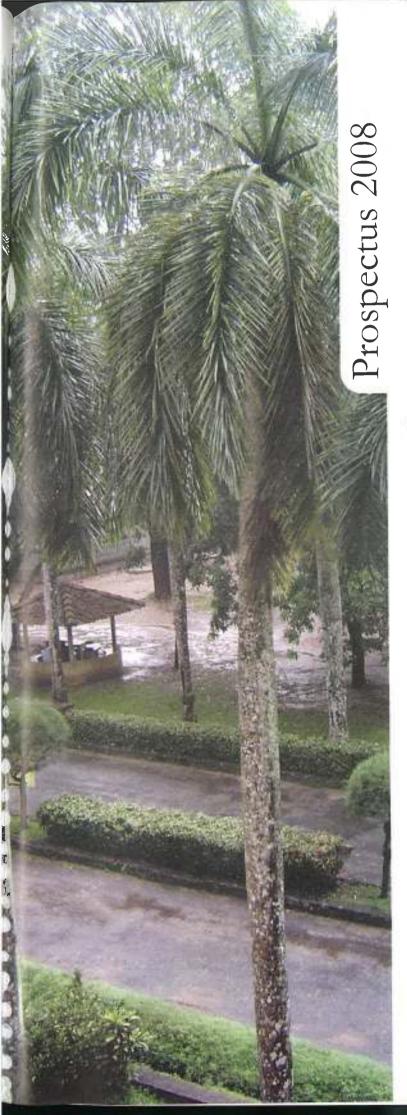
Faculty Prospectus - 2008 UNIVERSITY OF SRI JAYEWARDENEPURA Faculty of Management Studies and Commerce

Academic Departments, Courses and Examination Regulations-2008







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Inquiries
The Dean,
Faculty Management Studies and Commerce,
University of Sri Jayewardenepura,
Gangodawila, Nugegoda, Sri Lanka
Telephone: +94 -(0)112803343
Fax: +94 (0)112803653
www.sjp.ac.lk

Information contained in this prospectus is accurate as at 1st October 2008

The Faculty has the right to change any information given here in as it considers appropriate without any prior notice

Edited by Dr. S.T.W.S. Yapa, Senior Lecturer, Department of Decision Sciences.

FMSC Archival Collection

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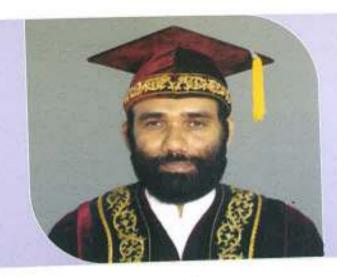
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University Mission

The mission of the university of Sri Jayewardenepura founded upon the tenet Vijja Uppattam Setta ("among the all that rise knowledge is the greatest") is to excel as an institution of higher learning. The university's committed to the pursuit and dissemination of knowledge through teaching, scholarship and research and active service to the community in an environment, which values creativity, freedom of intellectual thought and expression, equal opportunity, fairness and professional growth. The university's endeavor is to contribute to national development by providing a balanced education which blends the finest in theory and practice and by forging interaction between the University and the wider society.

Faculty Goals (2006-2010)

- Goal 1: Contribute to the socio-economic development of the nation through production of human resources in the fields of business and management.
- Goal 2: Increase access to business and management education with due concern for equity and social justice.
- Goal 3: Enhance the indigenous contribution to the pool of human knowledge with due regard to our social and cultural identity by restructuring the faculty study programs.
- Goal 4: Develop capacity and infrastructure of the faculty for high quality teaching, learning and research within the overall policy and strategy framework of the university.
- Goal 5: Strengthen faculty capacity for community service and resource generation with a view to long term sustainability and global competitiveness.
- Goal 6: Provide a non-threatening, stimulating and attractive internal environment which promotes creativity and innovation within the overall framework of the university.



Message of the Vice-Chancellor 1 am writing this message with a full of compassion and loving kindness in my heart to our beloved students who have excelled in their G.C.E. (A/L) Examinations to be a privileged student in the Faculty of Management Studies and Commerce.

> Most of the management Gurus have taught us a lot of theories, concepts and practices through their teaching and publications. However, most of them are not practicing what they preach. Consequently, they in general, have created an unnecessary chaotic, problematic and sick living environment for us. Therefore, we need managers with heart and management to help solve our problems. In order to solve our problems, we need to know thoroughly the meaning of "manage", "manager" "management". The following simple questions are helpful to fully understand and comprehend the words.

What do we mean by "manage"? Why do we need to "manage"? How do we "manage"? What do we mean by "managers"? Why do we need "managers"? How do "managers" solve problems? What do we mean by "management"? Why do we need "management"? How do we apply "management" to help develop Sri Lanka?

I had opportunities to ask these questions from our management students. Most of the times, I was not happy with their incomplete and errant answers. Therefore, I wish to see the complete and correct answers from you all.

Dear daughters, sons you are the future leaders of the world. Leaders need to give wholesome answers for the problems they have to solve. I have no doubt or hesitation of your potential, power, energy, courage, determination and dedication which lead you to be a great leader anywhere in the world enabling you to solve problems, if you can utilize the University facilities efficiently, effectively and productively with a view to create a better world.

With great love, I wish you to be a great leader who can transform this earth a better place for all living beings.

Dr. N. L. A. Karunaratne

Vice-Chancellor



Deans' Message It is with great pleasure that I extend this message of greetings on the occasion of your admission to the Faculty of Management Studies and commerce at the University of Sri Jayewardenepura. This is the first and foremost faculty in Sri Lanka committed to excellence in management education. Over the years students with very best results at the G.C.E (A/L) commerce stream examination are seeking admission to our faculty. This faculty has been continuously and steadily progressing under its motto. The Center of Excellence in Management.

Our curriculum, developed by the faculty who are up to date with both theory and practice in management, provide contemporary knowledge, skills and capabilities built upon a strong historical background of the University of Sri Jayewardenepura. Your success requires enthusiasm, commitment, perseverance coupled with positive attitudes and correct perception. Here at this university you have the opportunity to obtain an education that is very well balanced with both academic and extra curricular activities.

The faculty has eleven departments offering degree programs that have attractive opportunities for employment. As the Dean of the Faculty of Management Studies and commerce, I am proud to mention that the faculty has introduced two new degree programs in the academic year 2008/2009 under newly established departments of Information Technology and Decision Sciences. In particular, the degree programs are designed to cater to the needs of Information Technology and Operations & Technology Management requirements of the country

The prospectus of the Faculty of Management Studies and Commerce introduces you academic programs, examination regulations, facilities available and other relevant information that are needed to obtain a degree that meet student requirements and university requirements. Careful and wise selection of an academic program will eventually determine student's competitive position in the employment market. In particular, strategic selection of major, minor and electives combination is critical for employment success. Accordingly, students are advised to make best use of this booklet.

I take this opportunity to wish you a successful university life where you will gain necessary knowledge, skills, attitude and exposure that are the corner stone of becoming a productive, valuable and useful citizen for Mother Lanka.

Dr. Sampath Amaratunge

Faculty of Management Studies and Commerce

Faculty of Management Studies and Commerce

INTRODUCTION

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The Faculty

The first programmes of study commenced when two undergraduate degree programmes in business administration and public administration were introduced under the Department of Economics, Business and Public Administration.

1968-The Department was reconstituted as the Department of Management Studies.

1972-Under the reorganization of the university system the Department of Management Studies was elevated to a faculty status and the Faculty of Management Studies and Commerce (FMSC) was established having two departments, namely, the Department of Management Studies, and the Department of Commerce.

1973-The degree programme in Estate Management and Valuation, was introduced as a unit of the Department of Business Administration.

1980-Department of Management Studies was split into two departments as Department of Business Administration, and Department of Public Administration.

1986-The programme in Estate Management and Valuation was given the Department status.

1991-The Department of Accountancy and Financial Management was established.

1992-Introduced a degree programme in Accountancy under the newly established department of Accountancy and Financial Management.

1992-Department of Commerce, under its revised curriculum, introduced three specialization areas, namely International Trade, Marketing, and Accounting in to its degree programme.

1994-Introduced a degree in Marketing Management under the Marketing Unit, which functioned under the Department of Business Administration. Department of Public Administration introduced a degree programme in Human Resource Management functioning separately under the HRM Unit. 1995-Restructuring was introduced for the Department of Business Administration and implemented 5 specializing areas under 5 programme coordinators. Those areas of specialization were B.Sc (B.Ad.) Finance Special, B.Sc (B.Ad.) HRM Special, B.Sc (B.Ad.) Business Economics Special, B.Sc (B.Ad.) Marketing Special, and B.Sc (B.Ad.) Management Information Systems Special.

1996-The Marketing Unit was converted into the Department of Marketing Management.

1999-HRM unit was converted into the Department of Human Resource Management.

2000-By this year, the FMSC had seven academic departments offering seven undergraduate degree programmes.

2001-The year 2001 marked a turning point in the history of the FMSC. It finalized a plan for restructuring, which had been in the working since 1997. The restructuring plan resulted in the formation of 10 academic departments, which were oriented as service departments. A service department is a department which is identified with a specific functional area of business, whose staff members are solely from that specific area of expertise, and which offers courses solely from its own area of expertise for all the degree programmes offered by the FMSC. All degrees are offered by the FMSC and each department will serve the needs of all the degree programmes by offering courses from its functional area.

2008- The Department of Information Technology and Decision Sciences was split into two Departments namely Department of Information Technology and Department of Decision Sciences. These two Departments offer B.Sc. Business Information Technology (Special) and B.Sc. Operations & Technology Management (Special) Degrees respectively.

Table 1.1: Academic Departments and their Codes

Accounting ACC

Business Administration BUS

Business Economics
BEC

Commerce COM

Decision Sciences
DSC

Estate Management and Valuation F.MV

Finance FIN

Human Resource Management HRM

Information Technology ITC

Marketing Management MAR

Public Administration PUB

1 4

Organizational Structure of the FMSC

The FMSC is organized under the Dean. The Dean's Office coordinates all academic and administrative activities within the FMSC. There is a Head for each academic department that comes under the Faculty. The Heads of Departments report to the Dean. (See Table 1.1: Academic Departments in the FMSC). To assist the Dean in the administrative work an Assistant Registrar or a Senior Assistant Registrar is appointed. He/She is responsible for assisting Dean in all matters regarding non-academic staff, registration of students in to the degree programmes, examination work, secretarial work of the faculty board, and other general administration work. Figure 1.1 shows the organizational structure of the Faculty of Management Studies and Commerce.

In addition, the Faculty has the following supporting divisions.

Undergraduate Programmes Office (UPO)

The main task of this division is to provide the administrative mechanism required for the purpose of coordinating across departments and degree programmes. The major areas of responsibility of this division include programme scheduling and coordination, and academic advising

Information Technology Resource Centre (ITRC)

The FMSC is equipped with its own Information Technology Resource Centre for the purpose of academic and professional IT training. The ITRC serves undergraduates/future managers up-to-date skills for their selected specialized fields using the latest licensed software packages. The ITRC is equipped with a modern computer network of nearly 250 Client Machines (Windows XP Professional) and Several Servers Running Windows 2003. Operational for 12 Hours of the day, Six Days of the week, the centre serves approximately 1000 undergraduates daily. The present capacity of the centre is spread over four Computer labs with sufficient floor space. State of the Art Multimedia facilities are available at the ITRC for the benefit of undergraduates. The ITRC provides free wireless internet access within it's environment. A newly installed innovative feature available at the ITRC is the ability to broadcast a lecture conducted in one lab (Sound, Video and Data) to all four labs of the ITRC, thereby extending the possible audience to 250 students. The Technology facilities within the premises include state-of the art Barcode and Biometric Authentication systems and Network Cameras.

The ITRC is staffed with over 20 well qualified members from the Department of Information Technology and headed by a Coordinator with necessary exposure in Information & Communication Technologies.

Coordinator: Mr. C.R.Peiris

Extension: 773 / 772

Business Communication Contro (BCC)

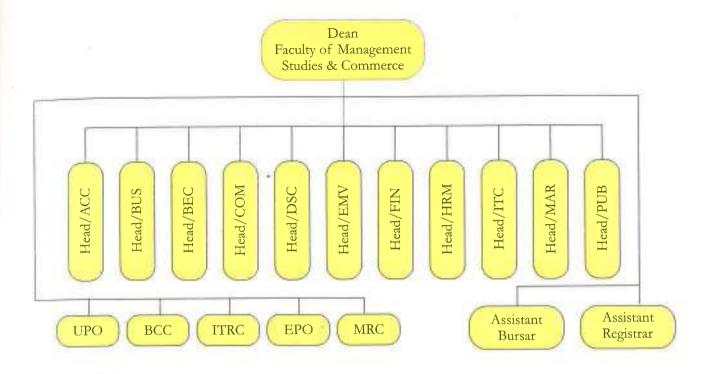
The BCC will be responsible for designing and offering business communication course units. The BCC will be equipped with a language laboratory consisting of audio-visual equipment, compact discs, videotapes, films, textbooks and magazines related to business communication.

É gernal Programmes Óttice (EPÓ)

The EPO will be involved in activities such as designing and coordination of external degree programmes, diploma and certificate courses, training programmes for private and public sector institutions. Management Research Centre (MRC)

This MRC will co-ordinate research and consulting activities undertaken by the academic staff members of the Faculty.

Figure 1.1: Organizational Structure of the Faculty of Management Studies and Commerce and Commerce

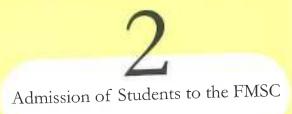


Degree Programmes offered by the FMSC

Currently, the FMSC offers eleven Bachelors' degree programmes as shown in table 1.2 below with the response to the acute deficiency of trained professional mangers and entrepreneurs in the country.

Table 1.2: Degree Programmes Offered by the FMSC

Academic Department	Degree
Accounting	B.Sc. Accounting (Special)
Business Administration	B.Sc. Business Administration (Special)
Business Economics	B.Sc. in Business Administration (Business Economics) (Special)
Commerce	B. Com. (Special)
Decision Sciences	B. Sc. Operations and Technology Management (Special)
Estate Management and Valuation	B.Sc. Estate Management and Valuation (Special)
Finance	B.Sc. Finance (Special),
Human Resource Management	B.Sc. Human Resource Management (Special)
Information Technology	B.Sc. Business Information Systems (Special)
Marketing Management	B.Sc. Marketing Management (Special)
Public Administration	B.Sc. Public Management (Special)



2 1 Introduction

Admission of students to the FMSC is based on the performance at the G.C.E. (Advanced Level) examination conducted by the Department of Examinations. Students those who are willing to follow B. Sc. Information Systems and B. Sc. Operations and Technology Management degree programmes must pass an aptitude test held by the respective departments. Students seeking entrance to the FMSC must have studied Accounting, Business Studies and Economics as their subject combination at the Advanced Level examination. The allocation of students to the FMSC is made by the University Grants Commission (UGC).

2 The Common Programme

All students enrolled in the FMSC, except for some deviations in the cases of the B.Sc. Estate Management and Valuation degree and the B. Sc. Public Management degree programmes, are required to follow a common curriculum in the first two years of study. This is intended to provide the core business knowledge by teaching basic concepts in all functional areas in business.

Table 2.1 shows the curriculum of the two-year common programme. The second-year curriculum of the Estate Management and Valuation degree programme and the Public Management degree programme differs from other degree programmes, and therefore, those are shown separately in Table 2.2 and Table 2.3 respectively.

The course codes shown in these tables have the following meaning. A course code consists of four digits prefixed by a set of three letters signifying the department, which offers the course. The first digit indicates the year of study and can take value of 1, 2, 3 or 4. The second digit signifies the number of credit hours given for the course. The third and fourth digits indicate the serial number of the course assigned by the respective department. For example, BUS 1301 indicates a first year course (first digit) carrying 3 credits (second digit). It is offered by the Department of Business Administration (BUS) and represents the first of the sequence of courses taught by that department in the first year (last two digits).

Table 2.1: Curriculum of the Two-Year Common Programme

Course Code	Course Title	Contact Hours	Credit Hours	Service Department		
BCC1201	English I: Grammatical Foundation	60	2	ВСС		
DSC1301	Finite Mathematics	45	3	DSC		
ITC 1301	Introduction to Information Technology	45	3	ITC		
BUS1301	Introduction to Management	45	3	BUS		
ACC1401	Financial Accounting	60	4	ACC		
	Total Credit Hours					
	Year I : Semester II					
DCC1202	English II: Composition	60	2	ВСС		
BCC1202	Calculus and Probability Theory	45	3	DSC		
DSC1302 ITC 1402	Computer Software and Applications	60	4	ITC		
	Microeconomics	45	3	BEC		
BEC1301 ACC1302	Cost and Management Accounting	45	3	ACC		
Total Credit Ho	15					

Course Code	Course Title	Credit Hours	Service Department			
	Year II : Semester I					
DSC 2401	Statistical Analysis for Management	60	4	ITC		
BEC 2301	Macroeconomics	45	3	BEC		
FIN2301	Financial Management	45	3	FIN		
HRM 2301	Human Resource Management	45	3	HRM		
MAR2301	Marketing Management	45	3	MAR		
Total Credit Ho	16					
	Year II : Semester II					
PUB 2201	Political Environment	30	2	PUB		
COM 2201	Legal Environment	30	2	COM		
DSC 2302	Operations Management	45	3	DSC		
BCC 2201	·			ВСС		
HRM 2302	HRM 2302 Personal and Social Responsibility 45			HRM		
EMV 2208	Natural Resource Management	30	2	EMV		
Total Credit Ho	14					

Table 2.2: Second-Year Curriculum of the B.Sc. Estate Management and Valuation (Special)

Degree Programme

Course Code	Course Title	Contact Hours	Credit Hours	Service Department
	Year II : Semester I			
BCC 2201	60	2	ВСС	
DSC 2401	English III: Professional Communication Statistical Analysis for Management	60	4	DSC
BEC 2301	Macroeconomics	45	3	BEC
EMV 2301	Surveying and Levelling I (Theory)	45		
	Surveying and Levelling I (Practical)	60	3	EMV
EMV 2302	Building Construction I (Theory)	45		
	Building Construction I (Practical)	60		
	30	3	EMV	
Total Credit Ho	15			
	Year II : Semester II			
EMV 2303	Environmental Studies	45	3	EMV
EMV 2304	Principles of Valuation	45	3	EMV
EMV 2305	Local Government Finance and Legal System	45	3	EMV
EMV 2306	Surveying and Levelling II (Theory)	45		
	Surveying and Levelling II (Practical)	60	3	EMV
EMV 2307	Building Construction II (Theory)	45		
	Building Estimation	45		
	Building Construction II (Practical)	60	1	
	Computer Aided Designing II	30	3	EMV
Total Credit Ho	urs		15	

Table 2.3: Second-Year Curriculum of the B.Sc. Public Management (Special) Degree

Course Code	Contact Hours	Credit Hours	Service Department					
	Year II : Semester I							
	Year I and Year II: Semester I Same as in Table 2:1							
PUB 2402	Political Science	60	4	PUB				
PUB 2403	Theory and Practice of Public Administration	60	4 02	PUB EMV				
EMV 2208 HRM 2302	Natural Resources Management Personnel & Social Responsibility	30 45	03	HRM				
BCC 2201 English III- Professional Communication 60 Total Credit Hours				BCC				

2 3 Selection to Degree Programmes

The FMSC offers eleven degree programmes. The selection to five of them is made at university entrance and the selection to other six programmes is made during the first semester of the first year.

Selection to Commerce, Estate Management and Valuation, and Public Management Special Degree Programmes

For the degree programmes in Commerce, Estate Management and Valuation, and Public Management, students are selected directly on the basis of the performance at the G.C.E. (Advanced Level) examination. Presently, The selection is made by the University Grants Commission in accordance with some set criteria. After the common programme, these students follow the final two-year curriculum of the degree programme to which they were selected at the time of university entrance, namely, B.Com. (Special), B.Sc. Estate Management and Valuation (Special), or B.Sc. Public Management (Special). The number of students enrolled for the degree programmes in Commerce, Estate Management and Valuation and Public Management are 125, 55 and 60 respectively.

Selection to Business Information Systems and Operations and Technology Management Special Degree Programmes

Students for the above two degree programmes are directly selected by the University Grants Commission from among the students those who have passed the aptitude test conducted by the respective departments. Fifty students are selected for each of these programmes.

Selection to the Rest of the Special Degree Programmes

For the degree programmes in the concentration areas of Accounting, Business Administration, Business Economics, Finance, Human Resource Management, and Marketing Management, students are selected on the basis of the performance at the G. C. E. (Advanced Level) and preference of the student. The degree programmes are B.Sc. Accounting (Special), B.Sc. Business Administration (Special), B.Sc. Business Administration (Business Economics) (Special), B.Sc. Finance (Special), B.Sc. Human or Resource Management (Special), and B.Sc. Marketing Management (Special) degrees.

• Preference of Students for Selection

During the first Semester of the first year of the common programme applications shall be called from the students who are selected to follow the management studies to allocate them among the above mentioned six specializations. In this application students have to indicate their ranking of preference in respect of all six areas of specialization.

• Quota

The students who are selected to follow the 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 2.4. The FMSC shall, prior to the commencement of each academic year, review and revise the student enrolment policy after assessing resource availability of each department and market demand and shall have to determine the quota for each specialization area.

• District Basis Representation

The selection procedure will ensure that the ratio of students enrolled to the FMSC from each district of Sri Lanka is reflected in the final selection of students in each degree programme.

Table 2.4: Maximum Number of Students Allocated for Each of the Degree Programme

Degree Programme	Maximum Number of Students Allocated
B.Sc. Accounting (Special)	160
B.Sc. Business Administration (Special)	210
B.Sc. Business Administration (Business Economics) (Special)	50
B.Sc. Finance (Special)	125
B.Sc. Human Resource Management (Special)	60
B.Sc. Marketing Management (Special)	80

Amendments

In respect of any degree programmes to be introduced later by the FMSC, the aforesaid Selection Procedure shall mutates 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.

2 4

Common Core, Major, Minor and Elective Requirements

In addition to the 60 credit hours in the common programme, students in each degree programme have to complete 60 more credit hours during the final two years of study. The total number of credit hours required for graduation is 120 (See Section 4 for more detail). The 60 credit hours during the final two years are earned through common core, major, minor and elective courses. The requirements for common core, major, minor, and elective credit hours for each degree programme are summarized in Table 2.5.

Table 2.5: Distribution of Credit Honors during the last two years of study

	Degree Programme										
Course Type	Accounting	Commerce	Business Administration	Business Economics	Operations and Technology Management	EMV	Finance	HRM	Business Information Systems	Marketing	Public Management
Common Core	03	09	09	09	12	9	09	09	09	09	09
Major	39	45	45	39	30	60	33	45	33	33	45
Minor	12		-	12	12	-	12		12	12	***
Electives	06	06	06	2	6	-	06	06	06	06	06
Total	60	60	60	60	60	60	60	60	60	60	60

Common Core consists of three courses, namely, Organizational Behaviour, Management Information Systems, and Strategic Management, Students in all degree programmes except B.Sc. Accounting and B. Sc. EMV are required to take these three courses. Students in the B.Sc. Accounting degree programme are required to take only Strategic Management course unit as the common core.

The Major courses for a given degree programme consist of courses from the area of concentration. In order to fulfil the major requirement, a student has to take a minimum of 33 credit hours of study from the area of specialization. This requirement is 45 for Commerce, and Business Administration students, while it is 51 for the Estate Management and Valuation programme.

A Minor is defined as any approved area of study, other than the major field. In general a student takes a minimum of 12 credit hours of study, i.e. four subjects, one subject in each semester during the last two-years (See the permitted minor fields in Table 2.6). The exceptions are Commerce, Business Administration. Estate Management and Valuation and Public Management degree programmes, which do not require a minor field.

An Elective can be any course other than common core, major and minor courses taken by a particular student. All degree programmes, except for Estate Management and Valuation degree, require a minimum of 06 credit hours of elective courses.

Table 2.6: Permitted Minor Fields of Study

Major Field	Permitted Minor Fields *					
	ACC	BEC	DSC	FIN	ITC	MAR
Accounting (ACC) Business Economics (BEC) Operations and Technology Management(DSC) Finance (FIN) Marketing (MAR) Business Information Systems (ITC)	✓ ✓ ✓	\ \ \ \	✓ ✓	\ \ \ \ \ \	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓

^{*} The FMSC may revise minor fields periodically on the basis of resource availabilities and market demand

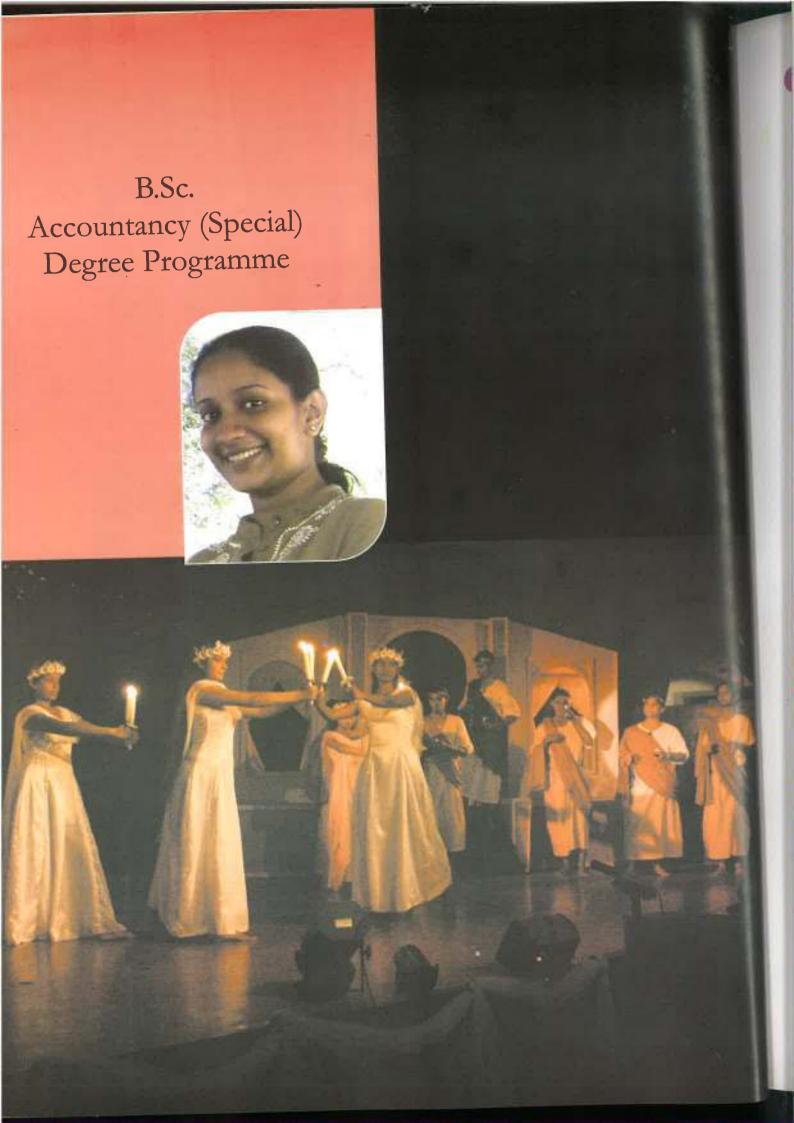
Medium of Instruction

Lectures are conducted in both Sinhala and English media during the common programme. Students can learn and sit for examinations either on Sinhala or English upon their preference during the common programme. Lectures in the third and the fourth years will be conducted only in English medium. However, course manuals for the common programme are provided only in English medium. The medium is shown as 'English' on the final results sheet.

The number of sessions to be conducted in each medium will be determined after assessing the student demand. A number of sessions of a particular course will be scheduled during daytime between 8:00 a.m. and 5:00 p.m., and in the evenings between 5:00 p.m. and 8:00 p.m. This will provide flexibility for students to select a language and time of their choice.

Description of degree programmes and Subjects Offered by the Academic Departments

3.1	Accounting	ACC
3.2	Business Administration	BUS
3.3	Business Economics	BEC
3.4	Commerce	COM
3.5	Decision Sciences	DSC
3.6	Estate Management and Valuation	EMV
3.7	Finance	FIN
3.8	Human Resource Management	HRM
3.9	Information Technology	ITC
3.10	Marketing Management	MAR
3.11	Public Administration	PUB



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 Faculty of Management Studies and Commerce 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 first-degree programme commenced in January 1992. This was well received by the corporate and the public sectors in Sri Lanka and continued to grow in stature and acceptance. This has been clearly demonstrated by the overwhelming demand for admission to the programme. The Department was renamed as Department of Accounting in 2001 under the restructuring of the Faculty of Management Studies and Commerce. The programme continues to be offered with some modifications.

1.2 Programme Objectives

The B.Sc. Accountancy (Special) Degree programme has been especially designed to meet the aspirations of students who are willing to seeking a carrier in the functional discipline of Accounting. Its aim is to develop knowledgeable and skilled young men and women for employment in accounting-based positions in the corporate and public in Sri Lanka. Further, exemptions granted by professional accounting bodies, both here and abroad, to those holding the Accountancy (Special) Degree, will enable them to pursue Professional careers in Accounting, whilst possessing a sound academic qualification.

In order to achieve these objectives the degree programme has been designed to equip the Accountancy (Special) graduates with both theoretical knowledge and soft skills. In addition to an in-depth understanding and appreciation of issues in Accounting, both from a theoretical and a practical standpoint, students also develop important skills in the areas of information technology, and communication. Further, the emphasis is also given to the importance of maintaining high ethical and professional sanders.

The department has a well-qualified and experienced staff of regular lectures. In addition, the programme also employs a panel of visiting lectures who come from various educational institutions and companies. The instructional methodologies used include lectures, discussions, tutorials, case studies, role- plays, seminars, field trips, individual and group projects, and presentations. Emphasis is also laid on providing a comprehensive working knowledge in accounting aspect of information technology.

1.3 Practical Training (Internship in Accounting and Finance)

The Department is fully aware of the necessity to give its students a practical exposure to the corporate world so that they will be in a better position to understand the relationship between theory and practice. In order to achieve this, students are placed in selected organizations in the audit and the corporate sectors as accounting trainees in the third and the fourth year of the degree. The training is provided under four graded major course units titled as Internship in Accounting and Finance (Refer Table 3.2).

1.4 Professional Links

The Department maintains close relationships with organizations in the audit and corporate sectors. The organizations associated with the Department include all recognized audit firms, leading business firms and government departments in Sri Lanka. These links have proved very useful in finding training placements for our students. In recognition of the quality of the Accounting degree, a number of professional bodies have granted exemptions from their examinations (Table 3.1).

Table 3.1: Exemptions Granted by Professional Bodies for the Accounting Degree

Professional Body	Exemptions		
Institute of Chartered Accountants of Sri Lanka (ICASL)	Foundation and Intermediate Examinations		
Chartered Institute of Management Accountants (CIMA)	Old Syllabus: Stage I, Stage II (Four Subjects) and Stage III (One Subject) New Syllabus: Foundation, Intermediate		
Chartered Institute of Certified Accountants (ACCA)	Stage I (Three Subjects) Stage II (Two Subjects and two more on assessment basis		
Society of Certified Management Accountants (CMA)	Foundation Stage (Five Subjects) Diploma Stage (Five Subjects) Professional I Stage-Financial Accounting II and Management		
Chartered Institute of Secretaries and Administrators	Foundation, Pre-Professional and Professional (Three Subjects)		

1.5 Employment Opportunities

Accounting graduates typically find job opportunities in accounting, banking, insurance and finance in private sector organizations. However, due to the academic training they obtain in other functional areas of management, they could also fit in easily to general management positions as well. They are much sought after in the public sector too. Some of the key public sector institutions that have recruited our accounting graduates include the central, provincial and local government authorities, public sector corporations, the Auditor General's Department, Inland Revenue Department, and the Central Bank.

