information Technology related knowledge and skills, a graduate can focus on positions such as Software Engineer, Database Administrator and Network Administrator.

Graduates who are willing a career in general management can find job positions in any of the functional areas such as Accounting, Marketing, Finance, Human Resource Management, Production Operations

Management etc. Their skills in logical thinking, problem solving and IT applications should help them to perform better than others in those positions. Further studies in the relevant field and other professional qualifications will support their career enhancement and personal development in the long run.

2.10.12 Awards and Scholarships

At the convocation, a gold medal is awarded by Microsoft Sri Lanka (Pvt) Ltd. to the student with the highest GPA gained over the entire degree programme. Scholarships will be arranged for the students with financial difficulties upon their request to the department.

2.10.13 Business Information Systems Student Symposium

Department of Information Technology organises annual event Business Information Systems Student Symposium (BISSS). The main aim of this is to promote research and information systems development capabilities among students and also to encourage research collaboration between students, staff and industry. The students who performed exceptionally well in the research and information system development project related courses obtain the chance to present their findings in BISSS. The event was first launched in 2020 and the research papers and abstracts were published as a proceeding book.

2.10.14 Students' Association

Design-a-thon competition (DHACK)
The Student Association of Information Technology (S@IT) with the patronage of the Department of Information Technology annually organizes the Design-a-thon competition named D-HACK. This event was initiated as an intra-departmental level competition to improve Business Information System undergraduates' innovative capabilities in the business field as well as in User Interface (UI)/User Experience (UX) development in computer applications. This competition provides students a platform to showcase their talents while giving them value. Moreover, it is an

opportunity for students of the Department to make their innovative ideas a reality, while they learn designing skills which are beneficial for their future careers. From last year the organisers extended the scope of the DHACK competition to the whole University surpassing the benefits to students of all the faculties who are reading for IT/IS related degrees and any others who are interested to participate.

2.10.15 Alumni Association of the Department of Information Technology

The Alumni Association of the Department of Information Technology was formed in 2014. The graduates passed out from the department are eligible to be members of the Alumni Association. The office bearers are selected annually. The objectives of this association are to create, enhance and maintain a good relationship between the alumni members, the department and the corporate sector entities and to provide an opportunity for the graduates to maintain and enhance their relationships among their colleagues throughout their life time.

2.10.16 Facilities at the Department

The Department is located at the Soratha Building of the university. The department office is equipped with necessary infrastructure, furniture, and other equipment to provide support to both lecturers and students of the department. Each staff member has his/her room with necessary facilities for studying, research, and meeting with students. Students have a resource centre which they use for group activities, and also for various activities performed by their Students' Association. In addition, the department has its own Computer Lab with thirty state of the art workstations for exclusive use by students of the department. Students can use this lab freely for their software development, Internet access and other research work. In addition, students of the department utilise the IT Resource Centre of the FMSC for their regular lecture/practical sessions.

2.10.17 Head of the Department

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MAR

2.11

BSc Honours in Marketing Management Degree Programme



2.11.1 Evolution

Due to the growing importance of Marketing as a field of study and the increased demand from students for studies in marketing, the Faculty recognised the necessity for offering a special degree in the field of marketing. As a result, a “Marketing Unit” was established under the Faculty of Management Studies and Commerce in 1994 in

order to offer a B.Sc. degree in Marketing Management. The marketing unit was then promoted to the departmental status as the Department of Marketing Management in 1996. The degree programme was renamed as the Bachelor of Science Honours in Marketing Management Degree in the academic

year 2001/2002 with further strengthening of the curriculum. Being updated with the new development in the field of marketing management and to reflect the unique characteristics of the programme, presently, Bachelor of Science Honours in Marketing Management Degree is retained as the official title of the degree programme.

A number of curriculum revisions have been undertaken since the inception of the degree programme and presently the Department offers a comprehensive and up-to-date academic curriculum to the students to equip them with modern marketing theories and practices.

2.11.2 Mission of the Department and Programme Outcomes

Our Mission

The Department of Marketing Management is committed to develop innovative, dynamic young professionals with state of the art competencies making them change agents in the organizational and societal level. Our philosophy is to disseminate knowledge, attitudes and skills to cater the needs of the industry.

The department endeavours to promote research and consultancy in marketing with proactive approaches to issues arising from practice.

Outcomes of the Study Programme

Knowledge Based Outcomes

On completion of the Bachelor of Science Honours in Marketing Management Degree a graduate should be able to:

1. Demonstrate the knowledge of relevant principles, concepts, theories and models of marketing,
2. Demonstrate the knowledge of other functional areas of an organization such as operations, finance and human resources management and root disciplines of marketing such as economics, sociology, mathematics, and statistics to develop an inter-disciplinary and multi-disciplinary understanding,
3. Manage cross-functional interfaces of organizations assimilating the knowledge of both functional and other root disciplines,
4. Integrate and contextualize theoretical knowledge in practical scenarios in the field of marketing, and
5. Analyse and reflect on contemporary marketing practices and issues to develop innovative and sustainable solutions pertaining to both business and social contexts. On completion of the BSc Marketing Management Degree, a graduate should display:

Skill Based Outcomes

On completion of the Bachelor of Science Honours in Marketing Management Degree, a graduate should display:

1. Communication and negotiation skills that are necessary to be an effective conveyor at the personal, organizational and social levels
2. Creative, analytical and critical thinking skills to be an outside-in thinker in a dynamic environment
3. Leadership and team-working skills required for synergistic outcomes in current and future working environments
4. Discerning research and independent judgments skills in decision-making to solve problems innovatively and sustainably
5. Technological and information management skills required to perform in IT based and digitally enabled working environment
6. Adaptability skills to be a resilient person in the dynamic environment

Attitude Based Outcomes

On completion of the Degree Programme, a graduate shall be able to:

1. Develop positive attitudes about the role of marketing discipline
2. Develop positive attitudes towards entrepreneurship and intrapreneurship
3. Apprehend the scarcity of resources and concern for quality

Mindset and Paradigm

On completion of the Degree Programme, a graduate shall be able to:

1. Develop enthusiasm for lifelong learning to improve the quality of life
2. Recognise a role for themselves in creating a sustainable future by considering the impact of their decisions and conduct to the economy, society, culture and environment a. Respect the diversity and develop harmony among the multi-cultural/ethnic/religious communities
3. Develop professionalism in his/her conduct

2.11.3 Graduate Profile

Graduate Profile	
<p>The graduate who successfully completes the Bachelor of Science Honours in Marketing Management Degree offered by DMM, FMSC, USJP, will possess a deep, coherent and extensive knowledge in marketing and related disciplines coupled with an appreciation of the contribution of research to the discipline, and practical exposure. They will possess the characteristics needed to be professional marketers, entrepreneurs and leaders who can challenge the status quo to bring about sustainable changes at individual, organizational and social levels. They will be young scholars, critical thinkers and ethical solution seekers who can think reflectively and reflexively. The graduates will reflect the following discipline-specific, scholarly, personal, professional, and ethical and social attributes.</p>	
Discipline-Specific Attributes:	<p>The Graduates of DMM:</p> <ul style="list-style-type: none"> • will have the capability to comprehend contemporary theories, research and practice in the field of marketing and to appreciate the role of marketing discipline in its context. • will possess interdisciplinary and multidisciplinary knowledge and an understanding of links among them • will have an awareness of the limits of current knowledge and practical applications • will be capable of handling marketing related information, in particular, recognising the growing prominence of digital-based platforms.
Scholarly Attributes:	<p>The Graduates of DMM:</p> <ul style="list-style-type: none"> • will be capable of being independent and critical learners while appreciating the importance of the acquisition and development of knowledge in the field of marketing and related disciplines, • will possess the intellectual openness and curiosity to engage in research and other scholarly activities.
Personal Attributes:	<p>The Graduates of DMM:</p> <ul style="list-style-type: none"> • will be initiative, dynamic, self-disciplined, self-motivated and resilient individuals who have wisdom to make sound decisions and exercise good judgments. • will be life-long learners who are committed to on-going acquisition of new knowledge and skills, and an ability to apply these in an ever-changing environment.

The Graduates of DMM:

- will be equipped with the capabilities to be smart practitioners by being:
- an outside-in thinker to sense the market,
- an effective communicator to analyse information and to put forward arguments based on facts both written and oral,
- a good network builder and a team player to foster and maintain collaborative relationships,
- a skilled project manager to produce desired results with minimum resources.
- will be competent in analysing contemporary marketing issues and developing innovative and sustainable solutions by analysing issues logically, challenging conventional assumptions, considering different options and viewpoints, and making informed decisions while acting with flexibility, adaptability and creativity

The Graduates of DMM:

- will display a high ethical, moral and principle-based conduct reflecting fairness, respect and accountability in decision making while being able to critically evaluate conventional marketing practices in light of broader social, environmental and ethical concerns.
- will possess the knowledge and appreciation of multiculturalism; and an ability to apply such knowledge in a culturally appropriate manner. They are expected to be respectful of cultural and other forms of diversity and to embrace difference.

2.11.4 Programme Structure for Years II, III and IV

The programme curriculum has been designed to help students to learn the essential concepts and practices of modern marketing in an analytical and practical way. It provides fresh insights into the latest marketing developments. The programme covers principles of marketing, advanced marketing management, fine arts, product and brand management, marketing communication, sales management, retail marketing, consumer behaviour, services marketing, international marketing, hospitality marketing, strategic marketing, Sports and Personality Development, Research Methodology, Professionalism in Marketing,

Software Applications for Marketing Research, Network Marketing, Sustainability Marketing and Spirituality Mindset, Marketing Analytics and Marketing Research as core subjects. In addition, practical training in the form of internship and dissertation/research report are compulsory parts of the program. The program also provides students with an opportunity to follow subjects from other departments of the Faculty such as Information Technology and Decision Sciences, Human Resource Management, Business Analytics and Finance. The Table 2.11.1 depicts the course content of the degree for year II, III, and IV.

Table 2.11.1 Bachelor of Science Honours in Marketing Management Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
Year II - Semester I				
MAR 2370	Marketing Management	Compulsory	150	3
MAR 2371	Communication Skills I	Compulsory	150	3
FIN 2370	Financial Management	Compulsory	150	3
DSC 2370	Operations Management	Compulsory	150	3
BEC 2370	Macroeconomics	Compulsory	150	3
MAR 2272	Fine Arts	Compulsory	100	2
Total No of Credits – Semester I				17
Year II - Semester II				
MAR 2373	Consumer Behaviour	Compulsory	150	3
MAR 2374	Sports and Personality Development I	Compulsory	150	3
BUS 2371	Organizational Behaviour	Compulsory	150	3
MAR 2275	Advanced Marketing Management	Compulsory	100	2
MAR 2276	Communication Skills II	Compulsory	100	2
LAW 2271	Legal Aspects in Marketing	Compulsory	100	2
Total No of Credits – Semester II				15
Total Credit Value for the Second Year				32
Year III - Semester I				
MAR 3370	Integrated Marketing Communications	Compulsory	150	3
ACC 3380	Management Accounting	Compulsory	150	3
MAR 3271	Research Methodology	Compulsory	100	2
MAR 3272	Communication Skills III	Compulsory	100	2
MAR 3273	Sales Force Management	Compulsory	100	2
MAR 3274	Professionalism in Marketing	Compulsory	100	2
MAR 3175	Sports and Personality Development II	Compulsory	50	1
MAR 3276	Agriculture and Food Marketing	Elective	100	2
MAR 3277	Creative Strategy and Media Planning	Elective	100	2
MAR 3278	Marketing Metrics	Elective	100	2
ITC 3284	ERP Applications	Elective	100	2
Total No of Credits – Semester I				17
Year III - Semester II				
MAR 3379	Product and Brand Management	Compulsory	150	3
MAR 3380	Services Marketing	Compulsory	150	3
ITC 3385	Business Analytics	Compulsory	150	3
MAR 3281	Marketing Research	Compulsory	100	2
MAR 3282	Digital Marketing	Compulsory	100	2
MAR 3283	Strategic Marketing	Compulsory	100	2
MAR 3284	Retail and Shopper Marketing	Elective	100	2
MAR 3285	Crisis Communication	Elective	100	2
MAR 3286	Hospitality and Tourism Marketing	Elective	100	2
MAR 3287	Entertainment and Event Marketing	Elective	100	2
Total No of Credits – Semester II				17
Total Credit Value for the Third Year				34

Year IV - Semester I					
MAR	4370	Software Applications for Marketing Research	Compulsory	150	3
MAR	4371	Network Marketing	Compulsory	150	3
MAR	4372	Sustainability Marketing and Spirituality Mindset	Compulsory	150	3
BUS	4370	Strategic Management	Compulsory	150	3
MAR	4273	Marketing Analytics	Compulsory	100	2
MAR	4274	Advanced Digital Marketing	Elective	100	2
MAR	4275	Entrepreneurial Marketing and Marketing Innovations	Elective	100	2
MAR	4276	Customer Relationship Management	Elective	100	2
Total No of Credits – Semester I					16
Year IV- Semester II					
MAR	4677	Dissertation	Compulsory	600	6
MAR	4478	Internship	Compulsory	400	4
MAR	4379	Research Project	Compulsory	300	3
MAR	4380	International Marketing	Elective	150	3
MAR	4381	Advanced Services Marketing	Elective	150	3
MAR	4382	Territory Management	Elective	150	3
MAR	4383	Technology Marketing	Elective	150	3
Total No of Credits – Semester II					16
Total Credit Value for the Fourth Year					32
Total Credit Value of the Programme					128

2.11.5 Description of the Courses

MAR 2272: **FINE ARTS (02) – (YEAR II – S 01)**

This course aims at building students' ability to develop creativity, relax mentally and improve concentration through aesthetic skills which are essential to become professional and emotionally balanced marketers. This is a skills development course which provides opportunities to engage in music, dancing, drama, drawing/paintings, photography and other related activities. This unique course evaluates the students' performance through a panel of experts in a concert that showcases their aesthetic creations.

