

# Prospectus 2012 / 13

Faculty of  
Management  
Studies and  
Commerce



UNIVERSITY OF SRI JAYEWARDENEPURA



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Undergraduate Prospectus 2012/2013

Faculty of Management Studies and Commerce  
University of Sri Jayewardenepura

**Chief Editor**

K G P K Weerakoon

Senior Lecturer

Dept. of Estate Management & Valuation

**Editors**

Prathap Kaluthanthi

Senior Lecturer

Dept. of Estate Management & Valuation

H M Iresh Jayawardana

Lecturer

Dept. of Estate Management & Valuation

**Language Editing**

Prof. Mangala Fonseka

Dept. Accounting

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Panduka de Silva

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**Inquiries**

The Dean

Faculty of Management Studies and Commerce

University of Sri Jayewardenepura

Gangodawila

Nugegoda , Sri Lanka

Tel : +94.0.112803343

Extension: 8800

Web: [www.sjp.ac.lk/fmssc](http://www.sjp.ac.lk/fmssc)

Fax: +94.0.112803653

Email: [deanfmssc@sjp.ac.lk](mailto:deanfmssc@sjp.ac.lk)

Information contained in this prospectus is accurate as at 01st of October 2011. The Faculty has the right to change any information given herein as it considers appropriate without any prior notice.





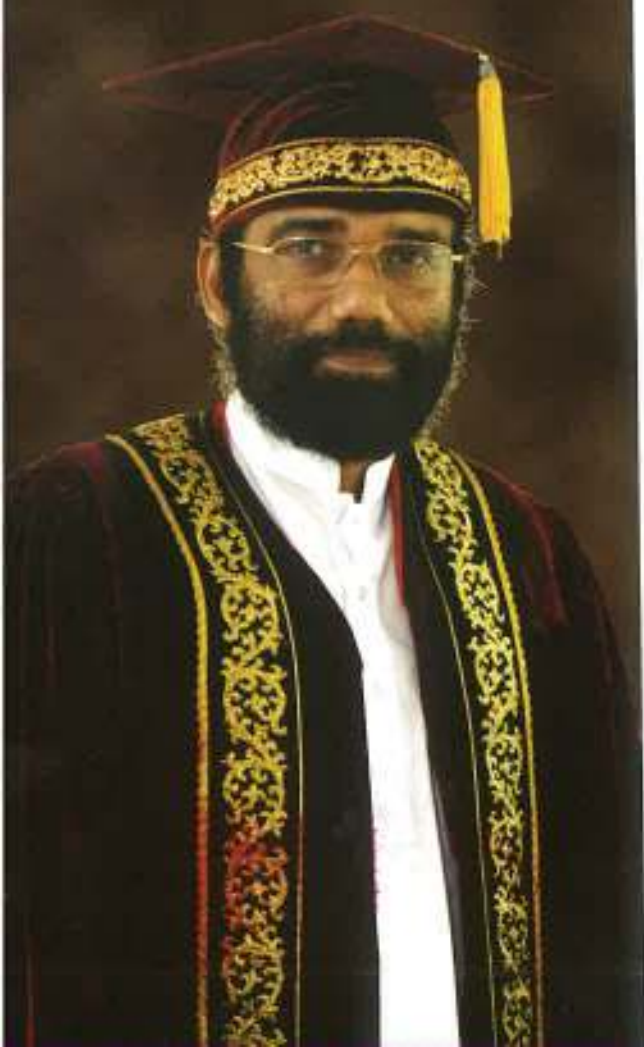
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# Welcome

to  
University  
of  
Sri Jayewardenepura



I 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) Examination 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 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" and "management". The following simple questions are helpful to fully understand the 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.

A handwritten signature in blue ink, appearing to read 'Amudha Kutta'.

Dr. N. L. A. Karunaratne  
Vice-Chancellor



I warmly welcome all of you to the Centre of Excellence for Management Education in Sri Lanka the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. Over the decades the best performers at the GCE Advanced Level Examination (Commerce Stream) have been privileged to gain entrance to this Faculty. The paramount objective of this Faculty has been to produce employable graduates. Towards enhancing the employability of graduates, the Faculty has been taking many initiatives such as fostering links with the industry and the professional bodies, continuous syllabi revisions to meet the ever changing needs of the industry, nurturing students with the required technical competencies and soft skills and providing students the opportunity to obtain internship whilst reading for the Degree Programme towards obtaining industry exposure.

At present there are 12 Departments of study in the Faculty of Management Studies and Commerce. Each of these Departments offers an Undergraduate Specialization Degree Programme. Towards this the Faculty is equipped with the required human resources and the physical resources. With respect to human resources which are the most important resources within an academic institution, there is an academic staff of 140 out of whom 15 are professors whilst 33 hold doctoral degrees from prestigious universities. With respect to the physical resources which play a vital role in the teaching learning process there are lecture halls with audio and visual facilities, computer laboratories equipped with 500 computers, a language laboratory, library facilities and many other physical resources. Apart from these resources within the Faculty, there are many other resources within the University which could be made use of for academic and extracurricular activities.

It is not all who aspire to excel in the various fields of Management are able to gain entrance to the Faculty of Management Studies and Commerce. You are one among the privileged who have been selected to read for an Undergraduate Degree in this Faculty. Hence, I earnestly request of you to obtain the maximum use of the available resources during the four year within the Faculty. I hope that your period of study as undergraduates within this Faculty will be a happy and memorable experience.



Professor Sampath Amaratunge  
Dean of the Faculty

# Greetings

from  
Center of  
Excellence in  
Management Education  
of  
Sri Lanka





# University of Sri Jayewardenepura - Sri Lanka

Even though the university commemorated its golden jubilee in year 2009, it has a history of more than a century.

In 1883, the Venerable Hikkaduwe Sri Sumangala Thero established the Vidyodaya Pirivena at Maligakanda. The Pirivena was given university status by the University Act No. 45 of 1958 in 1959 and named Vidyodaya University of Ceylon. With this transformation, it was geographically shifted from Maligakanda to its present location at Gangodawila, Nugegoda.

At the inception, the student population of the University was a mere 466. In 1978, the name was changed to the University of Sri Jayewardenepura (USJP) with the establishment of Sri Jayewardenepura as the administrative capital of Sri Lanka.

Today, USJP is one of the largest university campuses of the nation spreading over approximately 55 acres of land with an internal student population of about 8,000 and consisting of five faculties, namely, Arts, Applied Sciences, Management Studies and Commerce, Medical Sciences and Graduate Studies.





The mission of the University of Sri Jayawardenepura founded upon the tenet *Vijja Uppa Tatam Settha* ("Among all that arise knowledge is the greatest") is to excel as an institution of higher learning.

The University is committed to the pursuit and dissemination of knowledge through teaching, scholarship and research and active service to the community in an environment that values creativity, freedom of intellectual thought and expression, equal opportunity, fairness and professional growth.

The university's endeavour is to contribute to national development by providing a balanced education which blends the finest in theory and practice and by forging interactions between the University and the wider society.

**Mission**



# Faculty

## Management Studies & Commerce

For over 40,000 students, the Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura (SJP) has been the gateway to success. In its illustrious history of 50 years of academic excellence, we have spearheaded the development of management education in Sri Lanka through our programmes designed to meet the needs of Sri Lanka's economy and of its business managers.

In all spheres, the University's work is closely linked to that of industrial, commercial and academic establishments locally, nationally and internationally. In this expanding environment, quality is of paramount importance. We offer nearly 12 degree programmes with more than 60 subjects. Our research activities are a strong indication of innovation and intellectual challenge that demonstrates our leadership in management education in the country. Therefore, we at FMSC offer learning heightened by cutting-edge research and innovation with a rare combination of practical and relevant knowledge and transferable skills, which are essential for teamwork, communication and leadership to build your career.

FMSC is a dynamic, forward looking and modern faculty. Irrespective of whether one intends to study at undergraduate level (internal or external) or postgraduate level, at the FMSC you will find intellectual challenge and stimulation in a highly competitive environment.







## Goals 2010 - 2012

### Goal 01

Contribute to the socio-economic development of the nation through the education of human resources in the field of business and management

### Goal 02

Increase access to business and management education with due concern for equity and social justice

### Goal 03

Enhance the indigenous contribution to the pool of human knowledge with due regard, to our social and cultural identity by restructuring the faculty study programmes

### Goal 04

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 05

Strengthen faculty capacity for community service and resource generation with a view to long term sustainability and global competitiveness

### Goal 06

Provide a non-threatening, stimulating and attractive internal environment which promotes creativity and innovation within the overall framework of the university



# Our Story

Management education at USJP also has a history of 50 years. The first programmes of study commenced in 1959/60 when two undergraduate degree programmes in Business Administration and Public Administration were introduced under the Department of Economics, Business and Public Administration. Subsequent major developments of the FMSC are given here in chronological order.

**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 faculty status and the Faculty of Management Studies and Commerce (FMSC) was established with 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: Department of Business Administration, and Department of Public Administration.

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

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

**1992-** A degree programme in Accountancy was introduced 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 into 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 in the Department of Business Administration with five specializing areas under five programme coordinators: BSc (B.Ad.) Finance Special, BSc (B.Ad.) HRM Special, BSc (B.Ad.) Business Economics Special, BSc (B.Ad.) Marketing Special and BSc (B.Ad.) Management Information Systems Special.





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

**1999-** The 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 operation since 1997. The restructuring plan resulted in the formation of 10 academic departments, which were treated as service departments. A service department is a department that 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.

**2007-** The Department of Information Technology and Decision Sciences was split into two departments, namely, Department of Information Technology and Department of Decision Sciences.

**2008-** The first batch of students was admitted to the Faculty for the new degree B. Sc. (Special) in Operations and Technology Management.

**2009-** UGC approved the proposal for establishing the Department of Entrepreneurship and commencing the B.Sc. (Entrepreneurship) Special Degree Programme

**2010-** The Department of Business Administration introduced the B.Sc. Entrepreneurship (Special) Degree programme focusing on entrepreneurial development in the FMSC to fill the vacuum as well as to execute a national need.





# Research Culture

9th International Conference  
on Business Management  
2012  
Turning Crisis into Opportunities: Meeting the Challenges of the Future

Inauguration and Business Lecture  
University of Sri Jayewardenapura

of Excellence in Management Education

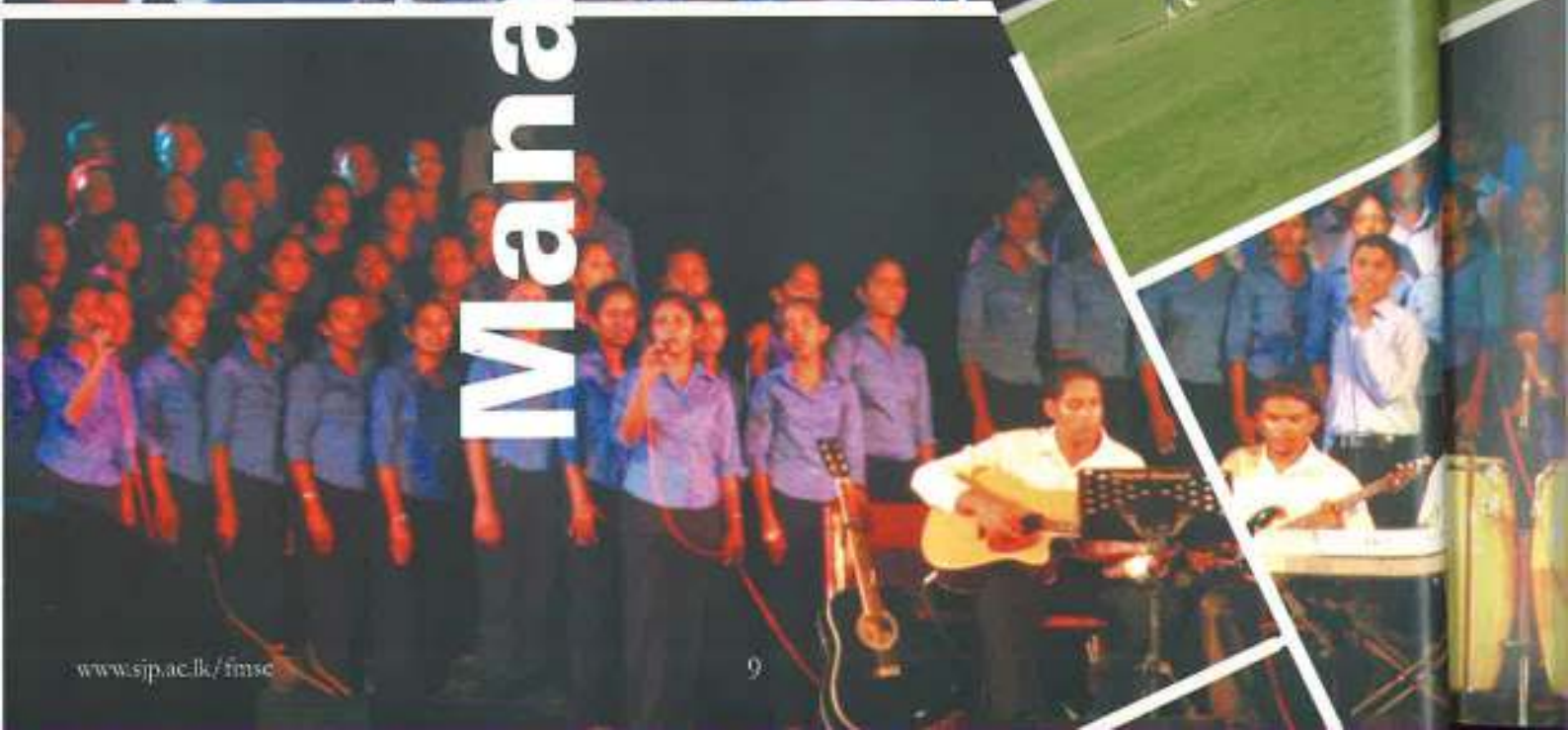




The Faculty of Management Studies and Commerce (FMSC) is aware of the role it has to play in contributing to the body of knowledge by means of engaging in both pure and applied research. Hence, the annual 'International Conference on Business Management' (ICBM) forms an important event in the FMSC's academic calendar. Initiated in 1999, this research conference aims at providing a suitable forum for the academics and the industry to deliberate on matters of mutual importance. Over the years it has progressed and at present, it is a much sought after event by both members of the academic community as well as industry. Currently, the FMSC is in the process of organizing its 10<sup>th</sup> ICBM. The academics of the FMSC carry out research in collaboration with the industry, professional bodies and the academics in other local and foreign universities. These research papers would be presented at the Technical Sessions of the ICBM. In addition to the ICBM, research papers are also presented by the academics of the FMSC at the semiannual Faculty Research Sessions organized by the faculty. By inculcating a research culture within the FMSC, the academics will be able to share their research findings during classroom discussions. Moreover, they will be able to publish research papers in National and International Refereed Journals which is a pre-requisite when becoming globally renowned academics. It would also enable the University to reach greater heights especially in the global arena. It is worthy of note that the FMSC also maintains refereed journals for its academics and also other researchers in the field of management to publish their research papers.



# Life Student Management









The FMSC is headed by 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: Departments in the FMSC).

To assist the Dean in the administrative work an Assistant Registrar or a Senior Assistant Registrar is appointed, who is responsible for assisting the Dean in all matters regarding non-academic staff, registration of students in 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)

ITRC is the main Information Technology Resources provider for the Faculty of Management Studies and Commerce. ITRC is equipped with six computer labs, namely, ITRC 01, ITRC 02, ITRC 03, ITRC 04, ITRC 05 and ITRC 06 with a total number of 320 client machines which are allocated for students to support their studies. Operational from 08.00 to 20.00 on weekdays and from 08.00 to 17.00 at weekends, the ITRCs serve approximately 1500 undergraduate and post graduate students daily. Furthermore, ITRC maintains a modern computer network with several server machines. ITRC provides wireless internet access within its environment.

ITRC lab 02 and ITRC lab 06 have been exclusively reserved for free use by students and the other labs are mainly used for practice under the supervision of a lecturer. All these computers are updated to match the state of the art technology requirements of future managers. Although these computers are run as separate labs, ITRC installed a feature which is able to broadcast a lecture conducted in one lab (Sound, Video and Data) to all labs of the ITRC.

All ITRC computers are getting the latest original licence Microsoft® product under the

Memorandum of Understanding (MOU) with Microsoft Inc. Students are also eligible to get a copy of license software under the agreement and ITRC is authorized to handle the student registrations for this programme.

ITRC is staffed by over 20 well qualified members and headed by a Coordinator with necessary exposure in information and communication technologies.

Coordinator: Mr. P.H.A.B. Shantha  
Intercom: 8773 / 8772

## External Programmes Office (EPO)

The EPO is involved in activities such as designing and co-ordinating external degree programmes, diploma certificate courses, and training programmes for private and public sector institutions.

## Management Research Centre (MRC)

The MRC co-ordinates research and consulting activities undertaken by the academic staff of the Faculty.