Table 3.2 B.Sc. Accounting (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
Code	Year III: Semester	I			
		Major	45	3	ACC
ACC 3301	Advanced Financial Accounting	Major	45	3	ACC
ACC 3302	Taxation	Major	45	3	ACC
ACC 3303 ACC 3304	Auditing Internship in Accounting and Finance I	Major	400	3	ACC
	Or	Major	45	3	ACC
ACC 3305 Computer Application for Accounti Minor		Minor	45	3	
- 10 1	YY			15	
Total Credi	Year III: Semester	r II			
	A counting	Major	45	3	ACC
ACC 3306	Advanced Management Accounting	Major	45	3	ACC
ACC 3307	Computer Based Accounting	Major	45	3	COM
COM 3301	Corporate Law	1714)01			
ACC 3308	Internship in Accounting and Finance II	Major	400	3	ACC
	Or Sustant	Common	45	3	ITC
	Management Information Systems	Minor	45	3	
ITC 3304	Minor				

	Year IV: Semeste	r I			
BUS 4301	Strategic Management	Common	45	3	BUS
ACC 4301	Financial Reporting	Major	45	3	ACC
ACC 4302	Internship in Accounting and Finance III	Major	400	3	ACC
	Minor	Minor	45	3	
	Elective	Elective	45	3	
Total Credit Hours					
	Year IV: Semeste	r II			
ACC 4303	Advanced Accounting Theory	Major	45	3	ACC
ACC 4304	Financial Statement Analysis	Major	45	3	ACC
ACC 4305	Internship in Accounting and Finance IV	Major	400	3	ACC
	Minor	Minor	45	3	
	Elective	Elective	45	3	
Total Credi	t Hours			15	

1.6 Minor Fields of Study

The students who are selected to follow the B.Sc. Accounting (Special) Degree can select minor fields of study under the following subject areas.

1.Finance

2.Information Technology

3.Marketing

1.7 Elective Courses

In the year IV semesters I and II the students can select one course unit per semester as elective courses either from the elective courses offered by the Department or from the other departments of the Faculty. The elective courses offered by the Department will be revised periodically after considering the current developments of the accounting discipline and the market demand. At present, the Department is planning to offer the elective course units listed in Table 3.3. Further, students are allowed to select course units offered by other departments of the Faculty thus recognizing the importance of a multidisciplinary approach to the degree programme.

Table 3.3: List of Elective Course Units

	YEAR IV: SEMESTER I	E 1 E	YEAR IV: SEMESTER II			
Code	Subject	Code	Subject			
ACC 4307 ACC 4309 ACC 4313 ACC 4316	Research Methodology in Accounting * International Accounting Accounting Information Systems Auditing and Assurance Services Contemporary Issues in Management Accounting Professional Communication Skills	ACC 4308 ACC 4312 ACC 4310 ACC 4311 ACC 4314 ACC 4315	Advanced Taxation Research Report in Accounting* Public Sector Accounting and Finance Artificial Neural Networks in Accounting Managing costs in Organizations Strategic Management Accounting			

^{*}Students who have not selected to follow "Research Methodology in Accounting" in Semester I as the elective course, are not eligible to select "Research Report in Accounting" as the elective course in Semester II.

Gold Medal Awards 1.8

The Department recognizes the outstanding performance of the students by awarding two gold medals at the University Convocation.

1.Prof. Y A D S Samaratunga and B R de Silva Memorial Gold Medal is awarded to the best student of the department by the BR de Silva, a firm of Chartered Accountants.

2.CIMA Memorial Gold Medal is awarded by the Chartered Institute of Management Accountants to the student who had obtained the highest overall Grade Point Average (GPA) in the final year as well as a minimum of 60 marks for each for Cost and Management Accounting in the first year and Advanced Management Accounting in the third year in the Degree Programme.

3. Association of the Charted Certified Accountants (ACCA) Gold Medal is awarded to student with most outstanding achievements in studies and extra- curricular activities in the B.Sc. Accountancy (Special) Degree Programme.

4.Institute of Charted Accounts of Sri Lanka (ICASL) Gold Medal is awarded to the Best Student in the field of Financial Accounting in the B.Sc. Accountancy (Special) Degree Programme.

Associations and Resource Centres 1.9

AFMA (Accounting & Financial Management Association)

The Accounting & Financial Management Association (AFMA) is the student association of the Department whose office bearers are selected from among the 3 rd year students of the Department on an annul basis. AFMA aims at the enhancement of knowledge and skills pertaining to the development of students in the spheres of leadership qualities, organizing abilities, communication skills, networking and sharing and helping each other. This is attained through an array of activities such as organizing guest lectures, workshops & seminars on a wide range of topics with the collaboration of the industry; , compilation and printing of course manuals; and assisting in the daily operations in the Accounting Resource Centre, Skills Development Centre, Library, Gymnasium, Sports Centre and the Music Room

The IRQUE Project

IRQUE, Improving Relevance & Quality of Undergraduate Education, a competitive project funded by the World Bank, was won by the Department in 2005. As the name signifies the focus of the project is the students and eight critical activities have been carefully designed to facilitate for the development of a well balanced graduate with a optimal blend of left and right brain skills. This project is of four year duration and is now in operation and will continue till early 2010.

ARC (Accounting Resource Centre)

The Department has its own computer laboratory that was initially established with the funds received in 1996 from the Asian Development Bank. After ten years of extensive service the ARC is being renovated under the IRQUE project. It will be elevated to the status of a most modern IT laboratory dedicated to students. The ARC is open from 8.00 am to 8.00 p.m. six days a week

AFMA Library

This is a highly specialized library dedicated to field of Accounting. It is managed by AFMA and hence is called the AFMA library. Students and lecturers, after obtaining the membership, can borrow or refer books. It also has a huge collection of latest annual reports which is essential for various assignments of students as well as research work.

SDC (Skills Development Centre)

Skills Development Centre (SDC) to be established under the IRQUE Project will provide an effective solution to improving the communication skills of students. In this centre, students will have the facility to learn in an environment using modern equipments. Further, special communication skills sessions/workshops will also be conducted.

Gymnasium and the Sports Centre

The students have been provided a Gymnasium and a Sports Centre under the IRQUE Project with the objective of developing students with healthy mind in a healthy body. Students can make use of the Tread Mill or play a game of badminton, among many other options available for them to develop fitness. The students and the staff of the other departments are also encouraged to make use of these facilities.

The Music Room

The Music Room which has been setup recently serves the purpose of developing right brain skills. It is well stocked with a wide range of musical instruments. Sound systems that should accompany the musical instruments are also available in the music room. These facilities are open to all students of the Faculty for events organized by them.

AAA (Accounting Alumni Association)

On passing out, graduates are expected to obtain membership in the Alumni Association that is active in a number of spheres. The activities include fund raising for Departmental and student needs, furthering academic and professional learning among its members, organizing social events, and exploring possibilities of working towards obtaining further recognition to Accounting graduates in the business community. Office bearers are selected on an annual basis.

1.10 Members of the Academic Staff

Associate Professor Dr. K.D. Gunawardene

B.Sc. (Bus. Admin.) StP. M.B.A.; Galombo', Ph.D. (Computer Engineering Mgt)

Mr. Mangala Fonseka

B.Sc. (Commissi: MBA Colombo, AEMA (UK)

Mr. A. S. P. G. Manawaduge

B.Sc. Pula Administracial: CSP); SLA (Acra. & Fin.) (Lantainer); ALA (Characted Accountment)

Mr. W. Hilary E. Silva

RCon / Special (SID) DECEMBER (Bus Analogio (Lancattus) N. A. (Acre & Pint (Lancattus)

Mr. B. V. G. Ratnesekara

B.Sc. Pub. Admin. Second. (SIP): M.Com (Str Kanlmadanureye)

Mrs. Nadama Abayadeera

#Sc. Pub. Admin (SP): NEBA (PIA)

Mr. M. S. I. S. R. D. Fernando

B.Com, Special, SIPs M.S., Mon SIPs AHA One Buy (AIT-HSK) Dubries MRA Sim WSCP LAP-Paris

Dr. W. G. S. Kelum

M.Sc. Timmer & From Abenium de Phil) (Accountaire) Campunit

Dr.Miss, D. S. N. P. Senaratno

B.St. Accompany (Strengt (SIP), W.B.A (PIS), Ph.D. Calomin.

Mr. A. A. J. Fernando

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Dr. (Mrs.) D. N. Samudrage

H.Com. (Sp.)(SIP), M.Sc. (Bur. Admini)(SIP) M.Sc. (Davidances Lapin) Ph.D.(Borness) (Japan)

Mr. A. H. N. Kariyawasam

BS - Bott Admin (SEP) M. Com (Kelanica)

Mr. P.D. C. Udavashantha

BASI A A COMPANIE OF THE AND A CALL THAT HAVE A COMPANIE WHEAT A PLANT

Ms. K. A. N. Dilhami

B.Sc. Arenumunes (Special) (SIP) MBA (PDI)

Ms. T.C.M.G.M.S.S.M. S. Cooray

B.S. Accommunic (Special) SEP, AIBA/ PIME ACMA II K.

Mr. A. H. G. K. Karunarathne

HSc. Pub. Admin. SID: MBA (PIM.

Mr. A. R. Aiward

B.Sc. Ageommance (Spinismostly), Al. A. (Confirmal Accountant)

Mex D C Herrimschehi

BSc Pub Admin (Special) (SIV)

Ms. S. M. C. P. Senevirathne

B.Sr. Accommons Special 5111

Mr. M. A. N. R. Herath

B.S. Accommon Special SIP

Mr. U.S.L. K. Rodrigo

USe: Accommune Special (SIP)

Ms. P.A.G. Gunathilaka

R. L. Communication of the ST

Mr P.D.S Dewnin

B.S.: Advantuades Special (S1P)

MS. B.A.S.D. Barmunusinghe

BA (Kelanian). Day in Writtenhip and Communication

Mr. A.D.N. Gonarothne

B.S. Basinesi Ariminimianon Special (SIP): ACMA, ACIM. Dipun Mit 1036

1.11

Description of the Courses Offered by the Department of Accounting

ACC 1401: FINANCIAL ACCOUNTING

This course provides an introductory level understanding of the concepts and techniques of financial accounting. It covers the following topics: the accounting environment, Partnership Accounts: recording of unrecorded assets of partnership, dissolution of partnership, amalgamation, acquisition and conversion of partnership. Company Accounts, issue and redemption of shares and debentures, published financial statements, basic level consolidated accounts, contract accounts, investment accounts, joint venture accounts, lease and hair purchases and theoretical foundation of accounting

ACC 1302: COST AND MANAGEMENT ACCOUNTING

This introductory level course provides basic knowledge and skills pertaining to cost accounting and management accounting. It covers the following topics: the role and scope, classification of costs and revenues, accounting for material, labour and overheads, job and process costing, cost volume profit analysis, special decision making situations, activity based costing, pricing decisions, budgeting, standard costing and variance analysis and selected current developments in Cost and Management Accounting.

ACC 3501- ADVANCED FINANCIAL ACCOUNTING

This is an advanced level course that deals with the concepts and techniques of Financial Accounting. It focuses on preparation and interpretation of comprehensive financial statements of limited liability companies with adequate coverage of relevant accounting standards and gives a through understanding to group accounts (including mergers and acquisitions), foreign currency transactions, branch accounts, capital reduction and reorganization, and hire purchase and leases.

ACC3302 TAXATION

This specialised course deals with the principles of income tax, value added tax (VAT) and will enable students to apply their theoretical knowledge and skills in practical situations. This course covers the following topics. Introduction to taxation, liability to income tax, sources of income, employment income, income from property, dividend income, capital gains, interest income, income from any other source, trade business profession and vocation, capital allowances, total statutory income (TSI), assessable income (AI), taxable income, calculation of income tax- individuals, companies, charitable institutions, clubs, trade associations and co-operative societies, tax concessions, tax credits, calculation of income tax payable, payment of income tax under self assessment system, appealing procedure, recovery of tax, tax refund, value added tax liability and calculations

ACC 3303: AUDITING

This course provides a comprehensive understanding of auditing concepts, principles, exhiques, and procedures. The major areas of coverage include evolution of auditing, the audit appointment process, qualities of an auditor, auditors' liability, professional ethics, audit planning, audit working papers, materiality and audit risk, internal control evaluation, audit tests, audit sampling, audit evidence, audit reports and different audit opinions and auditing complex EDP systems.

ACC 3304: INTERNSHIP IN ACCOUNTING AND FINANCE I

This course, one semester practical training component provides students with a practical knowledge of Accounting, Auditing, Taxation, Finance and Management in order to apply their conceptual understanding of organizations in a real work setting. In order to achieve this, students are placed at both public and private sector organizations that can accommodate them under a supervisor who holds professional qualifications specified by the Department. In addition, the academic staff of the Department also reviews their progress on a regular basis

ACC 3305: COMPUTER APPLICATION FOR ACCOUNTING

This is a specialized course that deals with HTML, preparation of own web pages, general knowledge of statistical software (SPSS) and advanced spreadsheet programming in relation to Financial Accounting, Cost And Management Accounting and Financial Management. This course also provides theoretical and practical knowledge on Database Management Systems to attain greater analytical competence in the field of computerized database applications for accounting.

ACC \$306. ADVANCED MANAGEMENT ACCOUNTING

This is an advanced level course, which deals with selected techniques, practices, and issues associated with Management Accounting. The emphasis is on modern applications and recent developments in the area. The topics covered include the following: estimating behaviour of costs, advanced cost volume profit applications, short term decision making models, pricing decisions: decentralization, profit centres and transfer pricing, managing costs for competitiveness, issues in budgeting and budgetary control, advanced standard costing applications, selected current advancements: strategic management accounting, customer profitability analysis and life cycle costing. In the delivery of the course the lecture discussion cum case study approach is adopted.

ACC 530% COMPUTER-BASED ACCOUNTING

This is a specialised course that provides a comprehensive theoretical and practical knowledge in the application of selected accounting software (SAGE) in business data processing with a view to produce financial statements for both internal and external users of accounting information. This course covers creditors, debtors and general ledger, inventory module, salary module and budget analysis.

ACC 350% INTERNSHIP IN ACCOUNTING AND FINANCE II

This course, one semester practical training component provides students with a practical knowledge of Accounting, Auditing, Taxation, Finance and Management in order to apply their conceptual understanding of organizations in a real work setting. In order to achieve this, students are placed at both public and private sector organizations that can accommodate them under a supervisor who holds professional qualifications specified by the Department. In addition, the academic staff of the Department also reviews their progress on a regular basis.

ACE 4301: FINANCIAL REPORTING

This course deals with the financial reporting issues associated in the publication of financial statements of companies with the focus on the accounting for group of companies. The major topics include the financial reporting environment and international issues, accounting for non-current assets (tangible and intangible), accounting for taxation in company accounts, reporting the substance of transactions, accounting for financial instruments, accounting for provisions and contingencies, reporting financial performance, segmental reporting environmental and sustainability reporting, disclosure of non financial information and future directions in financial reporting

ACC 4302: INTERNSHIP IN ACCOUNTING AND FINANCE III

This course, one semester practical training component provides students with a practical knowledge of Accounting, Auditing, Taxation, Finance and Management in order to apply their conceptual understanding of organizations in a real work setting. In order to achieve this, students are placed at both public and private sector organizations that can accommodate them under a supervisor who holds professional qualifications specified by the Department. In addition, the academic staff of the Department also reviews their progress on a regular basis.

AFM 4303: ADVANCED ACCOUNTING THEORY

This course introduces the theoretical basis of Accounting with a view to understand the practical aspects better and the linkages between the theory and the practise. The major areas of coverage include nature and definition of accounting, conceptual framework, financial statements, accounting theory, process of accounting theory construction, evolution of accounting theory, recognition of assets in financial statements, recognition of liabilities, expenses, revenue, conceptual aspects of "goodwill," valuation and accounting for goodwill, true and fair view, conceptual aspects of depreciation, concept of "accountability" in accounting, social responsibility accounting, human resources accounting, creative accounting, inflation accounting, accounting standards, and professional ethics.

ACC 4504: FINANCIAL STATEMENTS ANALYSIS

This is an advanced course, which imparts students with skills required to interpret financial statements from an analyst's point of view. The topics covered are a framework for financial statement analysis, accrual concept of accounting, foundations of ratios and financial analysis, analysis cash flows, inventories, long-lived assets and impairments, analysis of business combinations, and implications from selected empirical research.

ACC 4305 INTERNSHIP IN ACCOUNTING AND FINANCE IV

This course, one semester practical training component provides students with a practical knowledge of Accounting, Auditing, Taxation, Finance and Management in order to apply their conceptual understanding of organizations in a real work setting. In order to achieve this, students are placed at both public and private sector organizations that can accommodate them under a supervisor who holds professional qualifications specified by the Department. In addition, the academic staff of the Department also reviews their progress on a regular basis.

ELECTIVE COURSES

ACC4306: RESEARCH METHODOLOGY IN ACCOUNTING

This course will introduce basic tools of accounting research by explaining various research methodologies and techniques. The course emphasizes an applied approach and focuses in particular on organizational problems. Content covered: the role and types of research, theory building, the research process, preparation of a research proposal, methods of collecting data in field surveys, statistical techniques for data analysis, analysis and presenting data and report writing.

ACC4307 INTERNATIONAL ACCOUNTING This course will provide students with an understanding the nature of and influences on financial reporting practice in different countries. The course stresses the importance of a country's cultural, social economic, legal, and political environment in determining the rules and regulations, which govern its financial reporting practices. An overview of international accounting and international business, accounting systems in the global environment, comparative international accounting systems and practices, international accounting for goodwill and intangibles, international segmental reporting, accounting for price changes and inflation internationally, accounting for foreign currency transactions, comparative international analysis of financial statement, international disclosure trends and financial analysis, performance evaluation and budgeting, international taxation, accounting standards and standard setting process: within and among nations, global accounting issues into the twenty first century.

This course will provide students with an in depth understanding of theoretical issues and practical aspects of taxation. Topics covered are sources of income and income tax, indirect taxes, tax cases on income tax and indirect taxes, corporate tax covering different types of entities including limited liability companies, partnerships, society etc., tax administration (submission of tax returns and assessments, tax payments, tax recovery etc.) and search and inspection.

ACC 4509: ACCOUNTING INFORMATION SYSTEM (AIS)

This course focuses on the qualitative aspects of information processing rather than on quantitative problems solving. The AIS consists of two major components; financial and management accounting providing information for external and internal users. A study of AIS is important because today's accountants need to be familiar with a computerized information system. This course consists of introduction to AIS, technology of AIS, document flow charting, processing transactions, file structure, internal controls, controls in computerized system, frauds, ethics and corruptions, system development, system design and system acquisition.

ACC 4310: PUBLIC SECTOR ACCOUNTING AND FINANCE

This course imparts knowledge on Public Sector Accounting and Finance. Topics covered: constitutional provisions and parliamentary control, objectives and functions of the ministry of finance and the treasury, revenue and expenditure formats, authority for expenditure, financial planning and budgeting, estimates relating to advance accounts, foreign aid accounting, government expenditure, government accounting, delegation of financial functions, procurement procedure, responsibilities of accounting officers and chief accounting officers, role of the auditor general & parliamentary select committees.

ACCULT ARTIFICIAL NEURAL NETWORKS IN ACCOUNTING

This is an advanced course, which imparts students with skills required to make models for prediction of corporate failure, detection of management frauds using published financial data and for the prediction of earnings using financial statement information and relative costs of financial distress by using computer science mathematical modelling. The topics covered are neural network fundamentals and overview, analysis of financial condition, business failure prediction, debit risk assessment, stock market applications, futures and options markets applications and neural network approaches to financial forecasting. This course is widely acclaimed as a classic that provides portfolio managers, institutional investors, bankers and analysts with comprehensive and fascinating introduction to this important piece of technology and numerous in lights into its most effective uses.

ACC 431≥ RESEARCH REPORT IN ACCOUNTING

This course provides the students a thorough introduction to empirical research in accounting and develops their understanding of the research process and the key elements of a sound research design. The students are required to carryout a research in accounting and prepare a research report based their study under the guidance of a research supervisor appointed by the Department.

ACC 4313- AUDITING AND ASSURANCE SERVICES

This course enhances the students understanding of the nature, objectives, principles & procedures of general audit practice, investigations and the development in auditing and assurance services. The course gives an introduction to Traditional Services Provided by Auditors, The Regulatory Environment of Auditing, Reporting including special purpose audit report, Audit Strategy, Audit Expectation Gap, Special Audits in specific industries, Group Audits, Auditing in a Computer Based Environment, Computer Controls and Security, Social and Environmental Audits and Issues in Auditing and in providing assurance services.

ACC 4314: MANAGING COSTS IN ORGANIZATIONS

This course unit will provide students with knowledge and skills pertaining to analysis and management of costs in organizations that are operative in today's dynamic and competitive business environment with a view to enhance productivity. The focus will be analysis of organizational costs and design and implementation of cost management systems in organizations. Traditional as well as modern approaches to cost analysis and managing costs will be covered with a critical evaluation of relevant theories. It will cover the principles related to cost management system design and application in different organizational contexts. Behavioural considerations and change management will also be covered.

ACC 4315: STRATEGIC MANAGEMENT ACCOUNTING

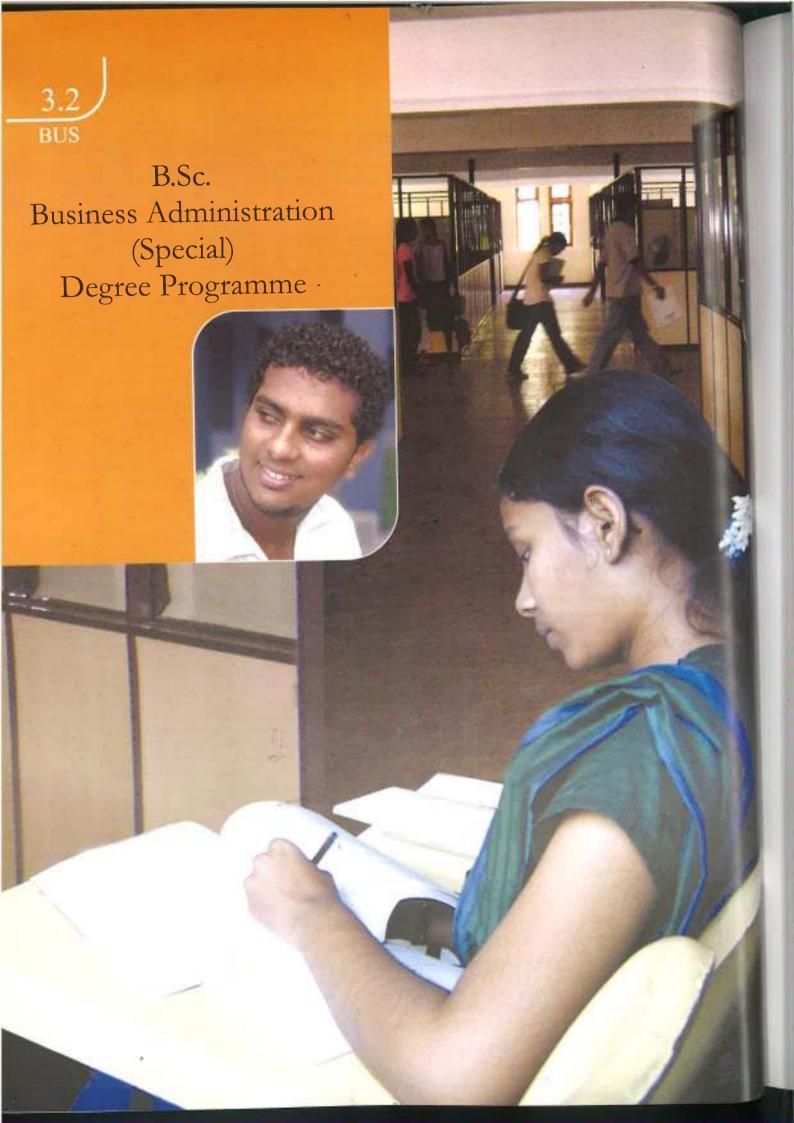
This course unit will enable students to assimilate knowledge and skills and apply selected Management Accounting concepts, techniques and procedures in modern business organizations which are strategically bent with the objective of developing a sustainable competitive advantage in today's rapidly changing and complex business environment. The course covers strategic planning; management accounting in the context of strategic management; segment profitability; competitor accounting; customer account profitability; product profitability analysis; the relevance of organization structure; single focus businesses; vertically integrated businesses vertically integrated businesses; conglomerates; multinationals and global companies; non profit business organizations; common problems of control; launch strategies; accounting for growth business; maturity; coping with old age and decline; designing strategic management accounting systems and operating strategic management accounting systems.

ACC 4316: CONTEMPORARY ISSUES IN MANAGEMENT ACCOUNTING

This course unit will provide students with knowledge and possible solutions pertaining to critical issues that hamper use of Management Accounting in organizations. It will address some of the problems, controversies and ambiguities surrounding the practice of Management Accounting and examine ways of overcoming them. It will be based on careful study and critique of a series of authoritative articles from the following areas. Cost concepts and behaviour, two stage allocations and activity-based costing systems; pricing and product-mix decisions; process and activity decisions; resource allocations to achieve organizational objectives; contemporary methods to stay competitive, compensation issues and behavioural factors and change management.

ACC 4317: PROFESSIONAL COMMUNICATION SKILLS

This specialized course unit will provide students with knowledge and skills in communication that turns out to be an essential ingredient for success in their roles as Professionals in Accounting in the current complex, dynamic and competitive business environment. The Course Unit will enable students to: appreciate and make of different types of brain skills for enhanced performance; be familiar with a wide selection of communication techniques and use them to advantage in their work-lives. The course covers a conceptual framework for professional communication; left brain vs. right brain skills; lateral thinking and technical writing skills. The Course will also sharpen the listening skills; reading skills; speaking skills: conversations, etiquette, mannerisms; public speaking skills; conducting meetings; taking minutes; negotiating skills; preparation of memos; notices and other office documents and presentation skills (inclusive of use of visual presentation techniques) of students.



2.1 Evolution

The Degree in Business Administration has an academic history of more than 40 years as the pioneering and leading degree programme in the field of Business Management in Sri Lanka, and as a result, the degree has earned much popularity and recognition from it's inception. Formal studies in Business Administration at university level commenced in 1959/1960 under the Department of Economics, at the then Vidyodaya University. This Department was reconstituted as Department of Management Studies in 1968. In 1980, 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. Commencing from the academic year 2001/2002, the existing degree programme in Business Administration was completely redesigned to suit the present and future requirements of the Faculty and the Business Community.

2.2 Programme Objectives

The coming decade will witness remarkable advances in the availability of information and speed of communication and explosive growth in global business and international competition. This paradox of technological advances and evolving globalization requires a multidisciplinary and integrative approaches to comprehend the exact realities in management.

It is this fundamental assumption which induced the newly introduced Business Administration (Special) Degree to re-orient its thinking to view management as a field of inquiry that focuses on the organization as a whole and its continuous interaction with emerging trends in the local and global business activities. In this context, the programme philosophy of this degree programme is mainly guided by the following core values:

- 1. To be more futuristic through constant updating of knowledge
- 2. To be more leadership and strategy oriented
- 3. To be more external environmental focused and sensitive
- 4. To adopt an integrative or holistic approach to management
- 5. To be more change oriented (Creative, Innovative, Adaptive)
- 6. To be more learning oriented
- 7. To adopt more flexible, contingent and culture specific approach to management
- 8. To be more contributory to the university, business community, society and the national development of our country

Intended Product

The new curriculum has been designed with the premise that a generalist should possess an adequate knowledge on all functional areas of management along with many integrative and supportive courses with an in-depth understanding of fundamentals of general management and its related disciplines. The curriculum also includes courses that are aimed at enhancing the students' integrative and leadership skills in the application of concepts and theories related in all areas of Business Management in a strategic context. However, a flexibility has been provided in the degree programme for the students to take up a wide range of courses offered by the other specialised departments in the Faculty.

The intended product of the B.Sc. Business Administration (Special) Degree is a graduate:

- Who has an in-depth understanding and appreciation of general management issues with a special focus on strategic and leadership orientation in both the private and public sector organisations,
- Who is a generalist with an adequate knowledge in all functional areas of management to comprehend inter-functional organisational issues which will lay the foundation for further studies in management,
- Who has sound skills and attitudes in general management and is capable of continuously learning and adapting to emerging trends in management and their applicability in the present-day organisations,
- Who has an instinct of science and the ability to conducting sound managerial analysis and research to comprehend and effectively solve real world business issues and problems
- Who is having an adequate knowledge and skills in modern information technological and computerbased applications in management.
- Who is having good presentation and communication skills (In both English and Sinhala languages)

- · Who is capable of building and maintaining sound interpersonal and professional relationships,
- Who is having an entrepreneurial attitude of risk taking and leadership with an innovative and continuous improvement mind set,
- · Who is having good moral, intellectual and spiritual values
- Who is having a proactive stance to be sensitive to on-going changes in the business environment.

Above all, the Department of Business Administration is aimed at producing entrepreneurs or entrepreneurial business leaders/managers for the new millennium who would either start up their own businesses or pursue a career in management with a high intellectual and professional calibre. Hence, it wishes to produce more job makers than job seekers. Nevertheless, the final product of the Department is expected to be a graduate who possesses an overall conceptual capacity who could be adapted to pursue any career in management with minimum industry-based training. Hence, the Department is confident that its graduates will be able to successfully undertake any management position in the private and public sector organisations operating locally or internationally.

Special Identity of the Programme

Our programme is a four year special degree in General Management. Unlike the specialized programmes offered by the other departments in the Faculty, this programme has a wide range of integrated general management courses aimed at imparting multidisciplinary knowledge to look at management issues and problems in holistic perspective. It also provides a broader knowledge in leadership and strategic aspects of a business organization. The degree also includes certain capstone courses to enrich the students with entrepreneurial spirit to commence and manage businesses on their own. A new method of practical training (Internship in Management I and II) has been introduced in third and final years as part of the degree programme to enhance the practical exposure of the students. This programme has been designed to offers lectures for all the courses offered by the Department, during day-time as well as in the evening for the benefit of the working and non-working students. In addition, the programme has also accommodated teaching methodologies and practical training sessions with the active participation from the industry experts and practitioners. These distinctive features bring a special uniqueness and identity to this degree programme.

2.3 Employment Opportunities and Professional Links

Major categories of prospective jobs include the following fields: Human Resource Management, Marketing Management, Accountancy and Financial Management. They could also fit in easily to general management positions as well. They are much fitted after in the public sector too. Some of the key public sector institutions that have recruited Business Administration graduates include the central, provincial and local government authorities, public sector corporations, the Auditor General's Department, Inland Revenue Department, and the Central Bank. Moreover, students are encouraged to start their own ventures, and be job creators rather than job seekers. Department's capability of producing entrepreneurs was justified by the selection of two graduates of the departments as the best entrepreneurs of Sri Lanka in 2006.

The Department of Business Administration has already finalized a programme to develop a network of linkages and tie-ups with related private and public sector professional bodies. The existing degree programme has already obtained several exemptions from foreign as well as local professional bodies engaged in offering professional management and related courses. The department intends to develop more professional links in the future. Moreover, an internet-based professional job bank is maintained for the final year undergraduates with the co-operation of the Association of Business Administration and Alumni Association, which consist of prominent graduates of B.Sc. Business Administration who are holding influential positions in the private and public sector organizations.