MAR 2371: **COMMUNICATION** **SKILLS I (03) - (YEAR 11-S 01)**

This core course aims at equipping students with basic communication skills required as marketing undergraduates to practice and effectively engage in interactions in

English. The areas covered are: basic communication, introducing people, interactions during personal encounters, convincing and following up in personal interactions, and negotiation and resolving conflicts within the immediate circle. This course requires prior knowledge on Business Communication I and Business Communication II.

MAR 2370: **MARKETING MANAGEMENT** **(03) - (YEAR II – S 01)**

This is an introductory core course which aims at providing students with the knowledge on concepts, theories and applications in the area of marketing management. The areas covered are: role and importance of marketing in a business and a society; marketing philosophies; marketing environmental analysis; consumer behaviour; segmenting, targeting and positioning strategies; and marketing programme development. This course requires prior knowledge on BUS 1340- Principles of Management.

**MAR 2275:
ADVANCED MARKETING
MANAGEMENT (02)- (YEAR II – S 02)**

This is an advanced core course which aims at providing an in-depth knowledge on marketing theories and their applications. The areas covered are: capturing marketing insights, connecting with customers, crafting the brand positioning, managing competitive dynamics, shaping the market offerings, delivering value, communicating value, and creating successful long-term growth. The course also provides an opportunity to apprehend the ethics and social responsibility in marketing perspective. This requires prior knowledge on Marketing Management.

**MAR 2374:
SPORTS AND PERSONALITY DEVELOPMENT 1 (03) - (YEAR II – S 02)**

This is a core course which aims at developing students' mental and physical strengths to be a resilient marketer with strong personality. Particularly this course assists students to develop physical fitness, self-confidence and emotional stability to face personal and professional challenges. The areas covered are: setting personal vision and goals; developing positive attitudes; learning and unlearning habits; engaging in sports, mastering social dancing; and practicing relaxation, mindfulness and yoga exercises. Students are encouraged to be life-long learners together with continuous self-development.

**MAR 2373:
CONSUMER BEHAVIOR
(03) – (YEAR II – S 02)**

This core course aims at providing students with knowledge on relevant concepts, theories and models to understand and predict the behavior of individuals, groups and organizations during the stages of acquisition, consumption and disposition of goods and services. The areas covered are: introduction to consumer behavior,

consumer decision-marketing process and psychological and socio-cultural aspects which influence consumer decision making. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

**MAR 2276:
COMMUNICATION
SKILLS II (02) - (YEAR II – S 02)**

This core course aims at enabling effective interactions in target situations with the correct use of language structures and vocabulary. The areas covered are: communicating with internal and external parties, introducing and representing organization, review of project proposals, convincing and following internally and externally managed activities, and negotiation and resolving conflicts of external and internal parties of organization. The teaching and learning process includes stimulated contexts which enables effective classroom interactions for the learners to practice the target language. This course requires prior knowledge on Business Communication I, Business Communication II and Communication Skills I.

**MAR 3271:
RESEARCH METHODOLOGY (02) –
(YEAR III - S 01)**

This core course aims at reinforcing student learning on the research process giving more emphasis on philosophies and quantitative and qualitative research methods applied in social research. The areas covered are: research philosophies and paradigms; problem definition and literature review; qualitative and quantitative research designs; qualitative and quantitative data collection methods; analytical tools for qualitative and quantitative data and; addressing ethical issues in conducting research. This course requires prior knowledge on Business Statistics, Marketing Management and Advanced Marketing Management.

**MAR 3370:
INTEGRATED MARKETING COMMUNICATION (03) (YEAR III – S 01)**

This core course aims at fostering the knowledge on Integrated Marketing Communications (IMC) including its role in the marketing mix. It emphasises the role of different promotional tools in the IMC programme of an organization to execute effective marketing campaigns with clear objectives. The areas covered are: identifying and analysing the target audience, setting communication objectives and budgets, integrating and implementing conventional and contemporary communication tools, and evaluating effectiveness of the communication programme. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer behavior and Fine Arts.

**MAR 3273:
SALES FORCE MANAGEMENT (02) – (YEAR III- S 01)**

This core course aims at providing the students with knowledge on concepts, theories and models applied in different sales contexts. The areas covered are: Introduction to sales management, Selling theories, Personal selling process, Recruiting, Selecting, Training and Compensating of sales force, Motivating sales force and Managing sales force performance. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

**MAR 3274:
PROFESSIONALISM IN MARKETING (02) (YEAR III – S 01)**

This core course aims at shaping and moulding students' mindset with necessary skills and competencies to be professional marketers. This core course enables students to apprehend and inculcate qualities, traits and skills necessary for being unique professionals. The areas covered are:

professional communication skills (verbal, non-verbal, written and listening), stakeholder management skills, effective presentation skills, coping stress and managing nervousness, negotiation skills, networking skills and character building. This skills-based course is conducted as a combination lectures, training workshops and events.

**MAR 3175:
SPORTS AND PERSONALITY DEVELOPMENT-II (01) (YEAR III – S 01)**

As a continuation of Sports and Personality Development-I (MAR 2374), this core course aims at strengthening physical and mental health of the students to be balance human beings. The course focuses the inculcation of certain qualities needed to be professional marketers such as team building, leadership, punctuality, emotional stability, and compassion. This course is facilitated by a residential personality and skills development programme conducted outside the university.

**MAR 3272:
COMMUNICATION SKILLS III (02) - (YEAR III – S 01)**

This core course aims at empowering the learners to expand the language learning horizons to reach the intended level of language production. The stimulated contexts of learning are closely linked to the professional contexts the learners are likely to be engaged as employees in corporate settings. Thus, the course consists of two case studies combining learnings related to communication, presentation, sensitivity analysis, convincing and following up, and negotiation and conflict resolution. Further, the course consists of basics in academic writing to assist the learners to enhance their writing and presentation. This course requires prior knowledge on Business Communication I, Business Communication II, Communication Skills I, and Communication Skills II.

MAR 3276/MAR3376: AGRICULTURE AND FOOD MARKETING (02) - (YEAR III S1)

This is an elective course which aims at imparting contemporary knowledge on agricultural and food marketing strategies and practices highlighting the special features of both components. The Agriculture Marketing component of the course assists students to apprehend the relevance and importance of marketing agricultural input and output. The areas covered are: the role of agricultural sector in local and global economy, managing demand and supply of the agricultural the products, managing supply chain of agricultural products, educating farmers on customer expectations, application of technology and value additions to agricultural products. The Food Marketing component assists students to apprehend the relevance and importance of innovations and promotions of the food products. The areas covered are: significance of food industry in the local and global economy, new trends and issues in the food industry, unique consumer behaviour related to food consumption, designing value through effective food supply chain management, and driving behavioural changes in food consumption. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Macro Economics, Consumer Behavior, Integrated Marketing Communication and Network Marketing.

MAR 3277: CREATIVE STRATEGY AND MEDIA PLANNING (03) - (YEAR III – S 01)

This intermediary course aims at providing in-depth knowledge on two major aspects of developing and executing an effective marketing communication strategy: Creative Strategy and Media Planning. Creative Strategy facilitates students to sharpen knowledge and creativity in developing creative concepts for marketing communication campaigns. 'Media Planning' enables students to acquire knowledge and practical exposure in selecting the appropriate Above-The-Line (ATL) media platforms to advertise and determine when,

where and how a message should be placed under a given budget. The areas covered are: introduction to creativity in promotion, evolution of creative era, promotional writing and templates, content planning and third-party content management, media terminology, interpret syndicated research, gather audience measurements, conduct competitive analysis, create and evaluate marketing/media objectives and design effective integrated media plans. This course requires prior knowledge on Advanced Marketing Management, Integrated Marketing Communication and Digital Marketing.

MAR 3278: MARKETING METRICS (02)- (YEAR III – S 01)

This elective course aims at providing knowledge on how marketing metrics can be used to measure marketing effectiveness and/or performance, as well as identify the key metrics that can be utilised to assess the efficiency and effectiveness of marketing activities of firms. Students are equipped with important tools and techniques to evaluate productivity and profitability of marketing investments. The areas covered are: basic principles of marketing metrics, design of basic marketing performance measurement systems, uses of appropriate metrics to measure effectiveness and efficiency of both tactical and strategic decisions. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Services Marketing, Consumer Behaviour and Product and Brand Management.

MAR 3379: PRODUCT AND BRAND MANAGE- MENT (03) – (YEAR III – S 02)

This core course aims at providing students with contemporary knowledge on management of existing products, development of new products and management of brands and brand equity. The areas covered are: meaning and role of products; managing course provides undergraduates with conceptual and practical knowledge on

strategic marketing process, strategic product mix decisions; new products development; product life cycle strategies; developing brand strategies; implementing brand marketing programmes; measuring and interpreting brand performance; and growing and sustaining brand equity. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Services Marketing and Consumer Behaviour.

**MAR 3380:
SERVICES MARKETING (03) -
(YEAR III – S 02)**

This core course aims at providing an understanding of key theories, concepts, tools, models and practices in the development and execution of services marketing strategy for the business success. Particularly, the course expects to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. The areas covered are: Distinctive and New Perspectives on Marketing in the Service Economy, Consumer Behaviour and Customer Involvement in Service Setting, Customer Satisfaction and Service Quality, Internal Marketing, Relationship Marketing and Customer Loyalty, Service Product Strategy, Managing the Service Delivery Process, Pricing of Services, Service Communication Mix, Customer Service & Service Recovery and Managing Capacity and Demand. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

**MAR 3281:
MARKETING RESEARCH
(02) – (YEAR III S 02)**

This core course aims at providing conceptual and practical knowledge on models, methods and techniques of marketing research by enhancing students' skills in conducting marketing research. Areas covered are: introduction to marketing research, importance of research to marketing, role of theory in research,

identification of research problem, formulation of research design, management of field works and, presentation of data and analysis. This course is primarily oriented towards successful completion of a marketing research project. The course requires prior knowledge on Business Statistics, Marketing Management, Advanced Marketing Management and Research Methodology.

**MAR 3282:
DIGITAL MARKETING (03) –
(YEAR III – S 02)**

This core course aims at providing knowledge on digital and interactive marketing tactics to blend with overall strategy of an entity. This basic course introduces digital marketing technologies and their applications and usefulness in marketing. The areas covered are: introduction to digital business models, digital media planning, social media marketing, search engine marketing, display banner advertising and web-based marketing. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communication.