## Business Communication Unit

The English Courses of the Faculty of Management Studies and Commerce were

conducted by the English Unit of the Faculty of Arts until such time as the Faculty finalized a plan to introduce the service concept and a common curriculum in Management in the English medium. Thereafter, in 2004, the Faculty decided that the Business Communication programmes should be handled by members of its own Faculty; therefore, as an initial step, two lecturers were recruited by the Faculty for the purpose of co-ordinating across departments and degree programmes and for providing support pertaining to English Language Teaching. The Faculty is at present in the process of setting up its own Business Communication Unit that will cater to the expectations and needs for acquiring the language of the Management undergraduates.

## Aims

The Business Communication Unit aims to build up the confidence and language skills

the undergraduates need to work successfully in their chosen course of study and to contribute to their future professional development.

## Objectives

- ♦ provide instructions and practice in oral and written English using business-related topics as its content base.



**Table 1.1: Departments in the Faculty of Management Studies and Commerce**

- introduce student centered teaching with a view to enhancing the learning effectiveness of students.
- introduce activities to develop the communicative competence of the undergraduates.
- integrate computer-supported learning with classroom instruction for first and second year students.
- encourage peer learning

#### **Business Communication Courses**

The English courses are included as compulsory prerequisites to different core courses. The undergraduates are taught the four skills (listening, speaking, reading, and writing) in an integrated way, so they can gradually improve across the whole range of skills while expanding their vocabulary and developing effective self study habits.

#### **Description of Courses**

##### **Intensive Course in English**

Before the commencement of academic activities, an Intensive Course in English is conducted for academic study. The intensive Course in English is a three week course which provides a good preparation for English medium education in the Faculty. It concentrates on promoting fluency and accuracy and on developing the skills of reading, writing, speaking and listening in an academic context.

##### **BCC1320-ENGLISH I-GRAMMATICAL FOUNDATION**

The first course, English I, is a remedial English Course, which helps the students speak better, as well to recognize and use basic rules of the English language. The course is taught as a communicative approach and all the modules are interactive in nature.



##### **BCC1321-ENGLISH II-COMPOSITION**

The English II Course is an advanced writing course where students are taught to write different styles, such as descriptive, narrative, expository, comparative and contrastive, cause and effect, essay writing etc.

##### **BCC 2230/2130-ENGLISH II-PROFESSIONAL COMMUNICATION**

The final course is purely a course of professional correspondence; students learn various types of communicational aspects related to organization and business affairs.

These students meet the teacher(s) twice a week, each meeting lasting for two hours during the first and second semesters of the first year and the second semester of the second year.

#### **Plans for the Future**

**Language Lab and Resource Centre :** Very soon the Business Communication Unit will have a well equipped language lab and a Resource Centre where students will have access to the wide range language learning resources, and would be given help to develop their own self-study programme.

**English Foundation Course :** The Unit intends to introduce a three month English Foundation Course each year for students whose English is significantly below the minimum level required by the Faculty.

**Spoken English :** The Unit also hopes to introduce a communication skills course to help students increase their confidence, fluency, and correctness in the use of spoken English. Special attention will be given to pronunciation, developing a strong vocabulary, and those features present in oral language such as idiomatic expressions.

**Professional Links :** The Business Communication Unit maintains constant professional links with The British Council and The American Centre, and keeps itself updated with the most recent trends in the field of English language Teaching/Learning.

Accounting  
**ACC**

Business Administration  
**BUS**

Business Economics  
**BEC**

Commerce  
**COM**

Decision Sciences  
**DSC**

Estate Management  
and Valuation  
**EMV**

Entrepreneurship  
**ENT**

Finance  
**FIN**

Human Resource Management  
**HRM**

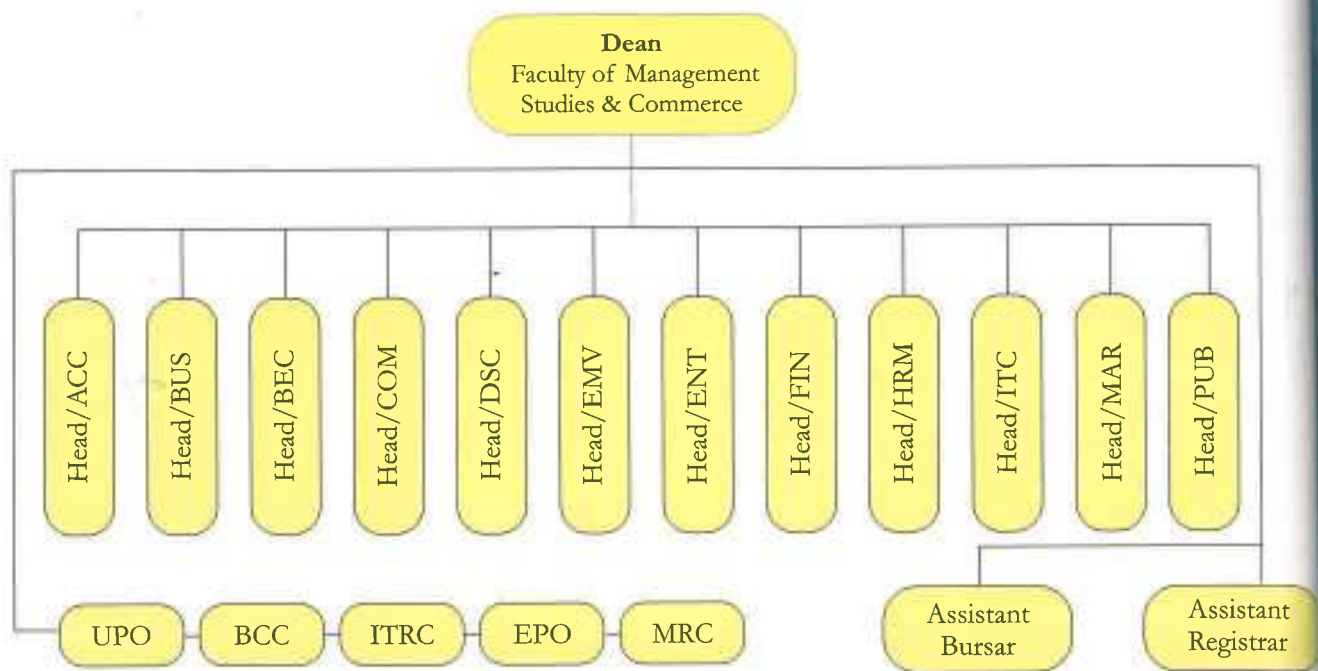
Information Technology  
**ITC**

Marketing Management  
**MAR**

Public Administration  
**PUB**



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



### Degree Programmes offered by the FMSC

Currently, the FMSC offers twelve Bachelor's degree programmes as shown in Table 1.2 below as a response to the acute deficiency of trained professional managers and entrepreneurs in the country.

Academic Department	Degree
Accounting	B.Sc. Accounting (Special)
Business Administration	B.Sc. Business Administration (Special)
Business Economics	B.Sc. Business Administration (Business Economics) (Special)
Commerce	B. Com. (Special)
Decision Sciences	B. Sc. Operations and Technology Management (Special)
Entrepreneurship	B.Sc. Entrepreneurship (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

## Admission of Students to the FMSC

### 2.1 Introduction

Admission of students to the FMSC is based on their performance at the G.C.E. (Advanced Level) examination conducted by the Department of Examinations. Students seeking entrance to the FMSC must have studied 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).

### 2.2 The Common Programme

All students enrolled in the FMSC, except for some exceptions in the case of the B. Sc. Public Management (Special) degree programme, are required to follow a common curriculum in Management in the first year 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 common programme.

The course codes shown in these tables have the following meanings. 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 a value of 1, 2, 3 or 4. The second digit signifies the number of credit hours given for the course. The last two digits, starting from 20, indicate the serial number of the course assigned by the respective department. For example, BUS 1320 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 Common Programme

Course Code	Course Title	Contact Hours	Credit Hours	Service Department
<b>Year I : Semester I</b>				
BCC 1320	English I (Grammatical Foundation)	45	3	BCC
DSC 1320	Business Mathematics	45	3	DSC
ITC 1320	Introduction to Information Technology	45	3	ITC
BUS 1320	Introduction to Management	45	3	BUS
ACC 1320	Financial Accounting	45	3	ACC
<b>Total Credit Hours</b>			<b>15</b>	
<b>Year I : Semester II</b>				
BCC 1321	English II (Composition)	45	2	BCC
DSC 1321	Business Statistics	45	3	DSC
ITC 1321	Computer Software and Applications	45	3	ITC
BEC 1320	Microeconomics	45	3	BEC
FMC 1320	Political and Legal Environment*	45	3	PUB, COM
<b>Total Credit Hours</b>			<b>15</b>	

\* PUB 1320: Political Science is offered in the B. Sc. Public Management (Special) degree programme instead of FMC 1320: Political and Legal Environment.

### 2.3 Selection to Degree Programmes

The FMSC offers twelve degree programmes. The selection to four of them is made at university entrance and the selection to the other eight programmes is made during the first semester of the first year.



## 2 3.1

### Selection to Business Information Systems, Commerce, Estate Management and Valuation, and Public Management Special Degree Programmes

Students for the above degree programmes are selected directly on the basis of their performance at the G.C.E. (Advanced Level) examination. Currently, selections are made by the University Grants Commission in accordance with certain set criteria. After the common programme, these students follow the curriculum of the degree programme to which they were selected at the time of university entrance, namely, B.Sc. Business Information Systems (Special), 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 Business Information Systems, Commerce, Estate Management and Valuation and Public Management are 50, 125, 55 and 60 respectively.

## 2 3.2

### Selection to the Rest of the Special Degree Programmes

For the degree programmes in the concentration areas of Accounting, Business Administration, Business Economics, Operations and Technology Management, Entrepreneurship\*, Finance, Human Resource Management, and Marketing Management, students are selected on the basis of their performance at the G.C.E. (Advanced Level) and the preference of the student. The degree programmes are B.Sc. Accounting (Special), B.Sc. Business Administration (Special), B.Sc. in Business Administration (Business Economics) (Special), B.Sc. Operations and Technology Management (Special), B.Sc. Entrepreneurship (Special)\*, B.Sc. Finance (Special), B.Sc. Human 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 are called from the students who are selected to follow Management Studies to allocate them to the above mentioned eight specializations. In this application students have to indicate their ranking of preference in respect of all eight areas of specialization.

#### ◆ Quota

Students selected to follow Management Studies are allocated by the UGC to the FMSC without assigning them to a specific degree programme. The maximum student quota to any of the aforesaid specialization areas is shown in Table 2.2. The FMSC, prior to the commencement of each academic year, reviews and revises the student enrolment policy after assessing resource availability of each department and market demand and determines the quota for each specialization area.

#### ◆ District Basis Representation

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

\* Selection for B.Sc. Entrepreneurship (Special) is made through an interview. The interview would focus on willingness to be an entrepreneur or entrepreneurial manager, creativity of the applicant, willingness to work hard, achievement orientation and intrinsic motivation.

**Table 2.2 : 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. Entrepreneurship (Special)	50
B.Sc. Finance (Special)	125
B.Sc. Human Resource Management (Special)	60
B.Sc. Marketing Management (Special)	80
B.Sc. Operations and Technology Management (Special)	50



## Amendments

In respect of any degree programme to be introduced later by the FMSC, the aforesaid selection procedure shall *mutatis mutandis* (with appropriate changes) apply unless the FMSC would decide otherwise. Moreover the FMSC shall make amendments in respect of this selection procedure, as it may deem necessary with the approval of the Senate of the University.

2 4

### Credit Course Completion Requirements

In addition to the 30 credit hours in the common programme in year one, students in each degree programme must complete 90 more credit hours during the next three years of study from Year II to Year IV. The total number of credit hours required for graduation is 120 (See Section 4 for more details).

2 5

### Medium of Instruction

Lectures are conducted only in the English medium during all four years of a degree programme, except for the B. Sc. Public Management (Special) Degree. Further, the course manuals for the common programme are provided only in the English medium. The medium is shown as 'English' on the final results sheet. However, the students can learn and sit for examinations either in Sinhala or English according to their preference during the common programme.

The medium of instruction of the B. Sc. Public Management (Special) degree programme is Sinhala in the first year, both Sinhala and English media in the second year and English Medium in the third and fourth years.

# 3

## Description of degree programmes and Subjects Offered by the Academic Departments

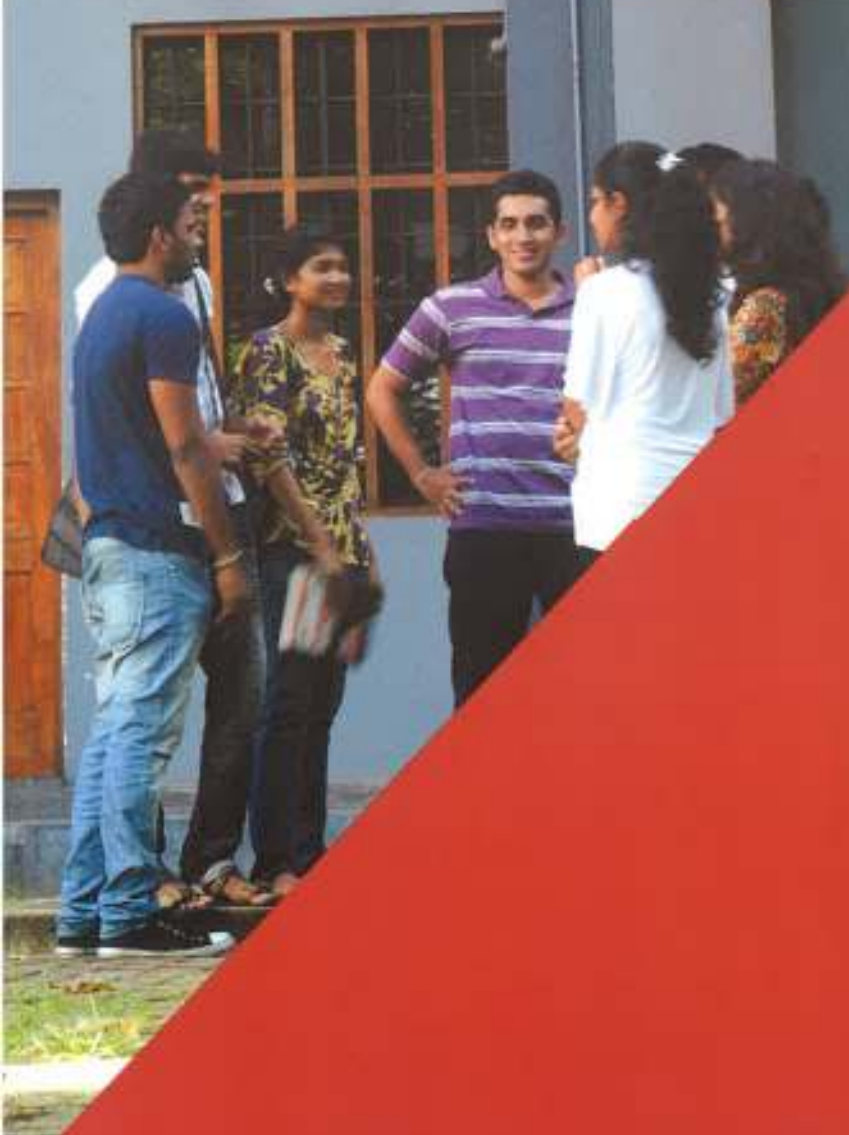
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3.9	Human Resource Management	HRM
3.10	Information Technology	ITC
3.11	Marketing Management	MAR
3.12	Public Administration	PUB



The logo consists of the letters 'ACCC' in a bold, sans-serif font, colored light grey. It is set against a red background that has a rounded top-left corner. The entire logo is positioned in the upper left area of the page.

ACCC

# B.Sc. ACCOUNTING (SPECIAL) DEGREE PROGRAMME



We, Depart  
Develop kn  
young men  
employment  
Accounting  
positions in  
corporate  
sectors in  
Sri Lanka



**We, Department of Accounting**  
Develop knowledgeable and skilled  
young men and women for  
employment in  
Accounting-based  
positions in the  
corporate and public  
sectors in  
Sri Lanka.





### 3 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 with in 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 setup 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 public sectors in Sri Lanka and continued to grow in stature and acceptance. This has been clearly demonstrated by the over whelming 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.

### 3 1.2 Programme Objectives

The B.Sc. Accounting (Special) Degree Programme has been specially designed to meet the aspirations of students who are willing to seek a career in the functional discipline of accounting and business management. Its aim is to develop knowledgeable and skilled young men and women for employment in Accounting-based positions in the corporate and public sectors in Sri Lanka. Further, exemptions granted by professional accounting bodies, both here and abroad, to those holding the Accounting (Special) Degree, 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 Accounting (Special) graduates with both theoretical knowledge and practical insights. In addition to an in-depth understanding and appreciation of issues in Accounting, both from a theoretical and a practical stand point, students also develop important skills in the areas of *Accounting and Financial Management Skills, Management and Personal Capacity Skills, Communication Skills and Knowledge Seeking and Learning to Learn Skills*. Emphasis is also given to the importance of maintaining high ethical and professional standards.

The Department has a well-qualified and experienced staff of regular lecturers and a panel of visiting lectures from various educational institutions and companies. The instructional methodologies used include lectures, discussions, tutorials, case studies, role-play, seminars, field trips, individual and group projects and presentations. Emphasis is also laid on providing a comprehensive working knowledge in the accounting aspect of Information Technology.