Table 3.4: B.Sc. Business Administration (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Departmen
	Year III: Semester	I			
BUS 3303	Managing for Productivity and Quality	Major	45	03	BUS
COM 3301	Corporate Law	Major	45	03	COM
HRM 3302	Employment Law and Employment Relations	Major	45	03	HRM
DSC 3303	Operations Research	Major	45	03	DSC
BEC 3305	Project Management	Major	45	03	BEC
Total Credit	Hours	All a		15	
	Year III: Semester	II			
BUS 3301	Organizational Behaviour	Common	45	03	BUS
BUS 3302	Organizational Change & Development	Major	45	03	BUS
ITC 3304	Management Information Systems	Common	45	03	ITC
BEC 3304	Managerial Economics	Major	45	03	BEC
ACC 3306	Advanced Management Accounting	Major	45	03	ACC
Total Credit Hours					
	Year IV: Semester	I			
BUS 4301	Strategic Management	Common	45	03	BUS
BUS 4302	Contemporary Issues in Management	Major	45	03	BUS
BUS 4303	Entrepreneurship and Small				
	Business Management	Major	45	03	BUS
BUS 4304	Organizational Culture and Leadership	Major	45	03	BUS
BUS 4305	Research Methods in Management OR	Elective	45	03	BUS
BUS 4310	Group Dynamics and Performance OR	Elective	45	03	BUS
BUS 4311	Internship in Management I	Elective	45	03	BUS
Total Credit	Hours			15	
	Year IV: Semester	II			
BUS 4306	Integrative Studies in Management	Major	45	03	BUS
BUS 4307	International Business Management	Major	45	03	BUS
BEC 4304	Development Economics	Major	45	03	BEC
ITC 4304	Electronic Commerce	Major	45	03	ITC
BUS 4308	Research Study in Management OR	Elective	45	03	BUS
BUS 4312	Internship in Management II	Elective	45	03	BUS
Total Credit Hours					

2.5 Awards

Deshamanya Professor Linus De Silva Memorial Gold Medal

This Gold Medal is awarded to the student who has acquired, first or second upper class level degree pass with the highest marks of the B.Sc. Business Administration (Special) degree programme

Professor R. A. A. Perera Memorial Gold Medal

This Gold Medal is awarded to the student who has acquired the highest marks in English medium of the degree programme of B.Sc. Business Administration (Special).

W.M.A. Weerakoon Memorial Gold Medal

This Gold Medal is awarded to the student who has acquired the highest marks for Operational Research subject of the degree programme of B.Sc. Business Administration (Special).

Associations and Resource Centres 2.6

ABA - Association of Business Administration

The Association of Business Administration (ABA) is the formal student association of the Department of Business Administration. The ABA organizes and conducts many student support service activities including guest lectures, workshops, field tours etc. geared at developing leadership skills and the personality of the students. It also performs printing and distribution of past papers and organization of social activities etc. The department is in the process of restructuring the activities of ABA to incorporate more student participation and membership under the New Degree Programme. Some of these activities of ABA include Publication of a Journal of Business Administration, Student Counselling System, Business Forum, Publication of a Business Directory, Design of a new Web Page for the Department, a Talent Search, Productivity and Quality week in the University, Attitude Improvement Programme, Few Social Contributory Activities along with Few Fund Raising Activities etc.

Resource Centre

Department of Business Administration has its own resource centre managed by the ABA. A staff member co-ordinates the work of the ABA and the resource centre. The department is planning to develop this resource centre to include a mini library with modern management text books, management related articles, field assignments prepared by the students and research reports of the past students.

Members of the Academic Staff 2.7

B.S. Ban Admin (Special) (SIV) M.A (MS) (Finit): MBA (Colombo); PhD (ECU) Mr. A. G. M. M. N. S. P. Molligoda

Ms. Hernamali Gunathilake

B.S. Pah Adron (Special) (SP) M.S. Mg. (SIP) PG Cert in HRM (PIM SIP)

Mr. Marlon A. M. Gunasekera

RS. Ban Adron (Special) (SP) MBA(PIM SIP), MAAT

Mr. D. W. A. Wickremasinghe

B.S. Bar Adron (Special) (SP), M. Com (Salames), PhD (UQ)

Ms. Geetha P. Karunanayake

B.Com (Special) (SP), MBA (PIM SIP)

Mr. H. Walter Gunetilleke

B.S. Bar Admin (Second (SP), Pro Proceedings)

B.Sc. Hos. Admin.: Special (SPP): PG Dip. in Geon. Development, MA (In). Relations) (Colombio); MBA (PIM-SIP)

Ms. Ayesha L. Kotuwage

B.S. Bur Admin (Special) (SIP), MBA (BUSL)

Ms. Ayesha L. Kotuwage

B.S. Bur Admin (Special) (SIP), M.S. Mar (SIP)



Description of Courses Offered by the Department of Business Administration

BUS 1301: INTRODUCTION TO MANAGEMENT

This is an introductory level course on basic concepts and theoretical foundations of management. This course covers conceptual bases of organizations and management thought, organizational dynamics and processes: planning, organizing, leading and controlling, and the changing context and content of management: the office and the work place beyond 2000, managing in a borderless world, managing for total quality.

BUS 3301: ORGANIZATIONAL CHANGE AND DEVELOPMENT

This is an intermediate level course that focuses on the fundamentals of managing change for the organizational development. It covers concepts and misconceptions of OD, systems, future shocks and change management, change agency entry and intervention, developing change agent/client relationships, motivation of the client system, strategies of intervention, OD intervention techniques, laboratory learning and other techniques, the managerial grid methodology, team building and intervention, inter group intervention and system-wide interventions.

BUS 3302: MANAGING FOR PRODUCTIVITY AND QUALITY

This is an intermediate level course aimed at providing a sound understanding about the fundamental concepts and issues of productivity and quality management. The course will provide the students with analytical skills of applying general productivity and quality management tools and attitudes of quality. The course coverage includes concepts and misconceptions of productivity, its measurement, factors affecting productivity, Japanese management and productivity improvements, concepts and misconceptions of quality, service quality and product quality, measurements of quality, factors affecting quality, cost of quality, quality control, the concept and tools of TQM, national and international quality award frameworks and policies towards quality enhancements, relationship between productivity and quality, analysis of productivity and quality cultures in organizations, strategic frameworks to improve productivity and quality, and empirical studies and issues relating to productivity and quality.

BUS 3303: ORGANISATIONAL BEHAVIOUR

The aim of this course is to provide the students with basic understanding of human behaviour in organizations from a managerial point of view. The nature of the subject knowledge is essentially interdisciplinary. The course is designed to enable students to understand and translate organizational behaviour theory, concepts and techniques into practice and work more effectively and efficiently with organizations in which they are likely to encounter. The course content covers topics in relation to individual processes, group/teams processes, organizational processes and organizational management.

BUS 4301: STRATEGIC MANAGEMENT

This course deals with major concepts and techniques in strategic analysis & formulation, implementation and controls. This subject will culminate on prior knowledge of students on functional areas of business to conceptualise issues at organizational level in an interdisciplinary perspective. The coverage includes overview of strategic management, elements of corporate strategy, SWOT analysis, analysis of industry and competitive structure, strategy formulation at corporate/multi business level, strategy formulation at product/business level, competitive advantage and generic strategies, operationalising the strategy through budgets and programmes, institutionalising the strategy through structure, leadership and culture, and guiding and evaluating the strategy.

BUS 4302: CONTEMPORARY ISSUES IN MANAGEMENT

This is a seminar course that deals with contemporary issues in general management and strategy. The course requires review of selected journal articles in general management and strategy. Students will be required to engage in group as well as individual presentations in addition to writing critics and reviews. The coverage includes strategy and strategic thinking, organizational learning and learning organizations, knowledge management and knowing organizations, ecommerce, networking and business strategy.

BUS 4303: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

This course introduces the students to the concepts, practices and techniques of small business and entrepreneurship while making them aware of the value and the nature of entrepreneurial businesses. This course covers conceptual aspects of small business, conceptual aspects of entrepreneurship and entrepreneurial aspects of small business and business tools, including accounting packages, required for the effective management of small business.

BUS 4304: ORGANIZATIONAL CULTURE AND LEADERSHIP

This is an intermediary level course to introduce organizational culture and leadership as strategic factors of organizational success. The course covers theories and issues of culture and leadership as well as some normative models on development of leadership attributes and cultural enhancement. The course coverage includes concepts and misconceptions of corporate culture, manifestation of corporate culture, types of corporate cultures, communicating the corporate culture, analysis and deciphering corporate culture, traditional and modern anatomical models, cross-cultural comparisons, and culturization process, concepts and misconceptions of leadership, the role and functions of leadership in organizations, theories on leadership styles, empirical findings on attributes of excellent leaders in the world, issues and trends in leadership in Sri Lankan organizations, state of art of leading people, how leaders build and shape organizational cultures, leadership roles of changing corporate culture, leader as a change agent, impact of culture on leadership style and in search of Sri Lankan leadership style.

BUS 4306: INTEGRATIVE STUDIES IN MANAGEMENT

This is an advanced level course in general management and strategy taught primarily on the basis of a series of student seminars on the analysis of selected cases. The course is aimed at imparting analytical skills to conceptualize organizational problems in a system perspective and to formulate pragmatic solutions. The selected cases will cover the areas of corporate strategy, business strategy, strategic implementation and some special issues such as leadership, culture, empowerment, BPR, and quality management.

BUS 4307: INTERNATIONAL BUSINESS MANAGEMENT

This is an intermediate level course aimed at discussing general management and strategy in a global context. The course covers definitions and concepts of international business, global market place and business centres, introduction to international business theories, the role of culture in international business, forms of international businesses, international strategic management, modes of entry into international businesses, international strategic alliances, organizational designs for international businesses, controlling the international businesses, and introductions to international perspectives on functional management.

Elective Courses

BUS 4305: RESEARCH METHODS IN MANAGEMENT (OPTION 1)

This course is compulsory for those students who opt for the research study in the second semester of the Final Year. It introduces 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, biasness and generalizability etc., the process of positivistic empirical research, 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.

BUS 4308: RESEARCH STUDY IN MANAGEMENT (OPTION 1)

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.

BUS 4309: ORGANIZATIONAL THEORY (OPTION 2)

This is an intermediary level course, which introduces theoretical bases of organizations, social systems, and management. The course covers basic concepts and definitions of OT, Anglo American perspectives on management, metaphors and perspectives in OT, the social structure of organizations, organizational decision making, power and politics, organization culture, Marxists and radical approaches to OT, gender and ecological issues in organizations, economics and organization theory transaction costs, evolutionary approaches and institutional economics.

BUS 4310: GROUP DYNAMICS AND PERFORMANCE (OPTION 2)

This is an advanced level course, which provides a specialized knowledge on industrial sociology and psychology of group behaviour in organizations. This course covers theories of group formation, group conflicts, group effectiveness and group entropy. This course is delivered on the basis of classroom discussions and student seminars based on selected research cadings.

BUS 4311: INTERNSHIP IN MANAGEMENT 1 (OPTION 3)

This course is aimed at exposing the students to the real world of work and to learn by first hand experience. The student will work in the capacity of a management trainee in an approved organization and is expected to produce a portfolio of learning experience in a form specified by the Department and face a viva at the end of the semester. It is the responsibility of the student to find a suitable placement. The Department will assign a faculty member for counselling on the matters relating to the internship.

BUS 4312: INTERNSHIP IN MANAGEMENT II (OPTION 3

This is an advanced level course that furthers on the students learning experiences from the Internship in Management I. In addition to the general requirements and characteristics of the Internship Part I, this course requires the students to develop a case on a selected management problem that the students actively engaged in as an intern.

Special Note on Electives: Students of our degree programme have been provided with three (3) Options to select the elective course in addition to the four (4) major courses to complete the required course credits in the third and final years of the degree.

OPTION 1 - RESEACH ROUTE

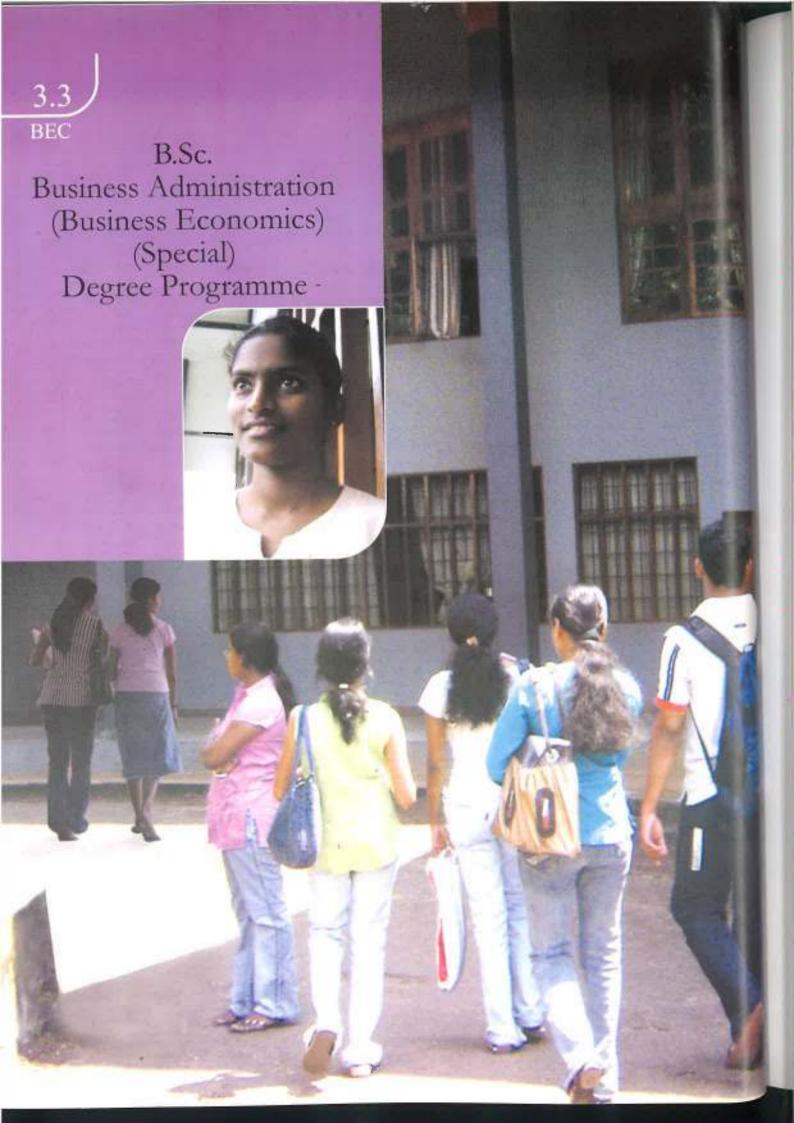
Students who select this option is required to engage in independent research study. Students who select this option cannot select options 2 and 3. Under this option students should select the research methods in management course which is a pre-requisite of the research study to be completed in the final year. The department always encourage full-time (non-working) students to select this option.

OPTION 2 - ELECTIVE SUBJECTS ROUTE

Students who select this option is required to take up elective courses from the Department or any other Specialized Department in the Faculty. Students who select this option cannot select options 1 and 3.

OPTION 3 - PRACTICAL TRAINING ROUTI

Students who select this option is required to engage in practical training in an organization approved by the department. Students who select this option cannot select options 1 and 2. Under this option students should select Internship in Management I offered in the third year which is a pre-requisite to complete Internship in Management II in the final year. The department always encourage working students to select this option.



3.1 Evolution

The Department of Business Administration commenced the concentration field in Business Economics in 1995 and continued to offer this field of concentration until 2000 with a great success. Because of the growing importance of and the need for economists with sound management background, from the academic year 2001/2002, this concentration has been upgraded to a fully-fledged degree programme called the B.Sc. Business Administration (Business Economics) (Special) under the new Department of Business Economics. This is first of this kind in a business school in Sri Lanka. This programme will blend the theory and practice of management and applied economics to fill the needs of private and public sector institutions.

3.2 Programme Objectives

The major objective of this programme is to equip students with the theory and application of business economics in order to prepare them to assume careers that demand training in both economics and management. The other objectives of the programme include the provision of modern academic knowledge, skills and attitudes of business economics, as well as an exposure to the current practices in business economics.

Business economists who are well trained in economics and quantitative techniques along with management-oriented subjects play a crucial role in modern business organizations, particularly in the area of business forecasting, research and analysis. Business planning is critical to the survival in the increasingly competitive and globalize business environment. The programme in Business Economics has been designed to train graduates to undertake these increasingly important roles.

The Nature of the Programme

The programme of studies consists of a carefully integrated combination of subjects in the key areas of managerial economics, financial economics, labour economics, international economics, development economics, and econometrics with other selected subjects of functional fields of management. The curriculum is challenging and has been designed to meet the aspirations of essential knowledge and skills necessary for success in the growing field of business economics. The programme is suited for those who possess a strong competency in micro and macroeconomics, statistics and mathematics. The programme has been designed to include an empirical content in each subject. Students have to select a minor field from finance or information technology or marketing. The Department will also strive to incorporate current developments in the field through a guest speaker series that runs throughout the year and incorporate practical training for undergraduates in relevant organizations.

3.3 Employment Opportunities and Professional Links

Business Economics graduates have excellent career prospects in government, semi-government and private sector organizations. The programme aims to prepare students in careers in the areas of economic policy and regulation, economic and business analysis, economic and business planning, and research and consulting in broader fields of economics. The target job market includes government and semi-government organizations, economic and business research institutions, the central bank, commercial banks, investment and merchant banks, development finance institutions, finance companies, stock brokers, primary dealers, insurance companies, venture capital firms, fund management companies, unit trusts, manufacturing and general trade, international and multinational business organizations, project-based organizations, real estate development companies and pension funds.

The Department of Business Economics will maintain close relationships with the professional institutions in the areas of economics, finance and banking in order to obtain feedback from the practitioners of the field and to create opportunities for training and employment for business economics graduates.

Table: 3.5 B.Sc. in Business Administration (Business Economics) (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
	Year III: Semester	I			
BEC 3205	Project Management	Major	45	3	BEC
BEC 3301	Mathematical Methods for Economics	Major	45	3	BEC
DSC 3303	Operations Research	Major	45	3	DSC
BEC 3302	Labour Economics	Major	45	3	BEC
	Minor	Minor	45	3	FIN/ITC/ MAR
BEC NC 01	Study Skills Training		45	None	BEC
Total Credit				15	
	Year III: Semester	II			
ITC 3304	Management Information Systems	Common	45	3	ITC
BEC 3303	Financial Economics	Major	45	3	BEC
BEC 3304	Managerial Economics	Major	45	3	BEC
BUS 3303	Organizational Behaviour	Common	45	3	BUS
DOS 3303	Minor	Minor	45	3	FIN/ITC/
	WINO				MAR
BEC NC 02	Study Skills Training		45	None	BEC
Total Credit	15				
	Year IV: Semester	I			
BUS 4301	Strategic Management	Common	45	3	BUS
BEC 4308	Money and Banking	Major	45	3	BEC
BEC 4302	Econometrics	Major	45	3	BEC
BEC 4303	Research Methods	Major	45	3	BEC
220 .000	Minor	Minor	45	3	FIN/ITC
				15	MAR
Total Credit Hours					
	Year IV: Semester	II			
BEC 4304	Development Economics	Major	45	3	BEC
BEC 4305	International Economics	Major	45	3	BEC
BEC 4306	Applied Economics	Major	45	3	BEC
BEC 4307	Independent Study on Business Economics	Major	45	3	BEC
	Minor	Minor	45	3	FIN/ITC MAR
Total Credit Hours					

3.5 Awards

NIBM Gold Medal

The department of Business Economics awards a Gold medal to the best student of the department based on the following criteria:

The medal shall be named NIBM Gold Medal for the best-performed student, B.Sc.Business Administration (Business Economics) (Special) Degree. This medal shall be awarded to a holder of a first class each year of the B.Sc. in Business Administration (Business Economics) (Special) Degree. In the event there is more than one first class NIBM shall award the medal to a first class holder with the highest GPA. When there are no first classes, the upper division second class having the highest GPA shall be awarded the NIBM gold medal, and when there are no first classes or upper division second classes, the NIBM gold medal shall not be awarded in that particular year. Should there be more than one student having the same required performance (i.e. with the same GPA) they shall be entitled for NIBM gold medal.

3.6 Associations

The Business Economics Students Association (BIZCON)

The students' association of the department of business economics has been established with theprimary objective of promoting and enhancing the members' academic, research and professional skills with a view to make maximum contribution towards public and private sector growth and productivity and other objectives of creating and enhancing the understanding among the members of the association and sharing the knowledge among the members, enhancing the knowledge of members and developing their skills, communicating, corresponding and coordinating with other academic institutions, professional organizations and business organizations to enhance the knowledge of members and to promote the business economics degree programme, organizing exhibitions, competitions etc., to encourage the participation of members and thereby improving their skills in Business Economics and also generating funds for the development of the business economics department, publishing a newsletter to provide information on activities of the department, establishing a series of 'awards' for the academic excellence of the students of the Faculty of Management Studies and Commerce and taking such necessary action in the interest of the members of the association to secure the rights and privileges of the members.

The Alumni Association of Department of Business Economics

The Alumni Association of the Department of Business Economics has been formed with the intention of pursuing the following objectives:

Maintain a sound relationship between alumni members, the faculty and the corporate body, to initiate and develop programmes those are beneficial to members and the university, to create and maintain a database of both the members and the employers so as to serve the graduates and undergraduates produced by the Department of Business Economics, implement programmes to upgrade and introduce B.Sc Business Administration (Business Economics) (Special) Degree to the state and private sectors, facilitate professional interactions and exchange of knowledge and establish and maintain relationships with Alumni Associations based on management background over the world.

3.7 Publications

The department of Business Economics annually publishes "Sri Lankan Journal of Business Economics", a referred journal approved by the University Senate of which the first journal published in June 2004. The objective of the SLJBE is to advance the understanding of Business Economics by providing a forum for publishing high quality research in the area. The target readership for the SLJBE is both local and foreign academics, professional and students. Editorial board of the SLJBE comprise eminent local and foreign professors in the field of economics and management,

3.8 Improvement to the Degree Programme.

Considering the expert ideas, the Department has decided to offer 6 specialization areas within the current programme itself. Accordingly the department offers new specializations areas as optional. (1) Economic Development (02) Industrial Economics (03) Money and Banking, (04) Welfare Economics (05) Service sector Economics and (06) International Business. The students can choose their fields, according to their interests of study. It is compulsory for year IV students to choose a field of specialization and the specific specialization subject which department offers as a major subject. The Practical training and the independent study should also be chosen from the area of specialization. Therefore, students have the opportunity to obtain practical training, engage in research (through the independent study) apart from the subjects offered by the department.

3.9 Members of the Academic Staff

Dr. E. A. Weerasinghe

B.A. Econ(Special) (SJP); PG. Dip. Econ (Colombo); M.Sc. Comp. (Bradford);

M.Sc. Econ. (Wakayama); PhD Econ. (Osaka

Mrs. P. Priyantha Lalanie

B.Com. (Special) (SJP); M.Sc. Mgt. (SJP); M.A. (International Development) (Korea University)

Dr. S. P. P. Amaratunge

B.A. Econ. (Special) (SJP); M.A. Econ. (Colombo); M.Sc. Econ. of Rural Dev. (Saga);

Ph.D. Econ. of Rural Dev. (Kagoshima)

Mr. U. Anura Kumara

B.A. Econ. (Special) (SJP); PG.Dip. So. Stat. (SJP); M.Sc. OR. (Moratuwa)

Ms. M. S. S. Perera

B.Com. (Special) (SJP); MBA (SJP); M.A Inter Econ. &Finance (Chulalongkorn)

Mrs. M. A. K. Sriyalatha

B.Sc. Mot. Pub. (Special) (SIP): P.G. Dip. Bus. Mgt (Colombo); M.Com (Kelaniva)

Ms. W. S. Handapangoda

B.Sc. Met. Pub. (Special) (SIP): MSc (Met) (SIP)

Mrs. D. W. K. Hemachandra

B.Sc. Mgt. Pub. (Special) (SJP); M.Sc.(Mgt) (SJP)

Ms. D. R. J. Siriwardena

B.A. Econ. (Special) (SIP): P.G. Dip. Bus. Stat. (SIP): M.A. (Econ.) (Colombo). M.Sc. (Mot.) (SIP)

Dr. P. J. Kumarasinghe

B.Sc. Mot. Pub (Special) (SIP):PG.Dip(PIM): MSc/Development Policy)(GRIPS):Ph.D.(Development Economics) (APU)

Mr. D. M. A. K. Pothnovolze

B.A. in Business Statistics (Special) (SIP)

Ms. Y.M.H.P. Bandara

B.Sc. in Business Administration (Business Economics) (Special) (SIP)

Mr. P.J.S. Fernando

B.Sc. in Business Administration (Business Economics) (Special) (SIP)

Ms. W.G.V. Gunasekara

B.Sc. in Business Administration (Business Economics) (Special) (SJP)

3.10 Description of Courses Offered by the Department of Business Economics

BEC 1301: MICROECONOMICS

This course is designed to introduce students to economic theories, and tools and methods of analysis that are useful in the study of various economic issues and in business decision-making. It covers intermediate theory of demand and supply, theories of consumer behaviour and production, various market structures, factor market for labour, general equilibrium and welfare.

BEC 2301: MACROECONOMICS

This course intends to give students a basic understanding of aggregate economic system. It deals with concepts of aggregate demand and supply, national income and product measures, the consumption and investment, the supply side economics and its applications, the government's role in an economy, use of fiscal, monetary, and exchange rate policies to guide the economy, employment and inflation. It also encompasses macroeconomic analysis both in closed and open economy, income-expenditure, IS-LM model and modern approach.

BEC 3301: MATHEMATICAL METHODS FOR ECONOMICS

This course is designed to provide an advanced knowledge on application of mathematical methods to the theoretical aspects of economic analysis. Mathematical approach to economics helps understand extremely complicated economic situations and as such is very essential to the analysis of economics of business decision-making. It covers economic models, linear models and matrix algebra, comparative statics, comparative static analysis of general functions, optimisation, economic dynamics and integral calculus, and continuous time models.

BEC 3302: LABOR ECONOMICS

This course provides an advanced knowledge of labour economics and offers the student a better understanding of the labour market. The major topics include theory of labour supply, labour force participation, demand for labour, wage determination, labour union and collective bargaining, economic impact of unions, and government and the labour market

BEC 3303: FINANCIAL ECONOMICS *

This course addresses basic theories of finance more analytically. Decision theory under uncertainty, portfolio theory and capital asset pricing model, pricing of derivatives are covered. Then corporate financial behaviour is focused from the standpoint of shareholders. Financing decisions and investment decisions are analysed based on the capital market theories. Topics include mean-variance portfolio analysis, the capital asset pricing model and arbitrage pricing theory, equity and fixed income securities, options and the Black-Scholes pricing formula, and futures contracts. Financial institutions and markets will also be dealt.

BEC 3304: MANAGERIAL ECONOMICS

This course provides the student with an advanced knowledge of applied microeconomics and its application in managerial and business decision-making. This course covers optimising techniques, demand theory and analysis, regression techniques and demand estimation, business and economic forecasting, advanced production and costs analyses, market structures and barriers to entry, game theory and strategic behaviour, pricing decisions, long-term planning decisions, risk and decision making, and business decisions and government.

BEC 3305: PROJECT MANAGEMENT

This course provides the students with an advanced knowledge and skills in project management and its application in major project-based organizations. The course covers the process of project formulation, identification of project attributes, identification of project outcomes, cost calculations, methods of appraisal, and project feasibility studies. The computer programmes that handle critical path and slack time calculations and the development of computer systems capable of handling cost estimates, budget control, resource allocation, and time scheduling with respect to CPM and PERT are also dealt in the course.

BEC NC 01 & 02: STUDY SKILLS TANNING 1 & II (NON-CREDIT)

This is a compulsory non-credit course that provides an essential introduction to the various skills you will need to complete your degree successfully. These include research and referencing, assignment planning, academic writing, presentation skills, software packages and internet skills. The taught sessions are backed up by further training seminars, materials, documentation and advice available from the learning support staff of the university.

BEC 4301 BESEXTSS ECONOMICS

This course is an advanced course of applied economics, which integrates the theories and application of economics in business organizations. The major areas covered in this course are firms and markets with optimal boundaries, the organization of the firms with efficiency and controls, operations and costs, cost identification, financial control, increasing the value of the firm, responding to competitive environment, corporate strategy, government and the firm, and competition policy. This course also provides case studies of relevant firms in business decision-making process.

DEC 1302 ECONOMETRICS

This advanced course introduces science and art of building models in economic measurement. It is a set of quantitative tools, which are used to construct and then test mathematical representation of the real world. It covers the basic econometric concepts, two-variable regression analysis, multiple regression analysis, Multicolinearity, heteroscedasticty, autocorrelation, regression on dummy variables, and econometric simulation. The statistical packages including TSP, SAS and SPSS will be used in practical sessions.

BEC 4303: RESEARCH METHODS

This course is a compulsory for students reading for the B.Sc. in (Business Administration) (Business Economics) (Special). Course introduces complete set of techniques and concepts conducting a scientific enquiry. This subject is inclusive of the areas; the planning of social surveys, coverage of surveys, basic ideas of sampling, type of sample design, experiments and investigations, methods of collecting information, questioners, scaling methods, response errors, processing of the data, analysis, interpretation and presentation

BEC 4304: DEVELOPMENT ECONOMICS

The objective of this course is to provide students with a comprehensive knowledge of development economics that is useful in business decision-making. It encompasses, inter alia, areas on economic development, characteristics of developing nations, theories of economic development and growth, poverty, and income distribution. A major thrust will be on the Sri Lankan economy.

BEC 4305: INTERNATIONAL ECONOMICS

This course is designed to provide a specialized knowledge of international trade theory and policy and international financial arrangements. The major areas of coverage include international trade theory, economic growth and international trade, imperfect competition and international trade, international trade policy: tariffs and non-tariff barriers, political economy and international trade, preferential trading arrangements, international trade and economic development and exchange rate market and international macroeconomic policy.

BEC 4306: APPLIED ECONOMICS

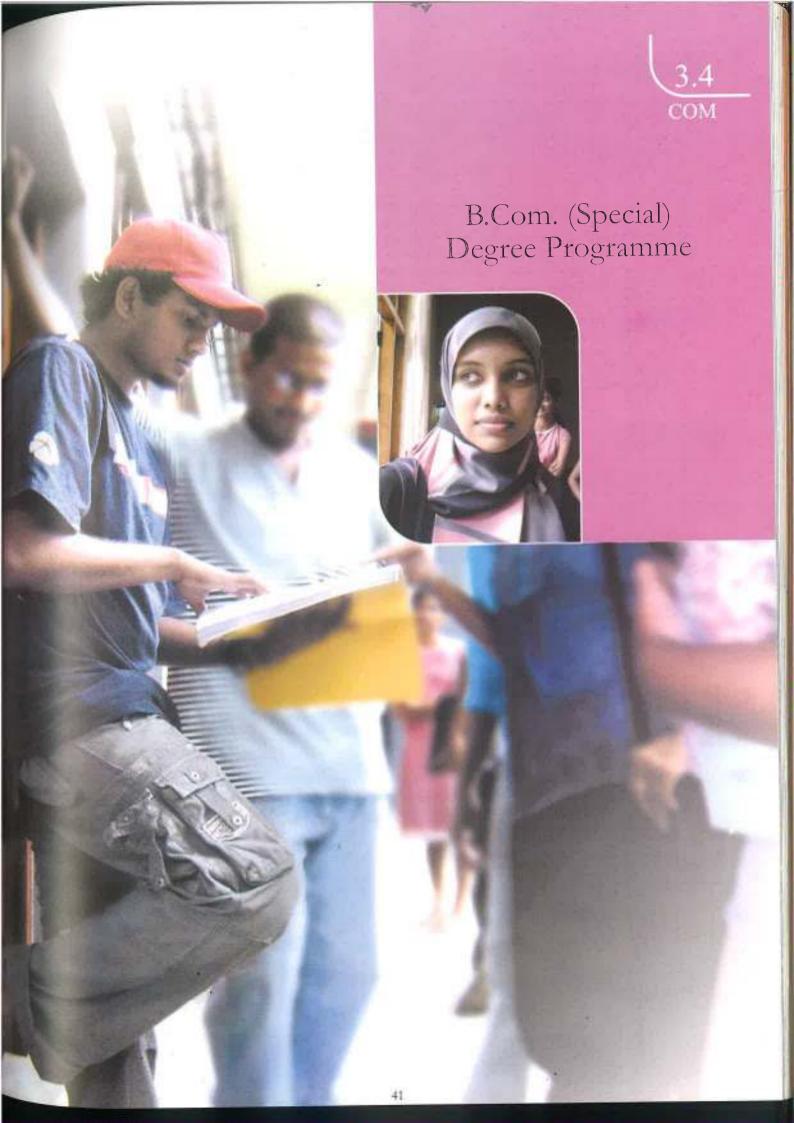
The objective of this course is to provide students with an in-depth knowledge of the practical aspects of the Sri Lankan economy and the impact of globalisation. This subject is inclusive of the areas; economic performance, outlook, issues and policies, national income and expenditure, agriculture, industry, economic and social overheads, prices and wages, labour force and employment, fiscal and budgetary operations, trade, balance of payments and tourism and the financial sector. After completing this course, students will possess a comprehensive knowledge of the Sri Lankan economy in the globalization mechanism.

