

Revised Curriculum

BSc Honours in Business Administration Degree Programme

Academic Year 2023/2024



**University of
Sri Jayewardenepura**

Faculty of Management Studies and Commerce

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BSc Honours in Business Administration Degree Programme

Curriculum – July 2025 - Year I (Academic Year 2023/2024)

1.1 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 the Department of Business Administration and the 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, the corporate sector, and the 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 the research culture of the Department, 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, B.Sc. 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 the 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 1.2.1). 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 the Sri Lanka Qualifications Framework and Subject Benchmark Statements in Management, provides students with a solid foundation in the theory of Business Management and exposes them to contemporary business practices.

1.2 Phases of the Degree Programme

Table 1.2.1: 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 critically reflect—on learning experience—and to synthesise—what they learned and are learning—and to make a bridge between 'the University life' and 'Work life'.

1.2.3 Objectives, Graduate Profile and Expected Learning Outcomes

1.2.3.1 Objectives

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

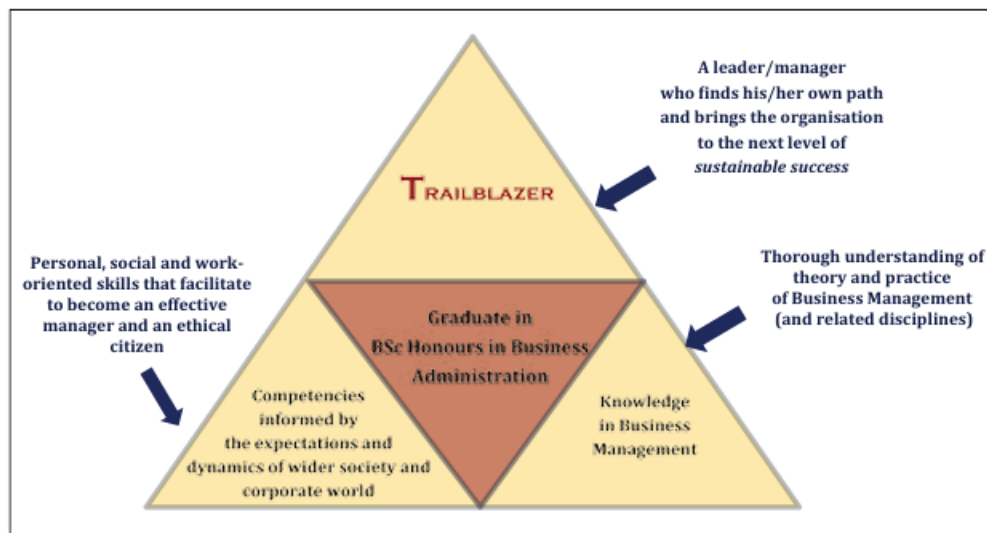
- a. provide study programmes that offer high quality learning opportunities, in line with the University's Vision, Mission, Values and Policies while keeping its students abreast of on-going developments in the broad area of Business Management;
- b. create a challenging and learning atmosphere within 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;
- i. create and maintain a conducive department culture that fosters proactiveness, foresightedness, creativity, cooperativeness and initiativeness.

1.2.3.2 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 1.2.1).

Figure 1.2.1: Illustration of Graduate Profile



1.2.3.2 Graduate Attributes

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

Table 1.2.2: Graduate Attributes

Knowledge in Business Management	<ul style="list-style-type: none">a. having a thorough understanding of theory and practice of Business 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.
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Personal Skills/Lifelong Learning	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.

1.2.3.3 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. 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. maintain up-to-date 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. build up the conceptual capacity and practical capabilities to undertake any entrepreneurial, managerial, or societal position locally or globally.
- f. demonstrate an in-depth understanding of international and global dimensions of social, political and economic activities, and distinctive characteristics of Sri Lankan culture.
- g. 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.

1.2.4 Programme Structure for Year II, III and IV

The structure of the BSc Honours in Business Administration Degree Programme is shown in Table 1.2.3.