### Skill Development Programme of Intern Accountants

The “Skill Development Programme of Intern Accountants” is an important component of the Degree Programme, which has been designed for the development of requisite skills of the accounting undergraduates. These skills will enable them to seek employment opportunities in the field of accounting, financial management and business management both nationally and internationally. This programme is conducted under four course units in the third and fourth years of the Degree Programme (Refer Table 3.2). The course units are designed under four sub programs aimed at developing four types of skills, namely *Accounting and Financial Management Skills*, *Management and Personal Capacity Skills*, *Communication Skills* and *Knowledge Seeking and Learning to Learn Skills*.

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

*Management and Personal Capacity Skills* include skills such as adaptability, negotiation, interpersonal, team working, time and stress management, problem solving and leadership. These skills will be developed through the projects organized by the Accountancy and Financial Management Association (AFMA) and the work life at the organizations in which undergraduates undergo the Internship Programme. Further, this sub programme aims to develop qualities such as integrity and ethical conduct among the undergraduates.

*Communication Skills* mainly focus on the oral and written communication skills in English. These skills are developed through self-learning English language packages installed at the Skill Development Centre (SDC), the language laboratory of the Department. Through these packages, skills relating to reading, listening, writing and speaking in English language are developed alongside the IT skills.

*Knowledge Seeking and Learning to Learn Skills* refer to the skills such as critical and creative thinking, analytical ability, enquiry and research orientation and commitment to life-long learning. These skills are mainly developed through a series of special research sessions conducted with the focus is on searching, reviewing, critically analyzing and evaluating specific topics.

### Professional Links

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



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

Professional Body	Exemptions
Institute of Chartered Accountants of Sri Lanka (ICASL)	Certificate in Accounting and Business (CAB) I and II
Chartered Institute of Management Accountants (CIMA)	Certificate Level Operational Level Management Level (One Subject)
Association of Chartered Certified Accountants (ACCA)	Knowledge Level Skills Level
Institute of Certified Management Accountants of Sri Lanka (ICMASL)	Technician Stage (Five Subjects) Intermediate Stage (Five Subjects) Professional I Stage (except Information Technology Management) Professional II Stage (except Internal Control and Risk Management and the Case Study)
Institute of Chartered Secretaries and Administrators (ICSA)	Foundation Pre-Professional Professional (Three Subjects)

### Ernst and Young Endowed Professorship

Under the auspices of Ernst and Young - Chartered Accountants, the above position was created to attract senior academics employed in Sri Lanka or overseas for short stints of service in the Department. The Department believes that input from academics of repute will greatly enhance its academic and research culture.

## 3 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. 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 provincial and local government authorities, public sector corporations, the Auditor General's Department, Inland Revenue Department and the Central Bank.

## 3 1.6 Programme Structure for Year II, Year III and Year IV

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
MAR 2323	Marketing Management	Core	45	3	MAR
HRM 2320	Human Resource Management	Core	45	3	HRM
BEC 2320	Macroeconomics	Core	45	3	BEC
ACC 2322	Advanced Financial Accounting	Core	45	3	ACC
ACC 2321	Communication Skills and Personal Development	Core	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	

Year II: Semester II					
FIN 2321	Financial Management	Core	45	3	FIN
COM 2323	Commercial Law	Core	45	3	COM
DSC 2321	Operations Management	Core	45	3	DSC
ACC 2320	Cost and Management Accounting	Core	45	3	ACC
ACC 2323	Computer Based Accounting	Core	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	
Year III: Semester I					
COM 3322	Corporate Law	Core	45	3	COM
ACC 3325	Accounting Modelling	Core	45	3	ACC
FIN 3321	Investment and Portfolio Management I	Core	45	3	FIN
ACC 3322	Advanced Management Accounting	Core	45	3	ACC
ACC 3321	Skill Development of Intern Accountants I	Core	400	3	ACC
	Or				
ACC 3327	Accounting Information Systems	Core	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	
Year III: Semester II					
FIN 3324	Investment and Portfolio Management II	Core	45	3	FIN
ACC 3320	Financial Reporting	Core	45	3	ACC
ACC 3323	Auditing and Assurance	Core	45	3	ACC
ACC 3324	Taxation	Core	45	3	ACC
ACC 3326	Skill Development of Intern Accountants II	Core	400	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester I					
BUS 4320	Strategic Management	Core	45	3	BUS
FIN 4321	Business Valuation Theory and Application	Core	45	3	FIN
	Or				
FIN 4322	International Financial Management	Core	45	3	FIN
ACC 4320	Research Methodology	Core	45	3	ACC
ACC 4321	Skill Development of Intern Accountants III	Core	400	3	ACC
	Elective (Refer Section 3.1.7)	Elective	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester II					
ACC 4322	Advanced Accounting Theory	Core	45	3	ACC
ACC 4323	Financial Statement Analysis	Core	45	3	ACC
ACC 4324	Strategic Management Accounting	Core	45	3	ACC
ACC 4325	Skill Development of Intern Accountants IV	Core	400	3	ACC
	Elective	Elective	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	

### 1.7 Elective Courses

In Semesters I and II of Year IV, the students can select one course unit per semester as elective courses from the list offered by the Department for the purpose of further specialisation in the subject areas concerned. The elective courses offered by the Department are revised periodically in keeping with current developments in Accounting and market demand. Currently, the Department is planning to offer the elective course units listed in Table 3.3.



**Table 3.3: List of Elective Course Units**

YEAR IV: SEMESTER I		YEAR IV: SEMESTER II	
Course Code	Course Title	Code	Course Title
ACC 4326	Research Report in Accounting*	ACC 4330	Contemporary Issues in Management Accounting
ACC 4327	Sustainability Management Accounting	ACC 4331	Advanced Auditing and Assurance
ACC 4328	Artificial Neural Networks in Accounting and Finance	ACC 4332	Public Sector Accounting and Finance
ACC 4329	Advanced Taxation	ACC 4333	Control Strategy and Governance

\*Students who have selected “Research Report in Accounting” in Semester I should also select the same elective in Semester II as the elective course as it is equivalent to two course units.

### 3 1.8 Gold Medal Awards

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

#### **Prof. Y A D S Samaratunga and B R de Silva Memorial Gold Medal**

Awarded to the best student of the B.Sc. Accounting (Special) Degree Programme by B R de Silva, Chartered Accountants.

#### **CIMA Memorial Gold Medal**

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 in Cost and Management Accounting in the second year and Advanced Management Accounting in the third year of the Degree Programme.

#### **Association of the Chartered Certified Accountants (ACCA) Gold Medal**

Awarded to the student with the most outstanding achievements in studies and extra-curricular activities in the B.Sc. Accounting (Special) Degree Programme.

#### **Institute of Chartered Accountants of Sri Lanka (ICASL) Gold Medal**

Awarded to the best student in the field of Financial Accounting in the B.Sc. Accounting (Special) Degree Programme.

### 3 1.9 Associations

#### **Accountancy & Financial Management Association (AFMA)**

The Accountancy & Financial Management Association (AFMA) is the student association of the Department whose office bearers are selected from among the students of the Department on an annual 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 and seminars in collaboration with the industry; compilation and printing of course manuals; and assisting in the daily operations of the Accounting Resource Centre, Skill Development Centre, Department Library, Research and Information Centre, Gymnasium, Sports Centre and Music Room.

#### **Alumni Association of Accountancy (AAA)**

On graduating, students are expected to obtain membership of the Alumni Association of Accountancy, which 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 Facility Centres of the Department

The Department has the following facility centres which were either established or renovated and refurbished in the Department under the World Bank sponsored IRQUE (Improving Relevance & Quality of Undergraduate Education) Project.

### Accounting Resource Centre (ARC)

IT related activities of the Department revolve around the Accounting Resource Centre (ARC), the Computer Laboratory. ARC aims to introduce new technologies in the student centred teaching-learning process and thereby enhance the learning skills of students in IT. It comprises of 50 computers with internet facilities and other modern equipments. New accounting software (e.g. Peachtree Accounting Software Package, SAGE UBS ERP System and Data Engine) and statistical packages (SPSS 16 and AMOS) are used for teaching and learning purposes in ARC. ARC is mainly used to conduct lectures and assignments on computer based accounting courses in the degree programme. Students are also given the opportunity for self-learning in the use of computers and internet at this centre.

### Skill Development Centre (SDC)

Skill Development Centre (SDC) is the language laboratory of the Department and it aims to improve the English language skills of students. This is a computer-based self-learning laboratory where students are allowed to enhance their English proficiency through the use of software packages that are installed for this purpose. In addition, SDC also comprises of English Language text books and other language learning material. This Centre is managed by the English Language Instructor of the Department.

### Centre for Accounting Internship and Skill Development (CAISD)

The Centre for Accounting Internship and Skill Development (CAISD) is responsible for the monitoring and evaluation of the Skill Development Programme of Intern Accountants of the Degree Programme. This unit is headed by the Coordinator of the Skill Development Programme of Intern Accountants. This centre helps students to submit their training records via internet. Further, there are many training programmes conducted under CAISD in relation to Internship with a view to enhancing the technical and soft skills of students.

### Accounting Mini Library

The Accounting Mini Library is a specialised accounting library. It has a wide collection of Accounting and Management text books and books for English Language improvement as well as for general reading. The library consists of a large collection of Annual Reports categorized under the industry segments of the Colombo Stock Exchange (CSE).

### Research and Information Centre (RIC)

Research and Information Centre (RIC) was set up with the intention of improving the research skills of students and staff of the Department of Accounting. It is equipped with computers with internet facilities and a collection of research articles on accounting and related fields downloaded from internationally reputed journals, the Data Library of the CSE and annual reports of certain companies available in PDF format.

### Gymnasium and the Sports Centre

A Gymnasium and a Sports Centre was established under the IRQUE Project with the objective of developing students with a healthy mind in a healthy body. The Sports Centre is equipped with a variety of sports equipment while the Gymnasium is equipped with the essential gym equipment.

### Music Room

The music room of the Department was set up for the purpose of developing the right brain skills of students and is equipped with musical instruments and sound equipment. This centre is widely used by students to organise cultural and talent shows of the University.



**Emeritus Professor in Accounting M. W. Wickramarachchi**

B.A. (Hons) (Vidyodaya); M.Ec. (Acct. & Fin. Mgt.) (New England); PhD (Bamu) S.A.T.; FPFDA.; FCA (Chartered Accountant)

**Professor Mangala Fonseka**

B.Sc. (Colombo); MBA (Colombo); FCMA (UK); FCMA

**Professor (Ms) D. S. N. P. Senaratne**

B.Sc. Accountancy (Special) (SJP); MBA (PIM); PhD (Finance) (Colombo)

**Professor K.D. Gunawardene**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Colombo); Ph.D. (Computer Engineering Mgt) (Thailand)

**Mr. A. S. P. G. Manawaduge**

B.Sc. Pub. Admin. (Special) (SJP); M.A. (Acct. & Fin.) (Lancaster); ACA. (Chartered Accountant)

**Mr. W. Hilary E. Silva**

B.Com. (Special) (SJP); P.G. Dip. (Bus Analysis) (Lancaster); M. A. (Acct & Fin) (Lancaster)

**Mr. B. Y. G. Ratnesekara**

B.Sc. Pub. Admin. (Special) (SJP); M.Com. (Sri Krishnadananaraya)

**Mr. M. S. J. S. K. D. Fernando**

B.Com. (Special) (SJP); M.Sc. (Mgt) (SJP); MBA (Int. Bus) (AIT-BKK/Oxford); MBA (Fin) (ESCP-EAP-Paris)

**Dr. W. G. S. Kelum**

M.Sc. (Finance & Econ.) (Leningrad); PhD (Accountancy) (Leningrad)

**Dr. (Ms) D. N. Samudrage**

B.Com. (Special) (SJP); M.Sc. (Bus. Admin) (SJP); M.Sc. (Economics) (Japan); PhD (Business) (Japan)

**Mr A. G. Dayananda**

BBA (Accounting) (Special); MBA; ACA (Chartered Accountant); ASCMA; ACMA

**Mr. P. D. C. Udayashantha**

B.Sc. Accountancy (Special) (SJP); ACA (Chartered Accountant); MBA (PIM)

**Mr. A. A. J. Fernando**

B.Com. (Special) (Kelaniya); MBA (Int. Bus.) (AIT-BKK/Oxford); MBA (Fin) (ESCP-EAP-Paris) ACA. (Chartered Accountant)

**Mr. A. H. N. Kariyawasam**

B.Sc. Pub. Admin. (Special) (SJP); M.Com (Kelaniya)

**Mr. A. H. G. K. Karunarathne**

B.Sc. Pub. Admin. (Special) (SJP); MBA (PIM)

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

B.Sc. Accountancy (Special) (SJP); MBA (PIM); ACMA (UK); MPhil (Manchester, UK)

**Ms. S. M. C. P. Senevirathne**

B.Sc. Accountancy (Special) (SJP); MBA (Colombo); CIMA (Passed Finalist)

**Ms. K. A. N. Dilhani**

B.Sc. Accountancy (Special) (SJP); MBA (PIM)

**Mr. A. R. Ajward**

B.Sc. Accountancy (Special) (SJP); ACA (Chartered Accountant)

**Ms. D. C. Hettiarachchi**

B.Sc. Pub. Admin. (Special) (SJP); MAAT

**Mr. M. A. N. R. Herath**

B.Sc. Accountancy (Special) (SJP); ICASL (Passed Finalist)

**Ms. N. S. Liyanapathirana**

B.Sc. Business Admin. (Special) (SJP); MA (Hiroshima, Japan); ACA (Chartered Accountant); ACMA

**Ms. P. A. G. Gunathilaka**

B.Sc. Accountancy (Special) (SJP); CIMA (Passed Finalist)

**Mr. A. D. N. Gunarathne**

MBA (PIM); B.Sc. Business Admin. (Special) (SJP); ACMA (UK); ACIM: Dip in Mkt. (UK); ACMA

**Mr. U. S. U. K. Rodrigo**

B.Sc. Pub. Admin. (Special) (SJP); PG Dip (Information Systems Management)

**Ms. B. A. S. D. Bamunusinghe**

BA (Kelaniya), Dip in Writership and Communication

**Ms. B. D. N. Wijesinghe**

B.Sc. Accountancy (Special) (SJP); MAAT

**Mr. H M T G Sandaruwan**

B.Sc. Accountancy (Special) (SJP)

## Descriptions of the Courses Offered by the Department of Accounting

### ACC 1320: FINANCIAL ACCOUNTING

This course provides an introductory level understanding of the concepts and techniques of financial accounting. The topics covered: the accounting environment; dissolution, amalgamation, acquisition and conversion of partnerships; redemption of shares and debentures of companies; basic level consolidated accounts; contract accounts; investment accounts; joint venture accounts; hire purchases; royalties; container accounts; and financial statement analysis.

### ACC 2320: COST AND MANAGEMENT ACCOUNTING

This introductory level course provides basic knowledge and skills pertaining to cost accounting and management accounting. The topics covered: overview; cost concepts; elements and classification of cost and revenue; analysis of overheads; costing methods; short term decision making; long term decision making; pricing; budgeting; standard costing *and* responses to change in management accounting.

### ACC 2321: COMMUNICATION SKILLS AND PERSONAL DEVELOPMENT

This course unit is designed with the intention of upgrading the soft skills of the students and developing their personalities. It consists of two components: communication skills and personal development. The communication skills component focuses on improving writing and presentation skills while personal development component focuses on the development of leadership skills and instilling business ethics. An interactive approach is adopted in the delivery of the programme.

### ACC 2322: ADVANCED FINANCIAL ACCOUNTING

This is a course that deals with the advanced concepts and techniques of financial accounting. The topics covered: the conceptual framework underlying financial accounting; the regulatory framework on financial reporting; accounting for branches; accounting for a group of companies (multi-group structures, changes in the composition of the group, investment in associates); mergers and acquisitions; joint ventures; foreign currency transactions; discontinued operations; government grants and retirement benefits.

### ACC 2323: COMPUTER BASED ACCOUNTING

This is a specialized course that provides a comprehensive theoretical and practical knowledge of the application of selected accounting software (e.g. Peachtree 2010) in business data processing with a view to producing financial statements for both internal and external users of accounting information and generating reports that will be of value for managers in the decision making process. This course teaches students to create charts of accounts in order to structure the accounting process. Students are given hands on experience in codifying accounts appropriately and entering transactions into the accounting system through various modules, namely, creditors, debtors, general ledger, inventory, payroll, fixed assets and budget analysis. Integration of all the modules in the accounting system and personalization of accounting systems to suit the information needs of different types of organizations are also covered.

### ACC 3320: FINANCIAL REPORTING

This course imparts students with knowledge in financial reporting concepts and practices *and* makes them appraise the issues and constructively criticize current practices adopted by the companies in financial reporting. The topics covered: financial reporting environment; financial reporting process; accounting for non-current assets (property, plant and equipments, intangible assets and biological assets); accounting for liabilities and owners' equity (reporting substance of transactions, financial instruments, leasing, provisions and contingencies); revenue recognition; deferred taxation; reporting financial performance; segmental reporting; corporate social responsibility reporting and disclosure of non-financial information and future directions in financial reporting.