BEC 4307: INDEPENDENT STUDY ON BUSINESS ECONOMICS

This is a compulsory course and mainly focused on the application of research methodology in economics. The department concerned primarily with what one thinks of as case studies of individuals, small groups or institutions rather than large-scale surveys. Students will be required to write an independent research report under the supervision of one senior academic member of the department or department approved personal in outside the department.

BEC 4308: MONEY AND BANKING

This course aims to equip students with a knowledge of the operations of the financial system, its relationships with the real economy and the emerging developments in the system and their implications on the national and global economics. Major topics discussed under this are money, money supply and relationship between money and prices, interest rate structure, exchange rate and its determination, financial system and regulations of the financial system.



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 & Commerce under the University re-organization scheme in 1972. The department commenced its four-year programme leading to the Bachelor of Commerce (Special) degree for internal students in Sinhala, Tamil and English media at the beginning of the same academic year. The first batch of B. Com. students graduated in 1977.

In 1992 a major curriculum revision was undertaken and students were given an opportunity to specialize in one of the subject areas in International Trade, Marketing and Accountancy in the final year of the degree programme. This arrangement opened up tremendous opportunities for B. Com. (Special) students in terms of wider employment opportunities upon graduation. However, subsequently in 2001 under the faculty restructuring and educational reforms, the Department of Commerce relinquished the model of offering specialization areas.

The Department currently conducts its programme in the English medium only. It has a total of over 492 undergraduate students. 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.

4.2 Programme Objectives

The objectives of the B. Com. Degree programme is to produce graduates equipped with the knowledge, skills, and attitudes to meet the challenges encountered by the modern business organizations in the face of increased competition and the highly demanding environment in which they have to operate at present.

The Nature of the Programme

The curriculum of the B. Com. Degree provides a carefully selected subject combination in Economics, Accountancy, Management, Decision Sciences 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.

4.3 Employment Opportunities and Professional Links

B. Com. (Special) degree programme of the Department has a wide recognition worldwide. B. Com. graduates of the University of Sri Jayewardenepura have been awarded full marks in the Australian Migration programme. Most professional bodies; i.e. CIMA-UK, ACCA-UK, etc., grant exemption for those with the B. Com. (Special) degree qualification.

A recent survey has shown that B. Com. (Special) graduates are preferred over those with other qualifications in the industry, both in the private and public sector. Practical training programme of the Department in the final year has opened up more opportunities for B. Com. graduates and enhanced their potential for securing a gainful employment.

Table 3.6: B.Com. (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department	
1.0	Year III: Semeste	r I				
COM 3301	Corporate Law	Major	45	3	COM	
COM 3303	Advanced Financial Accounting Practices	Major	45	3	COM	
COM 3304	Management Science	Major	45	3	COM	
COM 3305	Economic Analysis for Managers	Major	45	3	COM	
ACC 3302	Taxation	Major	45	3	ACC	
	Total Credit Hours					
	Year III: Semeste	r II				
COM 3302	Monetary Economics	Major	45	3	COM	
COM 3306	Research Methodology in Commerce	Major	45	3	COM	
BUS 3301	Organizational Behavior	Common	45	3	BUS	
ITC 3304	Management Information Systems	Common	45	3	ITC	
ACC 3307	Computer Based Accounting	Major	45	3	ACC	
Total Credit Hours						
	Year IV: Semest	er I			euri.	
COM 4001	Practical Training I					
COM 4302	International Trade	Major	45	3	COM	
COM 4303	Banking	Major	45	3	COM	
COM 4306	Management Control and Auditing	Major	45	3	COM	
COM 4012	Research Project					
BUS 4301	Strategic Management	Common	45	3	BUS	
DCC 1501	Elective	Elective	45	3		
Total Credi				15		
	Year IV: Semest	er II				
COM 4301	Practical Training II	Major/				
		Optional	. 45	3	COM	
COM 4309	International Finance	Major	45	3	COM	
COM 4310	Managerial Accounting	Major	45	3	COM	
COM 4612		Major/		1		
		Optional	6	COM		
4304	Electronic Commerce	Major	45	3	ITC	
	Elective	Elective	45	3 15		
Total Credit Hours						

^{*} Students who are enrolled for COM 4612 Research Project are relieved from the requirement from taking an elective subject.

4.5 Awards and Scholarships

Professor Hema Wijewardena Gold Medal

This medal was established in 1994 by Professor Hema Wijewardena, the founding Head of the Department and a former Dean of the Faculty of Management Studies and Commerce and a former Professor in Commerce at the University of Sri Jayewardenepura. He was a Professor in Accounting and presently 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 secures a highest overall average marks among the First Class Division Pass in the B. Com. (Special) Degree Programme. The medal may be awarded to a student who obtains a highest average marks among the Second Class (Upper Division) Pass if there is no First Class Division Pass.

Hirdaramani Memorial Scholarship

This scholarship is awarded 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.

It is presented to a student who ranks first in terms of highest average marks in the B. Com. (Special) Degree Part I examination.

4.6 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 (Special) degree programme. Head and academic staff of the department serve as patron of the society. Main objectives of the society is to facilitate and organize activities to enhance the knowledge and skills of the members, compile and publish newsletters and magazine in the field of Commerce, organize workshops 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.

Members of the Academic Staff

Mr. S.S. Naotunna

Mr. E.A. Dharmadasa

Mr. E. Dayaratne

B. Com. (Special) (Peradeniya); PGD Dev. Econ) (Colombo); MA (Econ) (Thammasat)

B. Com. (Special) (SJP); PGD (Econ) (Essex-UK); MA (Int. Econ) (Essex-UK); Ph.D (Nagoya-Japan) Mr. S. Sarath Mathilal De Silva

Mrs. E.A.G. Sumanasiri

B. Com. (Special) (SJP), Ad. Dip. Mgt. Acc. (CIMA-UK) Mr. M.A.N. Chandratilake

Mrs. L.J.R. Chandraratne

COM 2201 LEGALENVIRONMENT

This course is designed primarily as an introductory course. The objective of this course is to provide the fundamentals of law required for business students. The course is intended to train the students' abilities and skills in understanding the iegal environment of business and to suitably deal with business related problems with legal implications. Therefore the course places more emphasis on the aspects of business law. The main areas of the course are the brief introduction to the legal system of Sri Lanka with emphasis on sources of law and court system in Sri Lanka. Law of contract, Law of agency, Partnership, Sale of goods, Bill of exchange, Higher purchase and Industrial law.

COM 3301: CORPORATE LAW

This course is aimed to acquaint the student with legal principles, statutory controls, rules and regulations governing companies, securities such as stocks, bonds and unit trusts in Sri Lanka and to make enable the student to apply the knowledge acquired through the course in different business related situations with legal implications. The major topics covered in the course include legal basis of corporate existence, formation of a company, memorandum and articles of association, share capital and debentures, corporate governance meetings and resolutions, accounts and audit, dissolution of companies and the law relating to securities.

This course is designed to provide a basic knowledge on international and domestic financial setting, determination of economic variables, monetary economics theory and policy and to improve skills of students to analyze monetary macroeconomic problems and issue of an economy. On the successful completion of the course students should be able to analyze interdependency of financial markets, to formulate macroeconomic models and apply economics tools to evaluate the impact of monetary and fiscal policy action of an economy. Topics covered include Introduction to Monetary Economics, Money, Classical Monetary Economics, IS-LM Model, Monetarism, Monetary Macroeconomics of Open Economy and Monetary Policy.

COME3303 ADVANCED FIN ANCIAL ACCOUNTING PRACTICES

This course develops from the material covered in Financial Accounting. The course aims to advance students ability to prepare and present accounts in accordance with relevant standards, develop a thorough knowledge and understanding of the accounting principles, concepts and techniques applicable to the selected topics and, create and develop an awareness of significant events and current issues concerning financial reporting. It encompasses, the regulatory framework of financial reporting, Overview of the published financial statements, Preparation of consolidated financial statements: Simple groups, Complex group structures, Accounting for associated companies, Preparation of consolidated cash-flow statements, Accounting for mergers and acquisitions, Accounting for joint ventures, Accounting for branches, Accounting for changing prices, Exploring current issues and developments in accounting, Analysis of financial statements.

COM 3304 MANAGEMENT SCIENCE

This course provides an overview of the nature and applications of Management Science / Operations Research (MS/OR). After surveying a variety of practical problems which can be approaches using the methods of management science, students will be able to formulate mathematical models to solve practical problems, find solutions and to interpret the results, as they may be required to do so in the decision making as managers and business executives of enterprises. Introduction to Management Science, Linear Programming (LP): Model formulations, The graphical method, The simplex method, Duality and sensitivity analysis, Transportation and assignment problems, Project scheduling: PERT/CPM Network and Decision theory are the main topics covered during the course.

COM 3305 ECONOMIC ANALYSIS FOR MANAGERS

This course is designed to provide a basic knowledge on the application of economic theory and decision science tools in management decision-making. Use of economic tools to study business environment and to increase efficiency and effectiveness of business decision-making process is emphasized. At the end of the course, students will be able to analysis business issues confronted by business organizations and to make recommendations to improve business decision making. The major areas of coverage include Demand and supply analysis, Quantitative demand analysis, Theory of individual behaviour, Business and economic forecasting, Production process and costs, Market models: Competitive markets, Monopolistic markets, Monopolistically competitive markets, Oligopoly markets and game theory, Pricing strategies for firm with market power, Pricing and employment of inputs, Government in the market place.

COM 3306 RESEARCH METHODOLOGY IN COMMERCE

The main objective of this course is to familiarize students with the basic concepts, tools and techniques of Research Methodology. At the end of the course students are expected to produce a research proposal which may serve as a working plan for the course Com 4612 Research Project. The major topics covered include: The Research process, The research proposal, Selection and formulation of a research problem, Research design, Sample design, Sampling procedures, Questionnaire design, Data collection methods, Measurements and scaling techniques, Statistical techniques for data analysis and Report writing.

COM4001/4301 - PRACTICAL TRAINING:

Students who opt for Practical Training is required to undergo training in an organization approved by the Department Practical Training scheme intends to provide a supervised learning and work experience in areas pertaining to the general field of Commerce and Management in order to improve the overall quality of the programme of study and enhance the employability of the B. Com. graduates. Students undertaking practical training are required to complete a minimum of 420 work hours per semester to be eligible to earn three (3) credits assigned for the practical training course.

The following institutions and organizations have provided practical training opportunities for students during the year 2007/2008.

- •DFCC Bank, HDFC Bank, Seylan Merchant Bank Ltd., Bank of Ceylon, MBSL, People's Bank
- Janashakthi Insurance (Pvt) Ltd., Eagle Insurance, Sri Lanka Insruance
- People's Leasing Co. Ltd., Glaxo Smith Kline, Phoenix O & M (Pvt) Ltd.

COM 4302 INTERNATIONAL TRADE

This is a specialized course that deals with theories, policies and practices of international trade. The major areas of coverage include Introduction to International Economics, International trade theories, The modern theory of International Trade, Offer curves, The Heckscher-Ohlin Theory, Commercial policies, Economic integration: Customs Union and International trade and economic development.

COM 4303 - BANKING

This is an intermediate level course that provides the student with knowledge on theory and practice of the banking operation specially in the context of banking system in Sri Lanka. The major areas of coverage include different banking systems, banker-customer relationship, negotiable instruments, duties and responsibilities of collecting banker as well as paying banker, ancillary banking services, types of advances principles of lending and international banking operations.

COM 4306 MANAGEMENT CONTROL AND AUDITING

This course aims to equip students with an in-depth knowledge of the management controls, auditing principles, techniques and control systems and procedures involved, with special reference to limited liability companies and enhance their ability to apply them in practical situation. The topics such as Accounting, control function and auditing concepts, Management control, Planning of an audit, controlling and recording of audit work, Assessment of risks and internal control systems, Techniques and procedures and Audit reporting, Auditor liability, Miscellaneous are covered.

COM 4309 INTERNATIONAL FINANCE

This course provides a basic knowledge of international finance, and shows how international financial environment affects giant multinationals as well as other firms that involve in international trade and transactions. This encompasses the study of foreign exchange markets, foreign exchange rate determination, international parity conditions, managing foreign exchange risks and exposure, and optimal policy tools to manage international financial environment.

COM 4310 MANAGERIAL ACCOUNTING

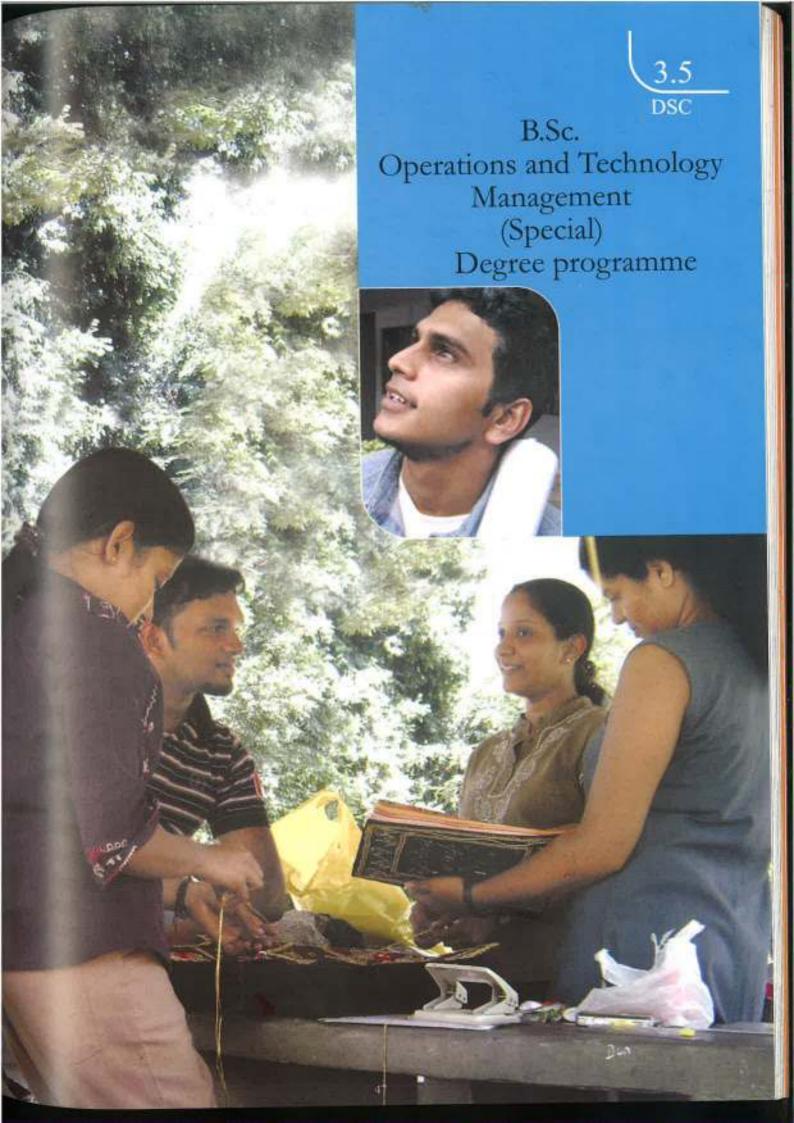
The aims of the course are to help students develop a thorough knowledge and understanding of the theory, principles, concepts and techniques used in managerial accounting primarily to assist managers in running a more effective business and to critically examine the suitability and effectiveness of managerial accounting approaches for a variety of management challenges. Topics covered include: The role of Managerial Accounting, Cost behaviour and cost volume profit analysis, Cost estimation, Pricing decisions, Short-term operating decisions, Long-term decision analysis: capital budgeting, Budgets and budgeting, Standard costing and variance analysis, Measuring performance, Transfer performance, Transfer pricing, Innovations and management accounting systems.

COM 4612 - RESEARCH PROJECT

In lieu of two subjects, students may do a research project. Students who select this option is expected to be engaged in an independent research study relevant to this curriculum and submit a report (dissertation) which may be either theoretical in nature or involve an investigation of an industrial / commercial problem.

Each student is assigned a lecturer who will function as his/her supervisor in respect of the project. The student will work on this project and prepare the report during the course of the academic year under the guidance of supervisor.

To facilitate students this project, an introductory course on Research Methodology is offered in the second semester of the third year. During this course unit students are expected to prepare a research proposal which may serve as a working plan for the research project. Approval by the Head of the Department/supervisor appointed by the Head for the project is required.



5.1 Evolution

Operations Management/ Production Management was taught for almost all the degree programmes offered by the FMSC until 2001. With the formation of new department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, the subject Operations Management was introduced to the management common degree programme. The department felt that there was a need of a degree programme in the Operations Management area as it was one of the main functional areas of a business. However, it was found that Operations Management alone was insufficient as modern operations managers had to make decisions regarding rapidly changing technologies as well. Therefore, the department initiated the development of new degree programme in 2002 and the University approved the program in 2003. The department also felt the need for two separate departments for future progress and development of the two degree programmes in their respective fields. 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.

5.2 Programme Objectives

It covers philosophies, issues, theories and implementation of management principles, in particular, pertaining to operations and technology management. Students are expected to go through a practical training programme in addition to class room learning at the university to gather much needed exposure. This programme focuses on developing problem solving skills, analytical thinking, communication and the implementation of cutting edge management principles and technologies. These skills are needed to deal with operational problems faced by managers in manufacturing, services and public organizations. 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 acquire employment and perform up to the expectation of management so that their contribution to the national development is assured.

5.3 Employment Opportunities and Professional Links

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 the overall employment opportunities in line with developed countries in the world. Moreover, management schools and universities in developed countries give top priority to this academic discipline because it involves more employment in management and its contribution to organizational competitiveness is vital. Since this is the first programme introduced in Sri Lanka, graduates can expect a low level of competition for employment.

The Sri Lanka institute of Purchasing and Material Management has been established recently in order to develop professional standards of purchasing and material managers. In fact, few years ago this institute asked us to establish a degree in purchasing and material management. Since Operations and Technology Management covers purchasing and material management, a starting link with this institution will be a good beginning. There are many professional bodies established in this field in developed countries, which provide bright prospects for graduates. The department plans to link up with some of these important institutions in addition to its present links with reputed universities that are dedicated to the development of the field as a totality.

Programme Structure for Year III and Year IV

Table 3.6: B.Sc. Operations and Technology Management (Special) Degree programme Structure for Year III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
	Year III: Semester I				0
BUS 3303	Organizational Behaviour	Common	45	3	BUS
DSC 3301	Operations Research	Major	45	3	DSC
DSC 3302	Technology Management	Major	45	3	DSC
DSC 3303	Purchasing & Supply Chain Management	Major	45	3	DSC
D 00000	Minor	Minor	45	3	
Total Credit				15	
	Year III: Semester II				
ITC 3304	Management Information System	Common	45	3	ITC
DSC 3304	Research Methods &Data Analysis				
20000	for Management	Major	45	3	DSC
DSC 3305	Mathematical Programming	Major	45	3	DSC
DSC 3306	Operations Planning & Control	Major	45	3	DSC
	Minor	Minor	45	3	
Total Credi	15				
	Year IV: Semester I				
BUS 4301	Strategic Management	Common	45	3	BUS
DSC 4301	Total Quality Management	Major	45	3	DSC
DSC 4302	Service Management	Major	45	3	DSC
	Minor	Minor	45	3	
	Elective	Elective	45	3	
Total Cred	t Hours			15	
	Year IV: Semester I	I			<u> </u>
DSC 4303	Operations Systems Design & Management	Major	45	3	DSC
DSC 4304	Inventory & Physical distribution Management	Major	45	3	DSC
DSC 4305	Operations & Technology Management				
	Project/ Research	Major	45	3	DSC
	Minor	Minor	45	3	
	Elective	Elective	45	3 15	-
Total Cred	Total Credit Hours				

Mr. T.M.R. Palametra

B.Sc. Martin. (Special) (SIP), MBA (Engine)

Mr. D.S.P. Iavasnoriva

B.St. Martin (Spread) (SIP), M.St. (App.Smit. (Coloraba))

Dr. S. T.W.S. Yapa

Non-Industrial Management Specials (Ketanas), MBA (PIM-SIP), PriDistrement Hallows

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Mrs. C. W. C De Silva

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Mr. M.L.S. Pivathissa

Was Physical Sciences SPI; MSc (Indian: Mathors)P.

Ms. D.H.S. Wickramasinghe

B Schlattic Special 5115

Ms. D.S. Saparamudu

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5.6 Description

Description of Courses offered by the Department of Decision Sciences

DSC 1301: FINITE MATHEMATICS

This course introduces the students to basic mathematical principles, laws and rules that are necessary to develop application capability of the subject matter. Major areas covered in the course include basic topics of algebra, graphical representations of functions, mathematics of finance, matrices and introductory level trigonometry.

DSC 1302: CALCULUS AND PROBABILITY THEORY

This is an introductory level course, which has been designed to further application capabilities and skills of mathematics. Calculus module covers limits and continuity, differentiation of functions, maxima and minima of functions, partial derivatives, integration, area under and between curves, and applications of differentiation and integration in business and economics. Probability theory module covers counting techniques, approaches of probability, probability theorems, conditional probability, total probability law and Bayer's theorem.

DSC 2401: STATISTICAL ANALYSIS FOR MANAGEMENT

This is an introductory level course that deals with the fundamental concepts, principles and methods of business statistics. Its major topics include collection and representation of data, frequency distributions, basic measurements of central tendency and variability, theoretical distributions, sampling procedures, estimation and hypothesis testing, analysis of variance, regression analysis, time series analysis and basic non-parametric techniques.

DSC 2302: OPERATIONS MANAGEMENT

This course, the first course in Operations Management, introduces the students to key concepts, principles and design techniques that are essential to develop an appreciation of the uses of the field, its interactions and relationships with parallel management activities 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, business process reengineering and manufacturing & service strategy.

DSC 5501 OPERATIONS RESEARCH

This course is designed to give basic introduction fundamental concepts, methods and techniques of operations research (OR). The topics covered include definition of OR, scope of OR, the OR problem solving process, models & modelling in OR, Model formulations of linear programming (LP), the graphical method and the simplex method for solving LP problems, special cases of LP problems, definitions of the dual problem, primal dual relationship, economic interpretation of duality, dual simplex method, sensitivity or post optimal analysis, determination of starting solution and solution of transportation problems, special cases of transportation problems, Hungarian method and an application of assignment problem, project scheduling with certain activity time and time/cost trade off in PERT/CPM net works.

DSC 3302 TECHNOLOGY MANAGEMENT

This course provides the primary relationship of technology to the strategic position of the firm. First it will be emphasized the importance and the role of technology in determining the organization's competitive advantage and its distinctive competence. Second is the drive for acquiring new technology, management of innovation, technology development and technology transfer in organizations. This will be done by conscious design of the organization upon selection of appropriate technology in line with its focused business strategy. The course will further cover issues in international technology development and transfer which is essential for organization's development and sustenance

This course is designed to deal with issues, principles, concepts and techniques of purchasing and supply chain management. Topics covered include determination of requirements, purchase planning, source selection, price, cost and value analysis, and evaluation, negotiation, buying practices, policies and ethics. Design, development, management and control of purchasing and logistics management systems, the interrelationships between purchasing and logistics functions and operations systems, the interrelationships between purchasing and logistics functions and operations activity and their role in assisting operations and marketing strategy are also dealt with.

This course is designed to ensure application capability of statistics in business and management; the major topics covered include problem identification, problem definition, attitude scaling, validity, reliability, questionnaire design, data analysis using computer packages such as SPSS, SAS, MINITAB and LISREL, research and project report writing.

This course designed to prepare undergraduate level students specializing in Operations and Technology Management and Information Technology to gain higher-level competency essential to apply mathematical programming techniques to a wider range of practical situations covering various disciplines of management. Major topics covered include advanced topics in linear programming, integer programming, dynamic programming (multistage programming), decision theory and games with management applications.

This course is aimed at providing students with knowledge and skill required to design and management of planning and control systems for manufacturing and service organizations. The topics covered include MRP, JIT, facilities planning, capacity planning, production planning, scheduling, demand management and other current topics of operations management.

DSC DOLTOTALOUALITY MANAGEMENT

This course emphasizes the importance of quality management in the success of a business firm. Major topics covered include statistical quality control, responsibility for quality, role of inspection, supplier certification programmes, ISO 9000, the Baldridge quality award, quality and just time programmes and ethical issues are discussed.

The services management techniques will be important for managers to improve skills in managing efficiency and quality, The major topics covered include service strategy and competitiveness, service productivity, value of the customer, the effect of technology on services management, design and delivery of service systems, managing demand and supply in services, pricing of services service quality and improvement, service innovations, waiting for services and service inventory systems. Services management in the international arena is also covered in the course.

DSC 4303 OPERATIONS SYSTEMS DESIGN AND MANAGEMENT

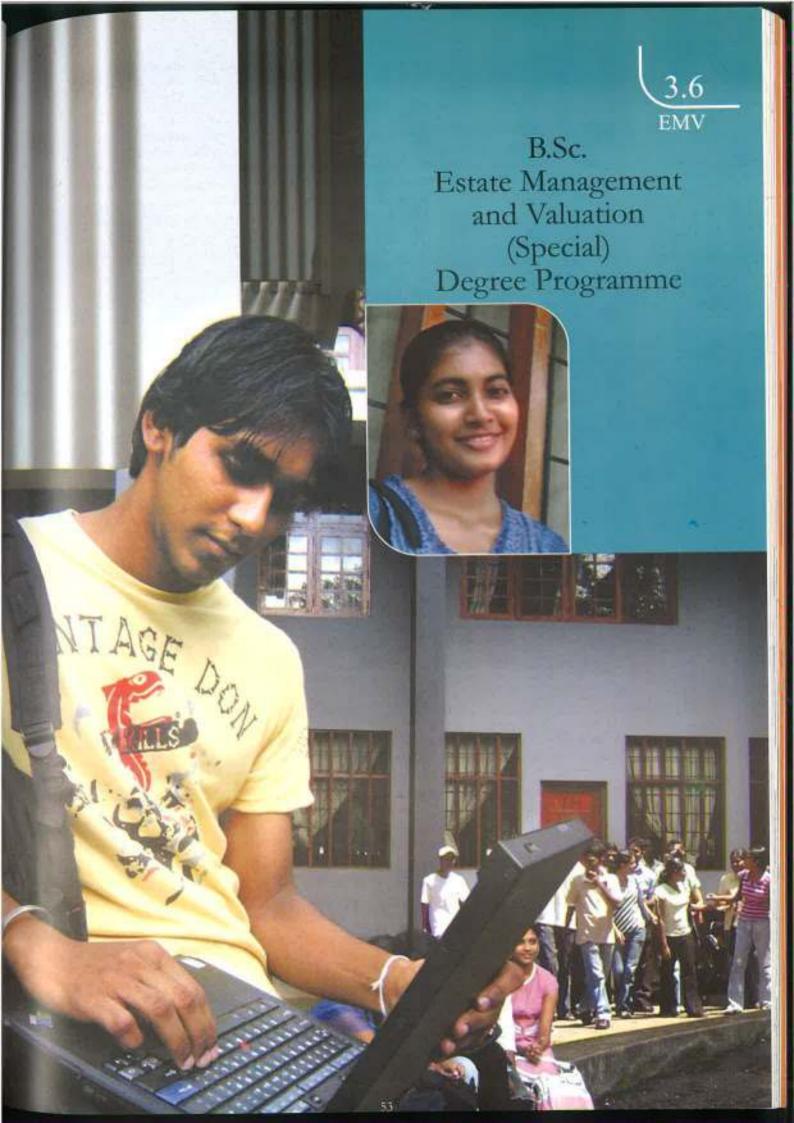
This course includes study of design and management of operations systems of both service and manufacturing organizations. Topics covered include design of production and operations layouts, job designs, work measurements, group technology, work cells, and cellular manufacturing, automation and robotics. Applications of information systems to design are explored in the course.

DSC 4304 INVENTORY AND PHYSICAL DISTRIBUTION MANAGEMENT

This course emphasis the importance of having an integrated inventory and physical distribution system for organizational success. Major topics covered include the development of a conceptual framework for a successful inventory and physical distribution system types of inventory systems, types of transportation system, types of warehousing system, make or buy decisions, interfaces of order processing systems, industrial packaging systems, material handling systems and location analysis for warehouses, manufacturing and service facilities.

DSC 4305 OPERATIONS AND TECHNOLOGY MANAGEMENT PROJECT / RESEARCH

This project / research helps students to put knowledge and skill acquired in the course of operations and technology management to practice and apply the techniques in a practical setting so that they gain much needed practical exposure. The students are required to conduct this project / research under a dual supervision of a lecturer of the department and a practicing operations manager.



6.1 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. Over a hundred years ago it received professional status with the establishment of the Royal Institute of Chartered Surveyors in London. Later a degree programme was established in the University of London. During the colonial days the valuation officers in Sri Lanka were Europeans trained in the United Kingdom. After the 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 at the Ceylon Technical College. This programme was later abandoned.

Having recognized the need for a degree course in Estate Management and Valuation and accordance to a proposal made by then Minister of Finance Dr. N.M. Perera in his budget speech of 1971/72, the degree programme was established at the University of Colombo in 1972 and one year later this programme was transferred to the University of Sri Jayewardenepura. The degree programme functioned as a unit of the Department of Business Administration until the Department of Estate Management and Valuation was established in 1986.

Programme Objectives

- Transmit the knowledge, professional skills to the students enabling them to serve in the fields of Valuation, Estate Management and Urban and Regional Planning.
- Create conducive environment for students to develop attitudes and to gain necessary life skills, which would permit them to perform competently.
- Promote research and publication in the field of real estate

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 Estate Management and Valuation Degree programme has been designed to provide both theoretical knowledge and technical skills. Each student is required to complete an independent research study on any of the fields such as Valuation, Estate Management, Urban and Land Economics and Urban and Regional Planning in the final year of the programme. In addition, each student has to prepare a non - statutory valuation report in the third year and statutory valuation report in the final year.

Students also undergo practical training in the third and the final years of the programme. The training given to the students is of two methods. One stream of training has been designed by linking the programme with the industry. Accordingly students who are in the third year of the programme undergo practical training in the Government Valuation Department. Secondly the practical training and project work associated with the subjects such as Surveying and Levelling, Building Construction, Urban and Regional Planning is the other stream of training given to the students. The annual survey camp further strengthen the application of theory into practice.

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

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 two key institutions associated with the degree programme are the Institute of Valuers of Sri Lanka and the Institute of Town Planners of Sri Lanka.

The Department also maintains strong links with the Government Valuation Department, Survey General's Department, Urban Development Authority, National Physical Planning Department and the National Housing Development Authority and Local Government Authorities.