Table 1.2.3: BSc Honours in Business Administration Degree Programme Structure for Year II, III and IV

Proposed Curriculum – July 2025 -Year I (Academic Year 2023/2024)

Course Code	Course Name	Notional Hours	Status	No. of Credits
Year I – Semester I				
BUS 1370	Principles of Management	150	Core	3
DSC 1370	Business Mathematics	150	Core	3
ITC 1370	Information Technology for Business	150	Core	3
PUB 1270	Socio-Political Environment	100	Core	2
LAW 1270	Legal Environment	100	Core	2
BCC 1370	Business Communication I	150	Core	3
Total Credit Hours – Semester I				16
Year I – Semester II				
HRM 1370	Human Resource Management	150	Core	3
DSC 1371	Business Statistics	150	Core	3
BEC 1370	Microeconomics	150	Core	3
ACC 1370	Financial Accounting and Reporting	150	Core	3
BCC 1371	Business Communication II	150	Core	3
Total Credit Hours – Semester II				15
Total Credit Hours of the Academic Year				31
Year II – Semester I				
BUS 2274	Managing Personal and Managerial Competencies	100	Core	2
BEC 2370	Macroeconomics	150	Core	3
FIN 2370	Financial Management	150	Core	3
MAR 2370	Marketing Management	150	Core	3
ACC 2370	Management Accounting	150	Core	3
DSC 2370	Operations Management	150	Core	3
Total Credit Hours				17
Year II – Semester II				
DSC 2371	Supply Chain Management	150	Core	3
BUS 2372	Business in Society	150	Core	3
BUS 2373	Business Psychology	150	Core	3
LAW 2374	Business Law	150	Core	3
ITC 2372	Business Analytics	150	Core	3
Total Credit Hours				15
Total Credit Hours of the Academic Year				32

Year III– Semester I				
BUS 3370	Organisational Behaviour	150	Core	3
BUS 3371	Business Innovation	150	Core	3
BUS 3280	Managing for Productivity and Quality	100	Core	2
LAW 3370	New Dimensions in Business Law	150	Core	3
ITC 3371	Management Information Systems and ERP Applications	150	Core	3
DSC 3370	Operations Research	150	Core	3
Total Credit Hours				17
Year III– Semester II				
BUS 3373	Business Ethics and Corporate Social Responsibility	150	Core	3
BUS 3374	Contemporary Issues in Management	150	Core	3
BUS 3375	Knowledge Management	150	Core	3
BUS 3381	Organisational Change and Development	150	Core	3
	Pathway (PW) ONE			
BUS 3377	Research Methodology	150	Core	3
	Choose One Elective from Table 1	150	Elective	3
	Pathway TWO			
	Choose One Elective from Table 1	150	Elective	3
Total Credit Hours				PW I-18 PW II-15
Total Credit Hours of the Academic Year				PW I-35 PW II-32
Year IV– Semester I				
BUS 4378	International Business Management	150	Core	3
BUS 4370	Strategic Management	150	Core	3
	Pathway ONE			
BUS 4879	Dissertation	800	Core	8
	Pathway TWO			
BUS 4380	Research Methods in Management	150	Core	3
BUS 4372	Business Management Internship OR	300	Core	3
BUS 4377	Business Development: Formation and Implementation I			
	Choose One Elective from Table 2	150	Elective	3
Total Credit Hours				PW I-14 PW II-15
Year IV– Semester II				
BUS 4671	Internship in Management OR	600	Core	6
BUS 4672	Business Development: Formation and Implementation II			
	Pathway ONE			
	Choose One Elective from Table 3	150	Elective	3

	<i>Pathway TWO</i>			
BUS 4581	Research Project in Management	500	Core	5
Total Credit Hours				PW I-09 PW II-11
Total Credit Hours of the Academic Year				PW I – 23 PW II- 26
Total Credit Hours of the Degree Programme				121

* One Credit of BUS 4879: Dissertation Course and BUS 4581: 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 BUS 4377: Business Development: Formation 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 BUS 4672: Business Development: Formation 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

In addition to following the four (4) core courses offered in this semester, students are required to select either Pathway I or Pathway II. Pathway I students who wish to undertake BUS 4879: Dissertation an eight-credit course in Year IV – Semester I, should follow BUS 3377: Research Methodology course in Year III – Semester II and should also select one elective from Table I. Students in Pathway II who wish to undertake BUS 4581: Research Project in Management, a five-credit course in Year IV – Semester II should choose one elective from Table 1. The students are encouraged to select electives from the list based on their career aspirations. (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.)