**MAR 3283:
STRATEGIC MARKETING (03) –
(YEAR III – S 02)**

This core course aims at facilitating undergraduates to blend, coordinate and synthesise their knowledge and skills to develop appropriate marketing strategies in achievement of the organizational objectives. This marketing analysis, strategic direction and strategy formulation, strategic implementation and control. This course requires prior knowledge on Macro and Micro Economics, Principles of Management, Marketing Management, Advanced Marketing Management, Consumer Behaviour and Financial Management.

**MAR 3284:
RETAIL AND SHOPPER MARKETING
(02)- (YEAR III – S 02)**

This core course aims at providing students with in-depth knowledge on retailing and

retail marketing practices and how retailers/brands can stimulate the customers throughout their shopping process at retail settings. The areas covered are: introduction to retail marketing, types of retailers, retailer marketing strategies, principles of shopper marketing from both tactical and strategic perspectives, methods for developing and executing shopper marketing strategies and programmes; and use of data analytics in developing shopper marketing strategies. The course requires prior knowledge on Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

**MAR 3285:
CRISIS COMMUNICATION-
(02) (YEAR III – S 02)**

This elective course aims at providing basic knowledge on how communication is used in crisis situations and fundamentals in crisis management - before, during and after scenarios. The areas covered are: introduction to crisis communication theory, types of crises, crisis communication plans, best practices in crisis management process and variety of crisis responses. This course requires prior knowledge on Integrated Marketing Communication.

**MAR 3286/MAR 3386:
HOSPITALITY AND TOURISM MAR-
KETING (02)- (YEAR III – S 02)**

This elective course aims at providing an understanding of the theories and practices in hospitality marketing with special emphasis on travel and tourism industry. The areas covered are: the role of hospitality marketing in the economy, global trends in the hospitality and tourism industry, devising competitive strategies, managing customer loyalty programmes and promoting sustainable practices. This course requires prior knowledge on Marketing Management, Advanced Marketing Management and Services Marketing.

**MAR 3287:
ENTERTAINMENT AND EVENT
MARKETING (02) - (YEAR III – S 02)**

This elective course aims at imparting knowledge of applying relevant marketing

tools in entertainment industry and; creating, delivering, and communicating a value through events to enhance the customer experience and brand engagement. The areas covered are: introduction to entertainment industry and its dynamics, analysis of audience behavior, application of entertainment marketing mix, and apprehension the link between brands and events, conceptualisation and design of an event, event operations and evaluations in event marketing. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Product and Brand Management, Consumer Behaviour and Digital Marketing.

**MAR 3388:
INTERNATIONAL MARKETING
(03) (ELECTIVE)**

This elective course aims at providing students with conceptual and practical understanding of international marketing process. The areas covered are: an overview of international marketing, analysing international marketing environment, entry strategies into international markets, formulating international marketing strategies and controlling international marketing process. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

**MAR 4370:
SOFTWARE APPLICATIONS
FOR MARKETING RESEARCH
(03)- (YEAR IV – S 01)**

This core course aims at providing the students with an understanding on the use of software for analysing qualitative and quantitative data in marketing research. This course focuses on 264 | P a g e developing skills in analysing qualitative data through NVivo/Maxqda software and quantitative data through SPSS, AMOS and SmartPLS software. The course requires prior knowledge on Business Statistics, Marketing Research and Research Methodology.

**MAR 4371:
NETWORK MARKETING (03)-
(YEAR IV – S 01)**

This core course aims at providing knowledge on principles, concepts and applications in business networks and the unique aspects of managing business processes in the business networks operating at the dynamic business environment. This course provides opportunities for students to expose to a range of business network scenarios and to develop skills for designing competitive strategies at the network level. The areas covered are: principles, concepts and applications of network marketing; strategic and operational strategies for B2B marketing; developing competitive strategies at the networks and managing the entire network in order to deliver superior customer value. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Services Marketing and Operations Management.

**MAR 4372:
SUSTAINABILITY MARKETING
AND SPIRITUALITY MINDSET
(03)- (YEAR IV – S 01)**

This core course aims at providing students with opportunities to gain knowledge on sustainable marketing practices at both organizational and individual levels from ethical and spiritual perspectives. The areas covered are: social criticism of marketing, spiritual mindset, addressing global challenges in sustainable development, evolution of sustainability marketing, marketing ethics, sustainable marketing process and business transformation, sustainable innovations, consumer ethics, and mindful consumption. This course requires prior knowledge on Macro Economics, Socio Political Environment, Marketing Management, Advanced Marketing Management, Legal Aspects in Marketing and Consumer Behavior.

**MAR 4273:
MARKETING ANALYTICS (02)-
(YEAR IV-S 01)**

This core course aims at providing knowledge on the application of data science for generating marketing insights and facilitating better marketing decisions. The course explores how analytical techniques and their theoretical foundations can be applied to real world marketing scenarios based on market data. The areas covered are: facilitating segmentation, targeting and positioning through data science, satisfaction management, customer lifetime value analysis, customer choice, product and price decisions using conjoint analysis, text analysis and search analytics and time series analysis for forecasting. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Business Statistics, Operations Management, Consumer Behaviour and Business Analytics.

**MAR 4274:
ADVANCED DIGITAL
MARKETING (02) – (YEAR IV-S 01)**

This elective course is an extension of Digital Marketing (MAR 3282) which aims at applying digital and interactive marketing tactics to create overall marketing strategy for an organization and using consumer insights in digital platforms to make marketing decisions. The areas covered are: advanced public relations & reputation management in social media, designing and managing digital campaigns through behavioral insights of customers in digital platforms, evaluating performance of digital marketing strategies, performance marketing in digital platforms, exploring emerging trends in digital marketing and applications of E-commerce. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour, Integrated Marketing Communication and Digital Marketing.

**MAR 4275/ MAR 4375:
ENTREPRENEURIAL
MARKETING AND
INNOVATIONS (02)- (YEAR IV-S 01)**

This elective course aims at providing conceptual and practical knowledge on creativity, innovations and proactive thinking to impart entrepreneurial competencies. The areas covered are: understanding marketing innovations from the perspectives of product and process, applications of business re-engineering to SMEs, how to generate new business ideas, strategies and structures for SMEs, apprehending the entrepreneurial mindset and paradigms to capitalise emerging opportunities, designing new entrepreneurial ventures and adopting marketing strategies to align with SMEs contexts. This course requires prior knowledge on Macro Economics, Marketing Management, Advanced Marketing Management and Product and Brand Management.

**MAR 4276/MAR 4376:
CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) (02) –
(YEAR IV — S 01)**

This elective course aims at imparting knowledge of customer relationship management concepts, frameworks and their applications in developing relationships with customers. Students are enabled to learn how effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. The areas covered are: nature of relationships and relationship marketing, CRM technology and software applications in CRM, managing processes of CRM, implementing CRM and ethics, privacy and future of CRM. This course requires prior knowledge on Marketing Management, Advanced Marketing Management and Services Marketing.

**MAR 4677:
DISSERTATION (06) – (YEAR IV - S02)**

Dissertation aims at providing an opportunity for students to improve their scholarly

skills and critical thinking by undertaking a research dissertation within the domain of marketing under the supervision of an academic member of DMM. Completion of an independent study enables students to improve planning, analytical and communication skills which are vital for the successful academic and professional career. The issue being addressed in the dissertation needs to be theoretically driven and be able to make a significant contribution to the current body of knowledge by integrating knowledge gathered through different courses of the programme. This is compulsory for students who select academic path option 1 in the Year IV Semester II. This course requires prior knowledge on Business Statistics, Research Methodology and Software Applications for Marketing Research.

**MAR 4478:
INTERNSHIP (04)- (YEAR IV - S 02)**

This core course aims at providing opportunities for students to apply theories, concepts, models learned during course work in the real-life work environment, further strengthening the knowledge, skills, and attitudes to match with the expectations of potential employers. The course also encourages students to become entrepreneurs by managing self-business ventures. This course runs in a collaborative manner with the close monitoring of academic supervisors and/or industry mentors. This comprehensive training enables students to plan their career development opportunities through exploring their interests and potentials in a reflective way to become a change agent.

**MAR 4379:
RESEARCH PROJECT (03) –
(YEAR IV- S02)**

Research Project aims at applying the research knowledge in conducting a project in relation to a specific organizational problem within the domain of marketing under the supervision of an academic member of DMM. This course is compulsory for students who select the academic path

option 2 in the Year IV Semester II which facilitates students to apply and integrate knowledge gathered through different courses of the programme. This requires students to: observe and analyse marketing related managerial issue/s at workplaces, identify research problem based on the management problem/s, develop a research plan, analyse data and provide recommendations for decision makers to solve the problems identified. This course requires prior knowledge on Business Statistics, Marketing Research, Research Methodology and Software Applications for Marketing Research.

**MAR 4380:
INTERNATIONAL MARKETING (03)
– (YEAR IV– S 02)**

This elective course aims at providing students with conceptual and practical understanding of international marketing process. The areas covered are: an overview of international marketing, analysing international marketing environment, entry strategies into international markets, formulating international marketing strategies and controlling international marketing process. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

**MAR 4381:
ADVANCED SERVICES
MARKETING (03) (YEAR IV - S 02)**

This elective course aims to provide an in-depth understanding of the theories and practices in managerial aspects of service organizations. The areas covered are: the quantitative models and their applications for designing and managing service facilities; servicecape designing and process management; demand, supply management and yield management; and statistical approaches for ensuring quality in service organizations. This course requires prior knowledge on Services Marketing.

**MAR 4383:
TECHNOLOGY MARKETING (03) -
(YEAR IV-S 02)**

This elective course aims at providing knowledge on conceptual models and analytical tools in the area of Technology Marketing for technology-intensive businesses and solutions. The areas covered are: introduction to the world of high-technology marketing, strategic market planning in high-tech firms, managing high-tech customers, building high value content, marketing automation and interactive tools, and developing marketing programmes in high-tech markets. This course requires prior knowledge on Information Technology for Business, Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Digital Marketing, Business Analytics and Research Methodology.

**MAR 4382:
TERRITORY MANAGEMENT (03)-
(YEAR IV-S 02)**

This elective course aims at providing knowledge and skills on designing and managing territories for better overall sales performance. It also explores the applicability of advanced technologies for productive territory and salesforce management. The areas covered are: salesforce organization; designing, re-arranging and managing territories; evaluating the performance of territories, and applications of GIS for territory management. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Enterprise Resource Planning (ERP) Systems for Marketing and Sales Management.

2.11.6 Practical Training

under the corporate sector as management trainees or marketing trainees. With the understanding of the utmost importance of the practical training, the department has allocated 5 credits for internship programme.

2.11.7 Professional Links

Links with professional bodies in education field

The Department maintains close links with the Chartered Institute of Marketing (CIM), the Sri Lanka Institute of Marketing (SLIM) and the Association of Certified Professional Marketers. The Sri Lanka Institute of Marketing (SLIM) offers a gold medal to the best student of the Marketing Management Department in each year while CIM awards a gold medal to the student with the most outstanding achievements in studies and extra-curricular activities in the Bachelor of Science Honours in Marketing Management Degree

Agreement to promote Entrepreneurs in Sri Lanka

The Department of Marketing Management signed an Agreement with the Ministry of Rattan, Brass, Clay, Furniture, and Rural Industry Promotion with the steering vision of promoting the selected entrepreneurs in the nation to uplift them to cater the both local and international markets with a novel approach.

Link with Sri Lanka Military Academy (SLMA)

Further, the department has close links with the Sri Lanka Military Academy, Diyatalawa, for conducting the personality and skill development programme for the students of the department under the course unit of MAR 3348: Personality and Skill Development.

MOU with Ogilvy & Mather

Department of Marketing Management and Ogilvy & Mather who is a giant multinational in the field of Advertising signed a

Memorandum of Understanding (MOU) on the 4th of July 2013 at the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura with the purpose of creating a bridge between academia and industry. Both parties aimed at the development of both organizations in particular and the media industry in general, through this collaborative agreement. And accordingly both parties agreed for the followings;

- Ogilvy Group will provide research opportunities for students and lecturers upon agreed areas.
- Ogilvy will provide internship/training and employment opportunities for the undergraduates and graduates of the Department of Marketing Management.
- Industry experts from the Ogilvy Group may be invited to conduct-guest lectures for the undergraduates of the Department of Marketing Management under agreed areas.
- Ogilvy may invite lecturers and academia from the Faculty of Management Studies & Commerce to conduct training programmes if and when there is a requirement.