### ACC 3321: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS I

This course, the first of the four units conducted under the Skill Development Programme of Intern Accountants emphasises on the development of Accounting and Financial Management Skills, *and* Management and Personal Capacity Skills. These skills are developed through the Internship Programme in Accounting and Finance *and* projects on management and personal capacity skills development.

### ACC 3322: 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: overview of management accounting; the past and present of management accounting; the evolving role of management accounting as a social science; short-term decision analysis and further aspects of CVP analysis; long-term decision analysis - capital investments; cost analysis and strategizing for better pricing decisions; using budgets to achieve organizational objectives; the problem of overheads and activity based costing (ABC); new management accounting techniques; responsibility accounting; decentralization and related issues; transfer pricing; performance evaluation of investment centres and some aspects of the practice of management accounting in Sri Lanka.



### **ACC 3323: AUDITING AND ASSURANCE**

The objective of this course is to provide students a comprehensive understanding of auditing concepts, principles, techniques, and procedures. The major areas covered: audit planning; quality control for audit work; internal control; audit evidence; using the work of others; auditor's involvement in special purpose audit engagements and other assurance services. Further, this course aims to: develop students' understanding of the audit function; familiarize students with the professional, legal, commercial and regulatory constraints within which audits are carried out and examine techniques used by auditors including risk analysis, evidence collection and evaluation and audit reporting. In addition, the programme introduces the use of computer assisted audit techniques and issues related to computer information systems audit.

### **ACC 3324: TAXATION**

This specialised course aims to provide students with a sound understanding of principles of taxation and enable them to apply this theoretical knowledge in practice. The topics covered: introduction to principles of 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 (of 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 and value added tax. In addition, this course also covers tax planning and international tax at an introductory level.

### **ACC 3325: ACCOUNTING MODELLING**

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

### **ACC 3326: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS II**

This course, the second of the four units conducted under the Skill Development Programme of Intern Accountants emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills and Knowledge Seeking and Learning to Learn (KSL) Skills. These skills are developed through the Internship Programme in Accounting and Finance, projects on management and personal capacity skills development and research based KSL sessions.

### **ACC 3327: ACCOUNTING INFORMATION SYSTEMS (AIS)**

This course focuses on the qualitative aspects of information processing compared to quantitative aspects of problems solving. It covers the provision of financial and management accounting information for external and internal users. The study of AIS is of paramount importance due to the need of accountants to be familiar with computerized information systems. The topics covered: introduction to AIS; technology of AIS; document flow charting; processing transactions; file structure; internal controls; controls in a computerized system; frauds, ethics and corruption and system development, design and acquisition.

### **ACC 4320: RESEARCH METHODOLOGY**

This course introduces the students to basic concepts, principles, methods and techniques of accounting research. The course emphasizes an applied research approach and focuses on organizational problems, in particular. The topics 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.

### **ACC4321: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS III**

This course, the third of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills, Communication Skills and Knowledge and Seeking and Learning to Learn Skills. These skills are developed through the Internship Programme in Accounting and Finance, projects on management and personal capacity skills development, SDC sessions and KSL sessions.

### ACC 4322: ADVANCED ACCOUNTING THEORY

This course provides the students with a sound understanding of accounting theories that are integral to financial accounting practice and thereby enable them to appraise the implications of these theories on accounting practice. The topics covered: evolution of accounting theory; financial reporting environment; regulations of financial accounting; international accounting; normative theories of accounting – conceptual framework and accounting for changing prices; positive accounting theory; unregulated corporate reporting decisions; consideration of system oriented theories; extended systems of accounting – the incorporation of social and environmental factors within external reporting; reactions of capital market to financial reporting; behavioural research in accounting; critical perspectives of accounting; and some contemporary issues and areas of concern in financial reporting (creative accounting, forensic accounting and human resource accounting).

### ACC 4323: FINANCIAL STATEMENT ANALYSIS

This is an advanced course, which imparts students with skills required to interpret financial statements from an analyst's point of view. The course intends to enhance the awareness of the students of business analysis and its component processes of which financial statement analysis is an integral part. Hence, the course unit improves their knowledge and technical competencies in financial statement analysis and company valuation. The topics covered: overview of financial statement analysis; financial reporting and analysis; analyzing financing, investing and operating activities; cash flow analysis; profitability analysis; prospective analysis; credit analysis and equity analysis and valuation.

### ACC 4324: STRATEGIC MANAGEMENT ACCOUNTING

This course unit enables students to assimilate knowledge and skills and apply selected management accounting concepts, techniques and procedures in strategically oriented business organizations. The topics covered: strategic management accounting (SMA) as the third stage of development in management accounting; SMA practices; diffusion of SMA practices; SMA as the intersection with other functional disciplines; SMA and operations management; SMA and modern information technology; SMA and performance measurement; SMA and marketing; strategic risk management and management accounting professionals in practice in Sri Lanka.

### ACC 4325: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS IV

This course, the fourth of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills, and Knowledge and Seeking and Learning to Learn Skills. These skills are developed through the Internship Programme in Accounting and Finance, projects on management and personal capacity skills development, and KSL sessions.

## ELECTIVE COURSES

### ACC 4326: RESEARCH REPORT IN ACCOUNTING

This course provides the students with a thorough grounding in empirical research in accounting and develops their understanding of the research process and the key elements of a sound research design. They are required to carry out a research study in accounting and prepare a research report based on their study under the guidance of a research supervisor appointed by the Department.

### ACC 4327: SUSTAINABILITY MANAGEMENT ACCOUNTING

This is an advanced course unit in management accounting which enables the students to understand the concept of sustainability based on the latest developments in the local and global arena. The course unit will provide students sound understanding in some selected concepts and techniques related to the three keys to sustainability, planet, people and profit. The topics covered: new developments in management accounting towards sustainability; environmental management accounting (scope, techniques, applications, drivers and roadblocks, capital budgeting analysis, accounting for ecological and carbon foot-printing, eco-efficiency, life cycle analysis and assessment, environmental audit, national income environmental accounting); accounting for the social dimension in sustainability; integration of three pillars discussed in sustainability and frameworks available for reporting sustainability.



### **ACC4328: ARTIFICIAL NEURAL NETWORKS IN ACCOUNTING AND FINANCE**

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, prediction of earnings using financial statements 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 a comprehensive and fascinating introduction to this important piece of technology and numerous insights into its most effective uses.

### **ACC4329: ADVANCED TAXATION**

The objective of this course is to develop the technical and conceptual skills of the students in relation to taxation in Sri Lanka. It covers the administration of income tax (administrative structure, officers and responsibilities, returns, assessments & refunds); the self-assessment system; taxation of partnerships; taxation of companies (types of companies and tax implications, different components of income tax payable by companies, human resource endowment fund contribution, dividend tax, remittance of tax, social responsibility levy, economic service charges & nation building tax); taxation of other entities (charitable institutions, clubs and trade associations); appeal procedure; tax law; tax incentives and value added tax. This course also covers tax planning and international taxation at an advanced level.

### **ACC4330: CONTEMPORARY ISSUES IN MANAGEMENT ACCOUNTING**

This is an advanced course which provides students with knowledge pertaining to critical issues pertaining to the use of management accounting in organizations. It addresses some of the problems, controversies and ambiguities surrounding the practice of management accounting and examines ways of overcoming them. It is based on a careful study and critique of a series of authoritative articles on the following concepts and practices: management accounting change; the role of management accountants; budgeting and beyond budgeting; activity-based costing and management systems; performance measurement systems - the balanced scorecard; management control systems and strategy; performance measurement in multinational organizations; management accounting and digitization; cost audits and behavioral management accounting.

### **ACC4331: ADVANCED AUDITING AND ASSURANCE**

The objective of this course is to provide students with a comprehensive understanding of engagements to review financial statements, agreed-upon procedures, and compilations with reference to the relevant Sri Lanka Auditing Practice Statements (SLAPs), codes of conduct, ethics and corporate governance. The case study approach is used to help students to understand the issues in a real life context.

### **ACC4332: PUBLIC SECTOR ACCOUNTING AND FINANCE**

This course provides students knowledge of public sector accounting and finance. Topics covered are: constitutional provisions and parliamentary control; objectives and functions of the Ministry of Finance and the Government Treasury; revenue and expenditure formats; authority for expenditure; financial planning and budgeting; estimates relating to advance accounts; foreign aid accounting; government expenditure; government accounting; delegation of financial functions; procurement procedure; responsibilities of accounting officers and chief accounting officers; role of the Auditor General and parliamentary select committees.

### **ACC4333: CONTROL STRATEGY AND GOVERNANCE**

This course focuses on the types and sources of risks faced by an organization, and how these risks can be managed and controlled, in the context of overall business strategy, governance and policy of an organization. The topics covered: risk and risk management; internal control systems; principles and mechanisms of corporate governance; professional ethics and resolution of ethical conflicts; risks and controls in information systems; and auditing as a control mechanism.

Head, Department of Accounting,  
University of Sri Jayewardenepura,  
Gangodawila, Nugegoda, Sri Lanka.

Tel/Fax: 94112801297

Email - [acc@sjp.ac.lk](mailto:acc@sjp.ac.lk), Web - [www.sjp.ac.lk/fmsc/acc](http://www.sjp.ac.lk/fmsc/acc)





**BUS**

**B.Sc.  
BUSINESS  
ADMINISTRATION  
(SPECIAL)  
DEGREE  
PROGRAMME**

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**We, Department of Business administration**  
Provide support for students to develop knowledge, cognitive abilities, analytical skills, cross-cultural, entrepreneurial, technical, and transferable skills, that will allow them to contribute effectively to understanding organizations and their environments and to meet the needs of the socio-economic needs of the government, industry, and other potential sectors;

Produce present and future human resources requirements to meet the socio-economic development of the country within a global scenario.





The Business Administration degree has a history of more than fifty years as the pioneering and leading degree programme in the field of Business Management in Sri Lanka. It has earned much popularity and recognition from its inception. Formal studies in Business Administration at university level commenced in 1959/1960 under the Department of Economics, Business and Public Administration at the then Vidyodaya University. This Department was reconstituted as the 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. In 1997 the department introduced two year specializations in the field of Financial Management, Human Resource Management, Business Economics & Marketing Management. Commencing from the academic year 2001/2002, the existing degree programme in Business Administration was completely redesigned to produce present and future human resources requirements to meet the socio- economic development of the country within a global scenario.

Understanding the totality of organizations in the local and global context offers a major intellectual challenge. Within this context, the department of Business Administration aims to:

1. Provide study programmes that offer high quality learning opportunities, in line with the university's vision, mission and policies, in order to familiarize students with recent developments in knowledge, technology, and skills;
2. Provide a range of **challenging** teaching opportunities within the **modular** structure of the Department to enable students to develop their full academic interests and potential;
3. Provide support for students to develop **knowledge**, cognitive abilities, analytical skills, cross-cultural, **entrepreneurial**, technical, and transferable skills, that will allow them to contribute effectively to understanding organizations and their environments and to meet the needs of the socio-economic needs of the government, industry, and other potential sectors;
4. Provide support for students to develop their knowledge, skills, competences and enthusiasm required for lifelong learning;
5. Provide a friendly, responsive, and supportive departmental environment that is conducive to learn willingly while maintaining high standards;
6. Provide a stimulating opportunity for students from other departments in the Faculty and the university to study business organizations at a level appropriate to their needs;
7. Provide support for the teaching staff in their career development through training, research and the provision of feedback and peer advice;
8. Appoint competent staff for the effective organization of teaching, learning, assessment, review and quality enhancement; and
9. Deliver the programmes through class-room interaction and through Learning Management Systems (LMS) to enable effectual teacher-student interaction and learning.

**On successful completion of any of our study programmes students should have:**

1. learnt how to be a good citizen;
2. known the existence of different realities and knowledge within broader socio-cultural, economic and political contexts;
3. gained knowledge and understanding of different subjects of origination in changing world situations;
4. learnt how this knowledge and understanding can be applied in practical situations;
5. learnt how state of the art technology helps organizations to be effective and successful;
6. developed transformative learning, empowered to take responsibilities for learning, inspired courage to grow intellectually, cultivated critical thinking, provided opportunities for developing relationships, cultivated creative and innovative ideas through problem solving, clarified values, uplifted the spirit and enlightened action;
7. developed trust and competence to work independently;
8. learnt how to create new ideas and solutions in line with the local culture, history, knowledge, science, technology, resources, politics, and economics;
9. developed an interest in reflective learning.
10. learnt diversity in learning and knowing.

On successful completion of Bachelor of Science in Business Administration (Special) Degree programme, students should have obtained knowledge and understanding:

11. in the Bachelor of Science in Business Administration (Special), of rethinking organizations, emergence of multiple realities in transition, complexity and uncertainty, including integrative whole body of organizations, culminating in a detailed coverage of functional and integrative facets of organizations.

**To help to achieve the outcomes in 1-11 above, our programme offers a learning experience that is intended to enable students to:**

12. build upon their academic credentials and potential by progressively penetrating knowledge and understanding and gradually developing skills and competences within a broad array of multidisciplinary and integrative perspectives;
13. study in fields which are most relevant to understanding organizations and in which they have most interest by offering a range of courses within a academic framework to widen and deepen their knowledge and experience;
14. benefit from exposure in carrying out high level research through provision of units that exploit the research strengths and resources of the department;
15. undertake a six-month targeted practical training in the fourth year to experience work in real life situations;
16. undertake a high quality research project in the fourth year under the guidance of a member of the research staff of or outside the department;
17. benefit from a strong curriculum in which the design, teaching, learning, and assessment are enhanced by the collective effort of staff, students and the university;
18. interact with staff who are positive, proactive, and dedicated and are exemplars for their students to follow;



19. interact with highly qualified staff committed to teaching and learning within a high quality research environment and who appreciate the importance of these activities in relation to their development and progress;
20. interact with staff committed to students' welfare, progress and development;
21. be provided with clear details of the programme guidelines, aims, learning outcomes, objectives of each course, learning outcomes of course units, contents of each course unit, academic requirements, assessment and references;
22. have a required and manageable workload within the accepted guidelines and norms of the university on par with international standards;
23. receive transparent and appropriate assessment of progress and grading, and feedback on individual progress;
24. have access to adequate academic support and resources;
25. have access to counselling services and be aware of those who provide the services within the department and the university.

**Finally, the department endeavours to ensure that:**

26. first year units provide a fundamental background for learning and knowledge in the second, third and fourth year courses that are appropriate, relevant, essential, interesting and beneficial to students' learning and understanding organizations;
27. programmes are designed in such a way that students acquire knowledge and understanding and skills and competences progressively through following courses over the four-year period;
28. the department strives to follow and adhere to the university values, policies and guidelines spelled out in the Corporate Plan -2006-2010;
29. the department provides a teaching and learning environment that promotes students to think, create and benefit from new experiences; and,
30. we provide a non-threatening and non-discriminatory but stimulating teaching and learning experience while respecting intellectual diversity inside and outside the department.

#### **Special Identity of the Department**

All our programmes integrate knowledge from multiple disciplines while focusing on critical perspectives; the curricula have been developed in a way that encourages students' creativity and innovation. The core courses include major areas of management, innovation, knowledge management and critical perspectives with the aim of producing human resource requirements of local and international organizations. Moreover, the Department has recently introduced an on-line Learning Management System (LMS) in the teaching and learning environment and established a research and consultancy centre to improve critical perspectives of research.

3

2.3

### **Employment Opportunities and Professional Links**

It is evident that almost 80% of Ph.Ds. in the field of Management in Sri Lanka have obtained their first degree from the Department of Business Administration of the University of Sri Jayewardenepura. Being the pioneer Department in the field of Business Administration, over the past 50 years, the Department has produced a number of eminent professors and renowned entrepreneurs in Sri Lanka. Moreover, high positions in the public and private sector organizations are held by the graduates produced by the Department of Business Administration.

The Department of Business Administration has developed strong links and close ties with major private and public sector professional bodies. The existing degree programmes and other courses have already being recognized by several foreign as well as local professional bodies.