- Career opportunities available for the B.Sc. Estate Management and Valuation (Special) 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 and
- All of which handle a variety of activities related to planning, development and management of real

Programme Structure for Year III and Year IV 6.4

Table 3.7: B.Sc. Estate Mgt. and Valuation (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Departmen
X TE	Year III: Semester l				
EMV 3301	Land Economics	Major	45	3	EMV
EMV 3301	Property Law I	Major	45	3	EMV
EMV 3302			45	3	EMV
EMV 3304	Urban and Regional Planning I	Major Major	45	3	EMV
EMV 3305	Introduction to Geographic Information				
EM A 2202	System		45	. 0	
	GIS (Practical)	Major	30	3	EMV
Total Credit				15	
	Year III: Semester 1	I		-	
EMEL 2207	Advanced Valuation		45		
EMV 3306	Practical Report	Major	15	3	EMV
EMOT 2207	Urban and Regional Planning II	,	45		
EMV 3307	(Theory) Studio Work and Practical	Major	30	3	EMV
EMV 3308	Property Law II	Major	45	3	EMV
EMV 3309	Research Methods for Real Estate	Major	45	3	EMV
EMV 3310	Real Estate Finance and Marketing	Major	45	3	EMV
Total Credi				15	
	Year IV: Semester	I			
EMV 4301	Applied Valuation I	Major	45	3	EMV
EMV 4402	Urban Development and Management	Major	60	4	EMV
EMV 4303	Environmental Valuation	Major	45	3	EMV
EMV 4304	Construction Management	Major	45	3	EMV
EMV 4305	Property Portfolio Management	Major	45	3	EMV
EMV 4409	Independent Research Report (Cont.)	Major	60	-	EMV
Total Credi				16	
	Year IV: Semester	II			
EMV 4406	Applied Valuation II		45		
	(Practical Report)	Major	15	4	EMV
EMV 4307	Real Estate Development and Management	Major	45	3	EM
EMV 4308	Urban Economics	Major	45	3	EM
EMV 4409		Major	45	4	EM
					EM
Total Cred	it Hours	111		14	

6.5 Awards and Scholarships

Three Gold medals are being awarded to Estate Management and Valuation graduates, at the convocation by the Department. 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

The merit awards are being offered to the students for their best performance in several core subjects of the Degree Course. These awards are offered by related professional and government institutions. The details are given below.

Subject	Awarding Institution			
Surveying & Levelling I Valuation I Valuation II Advanced Valuation Land Economics Town and Country Planning I Town and Country Planning II Construction Management Real Estate Marketing	Surveyor's Institute of Sri Lanka State Mortgage and Investment Bank Institute of Valuer's of Sri Lanka Government Valuation Department Ceylinco Housing and Real Estate Co. Ltd. Institute of Town Planners Sri Lanka Urban Development Authority Ceylinco Homes International (Pvt.) Ltd. Real Estate Exchange Company Ltd. (REEL			

Beside that, the Estate Management and Valuation (EMV) undergraduates are also entitled to apply for the scholarship scheme awarded by the Estate Management and Valuation Alumni Association. These scholarships are awarded on the basis of merit and or financial difficulties of the students.

6.6 Associations and Resource Centres

Estate Management and Valuation Students' Association

Students of the Department have formed the aforesaid association with the view of enhancing the interaction among students- students, students-staff and students-industry. The Association takes every possible endeavour to improve the quality of the study programme organizing academic and extra curricular activities as well as improving the social harmony among the university community and the mass society. Followings are specific objectives of the Association.

Objectives

- · To enhance the value of the members of the Association by increasing the interest of studies
- To facilitate career development of the members through effective links with the industry
- To ensure the social harmony and welfare of the members of Students' Association of Estate Management & Valuation
- To educate members to be good citizens

The annual activities

- · Organizing the "EMV Annual Presentation" in collaboration with the department
- Conducting the annual "EMV Talent Show" in collaboration with the Faculty
- Raising funds for the EMV Resource Development Fund (EMVRDF) and other activities
- Donate text books to the EMV Resource Centre annually
- · Assist the department to organize workshops and other activities

Resource Centres

The department has its own premises which accommodates the department office and lecture rooms. The department also has access to computer laboratory facilities in the Faculty of Management Studies and Commerce besides that the department has the Information Technology Research Centre specially to facilitate the research & project works 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 required tools to carryout practical work related to the Building Construction and Surveying and Levelling.

6.7 Members of the Academic Staff

Mes Janakie Editisinghe

BSc. Est. Mor. & Val. (Special) (STP): PGD Urban Dev. (Mirramwa.), PGD, Env. Science (Colombo.), M.Sc. Haman Sent Pl. (ACI)

Mes. K. G. P. K. Weerakoon

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6.8 Description of Courses Offered by the Department of Estate Management and Valuation

EMV 2001: NATURAL RESOURCE MANAGEMENT

The general objective of this course is to give knowledge on key aspects related to natural resource management and resources and environmental economics. The subject natural resources management deals with the scientific enquiry into the aspects related to natural resource base, use of natural resources and it's issues and appropriate policy decisions for sound management. The section on resources and environmental economics focuses the economic analysis of certain environmental issues in the context of market behaviour and environmental conservation.

Note: This course is offered to students (except the EMV undergraduates) who are in the common programme of the faculty.

EMV 2301 SURVEYING AND LEVELLING I

This course provides introductory concepts of surveying and levelling. It focuses to acquire both theoretical and practical knowledge of surveying and levelling.

EMV 2302: BUILDING CONSTRUCTION I, COMPUTER AIDED DESIGNING

The course on Building Construction provides the knowledge of locational, environmental, functional and technical aspects of building in context of valuing them and also enhance the skills of drawing of building elements. The course on Computer Aided Designing basically focused to enhance the skills in relation to the drawing and designing of buildings.

EMV 2302 ENVIRONMENTALSTUDIES

This course provides the knowledge on the basic principles and concepts relating to the environment and enhance the critical awareness on human behaviour and its impact on the environment.

EMV 2304 PRINCIPLES OF VALUATION

This course covers an introduction to the key concepts, theories and basic practical aspects needed to develop skills required to assess the values of different interests in different types of laws and real properties

EMV 2305 LOCALGOVERNMENT FINANCE AND LEGALSY STEMS

This course is focused to enlighten the knowledge on the legal and institutional set up of the local government system of Sri Lanka and to build up a critical awareness on the aspects and issues related to the local government finance system in the context of good governance.

EMA 2306 SURVEYING AND LEVELLING II

This course provides the knowledge and application of advance techniques related to the surveying and levelling applicable in real estate development & management, valuation & planning.

EMV 2307: BUILDING CONSTRUCTION II/BUILDING ESTIMATION- COMPUTER AIDED DESIGNING

This course provides the knowledge on building construction specially the relation to the role of various parties involved in the construction procedure and the professionals working connected to buildings. It also enhances the skills of drawing and expose the students to practical experience through site visits. Building Estimation which is a part of the course provides the knowledge on Building Estimation and cost variations in the construction industry in Sri Lanka. Computer Aided Designing gives comprehensive knowledge from conceptual design to printing a final layout of a house plan and survey plans to supplement the practical component of the subjects of Building Construction and Surveying and Levelling.

EMV 3301: LAND ECONOMICS

This course provides an introductory level treatment of major concepts in Land Economics. It largely focuses on the theory and foundation of Land Economics in order to apply them with regard to issues in land and land Resources. The major areas of coverage include real estate development, management and planning, the pricing of land and land resources, investment in real property, the timing and rate of development, public-sector development, cost benefit analysis, land use and land values, location theories and regional policy.

EMV 3302: PROPERTY LAW I

This course deals with the legal principles of Roman Dutch Law and Statute law governing aspects of immovable property and the elements of the law of Delict, Mortgage law, law of inheritance and Acquisition law, applicable to immovable property in Sri Lanka. The objective of this subject is to provide the students with the knowledge of Mortgage law, Inheritance law and Acquisition law applicable to immovable property in Sri Lanka and to apply those legal principles in the fields of estate management & valuation.

EMV 3303: AGRICULTURE FOR VALUATION

This course provides and introductory level treatment of major concepts in Agriculture. It mainly focuses on basic concepts related to soil science, principles of crop science and agricultural economics in order to provide students with basic knowledge and skills needed to value agricultural properties in both domestic and plantation sector. This course specially deals with valuation aspects of properties of plantations such as tea, rubber and coconut.

EMV 3304: URBAN AND REGIONAL PLANNING I

This course provides an introductory level treatment of fundamentals in Urban and Regional Planning. It mainly focuses on the basic concepts of urban and regional planning. Also this course provides an introduction to geographic information system technology and its potentiality in planning and decision-making. The major areas covered in the course are historical development of urban and regional planning, concept models and theories of planning, land use planning, migration, and urbanization.

EMV 3305: INTRODUCTION TO GEOGRAPHIC INFORMATION SYSTEM (GIS)

The course provides an introduction to GIS technology an its potentiality in real estate development and planning. It aims to provide adequate training as the introduction to GIS, both in theoretical concepts through classroom lectures and practical skills through laboratory sessions. Then it will cover the general concepts and methodology in GIS and also seek to give hands-on working experience with GIS software (Arc view). It consists overview of GIS, characteristics of geographic data, data structures, input manipulation and display, output dissemination, spatial and thematic characteristics, database management, fundamental spatial data model, data manipulation and analysis.

EMV 3306: ADVANCED VALUATION

This course provides an advanced level treatment of methods and techniques of valuation. The course mainly focuses on the applications of valuation methods such as investment method, comparative method, contractor's method, residual and profits method to value various properties. The course also deals with tax and tax adjusted valuation tables.

EMV 3307: URBAN & REGIONAL PLANNING II

This course provides an advanced level treatment of further concepts of urban and regional planning and applications of Geographic information system. It mainly focuses on the application of urban and regional planning techniques. The course also deals with regional planning, participatory planning, and planning techniques.

EMV 3308: PROPERTY LAW II

This course deals with the basic principles of special areas of law, which are related to the local government law, Apartment ownership law, Agricultural land law, and law of evidence in relation to valuation, property development and management. The objective of this subject is to provide the students with further knowledge of the law with focus also on procedural aspects/legal action and to apply them in practical issues in the fields of Estate management & valuation.

EMV 3309: RESEARCH METHODS FOR REAL ESTATE

The objective of this course is to introduce the basic tools techniques and methods of research to enable—learners to undertake research in the related fields of Estate Management and Valuation. The course mainly focuses on the social research methods and the application of the techniques to research problems. The major areas covers by the course are as follows Defining a research problem, Development of hypotheses, Preparation of a research proposal, The research process, Preparation of a research plan, Forming concepts to measurable variables, Sample selection, Data collection and analysis methods, Writing research, Presenting research results etc.

EMV 3310: REAL ESTATE FINANCE & MARKETING

The objective of this course is to provide Risk return and decision making in real estate, Financial analysis for real estate, Real estate financing principles and practice, Leasing real estate, Real estate investment criteria, Discounted cash flow models, Risk analysis in real estate.

Application of marketing principles in the real estate market, Real estate market analysis, Conducting research in Real estate market.

EMV 4301: APPLIED VALUATION I

This course provides and in-depth treatment of more advanced concepts in valuation. It focuses largely on valuation mathematics, discoursed cash flow, comparative uses of NPV and IRR, incremental analysis and computer aided development appraisals. It also covers valuations of a complex nature involving legislation such as Land Acquisition Act, Rent Acts, UDA Law, NHDA Law and BOI Act etc.

EMV 4402: URBAN DEVELOPMENT & MANAGEMENT

This course is an advanced level treatment of urban development and management. The major areas covered in this course are aspects related to urban management and urban governance, poverty and urban management, urban planning and urban development, legal aspects and urban development, urban development and settlement planning, settlement planning in Sri Lanka and public participation in settlement planning.

EMV 4303: ENVIRONMENTAL VALUATION

This course provides the knowledge to understand the difference between environmental assets and other properties and techniques of valuing them. It also emphases the importance of assigning values to the environmental resources in relation to the real estate development and management. Major topics include the name of the environmental assets and other properties, values assigned to environmental assets, behaviour of makes a valuation of environmental assets, aspects of environmental economics related to environmental valuation, techniques of valuing environmental resources, application of techniques in valuing environmental assets.

EMV 4304: CONSTRUCTION MANAGEMENT

This course provides a specialized knowledge and skills in construction management. It mainly focuses on construction industry and its activities related to the real estate market. The course mainly deals with introduction to construction industry, construction process, role of professions in construction industry, methods and techniques of evaluation of construction projects and cost-in-use.

EMV 4305: PROPERTY PORTFOLIO MANAGEMENT

The objective of this course is to enlighten the knowledge of the students with regard to real estate investment management and the risk return relationship associated. The areas covered in this course are Financial markets and market theory, Equity portfolio management, Fixed income portfolio management. Technical analysis, Efficient market hypothesis, Options and futures, Managing client portfolios, Performance evaluation and annual ution. The course will male use of cases in the area of portfolio management.

EMV 4406: APPLIED VALUATION II

This course provides an in-depth treatment of more advanced concentration. It covers Local Authority Taxation, Assets Valuation, Valuation for Stamp duty, Insurance purposes and valuation of plants and machinery. This course also deals with evolution of modern valuation models and demonstration of the ability to apply them in various situations. Introduction to Valuation of Plant and Machinery, Basis of plant and machinery valuation, Plant and Machinery part of a building, preparation of an inventory, information to be included, items to be included and excluded, report preparation of plant and machinery.

EMV 4307: REAL ESTATE DEVELOPMENT AND MANAGEMENT

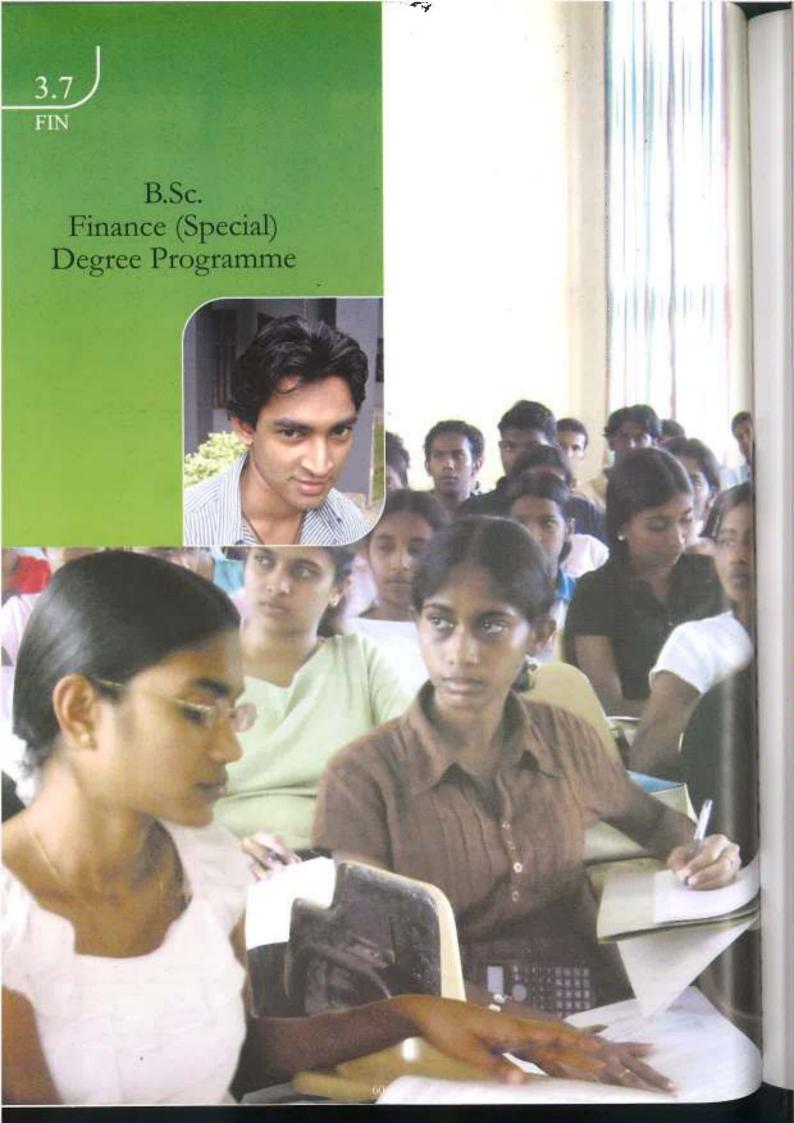
This course provides an advanced treatment of management methods and techniques applied in Real Estate Development and Management. The major topics are urban property development, renewal control and maintenance, apartment ownership management and marketing of condominums the legal, technical and intraction is used in urban property development, shifting and floating values of estate management, theory of state control over private land use, and principles and applications of estate management with special reference to state owned urban estates and new towns.

EMV 4308: URBAN ECONOMICS

The major objective of this course is to provide an advanced knowledge and applications of urban economics based on the prior course in and economics. The major areas to cover this course are the growth of urban areas, the quality of the urban environment and problems of urban areas, urban housing, theory and practice of urban public finance and the incidence of taxation on land resources.

EMV 4409: INDEPENDENT RESEARCH REPORT

The objective of this course is to introduce and develop the skills and knowledge of basic tools of planning and real estate market research. The course mainly focuses on the application of techniques and tools to research problems related to subjects as real estate valuation, land economics, urban and regional planning, real estate development and management, urban economics etc. It also deals with a lecture series of Research Methodology and students are need to write a research report related to above subjects which is supervised by a senior academic member of the Department.



7.1 Evolution

B.Sc. Finance (Special) degree is one of the new specialized degree programmes offered by the Faculty of Management Studies and Commerce starting in the 2001/2002 academic year. In 2001, the Faculty split-up then existing Department of Accountancy and Financial Management into two departments, namely the Department of Accounting and Department of Finance, thus creating a separate department for the subject of Finance. Although, the old Department of Accountancy and Financial Management did not offer a degree in Finance, starting in 1995, the Department of Business Administration offered a very successful degree in Business Administration with finance as a concentration subject. Now, 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 in Sri Lanka over the past decade.

7.2 Programme objective

The degree programme has been designed to produce graduates in Finance who are capable enough in meeting the challenges in growing financial and capital markets.

The Nature of the Programme

The programme of studies consists of a carefully integrated combination of subjects in the key areas of Corporate Finance, Investments, Portfolio Management, and International Financial Management. The curriculum is challenging and has been designed to meet the essential knowledge and skills necessary for success in the growing and interesting field of Finance. The programme is suited for those who possess a strong competency in Accounting, Economics and Mathematics. Instructional methodologies include lectures, case studies, individual and group assignments, and seminars. The programme is rich in content, and intends to develop graduates for a career in Finance in the corporate sector.

The programme includes research content. The students have opportunity to learn about contributions from major research on both Sri Lankan and international capital markets. As the degree programme is established to meet the needs of the market it offers an internship training component in the final year of the study. The department assists in findings internship placements for students in Finance such as Portfolio Management, Investment Analysis, and Banking etc. The objective of this component is to allow students to use their theoretical knowledge into practice. The Department will also strive to incorporate current developments in the field through a guest speaker series that runs throughout the year.

7.3 Employment Opportunities

Finance graduates have excellent career prospects. The typical entry-level positions will be research and financial analysts, corporate finance executives, junior portfolio and fund managers, and investment banking executives. The target job market includes the finance companies, commercial banks, investment and merchant banks, stock brokers, primary dealers, insurance companies, development finance institutions, venture capital firms, fund management companies and unit trusts, and pension funds. It should however be noted that finance job market is highly correlated with the economy and hence the performance of the economy is the key determining factor in job prospects for finance graduates. The prospective employers tend to look for progress toward a professional qualification in addition to a degree. Therefore, finance graduates are strongly encouraged to engage in professional studies towards becoming a Chartered Financial Analyst, a Chartered Accountant, or a Management Accountant. The Departments expects to work very closely with the corporate sector in finding job opportunities for finance graduates.

Table 3.8: B.Sc. Finance (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
3	Year III: Semester	1			
COM 3301	Corporate Law	Common	45	3	COM
FIN 3301	Advanced Corporate Finance	Major	45	3	FIN
ACC3301	Advanced Financial Accounting	Major	45	3	FIN
FIN3302	Bank Management	Major	45	3	FIN
	Minor	Minor	45	3	ACC/BEC/ ITC
Total Credit	15				
	Year III: Semester	II			
ITC3304/	Management Information Systems/				ITC
BUS 3301	Organizational Behaviour	Common	45	3	BUS
FIN3303	Financial Modelling and Forecasting	Major	45	3	FIN
FIN3304	International Financial Management	Major	45	3	FIN
BEC 3304	Managerial Economics	Major	45	3	BEC
DEC 5504	Minor	Minor	45	3	ACC/BEC/
					ITC
Total Credi	t Hours			15	
	Year IV: Semester	I			
BUS4301	Strategic Management	Common	45	3	BUS
FIN4301	Investment and Portfolio Management	Major	45	3	FIN
FIN 4302	Research Methodology in Finance	Major	45	3	FIN
	Minor	Minor	45	3	ACC/BEC,
	Elective*	Elective	45	3	
Total Credit Hours					
	Year IV: Semester	II	37		
FIN4305	Internship in finance II or	Major	45	3	FIN
FIN4306	Research project in finance				
FIN4307	Business Valuation Theory and Applications	Major	45	3	FIN
ACC 4304	Financial Statement Analysis	Major	45	3	ACC
	Minor	Minor	45	3	ACC/BEC ITC
	Elective**	Elective	45	3	
Total Credit Hours					

Note: Elective*: FIN 4303 Real Estate Finance FIN 4304 Internship in finance I or any approved elective

Elective**: FIN 4308 Risk Management and Insurance, FIN 4309 Corporate Governance

7.4.1 Minor Fields of Study

Selected Students for the B.Sc. Finance (Special) Degree can select courses offered in the following subjects areas as their minor fields of study.

- 1. Accounting
- 2. Business Economics
- 3. Information Technology

3 7.4.2 Elective Subjects

The students are offered Real Estate Finance and Internship in Finance I as elective courses in Semester I, Degree part IV. Further, students are allowed to select Internship in Finance II, in Semester II in place of Research project in Finance. However, Internship in Finance II requires a completion of a cepart by the student at the end of the semester. The students are offered Risk management and insurance and Corporate Governance as elective courses in semester I, Degree part IV. The department will announce other finance electives at the beginning of each semester if it considers more appropriate to discuss some cotemporary environmental issues in finance.

7.5 Associations

Students' Association of Finance (SAF)

The Department of Finance of the University of Sri Jayewardenepura has formed the Students' Association of Finance (SAF) with the view of enhancing the interaction among students of the department and has taken every possible endeavour to improve the value of the degree programme in Finance. The SAF supports to achieve the planned objectives of the department and at the same time, expect to initiate and maintain extra curricular activities that enable to promote and facilitate the career development of the undergraduates.

7.6 Awards

Gold Medal For Excellence

This is awarded by the department of Finance for a B.Sc. Finance undergraduate if he/she becomes the excellent student in performing undergraduate studies in the Faculty of Management studies and Commerce.

Gold Medal For Best Performance

This is awarded for a B.Sc. Finance undergraduate for overall best performance throughout the four years securing a first class or second class upper standing.

Gold Medal For Leadership

This is awarded for a B.Sc Finance undergraduate who has shown excellence in leadership activities and a member of the student body of Finance.

7.7 Members of the Academic Staff

Mr W M A Bandara

B.Sc. Box. Asimin. (Special) (SJP)/AIBA (Orrawa)

Dr. Y. K. Weerakoon Banda

BSc Bur Admin, (Special) (SD); MAA (Colombia); Ph.D (ALUE)

Mr. K. L. W. Perera

B.Com. (Special (SJP); MBA (AII)

Dr. (Mai) R. P. C. R. Rajapakaha

USc Pun Admin (Special) (SIP), MBA (Colombo), MBA (Wakayama), PhD / Ilmamolican)

Dr. P. D. Nimal

HSc. Too, Admin. (Special) (SJP), MBA (EM-SJP):MBA (Singar/PhD@bigs.

Dr. D. B. P. H. Dissa Bandara

H.Sc. Mos. (Public, Special) SIPh M.Sc. Management SIP: PhD (Challey) APFDA ATTD (SL.

Mr. A. G. C. Gunathilaka

BSe Ave. Special(SUP), ACA: FMAAT Charted Accountant

Mrs N. S. Nanavaldeara

B.Sc. Act. (Special)(SIP

Ms P. A. N. S. Anuradha

B.Sc. But. Admin. (Special) (SJP)



Description of Courses offered by the Department of Finance

FIN 2301: FIN ANCIAL MANAGEMENT

This course provides an introductory level understanding of major concepts and techniques in Financial Management. This course covers financial statements, cash flows and taxes, analysis of financial statements, financial environment, risk and rates of return, time value of money, bonds and their valuation, stocks and their valuation, cost of capital, capital budgeting, and dividends and share repurchases.

FIN 3301: ADVANCED CORPORATEFIN ANCE

This is an advanced level course in Financial Management, which is taught primarily on the basis of cases. The major areas of coverage include valuation, risk and return, capital budgeting, cost of capital, capital structure, dividend policy, merges and acquisitions, working capital management, and corporate financial strategy.

FIN 3302: BANK MANAGEMENT

This is an advanced course that deals with the concepts and techniques of management of a commercial bank. This course covers the current structure of banking and regulations, understanding bank financial statements, measuring return and risks in banking, evaluation of bank performance, asset and liability management, managing the loan portfolio, interest margin and sensitivity management, measuring and managing interest rate risk and international banking. The students will be exposed to the analysis of commercial banks in Sri Lanka and some case studies.

FIN 3303: FINANCIAL MODELING AND FORECASTING

This is an advanced course that deals with the theory and practice of modelling and forecasting financial statements of different types of businesses. The major topics covered in this course include economic analysis, industry analysis, company analysis, preparation of forecasting assumptions, and forecasting profit and loss statement, balance sheet and cash flow statement. The course is taught with the use of spreadsheet, econometric, and other computer packages for modelling and forecasting.

FIN 3004: INTERNATION ALFINANCIAL MANAGEMENT

This is a specialized course that deals with international issues of Financial Management. The major topics are international financial system, balance of payments, foreign exchange markets and theories exchange rate determination, international parity conditions, managing foreign exchange exposure, cost of capital and financial structure, multinational capital budgeting, international equity and debt market, interest rate risk management, political risk management, international portfolio investments and international working capital management.

FIN 4301: INVESTMENT AND PORTFOLIO MANAGEMENT

This is a specialized course dealing with investment management. The major topics covered include financial markets and institutions, portfolio theory, analysis and selection, capital market theory, equity portfolio management, fixed income portfolio management, technical analysis, efficient market hypothesis, options and futures, managing client portfolios, performance evaluation and attribution. The course will make use of cases in the area of portfolio management.

FIN 4302: RESEARCH METHODOLOGY IN FINANCL

This is a seminar course that deals with major research areas and methodologies in finance. This course will require a review of major research article in finance, and review of research articles based on the Sri Lankan financial market. Students will be required engaged in group as well as individual presentation in addition to writing critiques and reviews.

FIN 4303: REALESTATE FINANCE

This is a specialized course that focuses on evaluation issues and principles in the area of real estate. The major areas covered include risk return and decision making in real estate, financial analysis for real estate, real estate financing principles and practice, leasing real estate, real estate investment criteria, discounted cash flow models, and risk analysis in real estate.

FIN 4304: INTERNSHIP IN FINANCE 1/ FIN 4305 INTERNSHIP IN FINANCE 11

This course provides the students with practical knowledge of finance and corporate sector treasury management in order to apply their conceptual and theoretical aspects in a real working setting. Internship placements as found by the students will be approved by the department subject to the department guidelines. The academic staff of the department reviews their progress on a regular basis. Practical knowledge the standard reached by the students will be tested in an interview that will be held at the end of the semester. Internship in Finance II in semester II requires a completion of a report at the end of the semester

FIN 4306: RESEARCH PROJECT IN FINANCE

This course mainly focuses on the application of research methodologies and techniques selecting a topic pertaining to a research problem in finance. Therefore, students will be required to engage in research and write a report under the guidance of one academic supervisor assigned to him by the department. The emphasis is on applied finance research involving in corporate sector and in financial market development areas.

FIN 4307: BUSINESS VALUATION THEORY AND APPLICATIONS

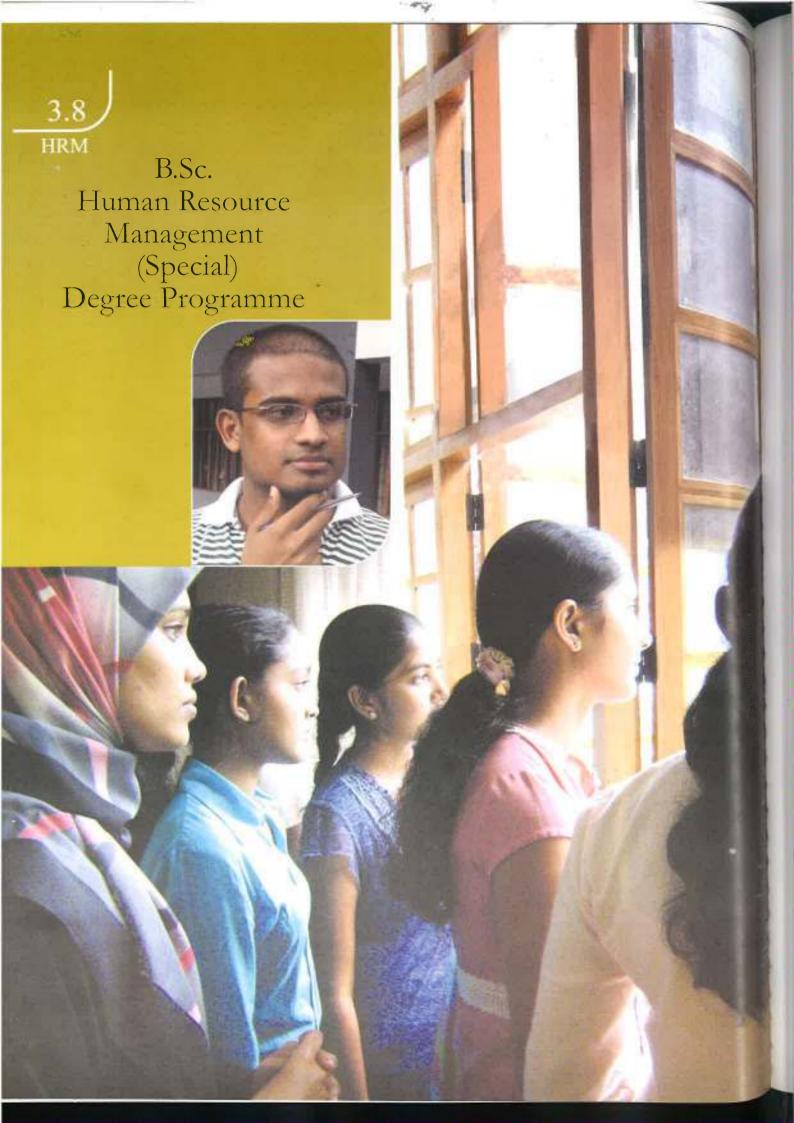
This is an advanced course on the theory and practice of valuation of businesses and equities. The major areas of coverage include free cash flow valuation, dividends discount models, price/earning multiple method, price/book value method, price/sales method, price/EBITDA method, valuation of acquisitions and takeovers, and special cases of valuation.

FIN 4308: RISK MANAGEMENT AND INSURANCE

This is an advanced course on the theory and practice of risk management and insurance. The objective of this course is to provide an understanding on the risk management techniques and importance of insurance as a risk management technique. This includes four main areas, namely an overview of risk management, risk assessment, methods and techniques of risk management and insurance institutions and coverage. Main areas covered under the overview of risk management include an introduction to risk and risk management. The area of risk assessment consists of fundamentals of risk assessment and quantitative methods in risk assessment. Risk management methods and techniques focus on risk control and risk financing techniques. An introduction to the insurance industry, insurance regulation and financial assessment, pricing of insurance and legal aspects of insurance contracts is coved under the part four of the course syllabus which is insurance institutions and coverage.

FIN 4309: CORPORATE GOVERNANCE

This course provides an understanding of the theory of the firm, information problems and the theoretical context of firm governance and a framework for identifying the nature and linkages between the three key aspects of internal corporate governance: ownership structure, monitoring function and management incentives, and the emerging codes of corporate governance. Further it gives an understanding of the role of external 'discipline' in corporate governance, covering: the takeover market, creditors and other stakeholders etc. In addition, an overview on various 'national' governance models and comparisons between them: Anglo-Saxon, Japan, emerging markets and transition economies is also provided. Considering the changing nature of the subject, awareness on on-going governance issues, recent episodes of governance-related failures and corporate responses etc. is considered.