Table 2.11.2 Exemptions Granted by Professional Bodies for the B.Sc. Marketing Management (Special) Degree

Professional Body	Exemptions
Sri Lanka Institute of Marketing (SLIM)	B.Sc. Marketing Management (Special) degree holders can apply for Associate Membership (AMSLIM) or Ordinary Membership (MSLIM) of SLIM. (For Ordinary Membership, candidates need minimum of three years' experience in marketing management or in marketing education.)
Association of Certified Professional Marketers (ACPM)	Three subjects (Marketing Research, Marketing Communications, and Marketing Strategy) are exempted and need to complete only two subjects (Asia Pacific Business, Asia Pacific Marketing Management) to obtain the Certified Professional Marketer status (should have five years' experience in marketing in an Asian country).
Chartered Institute of Marketing (CIM)	Up to Professional Diploma in Marketing (Stage – II) of the Generic Marketing Programme.

2.11.8 Employment Opportunities

Marketing is a very broad area with a wide array of activities involving the analysis, planning, implementation and control of marketing programmes. A marketing career offers constant challenges, stimulating problems, the opportunity to work with people, and excellent career advancement opportunities. Graduates who secure the B.Sc. Marketing Management (Special) Degree, offered by the Department of Marketing Management will find marketing positions in all types and sizes of institutions. Our graduates will have marketing careers in advertising, brand and product management, customer affairs, industrial marketing, new product planning, physical distribution, public relations, purchasing, merchandising, sales management, retail marketing, sales promotion, supply chain management, wholesaling, credit management, and corporate social responsibility. Growing acceptance of marketing careers by non-profit organizations such as colleges, hospitals and libraries will also create more job opportunities.

2.11.09 Awards and Scholarships

The Department of Marketing Management offers two gold medals for the best students of the department annually at the University Convocation.

Sri Lanka Institute of Marketing (SLIM) Gold Medal

SLIM Gold Medal is awarded to the student who has obtained the highest Grade Point Average (GPA) with a First or Second Class (Upper) Division Class in the B.Sc. Marketing Management (Special) Degree Programme.

Chartered Institute of Marketing (CIM) Gold Medal

CIM Gold Medal is awarded to the student with the most outstanding achievements in studies and extra-curricular activities in the B.Sc. Marketing Management (Special) Degree Programme.

2.11.10 Student Associations

Marketing Management Association (MMA)

Marketing Management Association (MMA) is the official students' Association of the Department of Marketing Management and it is one of the strongest students' Associations within the Faculty with a high recognition. Its office bearers are selected from among students of the department on an annual basis. Marketing Management Association is a very innovative, creative and proactive student body. The main objective of the MMA is to enhance the skills and talents of the students to face the challenges and difficulties of dynamic marketing environment by organising different kinds of workshops, events, and activities annually. This is a separate student body, which gives more opportunities to enhance the unique skills required to be moulded in marketing undergraduates. MMA can be viewed as the congregation of marketing undergraduates who seek to set trends and do everything in an extraordinary way with the motto of "Dare to be different".

The Department and the Marketing Management Association (MMA) annually organise Personality & Skill Development Programme at Diyathalawa Military Academy, Social Projects, Simulation Games, Workshops and Field Visits with the purpose of improving students' organising capabilities and letting them close to the practical.

Marketing Alumni Association

Marketing Alumni Association is the official gathering of passed out Marketing Graduates of the Department of Marketing Management. This has created an approach to gather J'pura Marketers who have scattered throughout Sri Lanka. It intends to create a gathering of marketing professionals who can contribute to the growth of professional marketing culture and marketing education of the country. It also provides an opportunity for our graduates

to maintain and enhance their relationships among their colleagues throughout their life time. In addition to that, Marketing Alumni Association expects to provide their utmost contribution to the future development of the Department of Marketing Management especially for the improvement of quality of the undergraduate program in ways such as providing internship opportunities and creating corporate sector links with the Department.

2.11.11 Facilities at the Department

Students' Resource Centre

The Department of Marketing Management has established its own Resource Centre for the use of marketing undergraduates in their academic and extra-curricular activities. Office bearers of the Marketing Management Association (MMA) coordinate and manage the activities of the Resource Centre.

Research Library

The department maintains a research library mainly for the use of final year students of the department which helps them in writing their Research Report, which is a compulsory requirement of the degree programme. The research library consists of the accepted researches conducted by the passed out graduates of the department and by the lecturers of the department for students' reference.

Business Incubator Centre

The Department has established a Business Incubator Centre funded by the World Bank ELTA/ELSE project which was a competitive grant won by the Department of Marketing Management. The incubator provides a Model Business contributing as a platform for the undergraduates to practice theories learned in the classroom in a real

business context. The profit of the business is used for students' co-curricular and extra-curricular activities.

Digitalised Library

The Department has its own Digitalised Library funded by the World Bank ELTA/ELSE project bringing undergraduates one step closer to the digitalised learning. This acts as a knowledge hub where undergraduates can make use of the resources productively to learn and explore things related to the academic activities. It is in a fully air-conditioned space that provides students a comfortable ambiance equipped with fifteen desktop computers, while providing access to e-books/resources, contemporary software needed for modern marketing context namely the Systems Applications and Products in Data Processing (SAP) and Adobe Photoshop installed in all the computers along with other self-learning software. A special training is facilitated in the hybrid mode to shoulder the students in receiving the initial knowledge and practice of the software. Also, the softcopies of the outstanding research thesis are available for the reference of the students.

English Language Centre

The English Language Centre funded by the World Bank ELTA/ELSE project was established by the Department of Marketing Management facilitating the undergraduates in enhancing their English Language Skills. It is in a fully air-conditioned space that provides students a comfortable ambiance equipped with self-learning facilities. Further, the center would facilitate the students in arranging and participating in interactive sessions to improve their skills in English language.

2.11.12 Head of the Department

Dr. Dushan Jayawickrama

2.11.13 Academic Staff

Prof. (Dr.) B. N. F. Warnakulasooriya

*Senior Professor in Marketing
B.Com. (Special) (Colombo); MBA (Colombo);
PhD (Pune)*

Prof. (Ms.) D. S. R. Samarasinghe

*Senior Professor in Marketing
B.Sc. Bus. Admin. (Special) (SJP); PG.
Dip. Marketing (PIM); M.Sc. Bus. Admin. (SJP);
EPPG. Dip. in Marketing of Services (MSM –
Netherlands), Executive Dip in Mktng of
Sustainability (MSM-Netherland),
PhD (SJP)*

Prof. (Ms.) P. G. S. Amila Jayarathne

*Professor in Marketing
B. Sc. Mkt. Mgt. (Special) (SJP); Masters in
Policy Stud. (Tokyo), MSc in Management (SJP);
PhD (UK); MSLIM*

Prof. K. P. L. Chandralal

*Professor in Marketing
B. Com. (Special) (SJP); M.Sc. in Management
(SJP), EPPG. Dip. In Marketing of Services
(MSM– Netherlands); PhD (Australia)*

Asso. Prof. (Ms.) M. A. A. Malkanthie

*Associate Professor in Marketing
B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Man-
agement (SJP); PhD (Japan); MSLIM*

Dr. Dushan Jayawickrama

*Senior Lecturer
B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Man-
agement (SJP); PhD (Australia)*

Dr. (Ms.) B. Sandamali Galdolage

Senior Lecturer

B.B. Mgt. Mkt. (Special) (Kelaniya); M.Sc. in MIT (Kelaniya); PhD (UK)

Mr. W. P. S. Harsha Tissera

Senior Lecturer

B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP)

Mr. Dilan Rathnayake

Senior Lecturer B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP) Reading for PhD (UK)

Ms. Sachithra Somasiri

Senior Lecturer B.Sc. Mkt. Mgt. (Special) (SJP); M.Sc. (SJP) Reading for PhD (NZ)

Mr. H. M. Aminda Lakmal

Senior Lecturer

B. Sc. Mkt. Mgt. (Special) (SJP) ; MBA(PIM-SJP)

Ms. V. G. Pavani Lakshika

Lecturer

B. Sc. Mkt. Mgt. (Special) (SJP); MBA in Marketing (UOC); AMSLIM; MAAT

Mr. Chathuranga B. T. K.

Lecturer (Probationary)

B. Sc. Mkt. Mgt. (Special) (SJP); AMSLIM

Ms. R. M. K. S. Rasanjalee

Lecturer (On Contract)

B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP); AMSLIM; ACIM; CDMP (APIDM); CIMA Passed Finalist

Ms. D. M. G. R. Kavindya

Temporary Assistant Lecturer

B.Sc.Mkt.Mgt. (Special)(SJP);AMSLIM

2.11.14 Non Academic Staff

Ms. Wasana Thilakarathne

Clerk

Mr. Chanaka Perera

Labourer

2.11.15 Contact Details

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PUB

2.12 BSc Honours in Management (Public) Degree Programme



2.12.1 Evolution

The Department of Public Administration has gained eminent recognition with distinguished memories over the past five decades. The Department is the pioneer in the field of Public Management that produces a large number of graduates. The BSc Honours in Management (Public) Degree Programme has its roots in the B. Sc. Public Administration (Special)

Degree, which the Department conducted earlier.

At the outset, a Degree in Public Administration has been offered by the Department of Economics in Vidyodaya University, since the academic year 1959/1960 and later it was by the Department of Public and Business Administration. In 1968 that Department was reconstituted as the

Department of Management Studies and in 1980, the Department of Management studies was converted into two separate Departments, called Public Administration and Business Administration. With the establishment of the Department of Public Administration in 1980, it received an independent recognition at the University of Sri Jayewardenepura as it is currently known. The Department then took over

the responsibility for the study programme leading to the B.Sc. Public Administration (Special) Degree, which was later renamed as the B.Sc. in Management (Public) (Special) Degree in 1993 and in 2001 as B.Sc. Public Management (Special) Degree. Since 2015/2016, the B.Sc. Management (Public) (Special) Degree was offered by the Department. Commencing from 2022, BSc Honours in Management (Public) Degree is offered by the Department.

2.12.2 Programme Learning Outcomes (PLOs)

The BSc Honours in Management (Public) is the only degree programme offered in Public Management in the national university system in Sri Lanka. This four-year degree programme constitutes a blend of subjects which are interdisciplinary and multidisciplinary in nature. This programme intends to develop managers of higher caliber to enhance and enrich the productivity and attractiveness of the public-sector institutions while broadening out its scope to serve the needs of non-public sector and the community in general, through pursuing and disseminating knowledge via teaching, scholarships, research and publications in the field of Public Management. Upon completion of the degree programme graduates will possess knowledge, skills and attitudes that enable them in excelling as leaders/managers/administrators/policy professionals and entrepreneurs in public, private and NGO sector organizations locally and globally.

Hence, upon successful completion of the programme graduate will be able to:

PLO1: To have a sound theoretical and practical knowledge of Management, Public Administration, and Public Policy and their key functional areas.

PLO2: To critically analyse and examine practices of contemporary Management, Public Policy formulation, and implementation based on a theoretical foundation.

PLO3: To evaluate and compare alternative Management practices and Public Policy options with the use of Information Communication Technology tools and decision making tools to reach effective solutions.

PLO4: To communicate effectively in both written and oral forms to promote networking and social skills enhancing respect, trust and relationship among the stakeholders, and to practice active listening to grab a clear understanding of ambiguous situations explained by others.

PLO5: To maintain self-conduct in academic activities in such a way that it reflects a system of ethics and responsible behaviour.

PLO6: To identify and anticipate future challenges faced by and opportunities available (locally and globally) for managers, administrators, and policy professionals.

PLO7: To be self aware, reflective and motivated to identify lifelong learning opportunities to improve own quality of life and to serve the society.

2.12.3 Graduate Profile

The Department of Public Administration, University of Sri Jayewardenepura is ambitious for its graduates, and it expects that they will be instrumental in shaping the future of Sri Lanka and global communities at large. To this end, the Department dedicates to develop in its graduates the knowledge, skills, and attitudes that they will require to perform in public, private, and NGO sectors as visionary leaders/managers/administrators/policy professionals and entrepreneurs, contributing to the sustainable development of the society.