Table 3.4: B.Sc. Business Administration (Special) Degree Programme Structure for Years II, III

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
ENT 2331	Introduction to Entrepreneurship and Small Business Management	Major	45	3	ENT
BCC 2320	English III - Professional Communication I	Major	45	3	BCC
ITC 2320	Information Systems	Major	45	3	ITC
HRM 2320	Human Resource Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
BUS 2320	Indigenous Management	Major	45	3	BUS
FIN 2321	Financial Management	Major	45	3	FIN
DSC 2321	Operations Management	Major	45	3	DSC
BCC 2321	English IV - Professional Communication II	Major	45	3	BCC
COM 2323	Commercial Law	Major	45	3	COM
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
BUS 3320	Organizational Behaviour	Common	45	03	BUS
BUS 3321	Knowledge Management	Major	45	03	BUS
BEC 3323	Managerial Economics	Major	45	03	BEC
COM 3322	Corporate Law	Major	45	03	COM
DSC 3320	Operations Research	Major	45	03	DSC
BCC 3020	Business English I	Non-credit			
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
BUS 3322	Culture and Leadership	Major	45	03	BUS
BUS 3323	Research Methodology	Major	45	03	BUS
BUS 3324	Managing for Productivity and Quality	Major	45	03	BUS
BUS 3325	Economic Development	Major	45	03	BUS
ITC 3325	Management Information Systems	Common	45	03	ITC
BCC 3021	Business English II	Non-credit			
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year IV: Semester I</b>					
BUS 4320	Strategic Management	Common	45	03	BUS
ENT 4331	Managing Creativity and Innovation	Major	45	03	ENT
BUS 4321	International Business Management	Major	45	03	BUS
BUS 4322	Dissertation I	Elective	45	03	BUS
BUS 4323	Management Control	Elective	45	03	BUS
BUS 4324	Corporate Social Responsibility and Ethics	Major	45	03	BUS
BUS 4325	Internship in Management I	Elective	45	03	BUS
BCC 4020	Business English III	Non-credit			
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester II					
BUS 4326	Organizational Development and Change	Major	45	03	BUS
BUS 4327	Integrative Studies in Management	Major	45	03	BUS
BUS 4328	Dissertation II	Elective	45	03	BUS
ITC 4326	E Business	Major	45	03	ITC
BUS 4329	Psychology and Sociology in Business	Major	45	03	BUS
BUS 4330	Critical Management Science	Elective	45	03	BUS
BUS 4331	Internship in Management II	Elective	45	03	BUS
BCS 4021	Business English IV	Non-credit			
<b>Total Credit Hours</b>				<b>15</b>	

## 2.5 Awards and Scholarships

### **Deshamanya Professor Linus De Silva Memorial Gold Medal**

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

## 2.6 Associations and Resource Centres

### **(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 prints and distributes past papers and organizes social activities, etc. The Department is in the process of restructuring the activities of the ABA to incorporate more student participation and membership under the New Degree Programme. Some of the activities 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, Social Contributory Activities along with Fund Raising Activities, etc.

### **Resource Centre**

The 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 past students.

**Dr. U. B. Ramanayaka**

MA (Leningrad), PhD (Leningrad)

**Ms. Verna De Silva**

B.Sc. Bus. Admin. (Special) (SJP), MBA (Colombo)

**Ms. Hemamali Gunathilake**

B.Sc. Pub. Admin. (Special) (SJP), M.Sc. Mgt. (SJP), PG Cert. in HRM (PIM-SJP)

**Mr. Marlon A. M. Gunasekera**

B.Sc. Bus. Admin. (Special) (SJP), MBA (PIM-SJP), MAAT

**Ms. G. D. V. Rupika Senadheera**

B.Sc. Bus. Admin. (Special) (SJP), M.Sc. Mgt. (SJP), PGDM in Business Mgt. (Colombo)

**Dr. (Ms.) M. D. Pushpakumari**

B.Sc. Pub. Admin. (Special) (SJP), MBA (Colombo), M.A. (UK), PhD (Meijo Japan)

**Ms. Geetha P. Karunanayake**

B.Com. (Special) (SJP), MBA (PIM-SJP)

**Ms. J. M. R. Cabral Wijesinghe**

B.Sc. Bus. Admin. (Special) (SJP), PGDM in Business Mgt. (Colombo), M. Sc. (Kalamaya)

**Ms. M. W. Kalyani**

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

**Dr. S. D. W. Jayewardene**

B.Sc. Bus. Admin. (Special) (SJP), MBA (PIM-SJP), PhD

**Ms. K. A. Seshika. Kariyapperuma**

B.Sc. Bus. Admin. (Special) (SJP), MBA (PIM-SJP)

**Ms. Ayesha L. Kotuwage**

B.Sc. Bus. Admin. (Special) (SJP), M.Sc. Mgt. (SJP)

**Ms. Jeevanie S. Senevirathne**

B.A. Bus. Admin. (Special) (Staffordshire)

**Ms. S. M. G. P. K. Samarakoon**

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

**Ms. Y. Alahakoon**

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

**Mrs. R.W. Illangasinha**

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

**Miss. T.N.S. De Peiris**

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



## Description of Courses Offered by the Department of Business Administration

### BUS 1320: PRINCIPLES OF MANAGEMENT

This is an introductory course on the basic concepts and theoretical foundations of management. The basic objective of the course is to introduce the student to the management discipline and the manager's job. The emphasis is on effective managerial practices.

The course is structured into three modules:

01. Conceptual Bases of Organizations and Management Thought
02. Organizational Dynamics and Processes
03. The Changing Context and Content of Management

### BUS 2320: INDIGENOUS KNOWLEDGE AND MANAGEMENT

In comparison with other nations, Sri Lanka has a prestigious and long cultural heritage. Despite the Hindu, Christian and Islamic interventions that occurred time to time, since ancient times, Sri Lankan society was governed and moulded by Buddhist teachings. Thus, this has created a society characterised by indigenous knowledge and management practices. Analyzing the indigenous management practices in ancient Sri Lanka, historical periodicals of the nation provide evidence of very advanced methods of management and knowledge in managing their scarce resources for sustainable development of the country. Hence, the prime purpose of this course is to build on that knowledge and establish a firm foundation and provide remedies to organizational issues through the use of indigenous knowledge and management of Sri Lankan history, culture and Buddhist teachings.

### BUS 3320: ORGANIZATIONAL BEHAVIOUR

The aim of this course is to provide the students with a 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 effectively and efficiently in organizations. The course content covers topics on individual processes, group/teams processes, organizational processes and organizational management.

### BAD 3321: KNOWLEDGE MANAGEMENT

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

### BUS 3322: CULTURE AND LEADERSHIP

This course primarily attempts to enhance theoretical and conceptual knowledge of organizational culture and leadership with a view to strengthening students' potential leadership role in the world of work. The course facilitates the study of managerial aspects of organizational culture and leadership, and thus, facilitates understanding how the constructs are interchangeably interwoven, their impact on organizational effectiveness, and how national culture shapes and aligns with organizational culture and leadership.

### BUS 3323: RESEARCH METHODOLOGY

The purpose of this course is to enable students to acquire the skills necessary to undertake research projects or industry reports. The objective of this course is to provide students with an in-depth knowledge of research methods by focusing on the critical decisions the researcher makes when conducting a research. The course begins with discussions of the nature of research including both the "products" of the research and the processes through which such "products" are produced. We then discuss the basic elements of both qualitative and quantitative approaches in research. The course also serves as an excellent foundation for the dissertation/industry report. Students apply the relevant processes when doing their research or industry report in their final year. In addition, this course is beneficial in developing their career at the senior level and to those students wishing to pursue postgraduate studies.

#### **BUS 3324: MANAGING FOR PRODUCTIVITY AND QUALITY**

This is an integrative course on "Productivity" and "Quality". Its aim is to provide a comprehensive knowledge and understanding of the fundamental concepts and issues of productivity and quality and to impart the knowledge, skills, and attitudes required to successfully improve productivity and quality in business organizations. Meaning of concepts, interdependence and interrelationship of productivity and quality, strategies for improving productivity and quality, issues related to the two concepts will be discussed in depth. Further several practical activities such as factory visits, article presentations, guest lectures, and surveys will be used as active learning methods to improve students' practical knowledge on productivity and quality.

#### **BUS 3325: ECONOMIC DEVELOPMENT**

This course aims at providing the students with a comprehensive knowledge of development economics with special emphasis on the importance of national economic prosperity. The course also discusses the experiences of NICs in relation to the Sri Lankan situation. This course will help the students in selecting businesses, structuring them and making other decisions.

#### **BUS 4320: STRATEGIC MANAGEMENT**

Business Strategy is an integrative course that draws upon previous courses delivered at lower levels. The purpose of the business strategy course is to deliver a holistic course that ties previous disciplines together at a strategic level in determining the strategic direction of organizations in the context of the broad general and immediate competitive environment and their choice of corporate, competitive and functional strategies.

The emphasis will primarily be on the analysis of the external and internal environment of various organizations and industries using appropriate theories, concepts and principles. Students will be provided with the necessary frameworks and models to analyze an organization or an industry, its environment and make the appropriate choice of future direction and competitive scope to deliver competitive advantage. This will need to be underpinned by sound analytical, decision-making and problem solving skills. Students will need to draw upon their previous knowledge of the functional aspects of an organization in an integrative way and determine their overall contribution to the strategic whole.

The course also serves as an excellent foundation for the dissertation/ industry report as students will primarily apply the relevant theories, frameworks and concepts gleaned from the business strategy course when doing their research in their final year. In addition, this course will be beneficial in developing their career in the senior levels and to those students wishing to pursue postgraduate studies.

#### **BUS 4321: INTERNATIONAL BUSINESS MANAGEMENT**

This course is designed as a culmination of all management subjects in the business area where principles of management, strategic management and marketing management are prominently illustrated in order to exploit the opportunities of globalization. The major areas covered in this course include cultural and social environmental analysis, legal and political environmental analysis, the economic environment, international trade theory, government and regional influences with respect to international business management.

#### **BUS 4324: CORPORATE SOCIAL RESPONSIBILITY AND ETHICS (OPTION 1)**

Social responsibility encompasses a wide variety of concerns such as ethical values in business, welfare of society, awareness, respect, protection of the natural and built environment as regular action that business can take to solve the problem being faced by the society. This course will discuss the emerging concepts of social responsibility while examining how companies have responded to the demand for more ethical behaviour and social and environmental responsibilities. Furthermore, it will also examine how corporations can become more effective in managing their social impact and improving the relationships they have with all of their stakeholders in the processes.

#### **BUS 4326: ORGANIZATION DEVELOPMENT AND CHANGE**

This course is designed to provide a sound theoretical knowledge of organizational development (OD) while enabling students to understand how the theory relates to practice by focusing on the changing nature of business, facing challenges through globalization, information technology and complexity of human behavior. OD is the application of behavioural science to improve organization performance and functioning. Armed with humanistic values and concern for the unintended negative consequences of bureaucratic organizations, OD offers a process for making the organization hospitable to people. Thus, at the outset of this course a general introduction to OD will be given to the students highlighting the growth and relevance of OD to the 21st century dynamic organizations. Further, areas such as the nature of planned change, the role of the OD practitioner, the process of OD, OD interventions and OD in the global setting will be discussed in this module.



### **BUS 4327: INTEGRATIVE STUDIES IN MANAGEMENT**

This is an advanced course in general management and strategy based on an analysis of already developed cases and development of new cases based on real world business experiences. The course is aimed at developing skills necessary to work independently and conceptualize organizational problems in an integrative manner. The cases will cover the areas of corporate strategy, business strategy, functional strategy, and some special issues such as leadership, culture, empowerment, BPR, and quality management.

### **BUS 4329: PSYCHOLOGY AND SOCIOLOGY IN BUSINESS (OPTION 1)**

The major objective of this course is to provide students with theoretical concepts and knowledge of the psychology and sociology pertinent to business organizations, and encourage them to acquire practical knowledge and experience in business. Thus, this course fills an important gap in the modern Sri Lankan business environment providing stakeholders with socio-psychological knowledge with practical implications and guiding management students in resolving human problems of their organizations equipping them with abilities of understanding themselves and others and their mental and physical processes.

## **ELECTIVE COURSES**

### **BUS 4322: DISSERTATION I (OPTION 1)**

This course is an evaluation of knowledge and understanding gained by students in research methodology. Under the supervision of senior lecturers they will develop high quality research proposals in an area of business management.

### **BUS 4323: MANAGEMENT CONTROL (OPTION 2)**

This course is designed to give students a broad understanding of and approaches to management control, which is understood critically within the wider context in which it operates. It seeks to provide ideas that will stimulate a wider search for knowledge in management control in organizations.

### **BUS 4325: INTERNSHIP IN MANAGEMENT (I) (OPTION 3)**

The emerging socio-economic trends in the world of work compel the undergraduates in business to absorb more practice oriented skills and to develop business ethics and values. Thus, the internship programme in management is aimed at exposing the undergraduates to the world of work and to learn through real world experiences. The programme therefore helps the undergraduates to receive management-related training in a business organization and to test out the applicability of their theoretical and conceptual knowledge in Sri Lankan business organizations.

### **BUS 4328: DISSERTATION II (OPTION 1)**

The objective of this course is to develop research skills in students through research projects guided by senior lecturers. The research study is based on BUS 4323 Dissertation I. Students produce standard research through surveys, case studies, descriptive, evaluative or causal studies. However, the emphasis is on the analysis of business problems using theoretical knowledge and practical experiences in the business field. The research studies may take different philosophical orientations

### **BUS 4330: CRITICAL MANAGEMENT SCIENCE (OPTION 2)**

This course is designed to give students a wide knowledge of critical management science in contrast to the main stream tradition of management knowledge. Borrowing materials from critical social theory, it attempts to develop critical awareness of the current practices of management in organizations considering management as a social phenomenon meriting serious critical examination rather than as a socially valuable technical function.

### **BUS 4331: INTERNSHIP IN MANAGEMENT (II) (OPTION 3)**

This course is a continuation of internship in management (I). The emerging socio-economic trends in the world of work compel the undergraduates in business to absorb more practical oriented skills and to develop business ethics and values. Thus, the Internship Programme in Management is aimed at exposing the undergraduates to the world of work and to learn through real world experiences. The programme therefore helps the undergraduates to receive management-related training in a business organization and to test out the applicability of their theoretical and conceptual knowledge in Sri Lankan business organizations.

#### **OPTION 1: DISSERTATION ROUTE**

Students who select this option are required to take up a research study with a senior lecturer with the approval of the Department. Students who select this option cannot select options 2 and 3.

#### **OPTION 2: ELECTIVE SUBJECTS ROUTE**

Students who select this option are 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.

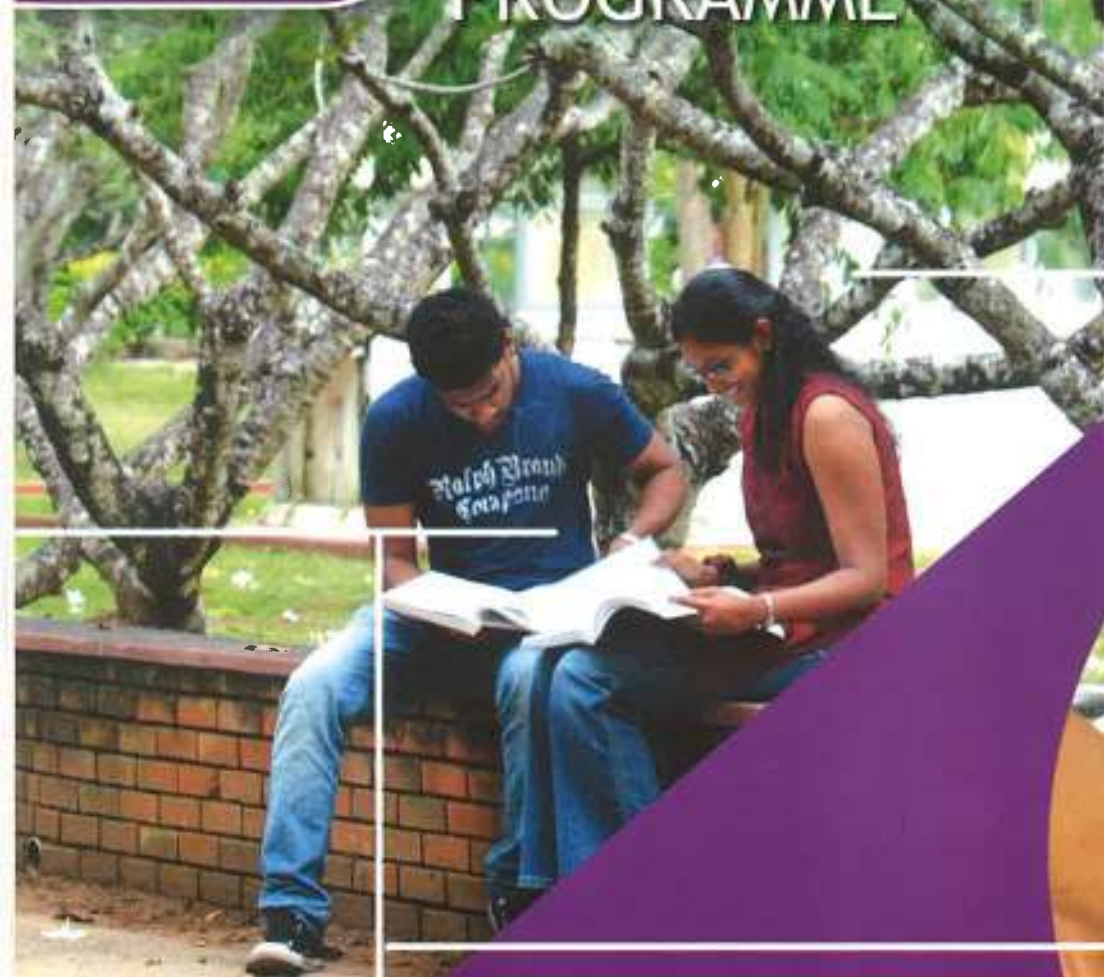
#### **OPTION 3: PRACTICAL TRAINING ROUTE**

Students who select this option are 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 final year which is a pre-requisite to complete Internship in Management II (final year second semester). The department always encourages working students to select this option.