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

In the Year IV - Semester I, the students who choose the Pathway I in addition to following the two (02) core courses offered, should follow BUS 4879: Dissertation course. Students who select the Pathway II, in addition to following the two (02) core courses offered, should follow BUS 4372: Business Management Internship course OR BUS 4377: Business Development: Formation and Implementation I course and BUS 4380: Research Methods in Management and should choose one course from the list of electives in Table 2.

Note 3: Completion of Year IV - Semester II of the Degree Programme

All students in the Department are required to complete the core course, BUS 4671: Internship in Management OR BUS 4672: Business Development: Formation and Implementation II. Students who choose the Pathway I should choose one elective from Table 3, and students who choose the Pathway II should undertake the BUS 4581 Research Project in Management.

Elective Lists – Applicable to Academic Year 2023/2024

Table 1: List of Elective Courses offered by the Department in Year III – Semester II

BUS 3382	Leadership and Cross-Cultural Management
ACC 3376	Artificial Intelligence and Data Analytics in Accounting
ACC 3381	Taxation
BEC 3374	Project Management
HRM 3376	Human Resource Information Systems
ITC 3377	Digital Business Management and Enterprise Applications
FIN 3375	Investment and Portfolio Management
FIN 3377	Bank Management
FIN 3376	International Financial Management
MAR 3386	Hospitality and Tourism Marketing
DSC 3380	International Logistics Management

Table 2: List of Elective Courses offered by the Department in Year IV – Semester I

BUS 4374	Sustainability and Environmental Management
HRM 4374	Human Resource Development
DSC 4370	Service Management
ITC 4381	Artificial Intelligence for Business
DSC 4376	Data Analysis for Managers
BEC 4370	Development Economics
FIN 4372	Financial Risk Management

Table 3: List of Elective Courses Offered by the Department in Year IV – Semester II

BUS 4382	Reflective Research Writing and Dissemination
BUS 4383	Critical Approaches to Management

1.2.5 Descriptions of the Courses

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 and issues enables the learners to grasp the Courses and examine 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 3280: 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 the business environment. Ethical issues of business organisations are naturally embedded within the functional areas of the organisations and graduates who do not have 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 an understanding of the basic theoretical concepts but also improves skills of identification, analysis, and recognition of ethical dilemmas at the 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, and 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 ethical issues from an ethical perspective and CSR-related 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 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.

BUS 3381: ORGANISATIONAL CHANGE AND DEVELOPMENT

As change is an essential aspect of current organisational life, the course aims to develop a broader understanding of the need to be proactive and intervene to resolve existing barriers to change, and to make use of the potential to facilitate change. This is achieved by developing a foundational understanding among learners about organisational change and development in the context of an increasingly dynamic global business environment. Thus, the course examines how organisations respond to change through planned interventions and adaptive strategies, with particular attention to human behaviour, organisational structure, and development practices. By exploring key change models, the role of change agents, and basic diagnostic and intervention approaches, learners will enhance their conceptual and practical capabilities, develop critical thinking on sustainable business transformation, and strengthen leadership potential for managing change. The course further supports the development of ethical, culturally aware, and socially responsible graduates who can contribute to organisational and societal progress, while promoting continuous learning and effective communication in organisational contexts.