The Department expects Public Management graduates to have the below stated attributes:

1. Theoretical & Practical Knowledge
2. Managerial, Leadership & Entrepreneurial skills
3. Creativity & Decision Making skills
4. Networking, Public Relations & Communication skills
5. ICT skills
6. Adaptability & Flexibility
7. Positive Attitudes, Values & Professionalism
8. Vision for Life & Life-long learning

2.12.4 Programme Structure

The structure for years I to IV of BSc Honours in Management (Public) Degree Programme is depicted in Table 2.12.1.

In this programme, lectures and tutorial/practical sessions are used as the principal means of instruction. Workshops, seminars, guest lectures, etc. are used as supplementary tools. Course-work assignments and field/project works are used to help the students to develop an appreciation for the application of knowledge to real world situations.

Table 2.12.1 BSc Honours in Management (Public) Degree Programme Structure for Years I,II,III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
Year I - Semester I				
BUS 1370	Principles of Management	Core	45	03
DSC 1370	Business Mathematics	Core	45	03
ITC 1370	Information Technology for Business	Core	45	03
PUB 1370	Political Science	Core	45	03
BCC 1370	Business Communication I	Core	45	03
Total No of Credits – Semester I				15
Year I - Semester II				
HRM 1370	Human Resource Management	Core	45	03
DSC 1371	Business Statistics	Core	45	03
ACC 1370	Financial Accounting and Reporting	Core	45	03
BEC 1370	Microeconomics	Core	45	03
BCC 1371	Business Communication II	Core	45	03
Total No of Credits – Semester II				15
Total Credit Value for the First Year				30
Year II - Semester I				
PUB 2370	Sociology and Psychology	Core	45	03
BEC 2370	Macroeconomics	Core	45	03
FIN 2370	Financial Management	Core	45	03
MAR 2370	Marketing Management	Core	45	03
DSC 2370	Operations Management	Core	45	03
ACC 2370	Management Accounting	Core	45	03
Total No of Credits – Semester I				18

Year II - Semester II					
ITC	2372	Business Analytics	Core	45	03
BUS	2371	Organizational Behaviour	Core	45	03
PUB	2371	Theory and Practice of Public Administration	Core	45	03
PUB	2372	Development Administration	Core	45	03
PUB	2373	Managing Rural and Urban Development	Core	45	03
Total No of Credits – Semester II					15
Total Credit Value for the Second Year					33
Year III - Semester I					
PUB	3370	Public Management	Core	45	03
PUB	3371	Public Finance	Core	45	03
PUB	3372	Research Methodology	Core	45	03
ITC	3371	Management Information Systems & ERP Applications	Core	45	03
<i>Only one subject from the following elective subjects</i>					
DSC	3370	Operations Research	Elective	45	03
DSC	3371	Data Analysis for Managers	Elective	45	
ACC	3372	Auditing and Assurance Services	Elective	45	
PUB	3373	Managing Local Government	Elective	45	
Total No of Credits – Semester I					15
Year III - Semester II					
PUB	3674	Independent Research Study	Core	90	06
PUB	3375	Public Policy Analysis	Core	45	03
PUB	3376	Procurement Management	Core	45	03
<i>Only one subject from the following elective subjects</i>					
PUB	3377	Empirical Policy Analysis	Elective	45	03
PUB	3378	Environmental Management	Elective	45	
PUB	3379	Managerial Skills and Competencies	Elective	45	
ACC	3380	Taxation	Elective	45	
Total No of Credits – Semester II					15
Total Credit Value for the Third Year					30
Year IV - Semester I					
PUB	4370	E-Governance	Core	45	03
PUB	4371	Public Sector Accounting and Finance	Core	45	03
PUB	4372	Constitutional and Administrative Law	Core	45	03
BUS	4370	Strategic Management	Core	45	03
<i>Only one subject from the following elective subjects</i>					
PUB	4373	Internship I*	Elective	45	03
PUB	4374	Contemporary Issues in Development	Elective	45	
PUB	4375	Comparative Public Administration	Elective	45	
PUB	4376	Disaster Management	Elective	45	
Total No of Credits – Semester I					15

Year IV - Semester II					
PUB	4377	Project Management	Core	45	03
PUB	4378	International Relations	Core	45	03
PUB	4379	Development Policy and Management	Core	45	03
<i>Only one subject from the following elective subjects</i>					
PUB	4380	Internship II**	Elective	45	03
PUB	4381	Conflict Resolution and Mediation	Elective	45	
PUB	4382	Public Relations	Elective	45	
LAW	4371	Commercial Law	Elective	45	
Total No of Credits – Semester II					12
Total Credit Value for the Fourth Year					27
Total Credit Value for the programme					120

Note:

*If an undergraduate selects Internship I elective option, it is required to take Internship II as well.

** Pre-requisite for Internship II is opting for Internship I.

2.12.5 Description of the Courses

A short description of courses offered in the years II to IV of BSc Honours in Management (Public) Degree Programme is provided below.

PUB 2370: SOCIOLOGY AND PSYCHOLOGY

Sociology is a discipline that looks at the characteristics of relationship between individuals, groups and whole society. Sociologists are interested in individuals and collective ways of living and thinking how they came into being, what the connections between them and how they might change over time. This course provides students with a critical perspective and a range of key analytical skills which enable them to identify and think through problems thoroughly. Students will be able to become proficient in understanding and explaining how societies work, how identities and divisions are established and reproduced, how social problems arise and how social change comes about. Psychology is the scientific study of the mind and behaviour. Students will be able to know how and why human

and other species behave in the ways they do and be able to identify the processes driving these behaviours. With its focus on individual and social behaviour, Psychology links naturally with other disciplines such as Biology, Philosophy and also it integrates with subjects valued in the workplace.

PUB 2371: THEORY AND PRACTICE OF PUBLIC ADMINISTRATION

This course is designed to enhance basic knowledge of the principles and practice of Public Administration both in general and with particular reference to the administrative system prevailing in Sri Lanka. Thus, various central concepts and theories as bureaucracy and its control and accountability, efficiency and effectiveness of public administration, regional administration, and administrative reforms will be discussed. In addition, it is expected to discuss the application of such theoretical knowledge into public administrative system in Sri Lanka. Finally, the combined theoretical and practical knowledge would facilitate the students to develop into matured individuals who can contribute greatly to administrative system of the public sector.

PUB 2372:**DEVELOPMENT ADMINISTRATION**

The basic objective of this course is to provide the students an understanding of the global issues and challenges of development with special reference to Sri Lanka. The subject deals with the evolution of Development Administration, the impact of colonization and other links between developed and developing countries, the causes of poverty and inequality, administrative reforms, the administrative capacity and set up in Sri Lanka and other related aspects of Development Administration.

PUB 2373:**MANAGING RURAL AND URBAN DEVELOPMENT**

This course provides the strategic perspective to understand the theories and practices of Rural and Urban Development in order to reshape the role of public managers to create value. The course focuses on the strategic impact and social value that can be achieved through addressing basic issues in rural and urban sector. This offers the opportunities to explore experiences and prospects of Rural Development and urban Development particularly in Sri Lankan context.

PUB 3370:**PUBLIC MANAGEMENT**

The course provides a basic understanding of the theoretical background of public sector management and aims to develop skills in comparative analysis and research in different areas of public sector management and developing positive attitudes of graduates in assisting better public service to the community. The students would learn and examine how to improve performance and productivity in public sector organizations based on theories, case studies, and research. The emphasis will be given for discussions and assessment of

theories and practice of public management and comparing and contrasting these with the traditional model of Public Administration. Other discussion topics include Strategic Management in the Public Sector, Delivery of Public Service, Public Management Functions, managerial innovation, Leadership Skills and Competencies, Ethics and Responsible Management in the Public Services and Public Management Reforms.

PUB 3371:**PUBLIC FINANCE**

This course focuses on the application of Microeconomics framework to the analysis of the issues relating to public expenditure and taxation. While attempting to equip students with a set of analytical tools, the course tries to introduce real world issues in the arena of Public Finance with special reference to Sri Lanka. After completion of the course, students should be able to analyse the issues pertaining to Public Finance using Microeconomics theoretical framework.

PUB 3372:**RESEARCH METHODOLOGY**

This course aims to develop students' knowledge and skills of the role and conduct of quantitative and qualitative research methods. The course assists students to learn, examine, and practice the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. At the end of the course, students will be prepared in developing a research proposal to design and conduct research of their interest for their academic and /or professional reasons.

PUB 3373:**MANAGING LOCAL GOVERNMENT**

The course mainly aims to provide a basic understanding of the prevailing Local

Government system in Sri Lanka as grass root level governing institutions. It covers the principles of local government, local government models, historical background of Sri Lankan local government institutions, the present structure of local authorities, their powers, functions and role in the development, and central-local relations and novel trends and developments in the local government system. Also, a special emphasis has been placed to identify the issues and challenges of the local government system in Sri Lanka and lessons can be learnt from international experience.

**PUB 3674:
INDEPENDENT RESEARCH STUDY**

The students are required to study a problem related to the field of management or public administration through the use of collected data. The ability to specify the research problem and its significance, to move from the specific to the general and vice versa, to present things logically and clearly and to work towards conclusions and recommendations will be developed in this course. The research report is prepared under the guidance of a supervisor of the academic staff.

**PUB 3375:
PUBLIC POLICY ANALYSIS**

This course provides an introduction to public policy analysis and examines various tools and processes of policy analysis and development. The main goal of this course is to acquaint students with the theoretical knowledge and skills of policy analysis including normative and empirical policy analysis methods. The major areas of coverage include an introduction to policy analysis and decision making, approaches, and methodology for policy analysis, theories and models of policymaking, formation of public policy, implementing policy choices, evaluating the impact of public policies and

policy change. The course is taught concerning both developed and developing countries. Throughout the course, students will work on a policy analysis report with the use of both primary and secondary data quantitatively and qualitatively.

**PUB 3376:
PROCUREMENT MANAGEMENT**

This course is designed to provide in depth understanding of procurement management in both public and private sectors. At the end of this course, participants would be able to compare and contrast procedures adopted in both sectors and understand the importance of best practices in procurement management in achieving the objectives of good governance and corporate governance. The intended areas of coverage include an introduction to supply chain management, objectives of procurement management, procurement planning, value for money, governance, preparation of bidding documents, bid evaluation, award of contract and contract management and IT application for MS projects for procurement planning. The students will also enhance their skills in the above areas by means of case studies and presentations.

**PUB 3377:
EMPIRICAL POLICY ANALYSIS**

This course focuses on the sensible application of Economics and statistical analyses to empirical problems in public policy analysis. STATA statistical software is extensively used throughout the course to analyse data of related policy variables and to generate evidence-based results in a more convincing way. Upon the completion of the course, students will be able to design policy-related research appropriately and to work more comfortably with large-scale data sets, including island-wide household surveys.

Issues with regard to diverse policy topics, including health and education are empirically analysed using the modelling techniques discussed in the course.

PUB 3378: ENVIRONMENTAL MANAGEMENT

The purpose of the course is to provide an overview of the environment related theories and contemporary issues in order to inculcate greater understanding of the subject in providing public value. It mainly focuses on managing renewable and non-renewable resources and the green concept. The course also examines the environmental accounting, relevant policies on environment in Sri Lanka and contemporary issues in environment.

PUB 3379: MANAGERIAL SKILLS AND COMPETENCIES

The objective of the course is to enhance the confidence of students to perform effectively in the modern office environment by making them well-equipped with necessary managerial skills and competencies. It is highly interactive module and mainly touches upon the practical aspects of Management. The key areas to be covered in the course are written and verbal communication, interpersonal skills, time and stress management, filing and records management, leadership and team building, technological competencies, office etiquettes and proper attitudinal development. Apart from that students are trained to sit for the competitive examinations in the public sector organizations.

PUB 4370: E-GOVERNANCE

This course aims to provide theoretical and practical knowledge on E-governance and E- Businesses and examines how people

and businesses interact with government by using internet technology and how governments, in turn, use and manage these technologies to provide information and services to the public and business. Students are encouraged to obtain practical knowledge on government websites and online applications in delivering public services. At the end of the course, students will develop and evaluate assigned websites to improve essential knowledge, skills and practical experiences on e-governance and e-business by using the internet and related technologies to manage e-government projects and programmes effectively.