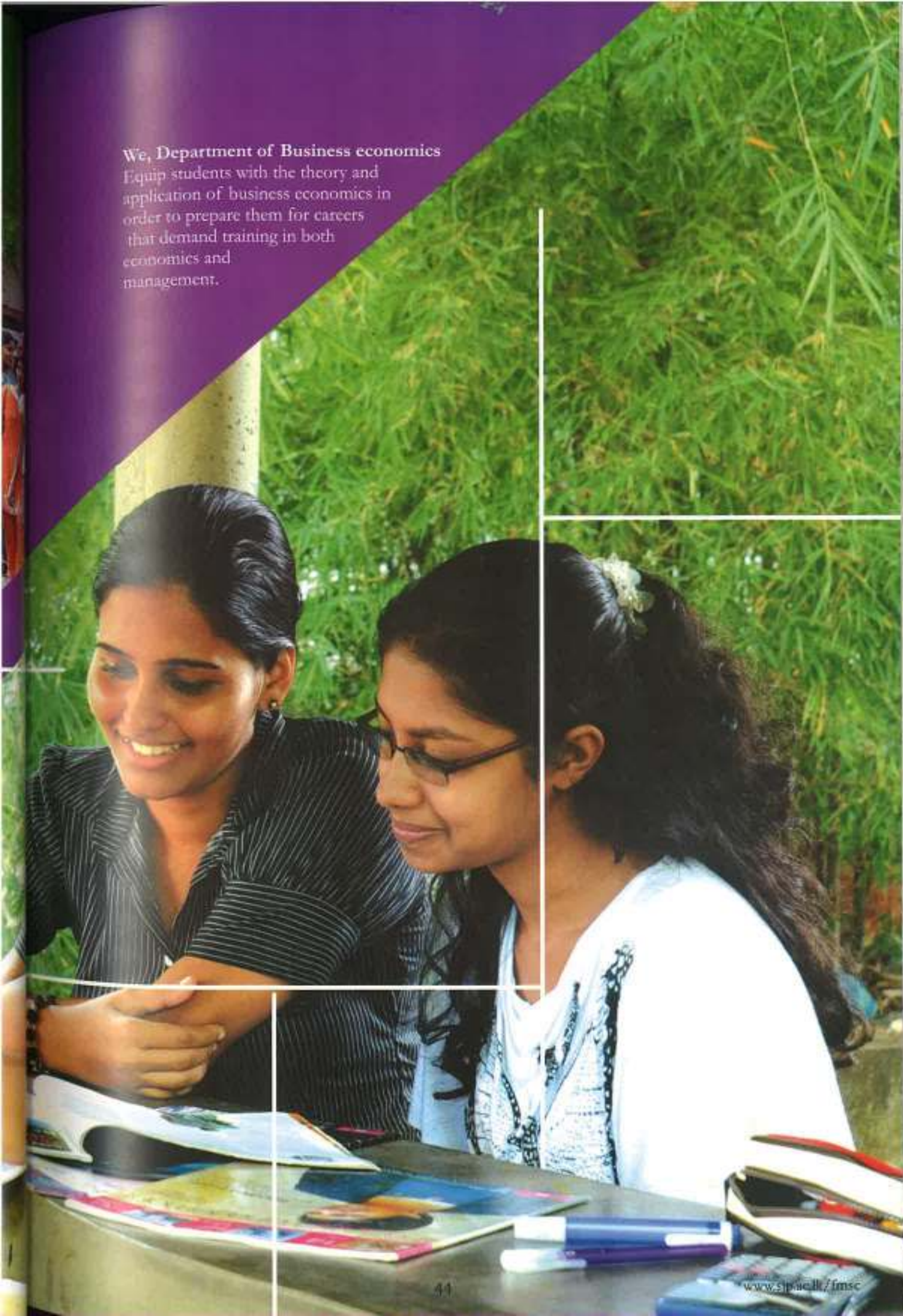
BEC

B.Sc.  
IN BUSINESS  
ADMINISTRATION  
(BUSINESS  
ECONOMICS)  
(SPECIAL)  
DEGREE  
PROGRAMME





We, Department of Business economics  
Equip students with the theory and  
application of business economics in  
order to prepare them for careers  
that demand training in both  
economics and  
management.





### 3 3.1 Evolution

The Department of Business Administration commenced the course in Business Economics in 1995 and continued to offer it until 2000 with great success. Because of the growing importance of and the need for economists with sound management background, from the academic year 2001/2002, this course has been upgraded to a fully-fledged degree programme called the B.Sc. in Business Administration (Business Economics) (Special) under the new Department of Business Economics. This is the first of its 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 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 for 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 survival in the increasingly competitive and globalized 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. The Department also strives 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 3.3 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 the 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 maintains close relations with professional institutions in the areas of economics, finance and banking in order to obtain feedback from the practitioners in the field and to create opportunities for training and employment for business economics graduates.

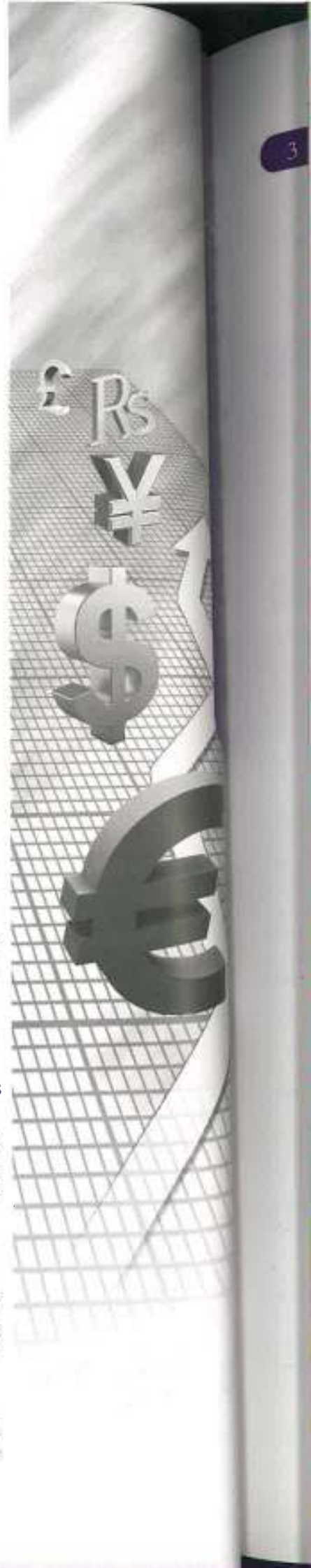


Table: 3.5 B.Sc. in Business Administration (Business Economics) (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
BEC 2320	Macroeconomics	Major	45	3	BEC
BCC 2320	English III Professional Communication	Major	45	3	BCC
DSE 2320	Statistical Analysis for Management	Major	45	3	DSE
HRM 2320	Human Resource Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
BUS 2320	Introduction to Entrepreneurship and Small Business Management	Major	45	3	BUS
DSE 2322	Operations Management	Major	45	3	DSE
FIN 2321	Financial Management	Major	45	3	FIN
COM 2323	Commercial Law	Major	45	3	COM
HRM 2324	Personnel and Social Responsibility	Major	45	3	HRM
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
BEC 3320	Mathematical Methods for Economics	Major	45	3	BEC
BEC 3321	Labour Economics	Major	45	3	BEC
BEC 3323	Managerial Economics	Major	45	3	BEC
BUS 3320	Organizational Behaviour	Major	45	3	BUS
FIN 3321	Investment and Portfolio Management	Major	45	3	FIN
BEC 3025	Study Skills Training		45	None	BEC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
BEC 3322	Financial Economics	Major	45	3	BEC
BEC 3224	Project Management	Major	45	3	BEC
ITC 3325	Management Information Systems	Major	45	3	ITC
FIN 3322	Bank Management	Major	45	3	FIN
FIN 3323	Financial Modelling and Forecasting	Major	45	3	FIN
BEC NC 02	Study Skills Training		45	None	BEC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year IV: Semester I</b>					
BEC 4320	Econometrics	Major	45	3	BEC
BEC 4322	Research Methods	Major	45	3	BEC
BUS 4320	Strategic Management	Major	45	3	BUS
FIN 4321	Business Valuation Theory	Major	45	3	FIN
FIN 4322	International Financial Management	Major	45	3	FIN
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester II					
BEC 4321	*Money and Banking	Major	45	3	BEC
BEC 4323	Development Economics	Major	45	3	BEC
BEC 4324	International Economics	Major	45	3	BEC
BEC 4325	Applied Economics	Major	45	3	BEC
BEC 4326	Independent Study on Business Economics	Major	45	3	BEC
<b>Total Credit Hours</b>				<b>15</b>	

\*New Areas

The Department offers six (06) specialization areas as electives within the current programme itself. These include (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 interest of study. The department offers this opportunity through Money and Banking, (BEC4321, Year IV Semester II)

### 3 3.5 Awards

#### **NIBM Gold Medal**

The Department of Business Economics awards a Gold medal to the best student. It is named the NIBM Gold Medal for the best student in, B.Sc. Business Administration (Business Economics) (Special) Degree. It is 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 to the NIBM gold medal.

### 3 3.6 Associations

#### **The Business Economics Students Association (BIZCON)**

The students' association of the department of business economics was established with the primary objective of promoting and enhancing the members' academic, research and professional skills to make the maximum contribution to public and private sector growth and productivity, creating and enhancing understanding and knowledge among the members, developing their skills, communicating, corresponding and coordinating with other academic institutions, professional organizations and business organizations. It also promotes the business economics degree programme by organizing exhibitions, competitions, etc. and also generating funds for the development of the business economics department, publishing a newsletter, establishing a series of 'awards' for academic excellence of the students of the Faculty of Management Studies and Commerce and taking necessary action 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 was formed with the following objectives: to maintain a sound relationship between alumni members, the faculty and the corporate body, to initiate and develop programmes 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, to implement programmes to upgrade and introduce B.Sc. in Business Administration (Business Economics) (Special) Degree to the state and private sector, to facilitate professional interactions and exchange of knowledge and to establish and maintain relations with Alumni Associations based on a management background across the world.

### 3 3.7 Publications

The department of Business Economics annually publishes the Sri Lankan Journal of Business Economics (SLJBE), a refereed journal approved by the University Senate of which the first journal was 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, professionals and students. The editorial board of the SLJBE comprises eminent local and foreign professors in the field of economics and management.

### 3 3.8 Improvement to the Degree Programme

The Department offers six optional specialization areas within the current programme: Economic Development, Industrial Economics, Money and Banking, Welfare Economics, Service Sector Economics, and 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. Independent study should be chosen from the area of specialization and students have the opportunity to engage in research (through the independent study) apart from the subjects offered by the department.

### 3 3.9 Members of the Academic Staff

#### **Prof. 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)

#### **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. U. Anura Kumara**

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

#### **Ms. M. S. S. Perera**

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

#### **Dr (Mrs). M. A. K. Sriyalatha**

B.Sc. Mgt. Pub. (Special) (SJP); PG. Dip. Bus. Mgt (Colombo); M.Com (Kelaniya); Ph.D (Meijo Japan)

#### **Dr (Mrs). W. S. Handapangoda**

B.Sc. Mgt. Pub. (Special) (SJP); MSc (Mgt) (SJP); PhD in Global Studies, Doshisha University, Japan

#### **Mrs. D. W. K. Hemachandra**

B.Sc. Mgt. Pub. (Special) (SJP); M.Sc.(Mgt) (SJP); Master in Public Policy, NUS, Singapore

#### **Ms. D. R. J. Siriwardena**

B.A. Econ. (Special) (SJP); PG. Dip. Bus. Stat (SJP); MA (Econ) (Colombo); M.Sc.(Mgt) (SJP)

#### **Dr. P. J. Kumarasinghe**

B.Sc. Mgt. Pub.(Special) (SJP); PG.Dip (PIM); MSc (Development Policy) (GRIPS); Ph.D. (Development Economics) (APU)

#### **Mr. R. M. A. K. Rathnayake**

B.A. in Business Statistics (Special) (SJP); MEcon (Financial Economics) (Colombo)

#### **Ms. Y.M.H.P. Bandara**

B.Sc. in Business Administration (Business Economics) (Special) (SJP); Mcom (Finance) (University of Sydney, Australia)

#### **Mr. P.J.S. Fernando**

B.Sc. in Business Administration (Business Economics) (Special) (SJP); MEcon(Development Economics)(Colombo)

#### **Ms. W.G.V. Gunasekara**

B.Sc. in Business Administration (Business Economics) (Special) (SJP); MEcon(Development Economics)(Colombo)

#### **Ms. A. A. D. T. Saparamadu**

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

#### **Ms. H.K. Amarasinghe**

B.Sc. in Marketing Management (Special)(SJP)

#### **Mr. M.P.K. Withanawasam**

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



**BEC 1320: 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, the factor market for labour, general equilibrium and welfare.

**BEC 2320: MACROECONOMICS**

This course intends to give students a basic understanding of the aggregate economic system. It deals with concepts of aggregate demand and supply, national income and product measures, consumption and investment, supply and demand in macroeconomics 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 a closed and open economy, income-expenditure, IS-LM model and modern approaches.

**BEC 3320: MATHEMATICAL METHODS FOR ECONOMICS**

This course is designed to provide an advanced knowledge of the application of mathematical methods to the theoretical aspects of economic analysis. The mathematical approach to economics helps in understanding extremely complicated economic situations and is therefore essential to the analysis of the 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 3321: LABOUR 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 3322: FINANCIAL ECONOMICS**

This course analyses basic theories of finance: \_ decision theory under uncertainty, portfolio theory and capital asset pricing model, and pricing of derivatives. Corporate financial behaviour is focused from the standpoint of shareholders. Financing decisions and investment decisions are analysed based on 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 are also dealt with.

**BEC 3323: 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 cost 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 3324: PROJECT MANAGEMENT**

This course provides the students with advanced knowledge of 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 with in the course.

**BEC 3025: STUDY SKILLS TRAINING I & 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 4320: ECONOMETRICS**

This advanced course introduces the 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 representations of the real world. It covers basic econometric concepts, two-variable regression analysis, multiple regression analysis, multicollinearity, heteroscedasticity, autocorrelation, regression on dummy variables, and econometric simulation. The statistical packages including TSP, SAS and SPSS are used in practical sessions.

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**BEC 4321: MONEY AND BANKING**

Money and Banking is designed to provide an advanced knowledge of the economic principles applied to monetary analysis and the banking system and their impact on the working of the economy with special emphasis on Sri Lanka. It covers the nature and functions of money, credit and financial markets in the modern international economy, central banking and effects of the interest and foreign exchange rates on the real economy.

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**BEC 4322: RESEARCH METHODS**

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

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**BEC 4323: 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 of economic development, characteristics of developing nations, theories of economic development and growth, poverty, and income distribution. The major focus is on the Sri Lankan economy.

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**BEC 4324: 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 markets and international macroeconomic policy.

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**BEC 4325: 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 covers these 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 context.

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**BEC 4326: INDEPENDENT STUDY OF BUSINESS ECONOMICS**

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

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# COM

## B. COM. (SPECIAL) DEGREE PROGRAMME







We, Department of Commerce  
Produce graduates equipped with  
knowledge, skills, and attitudes to meet  
the challenges of modern business  
organizations in the face of stiff  
competition and a turbulent global and local  
economic environment.





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 the prestigious four-year B.Com (Special) degree programme initially in all three languages - Sinhala, Tamil, and English. Later, the Tamil medium was discontinued as faculty competent to teach the degree curriculum in Tamil was not available and as degree programmes in Commerce in the Tamil medium were introduced in other universities, especially in the North and East of Sri Lanka. The department was proud to run a highly reputable and successful B.Com (Special) degree program in Sinhala and English with students initially allocated from among those sent to the Faculty of Management Studies and Commerce and afterwards directly from the University Grants Commission. The Department currently conducts its programme in the English medium only. Currently, it has a total of over 500 undergraduate students. In 1992, a major curriculum revision was implemented to give students an opportunity to specialize in one of the subject areas of International Trade, Marketing and Accountancy in the final year of the degree programme. This has opened tremendous opportunities for students by expanding employment opportunities upon graduation.

In addition to the internal degree programme, the department has an external degree programme in Commerce for externally registered students. At the start, the department offered a four- year B.Com (Special) external degree program with first year being the foundation year. Subsequently in 1996, the special external degree was replaced by a three- year general external degree programme in Commerce.

The department had been a substantially large one in terms of teaching faculty which once stood at well over thirty lecturers including a Professor. Following the restructuring of the Faculty of Management Studies and Commerce in 2001, the department was down sized and academic staff in the department was reallocated among other departments created under the Faculty restructuring initiatives. Currently, the department has around ten academic staff members including a Professor, and five of them are Senior Lecturers with postgraduate qualifications and extensive teaching and research experience. The full time academic staff of the Department is supplemented by a team of visiting lecturers holding higher academic and professional qualifications with wide experience in the industry. The Department is assisted in teaching by other departments of the faculty in the relevant subject areas.

The objectives of the B. Com. Degree programme is to produce graduates equipped with knowledge, skills, and attitudes to meet the challenges of modern business organizations in the face of stiff competition and a turbulent global and local economic environment.

#### **The Nature of the Programme**

The curriculum of the B. Com. Degree provides a carefully blended subject combination of Economics, Accountancy, Management, Decision Sciences and Commercial Law. The curriculum was recently revised to lay a broad and sound foundation for students to pursue professional careers and more advanced study in Commerce and Management.



## Employment Opportunities and Professional Links

### 3.4.3 Employment Opportunities and Professional Links

The B. Com. (Special) degree programme enjoys 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 such as CIMA-UK and ACCA-UK, etc. have recognized the B. Com. (Special) degree qualification and grant exemptions for B.Com (Special) degree holders.