8.1 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 (nine) Departments of the Faculty by teaching HRM and Personal and Social Responsibility, of which the latter is a newly developed and introduced course to all the students in the Faculty.

It has been observed that one of the major reasons for inefficient and ineffective Sri Lankan organizations in specific and the relatively underdevelopment of Sri Lanka in general is mal-HRM/bad HRM. It is mainly due to lack of sufficient personnel qualified in specialised HRM and lack of understanding of the overwhelming importance of HRM as a source of more sustainable competitive advantage. Hence, 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 the same in Asia. The Department's line role is to offer a special degree in HRM.

8.2 Programme Objectives

HRM is one of the most important functional fields of Business Administration that is a discipline of education that gives a competitive advantage to the University. The Degree programme has been named as B.Sc. Human Resource Management (Special). The term 'special' means a four-year degree denoting the duration. Also it means 'a degree with independent study/research and practical training'. The degree provides a general understanding of organizational management, competencies in communication, quantitative reasoning and information technology and then increasing specialization in HRM commencing from the second year up to the final year. The seven Outcomes or Goals of the degree programme are to develop:

1. A graduate who will become a good citizen in Sri Lanka.

2. A graduate who values excellence, productivity, integrity, expertise and job & business performance.

3. A graduate who has the potential to become an effective and efficient professional in the field of Human Resource Management.

4. A graduate who is a person of good character.

5. A graduate who can give a significant unique contribution to human development and institutional development of Sri Lanka.

6. A graduate who has a passion as well as a mental and physical fit for continuous learning and self-development.

7. A graduate who is special, giving from his/her heart, making the world a better place for those whose lives he/she touches.

8.3 Employment Opportunities and Professional Links

The demand for job opportunities in HRM area 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 3 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 have hands on experiences.

Table 3.9: B.Sc. Human Resource Management (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Departmen
	Year III: Semester	I			
HRM 3305	Performance Evaluation	Major	45	3	HRM
BEC 3302	Labour Economics	Major	45	3	BEC
HRM 3302	Employment Law and Employee Relations	Major	45	3	HRM
HRM 3303	Human Resource Planning and Staffing	Major	45	3	HRM
HRM 3307	International Human Resource Management	Major	45	3	HRM
Total Credit	Hours			15	
	Year III: Semester I	Ι			
ITC 3304	Management Information Systems	Common	45	3	ITC
HRM 3304	Compensation Management	Major	45	3	HRM
BUS 3301	Organizational Behaviour	Major	45	3	BUS
HRM 3306	Employee Health and Safety Management	Major	45	3	HRM
HRM 3308 Managing Staff for the Small Business Major 45					HRM
Total Credit		15			
	Year IV: Semester				
BUS 4301	Strategic Management	Common	45	3	BUS
HRM4301	Work Psychology and Counselling	Major	45	3	HRM
HRM4302	Practical Training in HRM	Major	45	3	HRM
HRM 4309	Research Methods for HRM	Major	45	3	HRM
	Elective	Elective	45	3	
Total Credit	Hours			15	
	Year IV: Semester I	I			
HRM4303	Human Resource Development	Major	45	3	HRM
HRM4304	Advanced Human Resource Management	Major	45	3	HRM
HRM4305	ě ,				
	Research Study	Major	45	3	HRM
HRM 4307	Contemporary Human Resource Management	Major	45	3	HRM
Elective		Elective	45	3	Total
Total Credit	Hours			15	

8.5

Awards

A 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. Patric Mendis Leadership medal, awarded by the Faculty of Management Studies and Commerce to the student who displays the highest level of leadership skills.

8.6

Students Association

HRM FAMILY is the official name of the Students' Association of the department. It comprises of all students who are in 3rd and 4th years. The energetic and enthusiastic undergraduates engage in association's activities ranging from a students magazine, guest lectures, welcome party and promenade night, fund raising activities etc to students-arranged outbound training programme, even amidst their works of curriculum.

Members of the Academic Staff

Associations

Prof. (Dr.) Humarath H. D. N. P. Opatha

B.S. But Admin (Special) (SJP), M.S. (BAd) FRM (SJP), MBA (Burningham)

Dec. PM & IR. Comb Col), Dip Fing. (CPM), Ph.D. HRM (Crass), DHRM (God-Int Univ.), HAGPM (SL)

BSc, Bur, Admin. (Special) (SIP); MBA (RUSL) Mrs., G. D. N. Perera

n.S., FREM. [Special] (SJP), M.S., Management (SJP) Mr. N. W. K. D. K. Dayarathe

ILIM, HRM Special, (Keinova), MSc Mgc (SIP), BS Cert (HRM) (PIM SIP)

Mrs. Padmini Jayasekara

BSc Mgt (Public) Special (SIP), MBA (RUSL), MSc Mgt (SIP)

Miss. U. K. Thalgaspittya

BSc Mgt (Public) (Special (SIP), MA (International University of Japan) Dip Psy (IPS Colorabo)

Mrs. K. A. C. Chandrika BSc. (RM. (Specul (SP); MBA (PIM-S)P) Mr. S. L. Wirnalasena BSc. (BRM - peans (SP)



8.8

Description of Courses Offered by the Department of Human Resource Management

HRM 2301 HUMANRESOURCEMANAGEMENT

An obvious interdependence exists between our society and organizations that produce goods and services in order to fulfil our needs. The standards of living and even survival of people in the society depend on the goods and services of the organization. Thus, any society/nation wants organizations that need people to achieve organizational objectives. Human Resource Management (HRM) is for managing these people in organizations. The main objective of this course is to provide a systematic and rational understanding of HRM, both conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in HRM with especial reference to Sri Lankan context. The main areas covered by the course are: Introduction to HRM, organization of the HR Department, job design, job analysis, human resource planning, recruitment, selection, hiring & induction, performance evaluation, pay management, training and development, employee movements, disciplinary administration, safety, health and welfare administration, grievances handling and management of labour relations.

FERM 2502, PERSONAL AND SOCIAL RESPONSUBILITY

Based on a primary goal of education, this course is designed to develop a person of good character. This course is a deliberate and planned endeavour to develop virtues (while minimizing vices to a significant extent) that are essentially good for the individual and the society as well, where the individual will have values such as unnost respect for the humanity; loving first the native soil and then the rest of the global vallage appreciation and roler nee of diversity of human aspirations, norms, attitudes, experiences, education, and dreams for the future, and observing ethical principals in professional work and general social conduct. Therefore, the main objective of this course is to provide a systematic and rational understanding of personal and social responsibility through conceptual and application-oriented understanding. Having completed this course, participants will have a firm foundation upon which to; further study of personal and social responsibility, and live as a good person who is personally and socially responsible. This course addresses the areas such as; character development, time management, important aspects of industrial psychology, solutions for student conflicts, social responsibility, business ethics, anger management and positive thinking

HRM 3302 EMPLOYMENT'I AW AND EMPLOYEE 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 specialized course, which provides conceptual and practical aspects of employment law and 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 the student with the right understanding of the legal obligations of a manager with respect to personnel and HR Management. Major topics covered in this course include employee and independent contractor, the contract of employment, termination of the contract of employment, employees in shop and office, employees in factory and industrial undertaking, legal aspects of different types of leave, employment of women, young person and children, employee provident fund, employee trust fund and gratuities, domestic inquiry procedure, industrial disputes, industrial and labour courts, historical evolution of employee relations, theories of employee relations, trade unions and employee relations, collective bargaining, negotiation and consultation, and role of the human resource manager in employee relations

HRM 3303 HUMAN RESOURCE PLANNING AND STAFFING

This is a specialized course, which provides theoretical and practical aspect of human resource planning and staffing in work organizations. The major topics covered include meaning, objectives and principles of human resource planning, forecasting techniques of human resource, techniques and approaches of job designing, job design and 5Ss, total quality management, quality circle and total confidence, techniques and approaches of job analysis, process of job analysis, issues in job analysis, recruitment and theories of recruitment, recruitment sources and techniques, selection and selection techniques, selection testing, selection process, placement and orientation, placement process, and orientation techniques.

HRM 3304 Compensation/Reward Management

The objective of this course is to provide a systematic and rational approach to the analysis and handling of issues in Compensation Management with special reference to Sri Lanka. It focuses on three main aspects such as wages & salaries management, incentives management and welfare/benefits management. Its central question is how policies, procedures, rules, systems and guidelines of compensation can be developed to ensure pay equity, legal compliance, employee retention, citizenship behaviour, employee involvement, employee motivation and employee cost control

FIRM 3305 PERFORMANCEL VALUATION

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 a systematic and scientific approach to the analysis and handling of issues/problems in PE with especial reference to Sri Lankan context. Having completed this course, participants will have a firm foundation upon which to: further study of PE, and evaluate job performance of human resources of an organization in an efficient and effective way. Course Contents are: HRM and PE/PE Context; Definition, Nature and Significance of PE; Purposes of PE; Process of PE; PE Policies; PE Criteria and Standards; PE Methods; PE Form and Procedure; 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 etc.; Expatriate PE; Development of a Dynamic PE System; Performance Management and Sri Lankan PE Practices.

HRM 3300 EMPLOYEE HEALTH ANDSAFETY MANAGEMENT

Success and progress of any organization largely depends on the quality of the human resources it has and managing soundly the health and safety of employees largely ensures the constant availability of high quality human resources. This is a specialized course that provides theoretical knowledge and practical aspects of employee safety, health and well-being in a work 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 the important aspects such as occupational health and safety (OHS) in organizations, Importance of improving OHS, linkage between OHS and HRM, hazards to OHS, occupational accidents, occupational diseases, occupational stress, low quality of work life, OHS strategies for improvement, legislation on workmen's compensation, organizing and staffing for OHS, approaches to effective safety management, an effective safety management programme, an effective health management programme, poisoning, first aid, safe disposal of waste, in introduction to implementing good house keeping practices through 5S, safety audit, statistical analysis, assessment of effectiveness of health and safety management, special issues on OHS in Sri Lanka and safety awards in Sri Lanka.

HRM 3307 Internation HRM

The globalization of business is having a significant impact on HRM. It will be more imperative than ever for firms to be engaged in HRM on an international scale. This course is about the study of HRM from a 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 followings; overview of IHRM; internationalization and HRM; international HRM approaches; expatriate failure; management of expatriates; expatriate recruitment & selection; expatriate performance management; expatriate training and development; expatriate reward management; repatriation; international labour relations and other dimensions of IHRM.

HRM 3308: MANAGING STAFF FOR THE SMALL BUSINESS

This course is about issues in managing employees who work in small business enterprises. The main objective of this course is to enable the students to develop a sound understanding of managing staff for the small business. This understanding will be useful specially for those who will have to work as managers or become owners of small businesses who are planning of the resulting of the result

HRM 4301: WORK PSYCHOLOGY AND COUNSELING

Industrial/work psychology S) is one of the major applied specialities in psychology will describe the workplace, its major and principles are relevant to every employee in an organization. This is a specialized course that provides a sense of the science of mental life in work organizations, nature of human consists of work psychology, the psychological on, the provides a sense of the science of mental life in work organizations, nature of human consists of work psychology, the psychological on, the provides a sense of the science of mental life in work organizations or in the provides and the

HRM 4302: PRACTICAL TRAINING IN HRM

This course allows the student to go to an organization in the real world of work and acquire practical experience on various aspects of HRM. The student needs to be supervised by the head of HR Department of the organization where the training is obtained. The students' performance on this course will be assessed through a written evaluation form, oral test and quality & quantity of training record.

HRM 4303: HUMAN RESOURCE DEVELOPMENT

The main objective of this specialized course is to provide a systematic and rational understanding of development of Human Resources at work, both conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in HRD with especial reference to Sri Lankan context. Micro HRD topics include HRD Context; Training (T): Definition, Nature and Significance (need and purposes); The Psychology of Learning (L): definition of L, functions of psychology of L, L curves, types of L, factors affecting L, theories of L, and L principles. Orientation: T for New Employees; Methods of T; T Process; Identification of T Needs and Prioritizing T Needs; Establishment of T /Instructional Objectives; Setting T Evaluation Criteria and Standards; Designing the T Programme and Implementation; Evaluation of T; Responsibilities for T; Trainers and T Styles; Post Training Support for Improved Performance at Work; T Centers and Like Institutions; Instructional Technology, Analysis of Syllabus-Knowledge and Skills; Expandite T; HR Development Today; The HR Development Process; Development Needs Analysis and Succession Planning Planning and Choosing a Development Approach; Management Development; Careers and Career Planning: Individual Issues; and Self Development. Some Macro Issues such as Human Resources and Economic Development, Global Trends and HRD Environment, Approaches in HRD, Basic Education, Adult Education, Technical and Vocational Education, Higher Education, Environmental Education, Entrepreneurial Skills for the Poor and Unemployed, and The Role of Non-Government Organizations in HRD are covered briefly.

HRM 4304: ADVANCED HUMAN RESOURCE MANAGEMENT

The importance of HRM in relation to the overall effectiveness of an organization has been increased considerably and over the last forty years or so, new techniques, activities, approaches of 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.

HRM 4305: INDEPENDENT RESE \RCH STUDY

Students are required to write an independent research report, selecting a topic pertaining to Human Resource Management. Separate research methodology course will be conducted to facilitate the students to under the way 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.

HRM 4306: HUMAN RELATIONS: INTERPERSONAL SKILLS

Based on the fundamental belief that the success of any job that involves interaction with people significantly depends on functional skills and generic skills, the main objective of this course has been set to provide a systematic and rational understanding of basic concepts in interpersonal relations in organizations. The course focuses on a systematic approach to the development and improvement of interpersonal skills through skill-builders, critical incidents, case studies and role-plays. The principal areas included in the course are; understanding individual differences, interpersonal communication, resolving conflicts with others, developing team-work skills, group problem-solving, becoming an effective leader, motivating others, assisting others to develop, developing positive political skills, understanding cross-cultural relations and diversity, developing customer satisfaction skills and improving ethical behaviour.

HRM 4307: CONTEMPORARY HUMAN RESOURCE MANAGEMENT

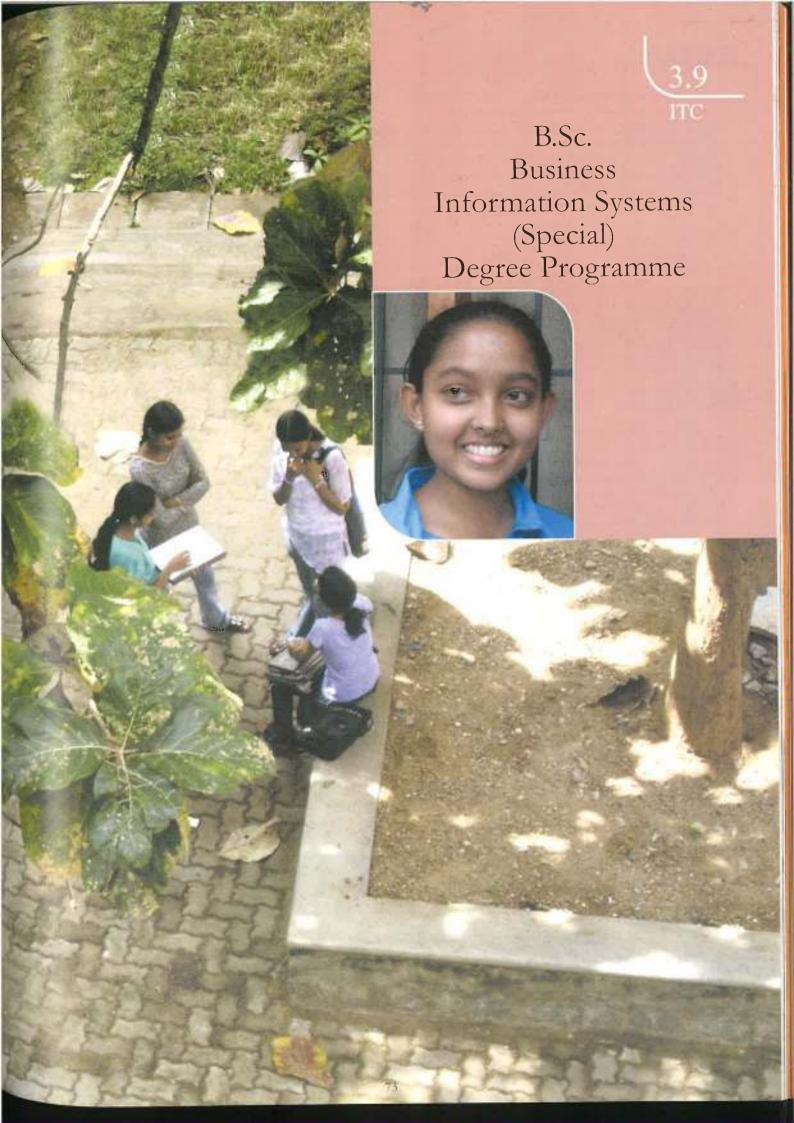
This course is about issues in HRM that exist now rather than in the past. Issues are non-traditional in nature compared with traditional functional perspective. The main objective of this course is to enable the students to develop a systematic and rational approach to analyze contemporary issues of HRM. The main areas covered under this course are; dual career couple issues, women managers in organizations, managing diversity, employee relations in small and medium-sized enterprise, sexual harassment, managing professional and managerial employees, human resources, technology and productivity, work ethics, work and leisure, quality of work life, knowledge creation and management, virtual organization and emerging HRM trend, HR in mergers and acquisitions and HR in IT organizations

HRM 4308: SRI LANKAN APPLICATIONS IN HRM AND IR

Placing the student in a simulated organizational situation and submitting him/her in the place of the manager or administrator who is required to make a resolution for the problem(s) in HRM is very important for effective learning. Powerful learning takes place when the student is allowed to put theory within the context of the real world. Applications allow learners to utilize theory into 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 uses student centred learning philosophy.

HRM 4309: RESEARCH METHODS FOR HRM

This course elucidates the nature of 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 a research in management of employees at B.Sc. level. The course leads to provide a preparation for scholarship and systematic inquiry. Having completed this course, participants will be able to develop a firm foundation upon which to: further study of 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, HRM research process, problem identification and formulation, literature review, development of a theoretical or conceptual framework, variables, hypothesis, conceptualization and operationalisation, scientific research design, data collection methods, fundamentals of sampling, data analysis writing research proposal and qualitative research.



9.1 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 is desired by the industry to meet the national requirement. The launch of a new Special degree programme named B.Sc. 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 combines Management and Information Technology disciplines for students in the Advanced Level Commerce stream. The Department of Information Technology and Decision Sciences was established in the Faculty to provide the organizational infrastructure for the degree programme.

In December 2007, the Department 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 B.Sc. Business Information Systems (Special) 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.

3 9.2 Programme Objective

The course aims to teach fundamental Management and Information Technology concepts as well as the application of IT in business. The programme has been specially designed to meet the aspirations of students who are willing and seeking a career in Management with specialization in Information Systems. In order to achieve the objective of the degree programme, it has been designed to equip graduates with theoretical knowledge as well as practical experience in Management, Information Systems and Information Technology.

3 9.3 Employment Opportunities and Professional Links

Presently a high demand exists in business organisations for graduates who can better exploit Information Technology to achieve business goals. The graduates of this degree programme will be able to apply the knowledge to gain competitive advantages for business organisations through the use of Information Technology. A graduate can expect to commence his/her career in a position such as Business Analyst, Systems Analyst, IT Manager, IT Consultant, Knowledge Manager, or Project Manager. Their skills in logical thinking, problem solving and IT applications can also equip them for a more general business career in Marketing, Finance, Human Resource Management, Production and Operations Management. With further enhancements of Information Technology skills, a graduate can open up avenues to positions such as Software Developer, Database Administrator and Network Administrator. Graduates of this degree programme have successfully secured sound positions in different disciplines of reputed organisations, both locally and internationally, as envisaged by the department.

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 maintains strong links with public and private sector organizations, which has allowed the department to nominate selected students for industrial placement. Links have also been established with the key Professional Associations which are related to IT Industry.

3 9.4 Associations

Student Association of Information Technology (S@IT)

S@IT is the student body affiliated to the Department of Information Technology. The association carries out various academic and social activities such as arranging seminars, workshops, field visits and student get-togethers to develop knowledge, skills and research abilities of students.

Table 3.10: B.Sc. Business Information Systems (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
	Year III: Semester	I			
ITC 3301	Systems Analysis and Design	Major	45	3	ITC
ITC 3302	Visual Programming	Major	45	3	ITC
ITC 3303	Database Design and Development	Major	45	3	ITC
DSC 3301	Operations Research	Major	45	3	DSC
	Minor	Minor	45	3	ACC/BEC/
					FIN/ MAR
Total Credi	t Hours			15	
	Year III: Semester	II			
BUS 3303	Organizational Behaviour	Common	45	3	BUS
ITC 3304	Management Information Systems	Common	45	3	ITC
ITC 3305	Software Engineering	Major	45	3	ITC
ITC 3306	IT Project Management	Major	45	3	ITC
	Minor	Minor	45	3	ACC/BEC/
					FIN/ MAR
Total Credi	15				
	Year IV: Semester	I			
BUS 4301	Strategic Management	Common	45	3	BUS
ITC 4301	Information and Communication Networks	Major	45	3	ITC
ITC 4302	Web-based Application Development	Major	45	3	ITC
ITC 4303	ICT Environment for IS	Major	45	3	ITC
	Minor	Minor	45	3	ACC/BEC
					FIN/ MAR
Total Cred	it Hours			15	
	Year IV: Semester	H		0	
ITC 4304	Electronic Commerce	Major	45	3	ITC
ITC 4305	Information Systems Application				
	Development Project	Major	45	3	ITC
ITC 4306	Information Technology Management	Major	45	3	ITC
ITC 4307	ICT for Organizational Strategy	Major	45	3	ITC
	Minor	Minor	45	3	ACC/BEC
					FIN/ MAI
Total Cred	it Hours			15	

9.6

Awards

A gold medal is awarded annually, by Microsoft Sri Lanka (Pvt) Ltd, to the student with the highest GPA over the entire degree programme.

Dr. K. M. S. Dushyantha Kulatunga

BSc. Industrial Mgt.(Special) (Kelaniya);MBA (PIM SJP), Ph.D.(Business Adm.& Infor.Sci.)(Chubu)

Mrs. S. M. Samarsinghe

B.Com (Special) (SJP); M.Sc, Mgt (SJP)

Mr. A. L. Lokuge

B.Sc (Colombo); MSc Computer Science (Colombo); MBA (Colombo)

Dr. (Mrs) Champa Hewagamage

Mr. C. R. Peris

Mr. W. M. N. Fernando
B.Sc. (SJP); MBA (PIM SJP), MACS
Mr. D. J. Punchihewa
B.Sc. (Business Studies) (Sabaragamuwa); MBA (E com.) (Stockholm)
Mr.K.S. L. Gunawardena
B.Sc. (SJP), MEEE (USA), MEET (UK), MRCS (UK), MACM (USA)

Mr. K. K. Pahalawatta

Mrs. K. Nishika Jayasingnhe
B.Sc., Bus. Admin. (Special) (SJP) MBA In Information Technology (Moratuwa)
Mr. P. D. K. Amitha Kumara
B.Com. (Special) (SJP)
Mr. P. H. A. B. Shantha
B.Sc. (Estate Management & Valuation) (Special) (SJP)
Mrs. U. G. D. L. Abeyesekara

9.8

Subjects offered by the Department of Information Technology

ITC 1301: INTRODUCTION TO INFORMATION TECHNOLOGY

This is an introductory level course consisting of both basic theory and practice relating to computers. The course consists of four modules: one theoretical module and four practical modules. The theoretical module includes: introduction, overview of computers, computer hardware, computer software, the Internet and its services and IT applications in business environment. The four practical modules provide knowledge & skills on the use of Operating systems, Word Processing, Spreadsheet & Presentation Software.

ITC 1402: COMPUTER SOFTWARE & APPLICATIONS

The course consists of two modules. The theoretical module provides a comprehensive knowledge on Programming Concepts, Database Management Systems, Data Communication & Computer Networks, Development of Information Systems, and Electronic Commerce. The practical component of this course covers the use of Data Base Management Systems, Personal Information Managers and Groupware.

ITC 3301: SYSTEMS ANALYSIS AND DESIGN

This course provides the knowledge and skills to analyze business problems and design Information Systems to fulfill business requirements. Major topics covered in this course include: A framework for information systems development, System Analysis, fact finding techniques for Requirement Discovery, Data modeling, process modeling, Feasibility testing, System Design, Application Architecture & Model, Database Design, Output Design and Input Design. The practical component in this course gives the skills to use the tools & technologies to support System Analysis and Design.

This course provides an introductory level treatment of major concepts in Programming, leading to development of computer applications for business organisations. The course also covers algorithm concepts that help to enhance the problem solving skills of the students. It will be supplemented by a study of procedural programming techniques, which are useful for understanding the event-driven; object oriented programming (OOP) methodology. The course will use currently popular visual programming languages for application development practices. In addition to the primary focus on visual programming, the course will also introduce web-based applications, database programming and rapid application development tools.

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, 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 stills 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 3304: MANAGEMENT INFORMATION SYSTEMS

This is an advanced level course that deals with the usage and application of information systems. This course covers information systems in business, fundamentals of information systems, telecommunications and the internet worked enterprise, database management systems, the internet and electronic commerce, intranets, extranets, and enterprise collaboration, information systems for business operations, information systems for managerial decision making, information systems for strategic advantage, knowledge management, and knowledge integration in information systems development.

ITC 3305: SOFTWARE ENGINEERING

This is a specialized course on software engineering 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 to software engineering, software process, software requirement analysis and specification, software design, coding, testing, software maintenance, computer aided software engineering (CASE), and Software quality.

ITC 3306: INFORMATION TECHNOLOGY PROJECT MANAGEMENT

This course provides the opportunity to learn the application of project management theories and techniques in Information Technology (IT) projects. The course content is based on the project management framework and it's application to IT projects. The main topics include introduction to project management, critical need for better project management in the field of IT, identification of the project management framework, project management knowledge areas in the context of IT projects, applications of the project management process groups to the real IT projects and usage of project management tools and techniques to assist in IT projects.

ITC 4301: INFORMATION AND COMMUNICATION NETWORKS

Communication Networks are increasingly becoming a ubiquitous entity in Information Systems, the need for instant access to large volumes of data are omnipresent. The skill to identify needs in networking computers, and consider communications technologies, standards available is required in a IT Manager. This course provides the essential knowledge to make informed decisions regarding the selection, purchase, installation & maintenance of Local Area Networks. The course also provides practical skills related in setting up Network Operating systems to provide basic network services.

ITC 4302: WEB-BASED APPLICATION DEVELOPMENT

This is a specialized course that provides a comprehensive theoretical and practical knowledge in the area of web based applications. The course consists of two modules. Module-I is theoretical and cover basic concepts of the Internet communication, web design concepts, mark-up languages and scripting languages for client and server side. Module-II, the practical component involves a project selected at the commencement of the course that enhances hands on skills of the students while at the development of the web based application project is ongoing.

ITC 4303: INFORMATION AND COMMUNICATION TECHNOLOGY ENVIRONMENT FOR INFORMATION SYSTEMS

The majority of IT enabled organizations rely on the smooth operation of their computers & related peripherals, system software to enable trouble free operations. When systems fail, swift decision making to decide on the course of action required is a highly desired skill in an IS Manager. They must constantly keep the systems up-to-date, and be aware of the new technological developments which can give the competitive advantage in today's dynamic environment. This course aims to provide students with the ability to evaluate supplier bids for procurement of ICT (Information & Communication Technology) Resources, Appraise computer peripherals used in Organizations and their operation, Upgrade / Change features of Computer Systems and Identify present and emerging trends related to ICT.

ITC 4304: ELECTRONIC COMMERCE

This is an advanced course that deals with the concepts and practice of electronic commerce. The major topics covered in this course include: introduction to internet business, models of e-business, preparing the online business, selecting the technology, avoiding legal issues, marketing strategies on the web, search engines and portals, comparing web technologies, security on the internet, imaging on the internet, and paying via the net.

ITC 4305: INFORMATION SYSTEMS APPLICATION DEVELOPMENT PROTECT

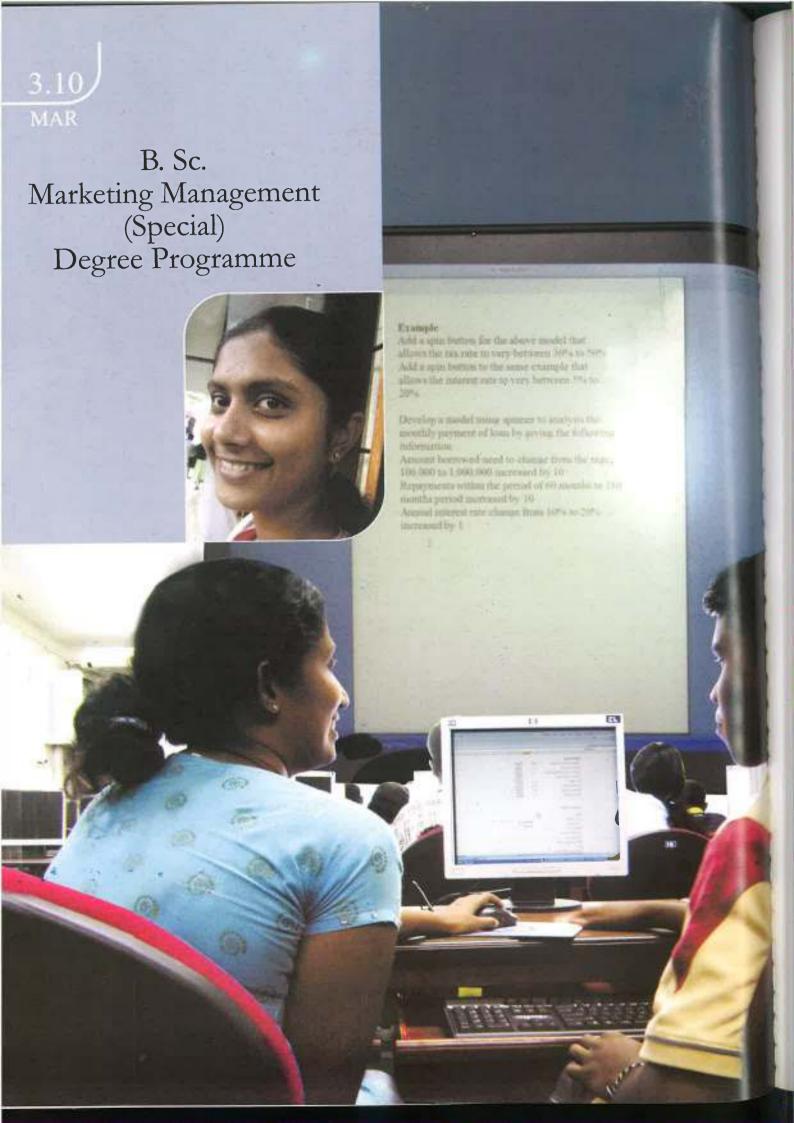
This is a specialized course available only to the students who are specializing in the field of information systems. This course provides an opportunity for students to apply their conceptual knowledge into practice. Each student is required to select an application project from a private or public sector organization. Each student has to develop a comprehensive application package or submit a project report based on the type of application project they select. The application package or project report should meet the expectations of the relevant organization. Each student will be assigned a supervisor from the department.

ITC 4300: INFORMATION TECHNOLOGY MANAGEMENT

This course aims to provide the knowledge about role of IT in the organizations to obtain the competitive advantage in the digital economy. This is an advanced course, which deals with the Information Technology for the Management. The course contents include Information Technology in the organization, the web Revolution, Organizational Applications, Managerial and Decision support systems, Managing Information Resources & security and Impacts of IT on organizations, Individuals and society.