BUS 3382: 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 4378: INTERNATIONAL BUSINESS MANAGEMENT

This is an advanced course that provides the knowledge of doing business in a 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 can be applied in a profound way to exploit the opportunities of globalisation and engage in overseas expansion successfully. The major areas covered in this course include analysing and understanding the international and global environments, assessing global opportunities and threats, risk analysis and overseas market selection, international expansion, market entry and portfolio management strategies, international trade theory, and 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. Hereby, 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 4879: 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 4380: RESEARCH METHODS IN MANAGEMENT

This course aims to develop students’ ability to apply research methods systematically to address real-world organisational problems. Accordingly, the course will equip students with the knowledge and skills required to design a methodologically sound and practically relevant

empirical research proposal based on a specific issue and/or phenomenon identified within the organisation in which they undertake their internship. Through their engagement in this course, students will gain an understanding of research approaches and strategies necessary to undertake a research inquiry. The research proposal developed during this course will serve as the basis for their research project in Year IV, Semester II.

BUS 4372: BUSINESS MANAGEMENT INTERNSHIP

This is a three (03) Credit course offered in Year IV-Semester I of the Degree Programme. It is an elective Course that 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 4581: RESEARCH PROJECT IN MANAGEMENT

This course enables students to conduct an empirical study based on the research proposal developed during the BUS 43: Research Methods in Management course in Year IV, Semester I. During this course, students will apply appropriate research methods to collect, analyse, and interpret data with respect to an issue and/or phenomenon identified within their internship organisation. Engagement in this practically oriented research project, as an independent inquiry, will develop investigative, exploratory, analytical, and synthesising skills among Management undergraduates—prospective managers—while also enhancing their ability to conceptualise organisational problems and formulate practical solutions.

BUS 4382: REFLECTIVE RESEARCH WRITING AND DISSEMINATION

Reflectivity plays a vital role in any learning process, enabling us to look back and move forward simultaneously. This dual nature of reflectivity—or reflective practice—in research writing and dissemination can become a lifelong habit, enriching both academic and societal engagement for those involved in the process. However, reflective practices are often overlooked during undergraduate studies. Given this, the course aims to provide participants with the necessary skills, knowledge, and environment to reflect critically and imaginatively on their dissertations. In doing so, it supports them in developing at least one publishable (or near-publishable) manuscript or monograph that offers new, useful, or critical insights into social and organisational life, and the issues and dynamics embedded within it. The course is delivered through workshops and iterative

feedback loops. Assessment is based on the peer-reviewed quality and academic rigour of the manuscript or monograph produced.

BUS 4383: CRITICAL APPROACHES TO MANAGEMENT

Management—both as a discipline and a practice—often appears to be a mainstream, performative, and naturalised phenomenon, aiming to fulfil the desires of corporatists across the globe. However, this mainstream orientation is not always the case, as there are antitheses to it, as well as alternative ways of managing. Given this, the course seeks to spark a provocative discussion among participants on mainstream management or market managerialism. In doing so, it enables participants to problematise ‘Management’—what it actually does and undoes in their social and organisational life—in order to make the phenomenon a more embedded process in the Global South periphery, such as Sri Lanka.

BUS 4377: BUSINESS DEVELOPMENT: FORMATION AND IMPLEMENTATION I

This course aims at developing the students’ entrepreneurial skills which are essential in initiating/developing an own business venture. In doing so, the students will be able to integrate the knowledge they gained from the previous courses in business management, practically apply them in the real world and expose themselves to realities of doing business in the contemporary business environment. Each student will be working under the supervision of an internal senior academic member of the Department as well as an external mentor nominated by the Department, and they will guide the students in finding solutions to the problems they encounter during their entrepreneurial journey.

BUS 4672: BUSINESS DEVELOPMENT: FORMATION AND IMPLEMENTATION II

This is an extension to the course entitled BUS 4377: Business Development: Formation and Implementation I, i.e., the students who prefer to undertake BUS 4672: Business Development: Formation and Implementation II course should undertake BUS 4377: Business Development: Formation and Implementation I course in the Year IV Semester I. During the course, the students are expected to improve their own business ventures and produce economic and social value. Each student will be supervised and evaluated by an internal senior academic member of the Department as well as by an external mentor nominated by the Department.