PUB 4371: PUBLIC SECTOR ACCOUNTING AND FINANCE

This course provides students with knowledge of Public Sector Accounting and Finance. Topics covered are: constitutional provisions and Parliamentary control, objectives and functions of the Ministry of Finance and the Government Treasury, revenue and expenditure formats, authority for expenditure, financial planning and budgeting, estimates relating to advance accounts, foreign aid accounting, government expenditure management, delegation of financial authority, responsibilities of accounting officers and chief accounting officers, role of the Auditor General and parliamentary select committees. Finally, the course would facilitate the students to develop into matured individuals who can contribute greatly to public sector accounting system in Sri Lanka.

PUB 4372: CONSTITUTIONAL AND ADMINISTRATIVE LAW

The course considers the two branches of Public Law namely, Constitutional Law and Administrative Law. The Constitutional

Law component focuses mainly on sources of supreme power, legislative, executive, judicial, constitutional reforms, fundamental rights and elections. The section on Administrative Law covers organizational powers and duties of central and local authorities and other statutory bodies and judicial and other control of such public authorities.

**PUB 4373:
INTERNSHIP I AND
PUB 4380: INTERNSHIP II**

Purpose of these internship modules is to provide an exposure to the practice of management in public, private or non-government sector organizations. It enables students to integrate classroom knowledge with practical applications and skills development under academic and professional guidance. Thus, students are required to learn practical aspects of Management and Public Administration in selected organizations. Internship 1 and Internship II are offered as optional modules. However, if a student selects Internship 1 elective option, it is required to take Internship II in the next semester. Also, the pre-requisite for taking Internship II is opting for Internship I.

Each Internship module is for a period of minimum four months under the supervision of a senior manager/administrator/executive officer in respective organizations. During this internship period, students should be able to develop core managerial skills including technical skills, interpersonal skills, communication skills and conceptual skills.

**PUB 4374:
CONTEMPORARY ISSUES IN
DEVELOPMENT**

The aim of this course is to familiarise students with topics and issues relevant to the study of Development. The basic

philosophy and problems of change and development are the main areas for discussion. Students are expected to learn and share experiences as well as synthesise innovative ideas which contribute to new concepts and issues of development.

**PUB 4375:
COMPARATIVE PUBLIC
ADMINISTRATION**

This course is designed to provide a sound theoretical and practical knowledge of public administration in the global context with special reference to India, Japan, the USA and the UK. The topics include the basic features of the constitutional framework, administrative mechanism, role of the civil service and contemporary issues in public administration.

**PUB 4376:
DISASTER MANAGEMENT**

In the era of the increasing impact of disasters, this course facilitates the undergraduates to enhance their know-how and skills to manage disaster situations. Managing a disaster situation is completely different from managing under normal circumstances. Therefore, the main objective of this course is to provide sound knowledge to understand the disaster management process namely, mitigation, preparedness, response, and recovery; natural, technical and human-induced disasters; related legal framework and international conventions; application of GIS and RS for risk reduction; disaster resilience; and practical processes associated with disaster management. Also, this course uses simulations and training to develop practical knowledge and insight about disaster management processes and procedures.

**PUB 4377:
PROJECT MANAGEMENT**

Managing projects involve challenges in an environment of often-conflicting goals and outcomes, diverse stakeholders with varied interests, and constrained resources. This course provides knowledge related to project initiation, project planning, project execution, monitoring and controlling, and terminating projects. Further, it covers the application of project management tools at the distinct stages in the project's life cycle. Thus, the course facilitates students to gain an understanding of project management concepts and hands-on skills to manage projects effectively while outweighing involved risks.

**PUB 4378:
INTERNATIONAL RELATIONS**

This course is designed to provide students with an understanding of the political aspects of the subject and to attempt a general survey of International Relations as a whole. The concept of national interest, the nature of international politics, the threat and the use of force in international relations, the role of aid and trade as levels of influence and instruments of cooperation and the functions and role of international institutions are among the subjects discussed.

**PUB 4379:
DEVELOPMENT POLICY AND
MANAGEMENT**

This course aims at creating awareness among students regarding main development issues faced by developing countries, alternative policies available and how the policy regimes should be managed. Students will be encouraged to examine issues and remedies critically, drawing

examples and experiences from both developed and developing nations, in the light of emerging global developments. At the end of the course, students will be able to assess key development issues in a balanced manner and propose ways and means of ensuring sustainable policy regimes.

**PUB 4381:
CONFLICT RESOLUTION
AND MEDIATION**

This course provides an introduction to the theory and practice of Conflict Resolution and Mediation. It examines Conflict Resolution and Mediation from Communication, Psychology, Sociology and Legal theories. Topics to be covered include contextualising conflict resolution, understanding how to negotiate and mediate, determining the role of the negotiator/mediator, understanding the importance of a theory-informed practice, and reviewing the current state of mediation and conflict resolution.

**PUB 4382:
PUBLIC RELATIONS**

This course introduces strategic issues and effective practices of communication between organizations and their stakeholders. The main objective of the course is to educate students for effective and ethical public communication on behalf of related organizations. It generally covers the study of public opinion research, media relations, public communication campaigns, and ethical considerations for public relations. At the end of the unit, the students will be able to write news releases, conduct public surveys, develop public campaigns, produce service announcements, and conduct news conferences.

2.12.6 Practical Training

Being well equipped with the multi-disciplinary knowledge, the students of the Department have the choice of an internship in the government sector or corporate sector organizations in their final year. This one-year internship programme facilitates the practical exposure in the real work-setting.

2.12.7 Undergraduate Research Day

The Department initiated the Undergraduate Research Day with the intention of promoting research culture among the undergraduates. It grooms the young undergraduates to engage in research in the field of Social Sciences. It serves as a platform to showcase their researching skills through publishing their research articles based on their dissertation. The proceedings of the Undergraduate Research Day is subjected to a peer reviewing process.

2.12.8 Professional Links

The Department of Public Administration has been maintaining strong links with leading public and private sector institutions in the country. Also, it connects with other universities and foreign institutions.

Professional Links within the Country

The Department has strong relationships with professional and regulatory bodies in the country such as the Ministry of Public Administration, Ministry of Finance, Ministry of Provincial Councils and Local Government, Ministry of Labour, Ministry of Women's Affairs, Central Bank of Sri Lanka, Sri Lanka Institute of Development Administration, Hector Kobbekaduwa Agrarian Research and Training Institute,

Rural Development Training and Research Institute, University of Moratuwa, General Sir John Kotelawala Defence University and Open University of Sri Lanka, etc.

Professional Links Overseas

Membership of NAPSIPAG (Network of Asia-Pacific Schools and Institutes of Public Administration and Governance)

The Department of Public Administration was granted institutional membership of NAPSIPAG for ten years with effect from the year 2013. The objective of NAPSIPAG is to enhance the quality of governance and public administration in the Asia-Pacific region by building the capacities of its national governments to promote good governance, through practical, relevant, and responsive training, education, and research. With this institutional membership, the academic members of the department are eligible to receive the following benefits:

- Participating in general assemblies, business meetings, conferences, seminar-workshops and other activities.
- Engaging in research, training, consultancy and other projects which may be initiated by the Network.
- Acquiring and at the same time, disseminating new knowledge, technology, approaches and practices which may be developed by other member institutions.
- Contributing to NAPSIPAG publications including refereed journals like Journal of Administration and Governance (JOAAG).

The department, as an institutional member of the network, has a single vote in the general assembly. Also, the department has the right to be voted as a member of the executive committee of the network.

Snr. Prof. R. Lalitha S. Fernando has been elected as the Secretary General of the NAPSIPAG at the General Meeting in the 12 NAPSIPAG Conference held at Vishakhapatnam, Andhra Pradesh, India on 22 November, 2015 .

Academic Collaboration with Tohoku University in Japan

The Department has developed an academic collaboration with the International Graduate School of Accounting Policy (IGSAP) of Tohoku University in Japan. This collaboration helps both partner institutes to organise international symposia, seminars, international programmes, industry visits and research collaborations. Presently, the IGSAP offers a master's degree programme run jointly by universities and partner business professional institutions in Japan and overseas. Once students of the Department of Public Administration complete the degree with a good GPA, they are encouraged to apply for the full scholarships offered by the Tohoku University to proceed with master degree in one of three subject areas namely, Accounting System Design, Finance of SMEs and Modern Public Policy. In addition, the Department has taken initiative steps to introduce a joint master degree programme in Public Accounting Policy by collaborating with the IGSAP. The courses are to be delivered as cyber courses by the Tohoku University, and class room discussions by the Department of Public Administration.

2.12.9 Employment Opportunities

A degree in Public Administration is a stepping stone which prepares students for better career options focusing mainly on government Ministries, Departments, Corporations, and Authorities, Local Government Institutions, Research Institutions,

Project-Based Organizations, Universities, Banks and private sector as well. Former students have successfully occupied within a wide variety of national and international organizations both in public and private sector. Thus, many eminent positions of the country are gorgeously held by the graduates of the Department.

2.12.10 International Journal of Governance and Public Policy Analysis

The International Journal of Governance and Public Policy Analysis is the official journal of Department of Public Administration. This journal aims to publish collections of world-class research articles related to governance and public policy. The journal serves as the platform to foster collaboration between public administrators, policy makers, government agencies, non-governmental sector, and academics to realise results in the empirical world.

2.12.11 Awards and Scholarships

2.12.11.1 Awards

The department recognises the outstanding performances of the students by awarding five gold medals at the University Convocation and the Annual General Meeting (AGM) of Alumni Association of Public Administration.

Public Administration Alumni Association Gold Medal

This is awarded to the best student of the BSc Honours in Management (Public) Degree Programme at the University

Convocation being subject to the stipulated selection criteria.

Deshamanya Professor Linus De Silva Memorial Gold Medal

This is awarded to the student who had obtained the highest overall Grade Point Average (GPA) in the final year (in both semesters) of the BSc Honours in Management (Public) Degree Programme. This is also awarded at the University Convocation being subject to other selection criteria stipulated.

Ramanie Samaratunga Gold Medal

This is awarded to the student who had obtained the highest score for the subject Public Finance of the BSc Honours in Management (Public) Degree Programme. This is also awarded at the University Convocation being subject to other selection criteria stipulated.

Prof. Ariyapala Ekanayaka Memorial Gold Medal

The Alumni Association of Public Administration introduced Prof. Ariyapala Ekanayaka Memorial Gold Medal as to appreciate the contribution made by late Prof. Ariyapala Ekanayaka who was the founder of The Department of Public Administration and the first member of the Alumni Association of Public Administration. This is awarded to the student who had obtained satisfactory academic performance together with good records of extracurricular activities at the University during his or her study period. Presently, this is awarded at the Annual General Meeting of the Alumni Association of Public Administration being subject to selection criteria stipulated.

Dr. U.B. Ramanayake Gold Medal

This is awarded to the student who had obtained the highest score for the subject Sociology and Psychology of the BSc Honours in Management (Public) Degree Programme. This gold medal is awarded at the Annual General Meeting of the Alumni Association of Public Administration being subject to other selection criteria stipulated.

2.12.11.2 Scholarships

The Department is always hand in glove with the students and continuous encouragement is made towards their studies. Providing supplementary financial assistance and scholarships enable them to proceed with their higher education smoothly. The following scholarships are offered by the Alumni Association of Public Administration for the students who have proved excellence in studies.

W. A. Wijewardena Public Management (Merit) Scholarship

This scholarship has been instituted by Dr. W. A. Wijewardena, former Deputy Governor of Central Bank of Sri Lanka, also an alumnus of the Department of Public Administration, with the objective of promoting excellence among Public Management students at the University of Sri Jayewardenepura. The scholar could continue receiving the benefits of the scholarship throughout entire degree programme, if he/she maintains excellent results in examinations and prove merit continuously.

H.M. Tamwatta Scholarship

This scholarship is instituted by late Prof. H.M.A. Herath through the Alumni Association of Public Administration. The

scholar is selected within the 2nd year students of the Department. The selection criteria has been set focusing the needy students of the Department of Public Administration.

Prof. H.M.A. Herath Memorial Scholarship

This scholarship has been instituted in the memory of late Prof. H.M.A. Herath. The Scholarship is offered to the needy students with satisfactory academic performance.