ITC 4307: INFORMATION AND COMMUNICATION TECHNOLOGY FOR ORGANIZATIONAL

Globally, there is an increasing demand to develop personnel who could advice, guide, develop and deploy ICT based resources to gain competitive advantage increase productivity, innovate/invent and improve the standard of living of its stake holders in organizations. It is very evident in Sri Lanka too that most Organizational/Corporate Decision makers lack ICT Maturity and are unable to exploit the vast potential due lack of awareness and proper guidance. This course is intended to bridge this gap by taking an initial step towards developing future Leaders/Managers that are versed with the applications and the implications of this strategic tool and with the ability to justify such investment.



10.1 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 recognized the necessity for offering a special degree in marketing. As a result a "Marketing Unit" was established in January 1994, which introduced the B.Sc degree in Marketing Management. The Marketing Unit became the Department of Marketing in 1996. Starting in the academic year 2001/2002, the degree has been renamed as "B.Sc. Business Administration (Marketing) (Special)" and curriculum has been strengthened. However, being updated with the new development in the field of marketing management, presently "B.Sc. in Marketing Management (Special) Degree" is used as the official name of the degree.

10.2 Programme Objective

The main objective of this degree programme is to provide undergraduates with knowledge, talents, skills and attitudes to be marketers who can make a real difference in consumer and industrial market, profit and non-profit organizations, small and large firms and domestic and international markets by influencing the development of new products and services, supporting the personal development of the people who work for them, reconciling organizational activities with ecological social and political concerns across the word, adapting to the challenges that come from globalization of the economy and the constant and quick changing pattern of competitive pressures and opportunities.

10.3 Employment Opportunities and Professional Links

Marketing is a very board area with a wide variety of activities involving the analysis, planning, implementation and control of marketing programmes. Marketing career offers constant challenges, stimulating problems, the opportunity to work with people, and excellent career advancement opportunities. Graduates who secure the B.S. 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, 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.

The Department is fully aware of the necessity to give its students a practical exposure to the corporate world so that they will be in a better position to understand the relationship between theory and practice. In order to achieve this, the internship programme has been introduced to facilitate final year students of the department to gain the practical exposure by being trained under the corporate sector as management trainees or marketing trainees.

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 the Cutton the Control of the Sri Lanka Military Academy, Dividing to Control of the Cutton Bound Training Programme for the students of the department under the course unit of Personality and Stall Development.

10.4 Programme Structure for Year III and Year IV

The programme curriculum has been designed to help students to learn the basic concepts and practices of modern marketing in an analytical and practical way. It provides fresh insights into the latest marketing developments. The programme covers Product Management, Marketing Communication, Sales Management, Retail Marketing, Consumer Behaviour, Services Marketing, International Marketing, strategic marketing and Marketing Research as the core subjects.

In addition, practical training in the form of internship and submission of a research report are compulsory parts of the programme. Furthermore, the programme also provides the students with an opportunity to select subjects from other departments of the Faculty such as the Information Technology and Decision Sciences, Human Resource Management, and Finance. Table 3.11 depicts the course content of the degree for year III and IV.

Table 3.11: B.Sc. Marketing Management (Special) Degree Programme Structure for Year III and Year IV

Course Code	Course Title Course Contact Status Hours				Service Departmen
	Year III: Semest	er I			
MAR 3301	Product Management	Major	45	3	MAR
MAR 3302	Marketing Communications	Major	45	3	MAR
MAR 3303	Sales Management and Retail Marketing	Major	45	3	MAR
MAR 3304	Consumer Behaviour	Major	45	3	MAR
DSC 3304	Operations Research	Major	45	3	DSC
Total Credit	Hours -			15	
	Year III: Semest	er II			
MAR 3305	Service Marketing	Major	45	3	MAR
BUS 3301	Organization Behaviour	Major	45	3	BUS
BEC 3305	Managerial Economics	Major	45	3	BEC
ITC 3304	Management Information Systems	Common	45	3	ITC
ITC 3307	Software and Project Management	Minor	45	3	ITC
Total Credit				15	
	Year IV: Semest	er I			
BUS 4301	Strategic Management	Common	45	3	BUS
MAR 4301	Marketing Research	Major	45	3	MAR
MAR 4302	Practical Training	Major	- 65	3	MAR
MAR 4303	Personality and Skill Development	Elective	45	3	MAR
MAR 4304	Agency Management	Elective	45	3	MAR
ITC 4302					ITC
Total Credi	Hours		5	15	
	Year IV: Semest	er II			
MAR 4305	Research Report	Major	45	3	MAR
MAR 4306	Strategic Marketing and Marketing				
	Case Analysis	Major	45	3	MAR
MAR 4307	International Marketing	Major	45	3	MAR
MAR 4308	Hospitality Marketing	Elective	45	3	MAR
MAR 4309	Services Management	Elective	45	3	MAR
BEC 4304			45	3	BEC
ITC 4304	E-Commerce	Minor	45	3	ITC
Total Credi	t Hours			15	

10.5 Awards

The department of marketing management offers a gold medal for the best student of the department annually. This gold medal is sponsored by the Sri Lanka Institute of Marketing (SLIM).

10.6 Students' Associations and Resource Centres

Marketing Management Association (MMA) is the official Student Association of the Department of Marketing Management. This is a separate student body, which gives more opportunities to enhance the unique skills required to be moulded in marketing undergraduates. Marketing is truly a practical discipline, which is continuously shaped by the competitive attitudes of marketers. In order to become excellent marketing professionals the unique skills and talents must be developed within the students. MMA provide such facilities as it is a very innovative, creative and proactive association, which organizes many workshops, events and activities annually.

The department and the Marketing Management Association (MMA) annually organize Out Bound Training (OBT) programme, which gives a seven days training programme at Diyathalawa Army Defense Academy for the purpose of enhancing our students personality and required soft skills, under the course unit of Personality and Skill Development. Besides, Trade Fares (under Marketing Management), Social Projects (under Marketing Management), Simulation Games (under Product Management), Workshops (under Marketing Communication) and Field Visits (under Strategic Marketing Management) are organized annually by the students of the department with the support and guidelines of the department for the purpose of improving students' organizing capabilities and letting them close to the practical aspects of the philosophical and theoretical knowledge.

The department maintains a research library mainly for the final year students of the department as an assistance to write their final year 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 some researches conducted by the lecturers of the department for students' reference. Besides, the department is in the process of establishing a resource centre for students' of the department.

10.7 Members of the Academic Staff

Dr. B. N. F. Warnakulasooriya

B.Com. Special (Colombo); MBA (Colombo); PhD (Pane)

Mrs. D. S. R. Samarasinghe

B.S. Bus Admin. Special (SIP); PD Ulip Mathering M.S. Bus Admin. (SIP); ED Co. D.

Mr. K. P. L. Chandraial

B. Com. Special (SIP); M.S. in Management (SIP)

Mrs. B. R. M. N. Rathmayake

B.S. Mil. Mec. Special (SIP); M.S. in Management (SIP) M.A. Marketing (Nottingham)

Mrs. L. C. R. Perera

B.S. Has Admin. (Special) (SIP); M.A. Com (Notice)

Mrs. M. A. A. Malkaurthi

B.S. Mil. Met. Special) (SIP)

Mrs. B. Sadamali Galdolage

Description of the Courses offered by the 10.8 Department of Marketing Management

MAR 2301 MARKETING MANAGEMENT

This course provides undergraduate with a basic knowledge an understanding about the nature and the scope of marketing management with special reference to the practical applications in the Sri Lanka context. The course includes the understanding marketing management and analyzing marketing opportunities, developing marketing strategies, planning marketing programmes and managing g the marketing effort.

MAR 3301 PRODUCTMANAGEMENT

The objective of this course is to provide students with a specialized knowledge on management of exiting products and transforming innovations in to new products. This course covers such areas as meaning and roles of products, product development through technological innovations, developing new products, test marketing, managing product life cycle strategies and technological life-cycle strategies, managing products mix decisions, and developing marketing strategies for product manufacturing originations.

MAR 3302: MARKETING COMMUNICATIONS

The purpose of this course is to enable students to build a sound theoretical and practical understanding of the formulation of marketing communicational strategy and the management of marketing communication process. This course will cover communication in marketing, effective communication process, models in communication, elements of marketing communication mix, and media decisions relating to marketing communications.

MAR 3303: SALES MANAGEMENT AND RETIAL MARKETING

The objective of this course is to establish a basic foundation of knowledge in sales management and retail marketing. The course will include formulation of strategic sales programme, implementation of the sales programme, implementation of the sales programme, and evaluation and the control of the sales programme.

MAR 3304: CONSUMER BEHAVIOUR

This course imparts knowledge and understanding to students about the concepts and theoretical foundations of consumer behaviour. It will cover the area such as the evolution of the field of consumer behaviour, classical and modern models of consumer behaviour, consumer decision-0marketing process and the factors influencing the same.

MAR 3305: SERVICE MARKETING

This course provides an introduction to service marketing and its application to the service industry including the application of basic marketing concepts and strategies. This course will cover the nature of services, the nature of demand for services, a framework for service marketing management, decisions on expended marketing mix, service quality, customer care and satisfaction.

MAR 4301: MARKETING RESEARCH

This course imparts basic knowledge and understanding to the undergraduate about the nature and scope of marketing research and its role in designing and implementing successful marketing programme. The course will also provide a conceptual framework for conducting marketing research, a basic understanding about marketing research process and ho research and statistical tools could be used in marketing research.

MAR 4302: PRACTICAL TRAINING

Students are required to option hands on experience on practical marketing scenarios by working in organizations under the supervision of the department and an appointed training manager. A record book has to be maintained by the students.

MAR 4303: PERSONALITY AND SKILL DEVELOPMENT

This course unit is designed to enhance the personality and soft skills of the final year students of the department as a result of recognizing the importance of them to become dynamic and successful marketers in the business world. This includes practical and theoretical exposure to personality theories, business etiquettes, public speaking, physical and mental fitness, Personal Development, and Leardership. Ourward Bound Training Programme (OBT Programme), one of the annual evens organized by the department, is for the students' personal development under this course unit.

MAR 4304: AGENCY MANAGEMENT

The purpose of this course is to enable students to build a basic knowledge and understanding in agency management. Also, it gives an understanding of the advertising strategies, and the process of agency management. The course unit covers the foundation of advertising, advertiser-agency telationship, advertising environment, creative strategies, media planning and measuring effectiveness of advertising.

MAR 4305: INDEPENDENT RESEARCH STUDY

Students are required write a research report carrying out independent study on selected marketing related issues. A supervisor will be appointed for each student.

MAR 4306: STATEGIC MARKETING AND CASE ANALYSIS

The course provides a basic knowledge and understanding in strategic marketing concepts. The course includes strategic management process, strategic and marketing analysis, strategic directions and strategic formulations, strategic choice, strategic evolution, and strategic implementation and control.

MAR 4307: INTERNATIONAL MARKETING

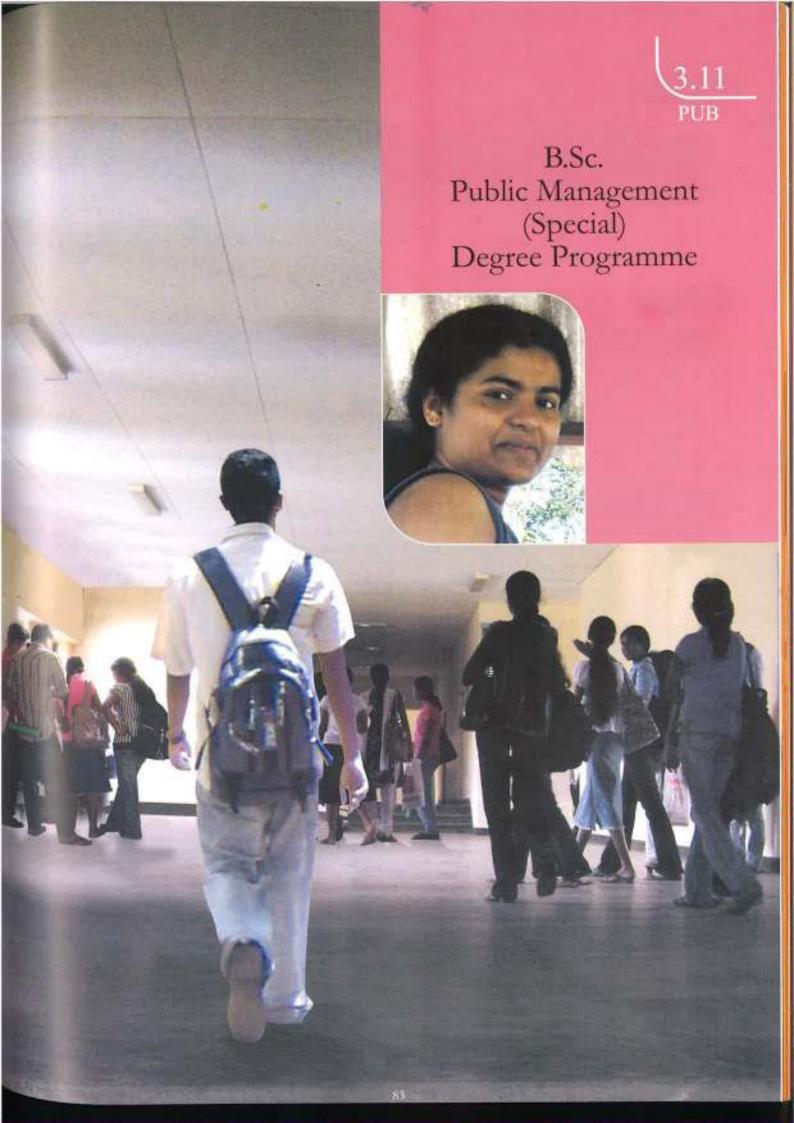
The aim of this course is to provide students with insights for understanding the global business process and discipline. It will cover introduction to global marketing, global marketing planning environment, targeting global markets, formulating global marketing strategies, global marketing mix, and leading, organizing and controlling global marketing effort.

MAR 4308: HOSPITALITY MARKETING

This course unit is designed to provide an understanding of the theories and practices in hospitality marketing with the special emphasis on tourism and hotel industry. Importantly, this course unit concerns with the role of hospitality marketing in the economy, the unique concepts and strategies which brings competitive advantages, and global trends which could be localized suitably.

MAR 4309: SERVICE MANAGEMENT

This course unit aims to provide an understanding of the theories and practices in managerial aspects of services organization. Specifically, this course unit concerns with the role of service in the economy, the service concern and competitive strategy, structuring the service enterprise, Managing service operations, and quantitative models with service applications.



11.1 Evolution

This University has offered the undergraduate degree in Public Administration since the academic year 1959/1960 (through first by then Department of Economics, later by the Department of Public and Business Administration, and then by the Department of Management Studies). It received due and independent recognition—with the establishment of this Department of Public Administration in 1980. The Department then took over the responsibility—for the study programme leading to the B.Sc. Public Administration (Special) Degree, which was renamed as the B.Sc. Management—(Public) Special Degree in 1993. Commencing in 2001/2002, it has been offered as the B.Sc. Public Management (Special) Degree. The Department is proud to be the only such academic unit within the national university system offering a degree in Public Management.

11.2 Programme Objectives

The B.Sc. Public Management (Special) Degree Programme has its roots in the B.Sc. Public Administration (Special) Degree, which the Department conducted earlier. That had the distinguishing element of revolving around the principle components of the field of public Administration: Development Administration, Public Sector Economics, Constitutional and Administrative Law, International Relations, Local Government and Rural Development. An interdisciplinary approach was, however, present through courses in management studies including subjects such as Management process, Human Resource Management, Organizational Behaviour and Strategic Management as well as through a host of other courses in the fields of Accounting and Finance, Economics, Mathematics, Computing and Information Systems. Recent changes have made it possible for students to specialize in some areas so as to be able to enhance their own marketability.

The programme attempts to integrate management and administration theories with the realities of policy formulation and implementation, and is structured to provide a foundation that is intensive, wide in scope and multidisciplinary in nature. It is aimed at developing student's the knowledge and the managerial skills required for both public and private sector organizations. Thus, this programme is designed to equip students with the skills needed to apply this managerial knowledge to real world decision-making in the capacity of professional managers and administrators in both the public and private sector institutions.

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 work are used to help the student to develop an appreciation for the application of knowledge to real world situations.

11.3 Employment Opportunities and Professional Links

The Department has a training programme, which provides undergraduate an opportunity to obtain practical experience from the public sector organizations and private sector organizations.

Our members of the department serve as lecturers in other universities and institutions. They also have considerable experience in consultancy work for government bodies and private sector organizations. Former students have successfully found employment in a wide variety of national and international organizations in government and private sector.

The Department has important relationships with professional and regulatory bodies such as Ministry of Public Administration, Ministry of Planning and Implementation, Ministry of Rural Economy, Ministry of Labour, Ministry of Women Affairs, Department of National Planning, Central Bank of Sri Lanka, Hector Kobbakaduwa Agrarian Research and Training Institute, Rural Development Training and Research Institute, Open University of Sri Lanka and University of Moratuwa etc.

11.4 Programme Structure for Year III and Year IV

Table 3.12: B.Sc. Public Management (Special) Degree Programme Structure for year III and year IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Departmen			
	Year III: Semest	er I						
PUB 3301	Public Management	Major	45	3	PUB			
PUB 3308	Public Finance	Major	45	3	PUB			
PUB 3302	Research Methodology I	Major	45	3	PUB			
PUB 3303	Managing Local Government	Major	45	3	PUB			
PUB 3306	Constitutional & Administrative Law	Major	45	3	PUB			
Total Credit	Hours			15				
I BOY IS	Year III: Semest	er II			BE I			
ITC 3304	Management Information Systems	Common	45	3	ITC			
PUB 3304	Development Administration	Major	45	3	PUB			
PUB 3305	Policy Analysis and Decision Making	Major	45	3	PUB			
BUS 3301	Organizational Behaviour	Common	45	3	BUS			
PUB 3307	Research Methodology II	45	3	PUB				
Total Credit	15							
	Year IV: Semes	er I						
BUS 4301	Strategic Management	Common	45	3	BUS			
PUB 4301	International Relations	Major	45	3	PUB			
PUB 4302	Managing Rural Development	Major	45	3	PUB			
PUB 4303	Contemporary Issues in Development	Major	45	3	PUB			
PUB 4306	Public Sector Project Management	Elective	45	3	PUB			
ACC 3302	Taxation	Elective	45	3	ACC			
Total Credi	t Hours	Calls to the		15				
	Year IV: Semest	er II						
ACC 4310	Public Sector Accounting and Finance	Major	45	3	ACC			
PUB 4304	Comparative Public Administration	Major	45	3	PUB			
PUB 4309	-		45	3	PUB			
PUB 4305	Practical Training	Major	45	3	PUB			
PUB 4307	E- Governance	Elective	45	3	PUB			
ACC 3303	Auditing	Elective	45	3	ACC			
PUB 4308	Disaster Management	Elective	45	3	PUB			
			Total Credit Hours					

3 11.5 Awards and Scholarships

Gold Medals

Students reaching top levels of academic achievement are awarded the following Gold Medals at the annual convocation:

Public Administration Alumni Association Gold Medal Deshamanya Prof. Linus De Silva Memorial Gold Medal

Scholarships

Eight special scholarships are awarded to needy students who are selected among the third year students in the Department of Public Administration, thus providing supplementary financial assistance to help them proceed with their higher education.

11.6 Associations

Association of Public Administration (APA)

The Association of Public Administration represents the total student community in the Public Administration / Public Management study programmes of the University. It was established in 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 solely for the betterment of Public Management students. All students are encouraged to join as active participants. It is aimed to create more opportunities for students to develop their knowledge, skills and research abilities.

Alumni Association

Graduates who have passed through this department 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.

11.7 Members of the Academic Staff

BSc Met. Panic (Special) SID, MDA (PIM SID) Miss, R.P. C.K. Jayasinghe BSc Met. Pahlic (Special) (SID)

11.8

Description of the Courses Offered by the Department of Public Administration

PUB 2201: POLITICAL ENVIRONMENT

The objective of this course unit is to provide the students with an introduction to the key concepts, theories and practical aspects in the areas of Political Science, Public Administration and Public Policy Analysis. This has three components: Political Science, Public Administration and Public Policy Analysis.

PUB 2402/POLITICAL SCHNICE

This course unit is designed to provide the students with an understanding of the political environment within which a manager / administrator works and to enable them to appreciate the various political factors affecting their behaviour. The major topics covered include both general theoretical concepts of nation, state, rights, liberty and equality as well as the 'political institutions' with special reference to Sri Lanka. Attention is paid to constitutional developments in Sri Lanka as well as to the evolution of party and electoral politics.

PLB 2403-THEORY AND PRACTICE OF PEBLIC ADMINISTRATION

The purpose of this course unit is to provide knowledge of the principles and practice of public Administration both in general and with particular reference to the system prevailing in Sri Lanka. The orientation is the administrative process approach. Developments in the study of public administration and current practice in Sri Lanka are covered to provide an adequate perspective. Bureaucracy and its control and accountability, efficiency and effectiveness of public administration, regional administration, administrative reforms are also discussed.

PUB3301 PUBLIC MANAGEMENT

The unit provides an introduction to fundamental issues that underlie the field of Public Management. The emphasis is given to discussion and assessment of the theories and principles of 'New' Public Management (Managerialism / Entrepreneurial Government), and to compare and contrast these with the Traditional Model of Public Administration. It also emphasizes the changing role of the government, strategic management in Public services, key challenges to public service delivery, and ethics of the services under the new paradigm.

PUB 3302: RESEARCH METHODOLOGY I

This aims to provide an introduction to the tools and techniques used by social science researchers. The major topics covered include the nature of social science research, basic philosophy and concepts of social science inquiry, research design, data collection methods, statistical tools and techniques, qualitative research methods and preparation of a research proposal.

PUB 3303: MANAGING LOCAL GOVERNMENT

This course unit aims at providing an understanding of the setting in which local bodies function in Sri Lanka. It covers the principles of local government, local government models, evolution of local government system in Sri Lanka (1865 onwards), trends and developments since Independence, present structure of local authorities, their powers, functions and role in the development, and centric-local relation.

PUB 3304: DEVELOPMENT ADMINISTRATION

The basic objective of this course unit 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 3305: POLICY ANALYSIS AND DECISION MAKING

This unit examines various perspectives on Public Policy centring on the relationship between Policy Analysis and Decision-Making. The major areas of coverage include introduction of policy analysis and decision-making, methods of policy analysis, theories and models of policy making, formulation of Public Policy, implementing policy choices, evaluating the impact of public policies, Policy succession and termination. The course unit is taught with reference to both developed and developing countries.

PUB 3306: CONSTITUTIONAL AND ADMINISTRATIVE LAW

The course unit 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 reform, fundamental rights and Election. That 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 3307: RESEARCH METHODOLOGY II

The student is required to study a problem related to the field of 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, to present things logically and clearly and to work towards conclusions and recommendations. The research report is prepared under the guidance of a supervisor of the academic staff.

PUB 3308: PUBLIC FINANCE

This course is designed to provide the students with an understanding of the financial aspects of public sector activities. Thus, it focuses on fiscal institutions, tax systems, expenditure programmes, budget procedures, stabilization instruments, debt issues and levels of government. The study of public finance combines a thorough understanding of fiscal institutions with a careful analysis of the economic issues, which underlie budget policy.

PUB 4301: INTERNATIONAL RELATIONS

The course unit is designed to provide the 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 levers of influence and instruments of cooperation, and the functions and role of international institutions are among the subjects discussed.

PUB 4302: MANAGING RURAL DEVELOPMENT

This course unit introduces basic issues relating to the theory and practice of Rural Development. The historical evolution of thought, and current issues as well as theories and concepts of rural development are examined. Methodologies and implementing strategies are also studied with reference to the problems and experiences in Sri Lankan rural development projects and programmes.

PUB 4303: CONTEMPORARY ISSUES IN DEVELOPMENT

The aim of this course unit is to familiarize 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 synthesize innovative ideas which contribute to new concepts and issues of development.

PUB 4304: COMPARATIVE PUBLIC ADMINISTRATION

This course unit is designed to provide 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 organization and role of the civil service in other countries.

PUB 4305: PRACTICAL TRAINING

The purpose of this practical training programme is to provide an exposure to the practice of management in both public and private sector organizations. Students are required to study practical aspects of public management in selected public sector organizations for a period of four months under the supervision of a senior manager/administrator in the relevant organizations.

PUB 4306: PUBLIC SECTOR PROJECT MANAGEMENT

This course is based on implementing public sector programmes more effectively through applications of project management. Mainly, this course covers public policy, planning and programming, project appraisal and programming. PERT and CPM to analyze the projects, quality assurance models, Earned Value Measure (EVM) and customer's review of projects are discussed in detail.

PUB 4307: E-GOVERNANCE

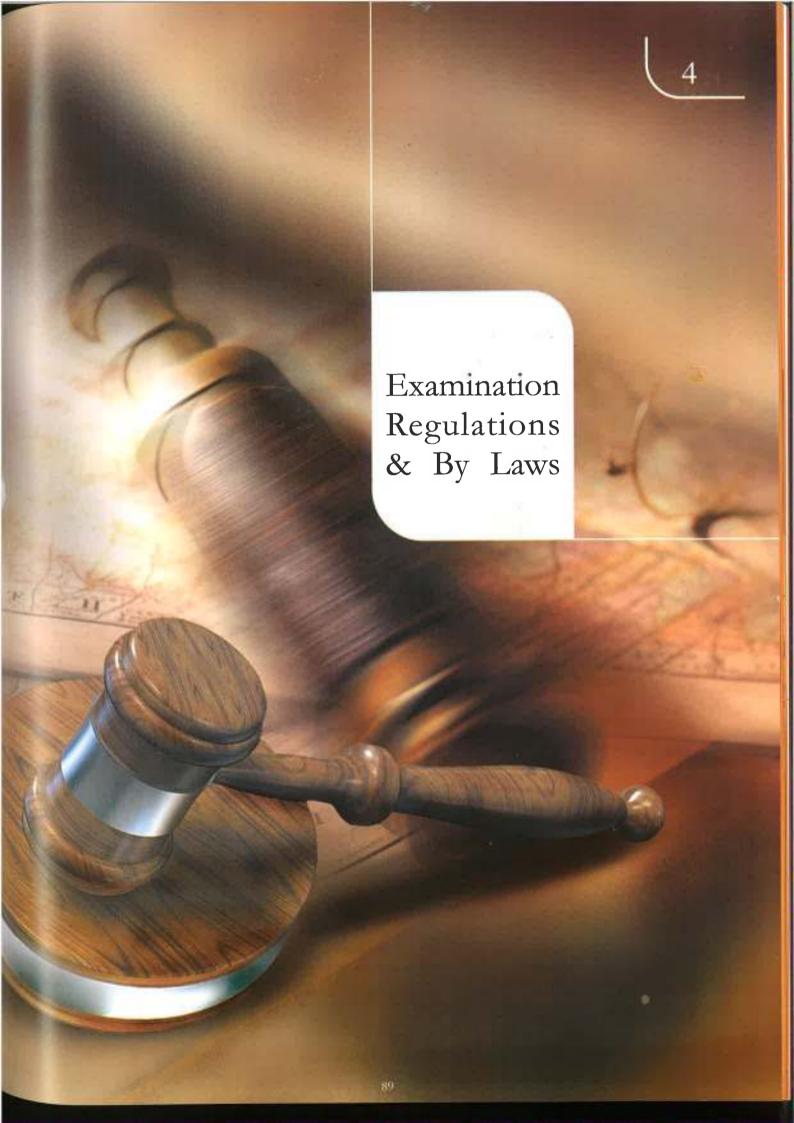
The course is designed to provide both theoretical and practical knowledge of E- Governance. Students would be able to get basic knowledge and experience of how to manage the government and the governance process by using the Internet and related technologies. The included topics are Introduction to government, Good governance and its main actors and components, dimensions and principles of Good governance, Practice of Good governance, Benefits and problems of Good governance. Also included topics to be covered are Introduction to E-Governance, Internet and World Wide Web, Managing bureaucracy and governance process by using E-tools, Potential areas of application of E-tools in the bureaucracy and governance process. How to handle problems of governance with the usage of Internet and related tools and related issues are also discussed.

PUB 4308: DISASTER MANAGEMENT

This course is primarily based on the phenomenon of "Natural Disasters". Managing a disaster situation is quite different from managing a situation under normal circumstances. Thus, this course aims to study how managerial skills can be developed so as to deal with a disaster situation. The stages of a disaster situation, namely, relief provision stage, recovery effort stage and reconstruction stage are also discussed. Students will learn how each of these stages is properly managed in order to mitigate the adverse consequences on affected due to a disaster.

PUB 4309: DEVELOPMENT POLICY AND MANAGEMENT

The course aims at creating awareness among the students, of the main development issues facing developing countries, alternative policies available and how the policy regimes should be managed. Students will be encouraged to examine the issues and remedies critically, drawing examples and experiences of both the developed and developing nations, in the light of the 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 of and means of ensuring sustainable policy regimes.



4 1 Introduction

These regulations provide the criteria and other conditions relating to examinations leading to the B.Sc. Degrees and the B.Com Degree conducted by the FMSC such as B.Sc. Accounting (Special), B.Sc. Business Administration (Special), B.Sc. Business Economics) (Special), B. Com. (Special), B. Sc. Operations and Technology Management (Special), B.Sc. Estate Management and Valuation (Special), B.Sc. Finance (Special), B.Sc. Human Resource Management (Special), B.Sc. Business Information Systems (Special), B.Sc. Marketing Management (Special), and B.Sc. Public Management (Special), and any other degree programmes to be 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 2006/2007 and thereafter.

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 13 weeks. Thus the degree programmes shall constitute of 8 semesters, and examinations shall be held at the end of each semester.

Credit Hours

Relation 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 4.1.

Table 4.1: Relation between Class Hours and Credit Hours

Number of Class Hours Per Week	Number of Credit Hours		
1	1		
2 3	2 3		
4	4		

Any exceptions to the above shall be approved by the FMSC. Approved exceptions include English (BCC 1201, BCC 1202, BCC 2201) and Surveying and Levelling I and II (EMV2201, EMV2205), Building Construction and Auto CAD I and II (EMV2202, EMV2206), where the number of credit hours is fixed at two although the classes meet for four hours a week.

3.2 The Norm about the Number of Class Hours per Week

The norm at the FMSC is for a class to meet twice a week. Therefore, a course carrying three credit hours meets twice a week for one hour and forty five minutes each, while a course carrying four credit hours meets twice a week for two hours each.

4 4 Student Course Load

Typically, a student is required to take five taught courses per semester. The credit hours given for each Course depend on the number of class hours as indicated above. The typical course load for a semester is 15 credit hours. It means that a student is given classroom instructions of 15 hours per week. Each of the four semesters in the two-year common programme is designed to carry 15 credit hours. During the final two years, the number of credit hours per semester may vary among programmes. However, the total of the credit hours for an academic year shall not exceed 30. The total number of credit hours for an entire degree programme is 120.

5 Grading Scale

Student performance is graded on a 10-point scale, which ranges from A+ (excellent) to F (fail). The grading scale is shown in Table 4.2. The letter 'M' is given for medical withdrawals.

Table 4.2: Grading Scale

Range of Marks	Letter Grade	Interpretation	Grade Points Per Semester Hour
85 - 100	A+	Exceptional	4.00
70 84	A	Excellent	3.67
65 69	A -	Excellent	3.33
60 64	B +	Very Good	3.00
55 59	В	Very Good	2.67
45 54	C+	Good	2.33
40 44	С	Good	2.00
35 39	D +	Poor - Passable	1.67
30 34	D	Poor - Passable	1.00
00 - 29	F	Failure	0.00

4 6 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 grade point average 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.

$$GPA = \frac{\sum_{i=1}^{N} (Credit \ Hours)_{i} \ X \ (Grade \ Po \ int \ s \ Per \ Hour)_{i}}{\sum_{i=1}^{N} (Credit \ Hours)_{i}}$$

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 4.3 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the degree programme

Table 4.3: Illustration of GPA Calculation

Earned	Credit Hours	Grade Points per Hour	Number of Grade Point Values Earned = Credit Hours X Grade Points Per Hour
A+ A - B +	2 3 3	4.00 3.33 3.00	8.00 9.99 9.00
С	3	2.00	6.00
D	15	1.00	4.00
	A+ A - B + C	A+ 2 A - 3 B + 3 C 3	A+ 2 4.00 A - 3 3.33 B + 3 3.00 C 3 2.00 D 4 1.00

$$GPA = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}} = \frac{36.99}{15} = 2.46*$$

^{*} Decimals beyond two places are truncated, not rounded, in computing the GPA.