Industry surveys have revealed that B. Com. (Special) degree holders from the University of Sri Jayewardenepura are preferred over those with other qualifications in the industry both private and public. The internship programme of the Department in the final year has broadened the scope of opportunities for B. Com. Degree holders and enhanced their potential for securing gainful employment speedily.

## Programme Structure for Year II, Year III and Year IV

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
COM 2320	Advanced Financial Accounting I	Major	45	3	COM
COM 2321	Macroeconomics	Major	45	3	COM
BCC 2320	English III (Professional Communication I)	Major	45	3	BCC
HRM 2320	Human Resource Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
COM 2322	Cost Accounting	Major	45	3	COM
COM 2323	Commercial Law	Major	45	3	COM
FIN 2321	Financial Management	Major	45	3	FIN
DSC 2322	Operations Management	Major	45	3	DSC
BCC 2321	English IV (Professional Communication II)	Major	45	3	BCC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
COM 3320	Advanced Financial Accounting II	Major	45	3	COM
COM 3321	Economic Analysis for Managers	Major	45	3	COM
COM 3322	Corporate Law	Major	45	3	COM
COM 3323	Management Science	Major	45	3	COM
BUS 3320	Organizational Behaviour	Major	45	3	BUS
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
COM 3324	Advanced Cost Accounting	Major	45	3	COM
COM 3325	Taxation I ( Personal Tax)	Major	45	3	COM
COM 3326	Auditing	Major	45	3	COM
COM 3327	Research Methodology in Commerce	Major	45	3	COM
ITC 3325	Management Information Systems	Major	45	3	ITC
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester I					
COM 4320	Taxation II (Corporate Tax)	Major	45	3	COM
COM 4321	International Trade	Major	45	3	COM
COM 4322	Theory and Practice of Banking	Major	45	3	COM
COM 4023	Independent Study				
COM 4024	Internship				
BUS 4320	Strategic Management	Major	45	3	BUS
COM 4327	Current Issues in Trade and Commerce	Major	45	3	COM
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester II					
COM 4323	Independent Study	Major/ Optional	45	3	COM
COM 4324	Internship	Major/ Optional	45	3	COM
COM 4325	Management Accounting	Major	45	3	COM
COM 4326	International Finance	Major	45	3	COM
ITC 4325	Electronic Business	Major	45	3	ITC
ACC 2323	Computer Based Accounting	Major	45	3	ACC
<b>Total Credit Hours</b>				<b>15</b>	

### 3 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, a former Dean of the Faculty of Management Studies and Commerce and a former Professor of Commerce at the University of Sri Jayewardenepura. He was a Professor of Accounting and is currently Honorary Principal Fellow in the School of Accounting and Finance at the University of Wollongong, Australia.

The Professor Hema Wijewardena medal is awarded annually at the university convocation to a student who obtains the highest overall GPA (Grade Point Average) with a First Class Division Pass in the B. Com. (Special) Degree Programme. The medal may be awarded to a student who obtains a Second Class (Upper Division) Pass with the highest overall GPA if there is no First Class Division Pass.

#### Hirdaramani 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 offered to a student who obtains the highest GPA in the B. Com. (Special) Degree Part I examination.

### 3 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. The head of the department serves as patron of the society. The main objectives of the society are 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 personal attributes among members to engage in any other activities deemed necessary to promote the image and well-being of the department.

## Members of the Academic Staff

### **Prof. E. Dayaratne**

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

### **Mr. S. S. Naotunna**

B. Com. (Special) (Vidyodaya); MBA (Ottawa)

### **Mr. E.A. Dharmadasa**

B. Com. (Special) (Vidyodaya); PGD (Fin. Mgt.) (MSM-Netherlands); MBA (Leuven)

### **Dr. S.W. Hirantha**

B. Com. (Special) (SJP); PGD (Econ) (Essex-UK); MA (Int. Econ) (Essex-UK); Ph.D. (Nagoya-Japan)

### **Mr. S. Sarath Mathilal De Silva**

BA (Special) (Vidyodaya); MA (SJP); PGD (Land Sett. & Dev.) (Colombo); LL.B (Colombo); LL.M (Colombo); Attorney-at-Law

### **Mrs. E. A. G. Sumanasiri**

B. Com. (Special) (SJP), MBA (Colombo), CIMA Passed Finalist (UK)

### **Mr. M. A. N. Chandratilaka**

LL.B (Special) (Colombo), LL.M (Wolverhampton-UK), Attorney-at-Law

### **Mr. G. S. Mapitiya**

BSc. (Accounting) Special (SJP) ACA, (Chartered Accountant), ACMA, ACPM

### **Ms. K. M. V. Sachithra**

B. Com. (Special) (SJP)

### **Ms. G.A.C. Sajeevi**

LL.B (Honours) (Colombo), Attorney-at-Law, CIMA Passed Finalist (UK)

### **Ms. W.M.S.A. Jayathilake**

B. Com. (Special) (SJP)

## Description of Courses offered by the Department of Commerce

### **FMC 1320 POLITICAL AND LEGAL ENVIRONMENT**

This course consists of two subject areas, namely, Political Environment and Legal Environment.

#### **LEGAL ENVIRONMENT**

This course is an introductory course in law and provides an introduction to the legal system and system of administration of justice in Sri Lanka. The course enables students to understand the nature and relevance of law in management studies and commerce. The topics covered include definition of law, legal system of Sri Lanka, courts system of Sri Lanka, administrative tribunals in Sri Lanka, and source of law in Sri Lanka.

### **COM 2320 ADVANCED FINANCIAL ACCOUNTING I**

This course aims to advance students' ability to prepare and present accounts in accordance with relevant standards, impart a thorough knowledge and understanding of 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, the conceptual framework of accounting, issue and redemption of shares and debentures, preparation and presentation of financial statements of limited liability companies, earnings per share, capital reduction and re-organization, branch accounts, hire purchase and leases.

### **COM 2321 MACROECONOMICS**

The main objective of this course unit is to provide the students with theoretical understanding and knowledge to analyze the behaviour of an economy as a whole. This course encompasses theories and policy questions in macroeconomics and deals with the concepts of national income, determinants of national income and employment, and the government's role in the economy. It also covers closed and open economy macroeconomic analysis.

### **COM 2322 COST ACCOUNTING**

This introductory level course provides basic knowledge and skills in cost determination of a product and cost control elements. The topics covered include the role and scope of cost accounting, classification of costs, accounting and control for material, labour and overheads, basic job order and process costing, standard costing and simple variance analysis, integrated accounts and reconciling the cost and financial records.



### COM 2323 COMMERCIAL LAW

This course introduces the fundamentals of commercial law as related to the commercial sector in Sri Lanka and enables the students to acquire a basic knowledge to understand and deal with commercial issues with legal implications. The areas covered are law of contract, law of partnership, law of sale of goods, law of agency, law of insurance, consumer protection law, intellectual property law, bill of exchange law, law of consumer credit, and introduction to industrial law.

### COM 3320 ADVANCED FINANCIAL ACCOUNTING II

This is an advanced level course which aims to develop a thorough knowledge and understanding of the accounting principles, concepts, regulations, and techniques as applicable to the selected complex topics. The main areas covered include preparation of consolidated financial statements under different group structures, accounting for investments in associates, interests in joint ventures, mergers and acquisitions, deferred taxation, foreign currency transaction accounting for changing prices, analysis and interpretation of financial statements, preparation of accounts for specialist organizations and current issues and developments in financial accounting.

### COM 3321 ECONOMIC ANALYSIS FOR MANAGERS

This course is designed to provide a basic knowledge of the application of economic theory and decision science tools in management decision-making. The use of economic tools to study the business environment and to increase efficiency and effectiveness of the business decision-making process is emphasized. This course enables students to analyse business issues as confronted by business organizations and to make recommendations to improve business decision making. The major areas include demand and supply analysis, quantitative demand analysis, theory of individual behavior, 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 firms with market power, pricing and employment of inputs, and government in the market place.

### COM 3322 - CORPORATE LAW

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

### COM 3323 MANAGEMENT SCIENCE

This course provides an overview of the nature and applications of Management Science / Operations Research (MS/OR). Solving a variety of practical problems using management science techniques and models will enable students to formulate mathematical models to solve practical problems, find solutions and interpret the results as they may be required to do in decision making as managers and business executives of enterprises. Topics such as introduction to management science, linear programming (LP), model formulations, the graphical method, simplex method, duality and sensitivity analysis, transportation and assignment problems, project scheduling, PERT/CPM network and decision theory are covered.

### COM 3324 ADVANCED COST ACCOUNTING

This is an advanced course in cost accounting which is built on the fundamentals introduced in COM 2322: Cost Accounting offered in the second year. The major areas covered include cost behavior and cost estimation, joint and by product costing, service costing, marginal costing and cost volume profit analysis, activity based costing, advanced standard costing applications, current approaches to cost control such as learning curves, life cycle costing and just-in-time principles.

### COM 3325 TAXATION I PERSONAL TAX

This is an intermediate level course aiming at providing a comprehensive knowledge and skills required to deal with Sri Lankan income taxation for individuals. It covers basic concepts of income taxation, sources of income, income from employment, rent, interest, annuities, royalties, property, dividend, capital gains and losses, profit from trade, business, profession and vocation, exclusions, allowable deduction, statutory income, determination of assessable income, determination of taxable income, calculation of tax, tax credits and self-assessment scheme.

### COM 3326 AUDITING

This is an advanced level course which provides an in-depth knowledge of auditing standards and principles, practices, techniques and procedures to be used by auditors for certifying financial statements. Areas covered include statutory audits, audit planning and documentation, materiality and audit risk, assessment of risks and internal control systems, audit test, audit sampling, audit evidence, audit reports and audit opinions, auditor's liability and professional ethics.

### COM3327 RESEARCH METHODOLOGY IN COMMERCE

This course is designed to familiarize students with the basic concepts, tools and techniques of research methodology as applied in research in the field of commerce. On the completion of the course, students are required to compile a research proposal which serves as a working plan for COM 4323: Independent study (research project) in the fourth year. The topics covered include research process, writing a 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.

### COM4320 TAXATION II CORPORATE TAX

This is an advanced level course which provides students with practical knowledge of Sri Lanka corporate tax and deals with corporate tax system covering different types of entities including companies, partnerships, charitable institutions, trade associations and societies, tax incentives and tax holidays, appeal procedure, application of value added tax and other taxes applicable to business organizations.

### COM4321 INTERNATIONAL TRADE

This course focuses on theories, policies, practices, and other implications of international trade. The major areas include introduction to international economics, international trade theories, the modern theory of international trade, offer curves, Heckscher-Ohlin theory, commercial policies, economic integration, customs union and international trade and economic development.

### COM4322 THEORY AND PRACTICE OF BANKING

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

### COM4023/ 4323 - INDEPENDENT STUDY

This is a research project which requires students to undertake a research study on a topic in the field of commerce and industry. It is an optional course and students taking independent study are required to submit a report/ dissertation. Both theoretical and empirical studies pertaining to any area of significance to industry and the economy are accommodated. A lecturer is appointed as a supervisor to provide academic guidance from formulation of the problem to report writing. To prepare students on the fundamentals of a research project, a preparatory course on research methodology is given in the third year and a tentative research proposal which serves as a working plan of this course unit is prepared by students.

### COM4024/ 4324 - INTERNSHIP

Internship or industrial training provides an opportunity to complete training in an organization approved by the Department. This course component intends to provide a supervised learning and work experience in areas pertaining to the general field of commerce and management with a view to promoting the overall quality of the program of study and enhancing the employability of students reading for the B.Com (special) degree. A minimum of 450 working hours per semester must be completed to earn three (3) credits assigned to the course.

### COM4325 - MANAGEMENT ACCOUNTING

The course aims to help students develop a thorough knowledge and understanding of the theory, principles, concepts, and techniques used in management accounting primarily to assist managers in running a more effective business and to critically examine the suitability and effectiveness of management accounting approaches for a variety of management challenges. Topics covered include the role of management accounting, advanced cost volume profit applications, short-term operating decisions, pricing and product mix decisions, capital expenditure decisions, budgeting, decentralization and performance measurements, responsibility centres and transfer pricing, activity based management, environment and social management accounting and strategic management accounting.

### COM4326 - INTERNATIONAL FINANCE

This course provides a basic knowledge of international finance, and shows how the international financial environment affects giant multinationals as well as other firms involved 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 the international financial environment.

### COM4327 - CURRENT ISSUES IN TRADE AND COMMERCE

This course deals mainly with current issues in trade and commerce and is based on research and other articles in academic journals and business weeklies. This course imparts necessary training and skills to students to understand and analyse domestic and global issues affecting the performance of trade and commerce. The course content by and large depends on the pressing and significant issues at the time.

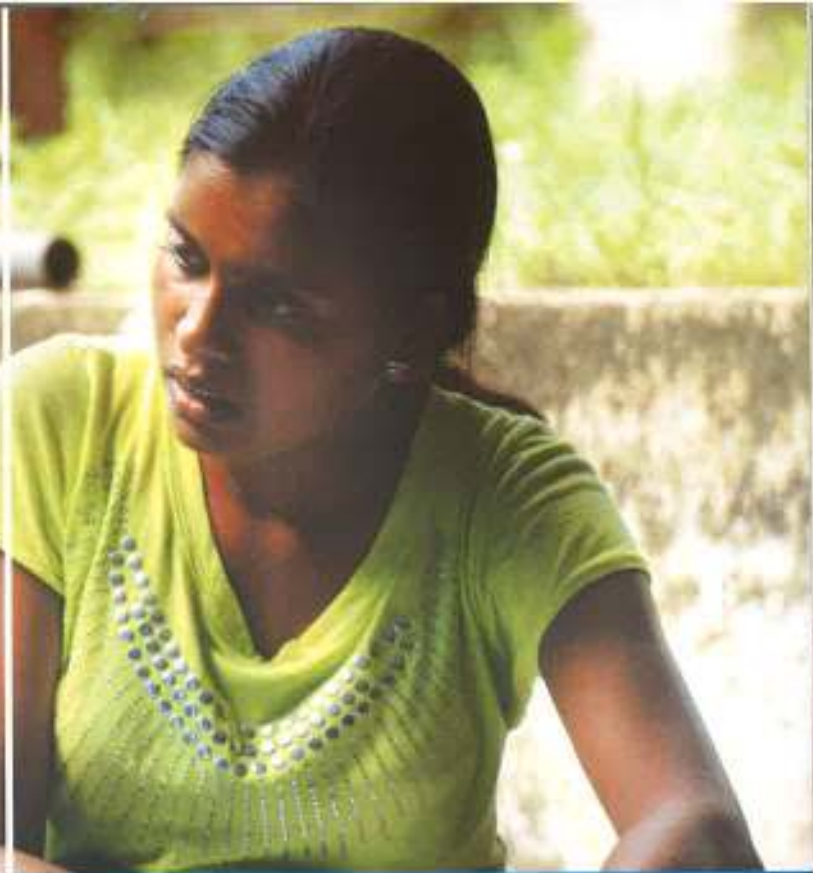
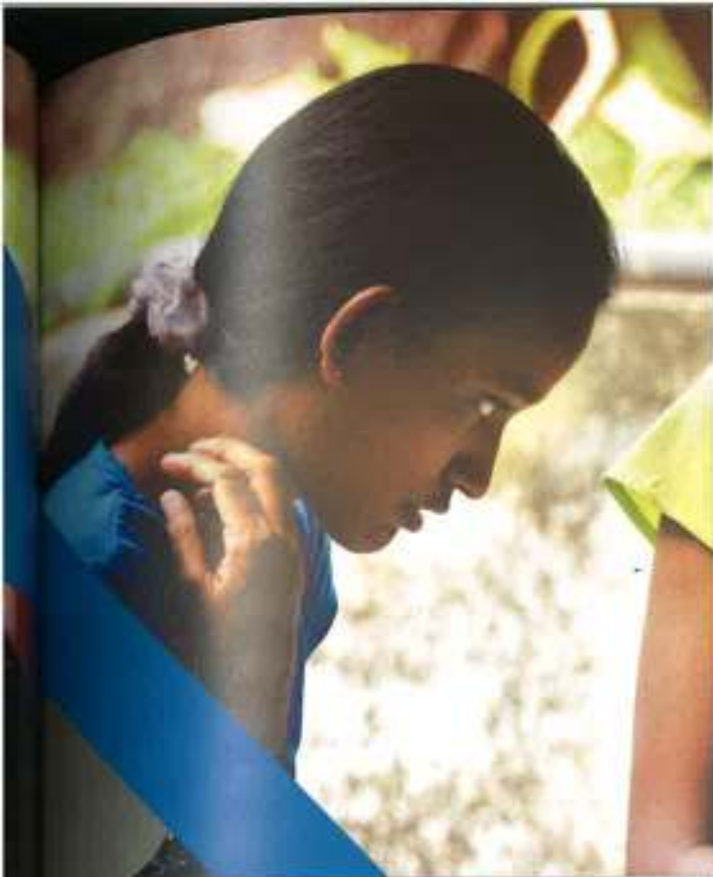


DSC

B. Sc.  
OPERATIONS  
AND TECHNOLOGY  
MANAGEMENT  
(SPECIAL)  
DEGREE  
PROGRAMME







**We, Department of Decision Sciences**  
Produces graduates in operations &  
technology Management with problems  
solving skills, analytical think and  
communication skills.