B.Y.G. Rathnasekara Scholarship

This scholarship has been instituted by the former senior lecturer Mr.B.Y.G.Rathnasekara, an alumnus of Department of Public Administration and it is offered to the needy students with the very generous idea of facilitating their studies.

'Arunodaya' Scholarship

This scholarship has been instituted by the graduates (2007/08 batch) of the Department of Public Administration. The scholarship is offered to the needy students with satisfactory academic performance.

APA Scholarship

This scholarship is instituted by the Association of Public Administration to facilitate studies of the needy students of the Department of Public Administration.

Other Scholarships

In addition to the above scholarships, various scholarships are offered to students attached to the Department by various stakeholders of the Department of Public Administration.

2.12.12 Student Associations

Association of Public Administration (APA)

The Association of Public Administration represents the total student community in the Public Management study programmes of the University. It was established in the early 1980s and is regulated by its constitution. The main purpose of the APA is to promote the field of Public Administration and the affiliated areas. APA is meant solely for the betterment of the students of Department of Public Administration. With the aim of developing mutual relationships among themselves, the association annually organises several programmes such as publishing “Classic”, an educational magazine, “Lohitha Puja”, a blood donation camp, sports days, religious activities, entertainment activities etc. All students are encouraged to join as active participants; the opportunities are available for them to develop their knowledge, skills and research abilities.

Alumni Association of Public Administration (AAPA)

Graduates of the Department of Public Administration are eligible to be members of the Alumni Association of Public Administration. The association already has more than 500 permanent members. While it aims primarily to promote interaction and mutual support among the graduates of the Department of Public Administration, the members, as professionals in society, seek to help in upgrading the quality of the degree, enriching the field of Public Administration and serving the country in general.

2.12.13 Resource Centre

The resource centre of the Department enables students in their studies and extra-curricular activities through facilitating a developed environment. A mini library is available with latest publications in Management and Public Administration, periodicals, journals, magazines and even IT facilities helping them to be well equipped in computer literacy.

2.12.14 Master Degree Programmes

The Department offers two master programmes; Master of Public Management (one-year) and M.Sc. in Public Policy and Management (two-year).

Master of Public Management (M PM)

This programme is designed for those who are aspiring a career in management in the government and non-government sectors. This is a one-year programme consisting of 30 credits.

(For further details please refer Section 6 of this prospectus)

Master of Science in Public Policy and Management MSc (PPM)

This degree programme is designed for middle level managers and policy professionals who are pursuing their career in the sphere of public policy and management in the government, non government sectors and international organizations. This is a two-year programme consisting of 60 credits including a research component of 15 credits.

(For further details please refer Section 6 of this prospectus)

2.12.15 Head of the Department

Dr. (Ms.) R. P. C. K. Jayasinghe

2.12.16 Academic Staff

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4

SELECTION AND EXAMINATION POLICIES

Section 4

Selection and Examination Policies

4.1 Student Admission Policy

Admission of students to the FMSC is based on their performance at the G.C.E. (Advanced Level) examination conducted by the Department of Examinations. Students seeking entrance to the FMSC must have studied one of the following subject combinations at the G.C.E. (Advanced Level) Examination.

- (a) Business Studies; Economics and Accounting
or
- (b) At least two subjects from the subjects given in (a) above; and the third subject from the following;
 - Agricultural Science
 - Business Statistics
 - Combined Mathematics
 - Elements of Political Science
 - English
 - French
 - Geography
 - German
 - History
 - Information & Communication Technology
 - Logic & Scientific Method
 - Physics

However, degree programmes of Accountancy and Finance require students to follow Accounting as a subject at the G.C.E. (Advanced Level) Examination.

The allocation of students to the FMSC is made by the University Grants Commission (UGC).

4.1.1 Selection for Degree Programmes

The FMSC offers twelve degree programmes. The selection to four of them is made at university entrance and the selection to the other eight programmes is made during the second semester of the first year. The selection criteria for these degree programmes is summarised and presented in Table 4.1.1.

Table 4.1.1: Criteria for Selection for Degree Programmes of FMSC

No:	Degree Programme	Selection Criteria
1.	Bachelor of Science Honours in Business Information Systems	Students are selected directly at the university entrance on the basis of their performance at the G.C.E. (Advanced Level) Examination by the UGC.
2.	Bachelor of Commerce Honours	
3.	Bachelor of Science Honours in Estate Management and Valuation	
4.	Bachelor of Science Honours in Management (Public)	
5.	Bachelor of Science Honours in Accounting	
6.	Bachelor of Science Honours in Business Administration	Students are firstly selected to the FMSC under the heading of 'Management' and thereafter, in the year one, second semester of the common programme, the students are selected to these programmes based on criteria given in page 240.
7.	Bachelor of Science Honours in Business Administration (Business Economics)	
8.	Bachelor of Science Honours in Operations and Technology Management	
9.	Bachelor of Science Honours in Finance	
10.	Bachelor of Science Honours in Entrepreneurship	
11.	Bachelor of Science Honours in Human Resource Management	
12.	Bachelor of Science Honours in Marketing Management	

Criteria for Selection

The procedure followed in the selection of the students to the degree programmes from 5 to 12 in Table 4.1.1. are as follows:

Department Quota

Students selected to follow Management Studies are allocated by the UGC to the FMSC without assigning them to a specific degree programme. The maximum student quota to any of the aforesaid specialization areas is shown in Table 4.1.2. The FMSC, prior to the commencement of each academic year, reviews and revises the student enrolment policy after assessing resource availability of each department and market demand that determines the quota for each specialization area. Further, in selecting students to the B.Sc. Hons in Entrepreneurship Degree programme, an interview is held. Interview would focus on willingness to be an entrepreneur or entrepreneurial manager, creativity of the applicant, willingness to work hard, achievement orientation and intrinsic motivation. Only those who could show these characteristics will be selected to follow this degree programme.

District Quota for each Department

The selection procedure ensures that the ratio of students enrolled to the FMSC from each district of Sri Lanka is reflected in the final selection of students for each degree programme. District quota for each department will be decided considering the number of students selected from each district.

After deciding the maximum student quota available for each department and the district quota for each department, students will be selected to the respective degree programmes based on the following criteria.

Z-Score of the Student

The Z-score obtained by the students at the G.C.E. (Advanced Level) examination will be considered as a basis for allocating them to respective degree programmes.

Preference of the Student

During the second semester of the first year of the common programme applications are called from the students who are selected to follow Management Studies to allocate them to the above mentioned eight specializations. In this application, students have to indicate their ranking of preference in respect of all eight areas of specialization. Students who have not submitted this application on due date are selected for specialization areas on the basis of availability of vacancies in different areas of specialization.

In respect of any degree programme to be introduced later by the FMSC, the aforesaid selection procedure shall *mutatis mutandis* (with appropriate changes) apply unless the FMSC would decide otherwise. Moreover, the FMSC shall make amendments in respect of this selection procedure, as it may deem necessary with the approval of the Senate of the University.

Table 4.1.2: Maximum Number of Students Allocated for each Degree Programme

No:	Degree Programme	Maximum Number of Students Allocated
1.	Bachelor of Science Honours in Accounting	200
2.	Bachelor of Science Honours in Business Administration	250
3.	Bachelor of Science Honours in Business Administration (Business Economics)	65
4.	Bachelor of Science Honours in Business Information Systems	70
5.	Bachelor of Commerce Honours	130
6.	Bachelor of Science Honours in Estate Management and Valuation	80
7.	Bachelor of Science Honours in Finance	155
8.	Bachelor of Science Honours in Entrepreneurship	50
9.	Bachelor of Science Honours in Human Resource Management	70
10.	Bachelor of Science Honours in Marketing Management	90
11.	Bachelor of Science Honours in Operations and Technology Management	55
12.	Bachelor of Science Honours in Management (Public)	85

4.2 Examination Policies, Regulations and By-laws

4.2.1 Introduction

These examination regulations provide the criteria and other conditions relating to examinations leading to the all degree programmes conducted by the FMSC. Any interpretations of these regulations shall be submitted to the Senate and the decision of the Senate shall be final. These regulations shall be effective for the new entrants of the academic year 2014/2015 and thereafter. Any exceptions to the above shall be approved by the Faculty Board and the Senate.

4.2.2 Structure of the Degree Programme

The academic programmes of the FMSC shall be full time degrees organized on a

two-semester system, over a period of four academic years. Each academic year consists of two semesters, and each semester lasts for 15 weeks. Thus, the degree programmes shall constitute of 8 semesters, and examinations shall be held at the end of each semester.

4.2.3 Credit Hours

Relationship between Class Hours and Credit Hours

The unit of measure for academic credit purposes is the semester hour. One semester hour is normally equivalent to one hour of classroom work per week per semester. A course that meets for four hours a week is worth four semester hours. On that basis, the number of credit hours given for a particular course is indicated in Table 4.2.1.

Table 4.2.1: Relationship between Class Hours and Credit Hours

Number of Class Hours Per Week	Number of Credit Hours
1	1
2	2
3	3
4	4

4.2.4 Grading Scale

Student performance is graded on a

12-point scale, which ranges from E to A+. The grading scale is shown in Table 4.2.2.

Table 4.2.2: Grading Scale

Range of Marks	Letter Grade	Grade Points
85 - 100	A+	4.00
70 - 84	A	4.00
65 - 69	A-	3.70
60 - 64	B+	3.30
55 - 59	B	3.00
50 - 54	B-	2.70
45 - 49	C+	2.30
40 - 44	C	2.00
35 - 39	C-	1.70
30 - 34	D+	1.30
25 - 29	D	1.00
0 - 24	E	0.00

4.2.5 End-Semester Examinations and Continuous Evaluation

4.2.5.1

Unless otherwise approved by the Faculty Board and the Senate, each course requires a final examination at the end of each semester. End-semester examination will be held during the final examination period. The duration of the examination can vary depending on the requirements for each course. Normally, they are of three-hour duration.

4.2.5.2

In addition, each course conducted by the FMSC shall carry a continuous evaluation component. The method of continuous evaluation may include term and research papers, case studies, presentations, practical reports, critical incidents, skill builders, class participation etc.

When a student has not completed continuous assessments during the year with valid reasons given in 4.2.9, he/she may be allowed to participate in the continuous assessments held in the succeeding year. If it is not possible a special continuous assessment may be held for those students.

4.2.5.3

The overall grade for a course is based on the performance of all graded assessments for that course.

4.2.6 Eligibility Requirements to Sit for an End-Semester Examination

4.2.6.1

No student shall be permitted to sit for an examination unless the Head /Heads of the relevant Department / Departments has /have certified that he/she has completed the courses of study for the examination.

4.2.6.2

Students shall be admitted to the final examination only if they have complied with the attendance requirements and other regulations specified by the respective lecturer, Department, the Faculty and the University.

4.2.6.3

Failure to fulfil the attendance requirements disqualifies a candidate from sitting for that examination, but it is treated as an attempt. Such candidate/s shall repeat the course and shall be required to pay the examination fees as stipulated by the regulations.

4.2.6.4

Unless the Senate decides otherwise, a candidate shall present himself/herself for each examination on the first occasion on which the examination is held after the completion of the course of studies for the examination.

4.2.6.5

Students who fail to sit for an examination without authorization or without good cause shall be given a symbol of 'AB' (Absent) for that examination. This symbol is equivalent to a failing grade (E).

4.2.7

Guidelines for the Calculation of Final Marks for the Courses

4.2.7.1

The end-semester examination carries a weight not less than 60% and not more than 75% of the final marks assigned to a course. Any exceptions to the above shall be approved by the Faculty Board and the Senate.

4.2.7.2

The continuous evaluation component carries a weight of not more than 40% and not less than 25% of the final mark assigned to a course. This may comprise marks from one or more of the continuous evaluation modes such as mid-semester examinations/tests/quizzes, term and research papers, case studies, presentation, practical reports, skill builders, and class participations.

When a candidate has not completed all the continuous assessments required for a course, the final marks shall be calculated based on the total marks allocated for the continuous assessments. For example, in a situation where 10 marks have been allocated for each of the 4 continuous assessments scheduled and the candidate has completed only 2 continuous assessments and earned 12 marks his final marks for the continuous assessments for that course shall be 12/40.

4.2.7.3

If a course has mid-semester exam/practical test/quizzes (one day exam) instead of continuous assessments, the mark obtained for the exam /test/quizzes will be treated as the continuous assessment mark.