4 7 End-Semester Examinations and Continuous Evaluation

- 4.7.1 Except for section 4.9.3 and 4.9.4 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 subject. Normally, they are of three-hour duration.
- 4.7.2 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 section 4.11, he/she may be allowed to participate in the continuous assessments held in the succeeding year. (For example the mid-semester test). If it is not possible a special continuous assessment may be held for those students.
- 4.7.3 The overall grade for a Course is based on the performance of all graded assessments for that Course.

Eligibility Requirements to Sit for an End-Semester Examination

- 4.8.1 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.
- 4.8.2 Students shall be admitted to the final examination only if they have complied with the attendance requirements and other regulations specified by the respective Instructor, Department, the Faculty and the University.
- 4.8.3 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.
- 4.8.4 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.
- 4.8.5 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 (F).

Guidelines for the Calculation of Final Marks for the Courses

- 4.9.1 The end-semester examination carries a weight not less than 60% and not more than 75% of the final marks assigned to a course.
- 4.9.2 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 participation.
 - When a candidate has not completed all the continuous assessments required for a subject, 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 subject shall be 12/40.

- 4.9.3 If a course has a 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 4.11 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.
- 4.9.4 Repeat students (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%.
- 4.9.5 Repeat students (Medical, 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.
- 4.9.6 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.
- 4.9.7 Research and Research Methodology Course Units shall be evaluated according to guidelines prepared by the FMSC and approved by the Senate.

4 10 Passing or Failing a Course

- 4.10.1 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.
- 4.10.2 If a candidate is absent for the end-semester examination or mid semester examination, the following symbol will be indicated appropriately.
- 4.10.3 Absent due to medical reason, which has been approved, will be given the symbol of "MC" (Medical). Refer Section 4.12.
- 4.10.4 Absent due to valid reasons, which have been approved will be given the symbol of "DFR" (Deferred). Refer Section 4.11.
- 4.10.5 Absent without valid reasons will be given the symbol of "AB" (Absent)

4 11 Valid Reasons for Absence from an Examination

- 4.11.1 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.
- 4.11.2 A candidate who is absent at examinations due to medical reasons shall submit a medical certificate obtained from a Government Medical Officer. The University Medical Officer shall endorse this medical certificate. This must be submitted to the Undergraduate Programme Office 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.
- 4.11.3 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 12 Withdrawal for Medical Reasons

A student may withdraw from a course at anytime 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 subject in the subsequent year unless written approval is obtained for an extended time period on the basis of the medical condition.

4 13 Repeating a Course

- 4.13.1 A student who obtains a grade of 'F' shall repeat that course by registering in that course in a subsequent semester.
- 4.13.2 A student who obtains a grade of 'D+' or 'D' may repeat that course by registering in that course in a subsequent semester.
- 4.13.3 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 repeat course is C.
- 4.13.4 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 14 Repeating Continuous Evaluation of a Course

A candidate, who is absent with an acceptable reason in section 4.11 at a mid-semester examination/test/quizzes must be given another opportunity to undertake the said evaluation in the succeeding time terminout any remicron of marks.

4 .15 Repeating End-Semester Examination of a Course

- 4.15.1 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 4.11 he/she has the opportunity to sit for such examination when it is conducted during the next academic year.
- 4.15.2 A student who obtains an overall average of less than 40% shall repeat the End-Semester Examination of that course by registering in that course during the next academic year. Such candidate is not eligible to obtain more than 40% for each of the course/s, which he/she has repeated irrespective of the actual mark obtained for the End-Semester examination and Continuous Evaluation.
- 4.15.3 A candidate who is absent from End-Semester Examination with a valid reason given in section 4.11 above and which has been furnished by the candidate and accepted by the Faculty Board and the Senate, has 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 subject in the subsequent academic year unless a written approval is obtained for an extended time period on the basis of the valid reason.

4 16 Absentees at End-Semester Examinations

A candidate who has been absent from a whole end-semester examination shall be treated as if 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 did reason, it shall be treated as a used attempt.

4 17 Release of Results of the Semester Examination

Year I (Semester I & II), Year II (Semester I & II), Year III (Semester I & II) and Year IV (Semester I & II) Examinations

The GPA will be reported to the candidates at the end of each semester with the grade earned by the candidate for each course as indicated in the Grading Scale given in Table 4.2. The Semester Examination Results Sheet will be issued to each candidate after the release of results each Semester. A specimen of the Semester Examination Results Sheet, which is used in the Common Programme of the FMSC, is shown in Table 4.4.

Passing a Semester Examination

A candidate shall be deemed to have passed any of the semester examinations, if he/she has earned a minimum GPA of not less than 2.00 for each semester, and has no more than one poor grade (D+ or D) per semester and has no fail grades (F).

The total number of poor grades should not exceed 06 for the entire degree programme and if a candidate accumulates 06 poor grades for earlier semester examinations, the remaining semester examinations shall not have any poor grade.

4 19 To be Referred in Semester Examinations

A candidate who has failed to fulfil the requirements given in Section 4.18 above will be referred in that examination. A referred candidate shall sit for failed course/s (all 'D' and 'F' grades) and pass those courses subject to relevant restrictions given in Section 4.13 above.

4 20 Completion of Degree: Requirements for Graduation

In order to graduate with a bachelor's degree from the FMSC, a student shall have:

Completed a minimum of 120 semester hours, and

Earned a minimum GPA of not less than 2.00 for each semester, and

A minimum overall GPA of 2.00 for the entire degree programme, and

No fail grades (F), and

No more than one poor grade (D+ or D) per semester, and

The total number of poor grades should not exceed 06 for the entire degree programme, 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.

4 21 Award of Classes

4.21.1 First Class Standing

A student shall meet all the following requirements in order to be awarded a degree with First Class Standing:

- The student shall have earned an overall GPA in the 3.33 4.00 range in the entire degree programme.
- The student shall have earned grades of A+ or A in at least half the courses 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.

4.21.2 Second Class (Upper Division) Standing

A student shall meet all the following requirements in order to be awarded a degree with Second Class (Upper 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 at least half the courses in the degree programme
- The student shall not have earned more than two poor grades (D+ or D) for entire degree programme.

4.21.3 Second Class (Lower Division) Standing

A student shall meet all the following requirements in order to be awarded a degree with a Second Class (Lower Division) Standing:

- The student shall have earned an overall GPA of 2.67 or above in the entire degree programme.
- The student shall have earned grades of B or better in at least half the courses in the degree programme.
- The student shall not have earned more than two poor grades (D+ or D) for entire degree programme.
- The student shall have fulfilled the requirements within four action we years from the first academic year of registration other than approved valid reason.

Effective Date of the Degree

The effective date of the degree shall be 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 ending of the Year IV Semester II

Table 4.4: Semester Examination Results Sheet (Specimen)

UNIVERSITY OF SRI JAYEWARDENEPURA FACULTY OF MANAGEMENT STUDIES AND COMMERCE SEMESTER EXAMINATION RESULTS SHEET

NAME

REGISTRATION NUMBER

INDEX NUMBER

ACADEMIC YEAR

YEAR AND SEMESTER

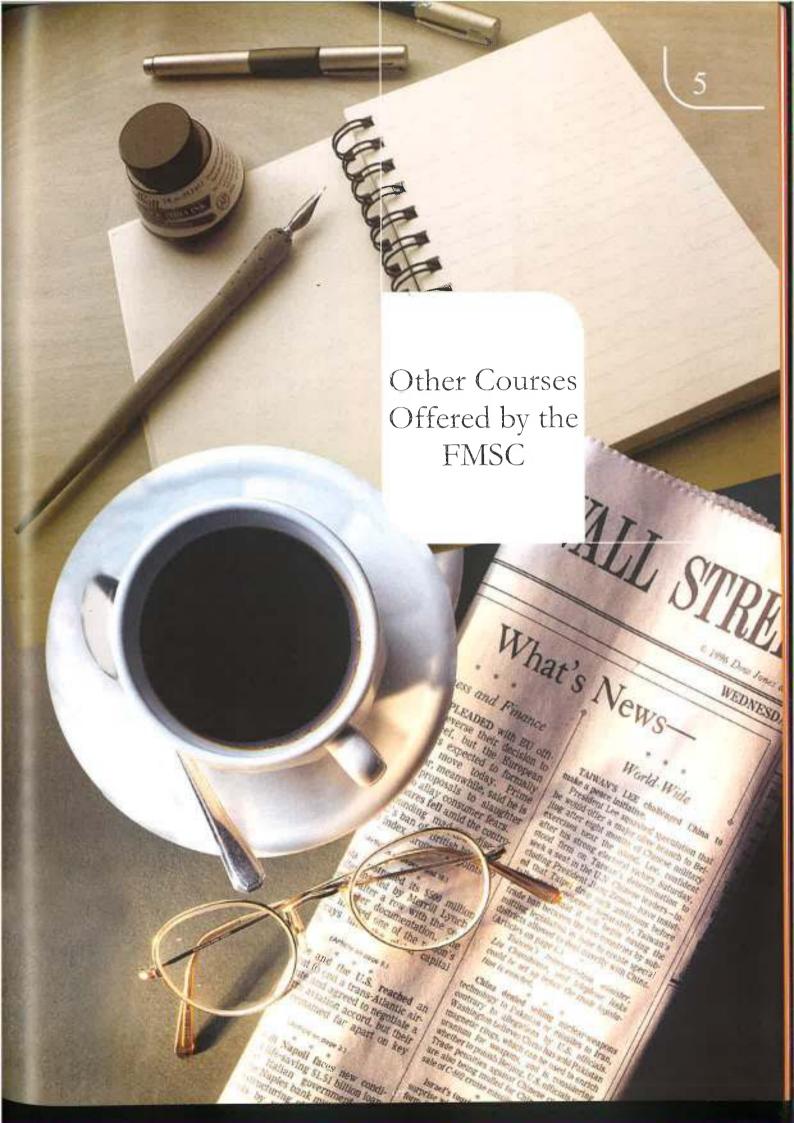
This is to inform that you have passed/failed/referred/ not completed the above Semester Examination. The grades obtained by you and the GPA of this Semester Examination are given below. These results are subject to the approval of the Senate.

These results are subject		GRADE	CREDIT
COURSE CODE	COURSE TITLE	GRADE	CICLDII
BCC 1201	English I: Grammatical Foundation	2	
DSC 1301	Mathematics I: Finite Mathematics	3	
ITC 1302	Introduction to Computers	3	
BUS 1301	Introduction to Management	3	
ACC 1401	Financial Accounting	4	
1100 1101	The state of the s		

GPA

Summer of Authorized Officer Official Seal

Range of Marks	Grade	Interpretation	Grade Points
	A+	Exceptional	4.00
85 - 100	A	Excellent	3.67
70 - 84	A-	Excellent	3.33
65 - 69	B+	Very Good	3.00
60 - 64	В	Very Good	2.67
55 - 59		Good	2.33
45 - 54	C+	Good	2.00
40 - 44	C	Poor - Passable	1.67
35 - 39	D+		1.00
30 - 35	D	Poor - Passable	0.00
00 - 29	F	Failure	0.00
	MC	Medical	
	AB	Absent	
	FR	Deferred (with valid reason)	



In addition to the undergraduate degree programmes the FMSC offers a number of postgraduate, diploma and certificate courses. Details of these programmes are given in this section.

- 5 1 Postgraduate Courses
- 5 1.1 M. Sc. (Management) Degree Programme

Since the enthusiastic response by the private and public sectors, the faculty launched an MSe in Management programme in 1995 with the noble purpose of awakening of indigenous knowledge to promote the development of Sri Lanka. Even the university has the country's leading management postgraduate institution (Postgraduate Institute of Management), the faculty provides a very competitive MSc programme through the faculty of graduate studies.

The MSc (Management) is a postgraduate degree awarded by University of Sri Jayewardenepura to people who have studied the subject of the scientific art of Management at a very advanced level. This programme is designed for those who are interested in developing a conceptual and analytical overview of modern theory and practice in each of the key areas of Organisational Management.

Contact Details
Dr. P. D. Nimal, Coordinator
Telephone/Fax: +94-(0)114303055

M.Sc. in Real Estate Management and Valuation (M.Sc. in REMV) and Postgraduate Diploma in Real Estate Management and Valuation (PGD in REMV)

The Postgraduate Diploma in Real Estate Management and valuation and the M.Sc. in Real Estate Management and Valuation degree programmes introduced in 2007 are the latest development of the Real Estate Sector in the country. The department of Estate Management and Valuation has designed these programmes to increase the efficiency and the effectiveness of the professionals of Real Estate Management and Valuation through higher learning, research and publications. The PG Dip in REMV is a one year programme and the M.Sc. in REMV is a two year programme. Both are conducted in English medium.

Contact Details
Coordinator of the M.Sc. REMV,
Department of Estate Management and Valuation
Telephone: +94 (0)112-802004,
web www.sjp.ac.lk/fmsc/emv,
email emv@sjp.ac.lk

5 1.3 Postgraduate Diploma in Marketing Management (PGDMM)

Post graduate Diploma in Marketing Management, which is designed for a niche market, is a one-year course tailored for those who pursue higher studies in the field of marketing. The course will provide a systemic framework for understanding marketing as both a business philosophy and a business function. This programme consists of three semesters. The semesters have been designed to provide students with courses focus on improving knowledge, techniques, skills, approaches, models and philosophies associated with analyzing, formulating implementing and controlling marketing strategies and policies for domestic and global markets by creating a synthesis of theoretical knowledge and practical problem solving skills. The programme also gives students experience in independent research and critical thinking in the field of marketing. The programme aims at providing the students with training and experience in independent reflection, rather than just knowledge reproduction. The learning is problem oriented and students have to work on specific problems themselves. Furthermore, the programme encourages interdisciplinary thinking. This is sought through interdisciplinary introductory course in several departments. The registration is in April. The medium of instruction is English.

Contact Details

Mrs. D.S.R.Samarasinghe, The Coordinator PGDMM

Department of Marketing Management

Telephone: +94-(0)112-802009

1.4 Postgraduate Diploma of Applied Finance / Master of Applied Finance

Department of Finance of the University of Sri Jayewardenepura, offers the Postgraduate Diploma in Applied Finance and the Master of Applied Finance for those who have completed the Postgraduate diploma in Applied Finance and wish to pursue Master of Applied Finance. Students are normally admitted first into the Postgraduate Diploma in Applied Finance. Those students who complete the diploma will be eligible to do the Master of Applied Finance degree. Candidates who are admitted to the Master of Applied Finance be eligible for the award of a Diploma in applied finance or an Master of Applied Finance but not both. Candidates who fail in Master of Applied Finance courses be eligible for the award of the Diploma only.

Duration of the course is 24 months, 12 months for the Diploma and another 12 months for the Masters. Each programme has three semesters.

Contact Details

Dr Y.K. Weerakoon, Programme Coordinator

Department Finance

Telephone: +94-(0)112-801118 Fax : +94-(0)112-803653 E-mail : finance@sjp.ac.lk

5 2 External Degree Programmes

2.1 B.Sc. Business Administration (General) External Degree Programme

Bachelor of Science Business Administration (General) External Degree Programme is a three year general degree programme offered by the Department of Business Administration Faculty of Management Studies and Commerce - University of Sri Jayewardenepura. This Degree Programme was first introduced in 1997. Initially 1800 applicants were registered and 1300 sat for the first year examination. Six batches of students have already passed out with very good results.

The main purpose in introducing this External Degree is to provide an opportunity for those who have passed the advanced level examination and could not enter the National Universities to pursue a recognized degree in management in the most reputed university for management education in Sri Lanka.

It is also intended to serve the nation by encouraging the students and working population in our country to widen their knowledge in management and administration while providing them with an opportunity to obtain a degree level academic qualification to prosper in their respective careers.

It is always aimed at disseminating a highest standard of management education at an affordable cost to a wide spectrum of individuals who have the basic entry qualification.

Contact Details

Ms. G. D. V. Rupika Senadheera, Coordinator, Department of Business Administration,

Telephone:+94-(0)112803472 E-mail:rukmal@sjp.ac.lk

B. Com. (General) External Degree Programme

With the commencement of the B. Com. (Special) degree at the University of Sri Jayewardenepura in 1973 the external degree in commerce conducted by the External Services Agency of the University of Sri Lanka was transferred to this university.

Accordingly, candidates were registered for the B. Com. (Special) External degree until the end of 1995.

However, in 1996, the B. Com. (Special) External degree was converted to a three year B. Com. (General) degree. At present candidate with entry qualifications approved by the university are eligible to register for the B. Com. (General) External degree in Sinhala and English media.

Contact details Mr. E. Dayaratne, Co-ordinator Department of Commerce Telephone: +94-(0)112-802513

2.3 B.Sc. Management (Public) General External Degree Programme

B.Sc. Management (Public) General External Degree Programme was introduced from 1997 by the Department of Public Administration of Faculty of Management Studies and Commerce in University of Sri Javewardenepura. Registration of undergraduates and conducting examinations in this course are done by external examinations unit of the university.

Contact Details
Mrs. W. N. A. D. C. Weerasinghe, Coordinator,
Department of Public Administration
Telephone: +94-(0)112-802006

5 3 Diploma and Certificate Programmes

5 3.1 Diploma in Public Management

The Diploma in Public Management is offered by the Department of Public Administration. Successfully completed participants will be fully equipped with knowledge, skills and positive attitudes in the fields of both public and private sectors in the position of Junior Management and Executive levels.

Contact Details
Dr. (Mrs) R. Lalitha S. Fernando
Department of Public Administration
Telephone: +94-(0)112-802006

3.2 Diploma in Marketing Management

DMM course is commenced with the main purpose of catering to and satisfy the unmet needs of the market segment consisting of students seeking higher charmon in the field of marketing in a recognized university, while providing opportunity to enrich the theoretical and practical knowledge and enhancing the soft skills needed to be dynamic. The students who possess at least at passes with three credit passes, including a credit pass for language for the G.C.E. (O/L), with the minimum of two years experiences; or students with three passes for the G.C.E. (A.L) examination in the any stream, or two passes for the G.C.E. (A.L) examination in the any stream, or two passes for the G.C.E. (A.L) examination, in any stream and pass in General English subject, or the qualification which the university accepts as equivalent to the above mentioned are eligible for the course, which has a duration of one year, two semesters. The registration is in January. The medium of instruction is English.

Contact Details
Mr. J.W.D. Chaminda, Coordinator
Department of Marketing Management
Telephone: +94-(0)112-802009

3.3 Advanced Diploma in Marketing Management (ADMM)

The main objective of the programme is to cater to and satisfy the unmet needs of the market segment consisting of students seeking higher education in the field of marketing in a recognized university, while providing opportunity to enrich the theoretical and practical knowledge and enhancing the soft skills needed to be dynamic. The students who successfully complete (minimum of 40 marks) all the subjects of the Diploma in Marketing Management Course while possessing a minimum of 50 marks as the total average marks of the Diploma in Marketing Management Programme, are eligible for ADMM course, which consists of two semesters, each for six months. The registration is in July. The medium of instruction is English.

Contact Details
Miss. P.G.S. Amila Jayarathne, Coordinator
Department of Marketing Management
Telephone: +94-(0)-112-802009

5 4 Small and Medium Enterprise Development Support Unit (SMEDSU):

SMEDSU is the official body designed by the FMSC to link the academia with the industry. SMEs as a sector does not develop on its own. Services of supporting institutions are required by them. These institutions and most of the stakeholders of SMEs are distant from SMEs. SMEDSU aims to act as a catalyst in developing viable relationships among Universities, Government sector organizations, NGOs, and all related stakeholders of SMEs.

5 4.1 Certificate in Small Business Management (CSBM) and Diploma in Entrepreneurial Business Management (DEBM)

Certificate in Small Business Management (CSBM) and Diploma in Entrepreneurial Business Management (DEBM) are two programmes developed by SMEDSU for enhancing the performance of small and medium enterprises of the country. Objective of the CSBM & DEBM Programmes is to develop the management 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. Programmes will be advertised in March, and classes will be started in June every year. Lectures will be held on Sundays from 8.30 a.m. to 5.30 p.m.

Contact Details
Mr. M.V.S.S.Udayanga,
Chief Coordinator/Small and Medium Enterprise
Development Support Unit
Mr. Rukmal Weerasinghe,
Coordinator/ Education

6 1 Library

The library is located in its own building next to the Sri Soratha building. Presently it has a collection of more than 178,000 books. In addition to that the library has subscribed to more than 500 periodicals and journals. In addition to lending books to the students and the staff library provides a photocopy service through a private company. The multi-media centre at the library provides e-journal facility to the academic staff, postgraduate students and the final year students those who are engaged in research studies. The library supervises the reading halls located at the library building and the Sumangala building. Management related books are found at the right hand side far corner of the lower floor located at the end of the entrance lobby. For more details please contact the library.

Librarian Mr. P. Widanapathirana.

6 2 Computer Centre

In addition to the Information Technology Resources Center (ITRC) of the Faculty of Management Studies and Commerce, students have the access to the University Computer Centre(UCC). The UCC, located at the basement of the Sunmangala Building, consists with four labs and it has more than 115 computers. Generally UCC opens between 8.00 am to 8.00 pm on weekdays, during the academic year and between 8.00 am to 4.00 pm during the vacation. Among other things the UCC provides the following main services.

- Conducts computer literacy courses for undergraduates those who do not have an opportunity to follow a IT related course during their degree programme.
- Provides and maintains internet and e-mail services to the university community
- Maintains the university web page.
- Computerization of the academic and non-academic departments of the University.

Students can use the internet facility located at the UCC by prior reservation. For more details please contact the UCC.

Coordinator Dr. N. L. A. Karunaratne.

6 3 Career Guidance Unit

This unit was established in 1998 with the theme of "Supporting Capability and Employability for Tomorrow". The following services are provided by this unit.

- Provides information regarding the job and entrepreneurship opportunities.
- Assists undergraduates to improve attitudes and skills required by employers through workshops and training programmes.
- Conducts workshops, especially for final year students, on preparing CVs and facing interviews.
- Conducts workshops to develop skills and personality for undergraduates of all years.
- Provides assistance for graduates start businesses and industries.
- Assists employers to select graduates according to their requirements.

Coordinator: Mr. W. M. Dhanapala

6 4 Hostel Facilities

Presently the University has 25 hostels. Some of them are located inside the University premises while the others are located outside. Currently about 25% of the students receive hostel facilities. First and final year students are given a priority when providing the hostel facilities. Students are selected based on the criteria decided by the University. For more details about the hostel facilities please contact the student welfare section.

6 5 The Medical Centre

The university has a medical centre staffed with three medical officers including the chief medical officer, one dentist, staff nurses and pharmacists. This medical provides medical facilities for the students and the staff during 8.00 am to 4.00 pm on week days. The medical centre provides a counselling service between 11.00 am and 1.00 am for students having educational, personality, mental and physical problems. Medical centre has an ambulance outside the service hours the university will provide the transport facilities to transfer the patient to the nearest hospital.

Department of Physical Education

This department conducts a sports meet for the first year students and an open interfaculty sports meet for all the students. Based on the talents shown by the students they will have the opportunity to represent the university at the interuniversity games. Students those who excel in sports are awarded university colours at the end of the year. Currently students can participate in sports cricket, football, wrestling, rugger, weight lifting, judo, twycondo, basketball, netball, hockey, athletics, marathon, swimming, carom, baseball, badminton, table tennis, tennis, volleyball, elle and chess.

Cultural and Religious Associations

The university has established the Art Circle with the objective of developing cultural and aesthetic activities within the university. The Circle consists of representatives from the academic, non-academic and students. A cultural centre has been established within the university with the objective of protection and development of indigenous culture and values under the supervision of the Art Circle.

The students those who are interested in religious activities can join associations Buddhist Society, Catholic Society, Christian Society or the Muslim Mujlis Society.

Chancellor

Vice-Chancellor
Dr. N.L.A. Karunaratne
BA(Special Hons.)(Vidvodva)PhD (Durham)

Dean, Faculty of Arts Dr. P. Athukorala BA (Hons), MA (Peradeniya), PhD(USJ)

Dean, Faculty of Applied Sciences Professor A. M. Abevsekara B.Sc. (Colombo), PhD (Belfast), FNASSL, FIChem(Cey.)

Dean, Faculty of Management Studies and Commerce
Dr. S.P.P. Amaratunge
B.A Econ. (Special) (SJP); M.A. Econ. (Colombo); M.Sc. Econ. of Rural Dev. (Saga)
Ph.D. Econ. of Rural Dev. (Kagoshima)

Dean, Faculty of Medical Sciences Professor Jayantha Jayawardana MBBS MS FSLCOG FRCOG

Dean, Faculty of Graduate Studies Prof. (Mrs) Kumudu Wijewardena MBBS, MD, Dip (Stat, Epid)

Librarian Mr. P. Vidanapathirana B.A. (Ceylon); Diploma in Lib. 'Sri Lanka); M1.S (NSW); FSLLA, FCILIP(UK)

Registrar
Jayalath M edora,
BA Econ(He a), PGDipManagement(OUSL)

Bursar Ms. D. C. Ranathunga B.Sc. Bus. Admn. (Special)(SJP)

Dean and Academic Heads of the Faculty of Management Studies & Commerce

Telephone: +94-(0)-132801297

Head, Department of Finance

Head, Department of Human Resource Management

B.Sc. Bias, Admin. (Special) (5]P); M.Sc. (BAd) HRM (SJP); MBA (Birmingham); Dip. PM & IR (Camb Col); Dip Eng. (CPM); Pi. D. HRM (Dura), DHRM (Irich Im. Univ.), HMIPM (SL)

Head, Department of Information Technology

Dr. K.M.S. Dushyantha Kulatunga

BSc. Industrial Mgt.(Special) (Kelaniya);MBA (PIM SJP), Ph.D.(Business Adm.& Infor.Sci.)(Chubu)

Telephone: +94-(0)-602132497

Extension: 821

Head, Department of Marketing

Dr. B. N. F. Warnakulasooriya

B.Com. (Special) (Colombo); MBA (Colombo); PhD (Pune)

Telephone: +94-(0)-112802009

Extension: 853

Head, Department of Public Administration

Mr.W. M. N. Weerathunga

B.A. Pol.Sc. (Special) (Peradeniya); M.A. (Peradeniya)

Telephone: +94-(0)-112802006

Extension: 871

7 3 Business Communication: Lecturer

L. Wijewardena

B. A. (Kelaniya; M. A. (Colombo); Dip in TESL (Colombo); ATCL(London)

F. M. Irshac

B. A. (Kelaniya); M.A.(Kelaniya); Dip in TESL(Colombo

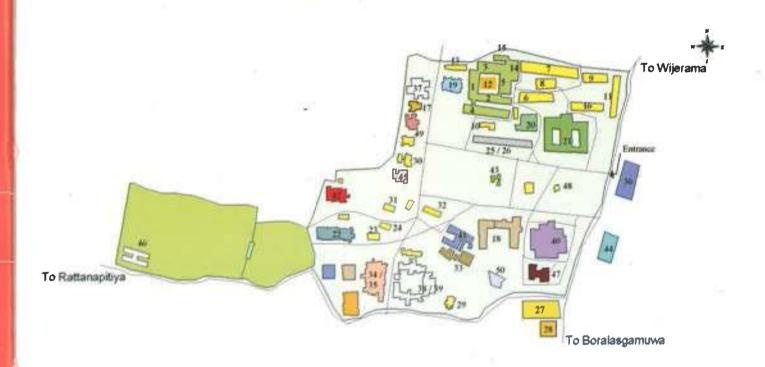
7 4 Administrative staff of the Faculty office

Senior Assistant Registrar
Ms.K.Y.P. Thushari Malkanthi

B.Com (Special) Peradeniya, PGD in Business Adm. Peradeniya

Assistant Bursar Mr. K. H. U. D. Wasantha Kumara L.LB,MAAT-SL

Map of the University of Sri Jayewardenepura



Legend

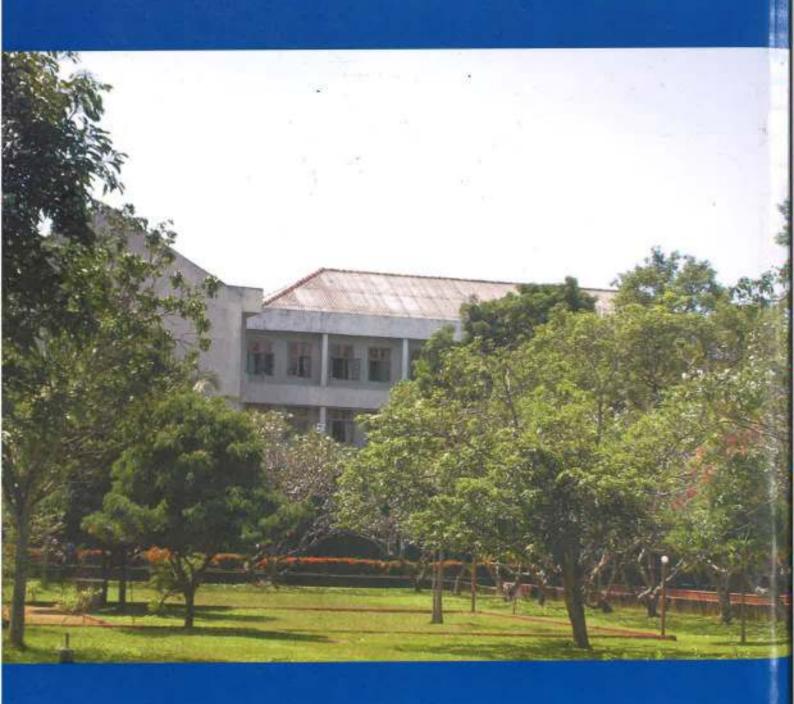
- 01. Dept. of Botany
- 02. Dept. of Botany
- 03. Dept. of Zoology
- 04. Dept. of Forestry
- 05. Dept. of Botany
- 06. Dept. of Zoology
- 07. Dept of Chemistry
- 08. Dean's Office-Faculty Applied Sciences
- 09. Dept. of Mathematics
- 10. Dept of Forestry
- 11. Dept. of Physics
- 12. Green House
- 13. Physics Computer Lab
- 14. Auditorium
- 15. Animal House
- 16.Dept. of Physics
- 17. Dept of Estate Management & Valuation
- 18. Sri Soratha Mandiraya -

Faculty of Management Studies and Commerce

- 19. New Art Theater
- 20. Prof. R.A. Perera Memorial Building
- 21. Sri Sumangala Building Faculty of Arts
- 22. Bandaranayeke Hall
- 23. Dancing Room
- 24. Dancing Room
- 25. Rathanasara Building

- 26. Graneshwara Building
- 27. Faculty of Medical Science
- 28. Dept of Micro Biology
- 29. Dept of Family Medicine
- 30. Faculty of Graduate Studies
- 31. Canteen
- 32. Career Guidance Building
- 33. Maintenance Unit
- 34. Gymnasium
- 35. Physical Education Unit
- 36. Boys Hostel
- 37. Rahula Girls Hostel
- 38. Dharmapala Girls Hostel
- 39. Soratha Girls Hostel
- 40. Library
- 41. English Unit
- 42. Medical Center
- 43. Students' Union Office and Canteen
- 44. Sangawasaya Bikku Hostel
- 45. Welfare Unit
- 46. Dr. Wimala De Silva Girls Hostel
- 47. Administrative Building
- 48. Cultural Center
- 49. Quarters
- 50. Open Air Theater

Designed by: Dept. of EMV





Faculty of Management Studies and Commerce University of Sri Jayewardenepura Gangodawila, Nugegoda, Sri Lanka Telephone: +94-(0) 112803343, Fax: +94-(0) 112803653 www.sjp.ac.lk