A student who gets absent for the mid semester exam /test/quizzes (one day exam) with valid reasons given in Section 4.2.9 will be given the opportunity to do the exam /test/quizzes or the continuous assessment in the succeeding academic year. If the absence is without a valid reason the student will be given a "00" (Zero) mark.

4.2.7.4

Students those who have re-sit for a course (Failed or Absent without valid reasons) are not allowed to re-sit for the mid semester examination/test/quizzes. The final mark calculates using final examination mark with 100% weight but the maximum is 40%.

4.2.7.5

Students those who have re-sit for a course (Medical or Absent with valid reasons) final mark calculates considering the carried forward continuous evaluation/ end semester marks. They can sit for the repeat exam with privileges.

4.2.7.6

When the course content is exclusively practical (e.g. Practical training), the evaluation shall be conducted according to guidelines prepared by the department of study and approved by the Faculty Board and the Senate.

4.2.7.7

Research and research methodology course units shall be evaluated according to guidelines prepared by the department of study and approved by the Faculty Board and the Senate.

4.2.8 Passing or Failing a Course

4.2.8.1

A candidate shall be deemed to have passed in a course if he/she obtains an overall average (weighted average marks of continuous evaluation and end-semester examination) of 40% or above for that course.

4.2.8.2

If a candidate is absent for the end-semester examination or mid semester examination, the following symbols will be indicated appropriately.

4.2.8.2.1 Absent due to medical reason, which has been approved by the Senate, will be given the symbol of "MC" (Medical). Refer Section 4.2.9.2.

4.2.8.2.2 Absent due to valid reasons, which have been approved by the Senate, will be given the symbol of "DFR" (Deferred). Refer Section 4.2.9.3.

4.2.8.2.3 Absent without valid reasons will be given the symbol of "AB" (Absent).

4.2.9

Valid Reasons for Absence from an Examination

4.2.9.1

Excuse will be granted only if the absence is due to a grave cause such as the student's serious ill health, or death of some member of the immediate family or any other cause which is accepted by the Faculty Board and approved by the Senate. If excuse is granted to a student, he/she can sit the examination on the next immediate occasion with privileges i.e. without any restriction of marks.

4.2.9.2

A candidate who is absent at examinations due to medical reasons shall submit a medical certificate obtained from a Government Registered Medical Officer. The University Medical Officer shall endorse this medical certificate. This must be submitted to the Senior Assistant Registrar of the Faculty within two weeks after holding the examination for the particular paper to be presented to the Faculty Board and the Senate for approval. In that event, the student will receive a symbol of 'MC' for that course.

4.2.9.3

Absence of a candidate from an examination on account of bereavement in the family (death of parent brother or sister, and if married, spouse or child) will be excused if approval is obtained from the Faculty Board and the Senate by submission of the death certificate and appropriate proof of relationship. In that event, the student will receive a symbol of 'DFR' for that course.

4.2.10 **Withdrawal for Medical Reasons**

A student may withdraw from a course at any time during the semester on valid medical grounds with documentary proof. In that event, the student will receive a symbol of 'MC'. The student is required to follow the Faculty and University guidelines in requesting a medical withdrawal. A student has to sit for that course in the subsequent year unless written approval is obtained for an extended time period on the basis of the medical condition.

4.2.11 **Repeating a Course**

4.2.11.1

A student who obtains a grade of 'D' or 'E' shall repeat that course by registering in that course in a subsequent semester.

4.2.11.2

A student who obtains a grade of 'C-' or 'D+' may repeat that course by registering in that course in a subsequent semester.

4.2.11.3

A candidate who repeats course/s of an examination shall not be eligible to obtain more than 40% (minimum mark given for a 'C' grade) for each of the course/s, which he/she has repeated irrespective of the actual marks obtained. The maximum grade given for a repeated course is C.

4.2.11.4

If the student obtains a lower grade at a repeat attempt than a grade received in earlier attempts, the better grade shall be retained.

4.2.12 **Repeating Continuous Evaluation of a Course**

A candidate, who is absent with an acceptable reason in Section 4.2.9 at a mid-semester examination/test/quizzes must be given another opportunity to undertake the said evaluation in the succeeding semester without any restriction of marks.

4.2.13 **Repeating End-Semester Examination of a Course**

4.2.13.1

No repeat examination will be conducted by the FMSC for end semester examination. If a student fails an examination or was unable to sit for the examination due to ill health or any other valid reason in Section 4.2.9 he/she has the opportunity to sit for such examination when it is conducted during the next academic year.

4.2.13.2

A candidate who is absent from end-semester examination with a valid reason given in Section 4.2.9 above and which has been furnished by the candidate and accepted by the Faculty Board and the Senate, has to be treated as if he/she has not used the initial opportunity. Such candidate has to sit for the end-semester examination of that course by registering in that course during the next academic year with privileges. Such candidate has to sit that course in the subsequent academic year unless a written approval is obtained for an extended time period on the basis of the valid reason.

4.2.14 Absentees at End-Semester Examinations

A candidate who has been absent from a whole end-semester examination shall be treated as he/she has used an occasion, unless a valid reason has been furnished by the candidate and accepted by the Faculty Board and the Senate. A candidate with an accepted valid reason, eligible to take the whole end-semester examination on the next immediate occasion and get grading for courses without any restriction. If a candidate avoids taking the whole end-semester examination on the next immediate occasion without furnishing a valid reason, it shall be treated as a used attempt.

4.2.15 Guidelines for the Calculation of Grade Point Average

The Grade Point Average (GPA) is a numerical representation of a student's

overall academic achievement. The GPA is the quotient obtained by dividing the total number of grade points earned by the total number of credit hours in which a student receives a 'letter' grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

The formula for GPA calculation is given below

$$GPA = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}}$$

$$GPA = \frac{\sum_{i=1}^N (\text{Credit Hours})_i \times (\text{Grade Point})_i}{\sum_{i=1}^N (\text{Credit Hours})_i}$$

where, i = course number, and N = the total number of courses considered

The maximum possible GPA is 4.00 while the minimum is 0. Table 4.2.3 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the degree programme.

Table 4.2.3: Illustration of GPA Calculation

Course Code	Grade Earned	Credit Hours	Grade Points	Number of Grade Point Values Earned = Credit Hours X Grade Point
BCC 1322	A+	3	4.00	12.00
ACC 1320	A -	3	3.70	11.10
BUS 1320	B +	3	3.30	9.90
DSC 1320	C	3	2.00	6.00
ITC 1320	D	3	1.00	3.00
Total		15		42.00

$$GPA = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}} = \frac{42.00}{15} = 2.80^*$$


* Decimals beyond two places are truncated, not rounded, in computing the GPA.

4.2.16 Release of Examination Results

Results of the semester examinations will be published on the FMSC web site. The GPA will be reported to the candidates at the end of each year with the grade earned by the

candidate for each course as indicated in the grading scale given in Table 4.2.2. The results sheet will be issued to each candidate after the release of results of Semester II of each year. A specimen of the results sheet is shown in Table 4.2.4.

Table 4.2.4: Examination Results Sheet

 <p style="text-align: center;">University of Sri Jayewardenepura Faculty of Management Studies and Commerce <Degree Programme> Examination Result Sheet - < Year I/ II/ III/ IV></p>					
Full Name					
Registration Number					
Index Number					
Semester I (Month/Year)					
Course Code	Course Title		No. of Credits	Grade Obtained	
BUS 1340	Principles of Management		3		
DSC 1340	Business Mathematics		3		
ITC 1340	Introduction to Information Technology		3		
PUB 1270	Socio - Political Environment		2		
COM 1240	Legal Environment		2		
BCC 1340	Business Communication I		3		
EMV 1340	Course Title		3		
EMV 1341	Course Title		3		
Semester II (Month/Year)					
Course Code	Course Title		No. of Credits	Grade Obtained	
HRM 1340	Human Resource Management		3		
DSC 1341	Business Statistics		3		
BEC 1340	Microeconomics		3		
ACC 1340	Financial Accounting		3		
BCC 1341	Business Communication II		3		
EMV 1342	Course Title		3		
EMV 1343	Course Title		3		
EMV 1344	Course Title		3		
EMV 1345	Course Title		3		
Grade Point Average :		<PASS/ FAIL/ HOLD/ MCHOLD/ DFR>			
The above results are subject to confirmation by the Senate					
Date :		Authorized Officer: Deputy/Senior/Assistant Registrar, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka			
Grading System					
Range of Marks	Grade	Grade Points	Range of Marks	Grade	Grade Points
85 - 100	A+	4.00	45 - 49	C+	2.30
70 - 84	A	4.00	40 - 44	C	2.00
65 - 69	A-	3.70	35 - 39	C-	1.70
60 - 64	B+	3.30	30 - 34	D+	1.30
55 - 59	B	3.00	25 - 29	D	1.00
50 - 54	B-	2.70	0 - 24	E	0.00
<i>Note: MC - Medical, AB - Absent, INC – Incomplete, P - Pass, F - Fail</i>					

4.2.17 **Passing a Year of a Degree Programme**

A candidate shall be deemed to have passed any year of the degree programme, if he/she has earned a minimum GPA of not less than 2.00 for the year and has no fail grades (D or E).

4.2.18 **Passing Referred Subjects in Semester Examinations**

A candidate who has failed to fulfil the requirements given in Section 4.2.17 above shall sit for failed course/s (all 'D' and 'E' grades) and pass those courses under the relevant restrictions given in Section 4.2.11 above. If a candidate has earned a GPA less than 2.00 s/he shall sit for the courses with C- and D+ and earn a minimum GPA of not less than 2.00, under the relevant restrictions given in Section 4.2.11 above.

4.2.19 **Completion of Degree: Requirements for Graduation**

In order to graduate with a bachelor's degree from the FMSC, a student shall have:

- Completed the minimum number of semester hours prescribed for the relevant degree programme, and
- Earned a minimum GPA of not less than 2.00 for each year, and
- A minimum overall GPA of 2.00 for the entire degree programme, and
- No fail grades (D or E), and
- Fulfilled all the requirements given above, within a maximum of 7 academic years from the academic year of original enrolment in the University other than approved valid reason.

However, when a student reaches his/her last attempt of the degree programme, the following procedure shall be applied in determining the result of that student.

- i. Completed the minimum number of semester hours prescribed for the relevant degree programme
- ii. If a student has achieved overall GPA of 2.00 or above with not more than one Absent (AB) grade he/she shall be awarded without considering the requirements for graduation given above. In calculating overall GPA, 0.00 grade point value should be assigned to the absent (AB) course unit of the student.
- iii. The effective date of degree shall be the effective date relevant to the batch that was parallel to the student's last attempt.

4.2.20 **Award of Classes**

A student shall meet the following requirements in order to be awarded a degree with a Class Standing.

4.2.20.1 **First Class Standing**

- The student shall have earned an overall GPA of 3.70 or above in the entire degree programme.
- The student shall have earned grades of A or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned grades below C.

- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

4.2.20.2 **Second Class (Upper Division) Standing**

- The student shall have earned an overall GPA of 3.30 or above in the entire degree programme.
- The student shall have earned grades of A- or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.
- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

4.2.20.3 **Second Class (Lower Division) Standing**

- The student shall have earned an overall GPA of 3.00 or above in the entire degree programme.
- The student shall have earned grades of B+ or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.
- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

4.2.21 **Web-based Examination System**

It is compulsory for all students of the Faculty to register on the web-based examination system. When the first year students have received their index numbers from the Examinations Unit, they should access the system via the internet and activate their account using their index number and registration number.

4.2.22 **Effective Date of the Degree**

The effective date of the degree shall be the next date after the last date of the stipulated examination period on which the Year IV Semester II Examination concludes. To be eligible for this effective date, a candidate shall submit the completed research report, if required by the respective degree, before the date specified by the relevant department.

4.3 **The Plagiarism Policy of the FMSC**

The FMSC considers plagiarism as a serious academic offence and the plagiarism policy of the FMSC could be accessed via <http://mgt.sjp.ac.lk/student/plagiarism-policy>

4.4 **Special Note**

Under unavoidable circumstances, alternative arrangements will be made to conduct examinations according to the guidelines approved by the Senate of the University from time to time. Such guidelines and notices will be made available in the FMSC Examination Website accordingly.