### 3 5.1 Evolution

Operations Management/ Production Management was taught in almost all the degree programmes offered by the FMSC until 2001. With the formation of the new department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, it was decided to offer Operations Management Subject in the management common degree programme. The department felt that there was a need for 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 the 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 programme 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. However, due to practical difficulties, the department decided to select students for this degree programme too according to criteria given in 2.3.2.

### 3 5.2 Programme Objectives

Activities performed by the 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. Hence, this degree programme 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 to the industry. This programme focuses on developing problem solving skills, analytical thinking, communication and the implementation of cutting edge technologies. These skills are needed to deal with operational problems faced by managers in manufacturing, services and public organizations. With these skills, Operations and Technology Management graduates will be in a better position to gain employment and perform up to the expectation of management so that their contribution to national development is assured.

### 3 5.3 Employment Opportunities

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



Table 3.7: B.Sc. Operations and Technology Management (Special) Degree Programme Structure for Years II, III and IV.

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
DSC 2320	Statistical Analysis for Management	Major	45	3	DSC
BCC 2320	English 111 (Professional Communication)	Major	45	3	BCC
BEC 2320	Macro-Economics	Major	45	3	BEC
HRM 2320	Human Resources Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
DSC 2322	Operations Management	Major	45	3	ITC
DSC 2323	Technology Management	Major	45	3	DSC
ACC 2320	Cost & Management Accounting	Major	45	3	DSC
FIN 2321	Financial Management	Major	45	3	DSC
EMV 2325	Natural Resources Management	Major	45	3	EMV
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
DSC 3320	Operations Research	Major	45	3	DSC
DSC 3321	Supply Chain Management	Major	45	3	DSC
BUS 3320	Organizational Behaviour	Common	45	3	BUS
MAR 3322	Product and Brand Management	Major	45	3	MAR
BEC 3323	Managerial Economics	Minor	45	3	BEC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
DSC 3322	Total Quality Management	Major	45	3	DSC
DSC 3323	Advanced Operations Research	Major	45	3	DSC
DSC 3324	Operations System Design and Management	Major	45	3	DSC
HRM 3324	Employee Health and Safety Management	Major	45	3	HRM
ITC 3325	Management Information Systems	Common	45	3	IT
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year IV: Semester I</b>					
DSC 4320	Operations Planning and Control	Major	45	3	DSC
DSC 4321	Research Methods for Operations Management	Major	45	3	DSC
BUS 4320	Strategic Management	Common	45	3	BUS
MAR 4322	Personality and Skills Development	Major	45	3	MAR
<b>One of the Elective</b>					
DSC 4322	Industrial Policy	Elective	45	3	DSC
DSC 4323	Statistical Quality Control	Elective	45	3	DSC
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester II					
DSC 4324	Service Management	Major	45	3	DSC ITC BUS
ITC 4328	E-Commerce	Major	45	3	
BUS 4329	International Business Management	Major	45	3	
One of the Electives					
DSC 4625	Operations and Technology Management Research Project	Elective	90	6	DSC
Or					
DSC 4626	Internship	Elective	90	6	DSC
Or					
DSC 4327	Technology Transfer	Elective	45	3	DSC
And					
DSC 4328	Simulation	Elective	45	3	DSC

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5.5

### Members of the Academic Staff

**Prof. T. M. B. Palawatta**

B.Sc. Maths. (Special) (SJP); MBA (Leuven)

**Mr. D. S. P. Jayasooriya**

B.Sc. Maths. (Special) (SJP); M.Sc. (App. Stat) (Colombo)

**Dr. S. T. W. S. Yapa**

B.Sc. Industrial Management (Special) (Kelaniya); MBA (PIM- SJP); PhD (Sheffield Hallam)

**Mrs. Dileepa Wedage**

B.Sc. Maths. (Special) (SJP); M.Sc. (Stat) (Colombo)

**Mr. T. S. M. Amarasena**

B.Sc. Mgt. (Pub) (Special) (SJP); MBA (Int. Bus.) (AIT/Oxford);

**Mrs. M. W. A. de Silva**

B.Sc Maths. (Special) (SJP); MSc (App. Stat) (SJP)

**Mr. L. H. T. de S. Wickremasooriya**

B.Com. (Special) (SJP); PGD (Bus. Stat) (SJP); MCom (Kelaniya)

**Mr. S. R. Ginige**

B.Sc Maths. (Special) (SJP); PGD (Bus. Mgt)(Colombo); MSc (App. Stat) (Peradeniya)

**Mr. Duminda Kuruppuarachchi**

B.Sc Statistics (Special) (SJP); Diploma in IT (BCS, UK); PGD (Bus. Mgt) (Colombo); MBA (MOT)(Moratuwa)

**Mrs. C. W. C Silva**

B.Sc Statistics (Special) (SJP); MBA (MOT)(Moratuwa)

**Mrs. Nilakshi W. K. Galahitiyawe**

B.Sc Marketing Management (Special) (SJP); M.Sc (Management) (SJP)

**Mr. A. N. Wickramasekara**

B.Sc. Statistics (Special) (SJP)

**Ms. N.P. Parameshwara**

B.Sc. in Management and Information Technology (Special)(Kelaniya) BIT (Colombo)

**Ms. N.A.D.D.U. Jayawarena**

B.Sc. Statistics (Special) (SJP)

**DSC 1320: BUSINESS MATHEMATICS**

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

**DSC 1321: BUSINESS STATISTICS**

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

**DSC 2320: STATISTICAL ANALYSIS FOR MANAGEMENT**

This course emphasises on understanding, and interpretation of statistical information and using them to form sound judgments in business situations. It includes data analysis techniques such as ANOVA, Regression, Time Series Analysis and Non-Parametric methods. Statistical software will be used to perform data analysis using these techniques.

**DSC 2322: 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 their uses in the field, and their interactions and relationships with parallel management activities in order to cultivate a general understanding of the field as a totality. Major topics 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 re-engineering and manufacturing and service strategy.

**DSC 2323: TECHNOLOGY MANAGEMENT**

This course provides the students with an understanding of the primary relationship of technology to the strategic position of the firm. First, it emphasizes the importance and 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 and technology development in organizations. This will be done by conscious design of the organization upon selection of appropriate technology in line with its focused business strategy.

**DSC 2221: QUANTITATIVE TECHNIQUES**

This is a two-credit course specifically designed for the students following the B.Sc. Estate Management and Valuation (Special) Degree Programme. Under this course, students learn data analysis techniques such as ANOVA, Regression, and Time Series Analysis. Statistical software is used for data analysis using these techniques. Further, topics related to trigonometry which are essential for students following the above mentioned degree programme are also taught in this programme.

**DSC 3320: OPERATIONS RESEARCH**

This course is designed to give a basic introduction to fundamental concepts, methods and techniques of operations research (OR). The topics include definition of OR, scope of OR, the OR problem solving process, models and 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 solutions and solution of transportation problems, special cases of transportation problems, Hungarian method and an application of the assignment problem, project scheduling with certain activity time and time/ cost trade off in PERT/ CPM net works.



#### DSC 3321: SUPPLY CHAIN MANAGEMENT

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

#### DSC 3322: TOTAL QUALITY MANAGEMENT

This course provides the student with the underlying principles and techniques of Total Quality Management (TQM) with emphasis on using quality as a strategic tool to gain competitive advantage. It emphasizes the importance of embedding TQM into the organizational culture. Topics covered include a historical perspective on quality, teaching quality "gurus", TQM models, standards, and implementation guidelines, application of Six Sigma and quality awards.

#### DSC 3323: ADVANCED OPERATIONS RESEARCH

This is an extension of course DSC 3320 Operations Research. Major areas include advanced topics in linear programming, integer programming, dynamic programming (multistage programming), decision theory, games and queuing theory with management applications. Students are provided with knowledge to apply quantitative techniques to solve various business problems especially in the operations management departments of both manufacturing and service organizations. Even though various quantitative techniques are successfully used by large as well as small companies in the developed countries they are hardly used in Sri Lanka. Therefore, the emphasis of this course will be on practical applications rather than on theory.

#### DSC 3324: OPERATIONS SYSTEMS DESIGN AND MANAGEMENT

This course unit aims to develop learners' understanding of the issues and dynamics associated with the design and management of modern operations systems of both service and manufacturing organizations. This module explains the techniques available for the effective design and management of operations systems. Topics include design of production and operations layouts, job designs, work measurements, group technology, work cells, and cellular manufacturing, automation and robotics. Applications of information systems to design are also explored in the course. Special attention is paid to lean manufacturing systems during this course.

#### DSC 4320: OPERATIONS PLANNING AND CONTROL

This course is aimed at providing students with knowledge and skills required to design and manage planning and control systems for manufacturing and service organizations. It provides an overview of the relationship of production planning and control to the operations management function. The content of the course deals with translating a sales forecast into a viable production plan to coordinate, execute and control the activities of an operation to ensure that the organization's goals are met in a cost effective manner. The topics include material requirement planning (MRP), just-in-time (JIT), facilities planning, capacity planning, production planning, scheduling, demand management and other current topics of operations management.

#### DSC 4321: RESEARCH METHODS FOR OPERATIONS MANAGEMENT

Even though this course has been designed as a prelude to DSC 4307, this is a compulsory course for all students. Its objective is to provide students with the theoretical knowledge required to carry out a research study in the Operations/Technology Management area. Quantitative as well as qualitative research methods are discussed under this course. Using selected examples, this course introduces students to a variety of ways of conducting research in Operations/Technology Management. At the end of this course the students will have the ability to conduct a research study from the start to the end. During the course the students will develop a research/project proposal. The topics included in this course are fundamentals of research design, survey design, sample design, data input, statistical analysis and writing the research report. Students learn how to use statistical techniques and statistical software such as SPSS to analyse data.

#### DSC 4322: INDUSTRIAL POLICY

The objective of this course is to provide future managers with a thorough understanding of the interdependencies between business strategy and economic policies of the country and how research and development activities at the industry level as well as the individual organization level are affected by government policies. Too often, policy decisions are made by government officials with little knowledge of what the business community's concerns are. And all too often, business leaders, not just in major corporations but in smaller ones as well, find themselves suddenly hit by adverse policy decisions that they could have avoided or at least adjusted to, had they pro-actively sought a dialogue with public authorities at the right time. Some of the questions that will be discussed in this course are the objectives and consequences of national and supranational industrial, trade, and competition policies, how to determine the appropriate dividing line between activities best left to the private sector and those necessitating active government involvement, the consequences to the firm competing in global markets of disparate national government policies and how conflicts are resolved. The course especially compares the Sri Lankan situation with situations prevailing in East Asian countries such as South Korea, Hong Kong and Singapore.

#### **DSC 4323: STATISTICAL QUALITY CONTROL**

The objective of this course is to acquaint students with statistical thinking and its role in total quality, emphasizing its use to monitor and improve processes and to identify sources of process variation. Further, it prepares students for further study in statistical methods for product and process improvement such as design of experiments. Topics covered are introduction to statistical thinking, attribute control charts, variable data control charts, process capability, sampling and sub-grouping principles, components of variation, measurement processes, the role of design of experiments and special control charts.

#### **DSC 4324: SERVICES MANAGEMENT**

Services management techniques are 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 4625: OPERATIONS AND TECHNOLOGY MANAGEMENT PROJECT/ RESEARCH**

This project / research helps students to put knowledge and skill acquired so far into practice and apply the techniques in a practical setting so that they gain much needed practical exposure. They are required to conduct this project / research under the dual supervision of a lecturer of the department and a practising operations manager. Students are expected to carry out a professional research project by using the methods and technologies learned in DSC 4303 and are expected to submit a report at the end of the semester.

#### **DSC 4626: INTERNSHIP**

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

#### **DSC 4327: TECHNOLOGY TRANSFER**

The objectives of this course are to gain an understanding of the broad context of the technology transfer process, including information regarding the key components involved in the transfer of technology as well as the various technical methods used and their application in the transfer of technology. Also discussed is the role and growing importance of technology transfers in international business and trade, in particular, in accelerating technological developments, lowering costs, and boosting sales. Some technical aspects of technology transfers are covered together with economic and legal aspects of fundamental importance.

#### **DSC 4328: SIMULATION**

Simulation is one of the most powerful tools available to decision-makers responsible for the design and operation of complex processes and systems. Since the 1950s, computer simulation has been used to tackle a range of business problems leading to improvements in efficiency, reduced costs and increased profitability. Simulation has become an indispensable problem solving methodology for operations managers in an increasingly competitive world. The objective of this course is to provide students with a basic understanding of the modelling and simulation process. During the course students learn to develop models and simulate them using a simulation software package such as ARENA.

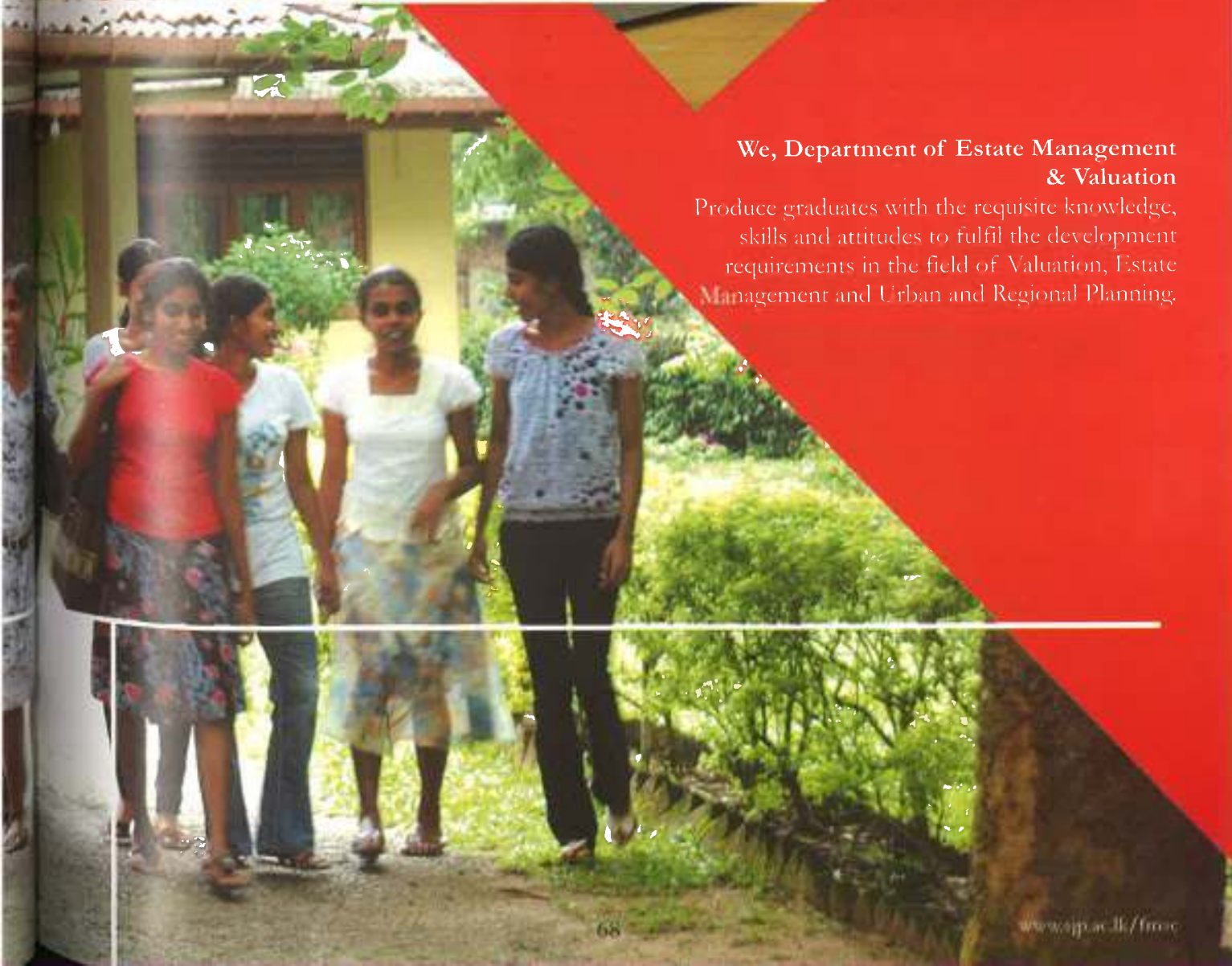


EMV

B.Sc.  
ESTATE MANAGEMENT  
AND VALUATION  
(SPECIAL)  
DEGREE  
PROGRAMME







**We, Department of Estate Management  
& Valuation**

Produce graduates with the requisite knowledge,  
skills and attitudes to fulfil the development  
requirements in the field of Valuation, Estate  
Management and Urban and Regional Planning.



## 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 of 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 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 the 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 in accordance with 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 and professional skills to the students enabling them to serve in the fields of Valuation, Estate Management and Urban and Regional Planning.
- ♦ Create a 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 was 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 Economics, 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 a 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 in the third year of the programme undergo practical training in the Government Valuation Department. Secondly, the practical training and project work associated with 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 strengthens the application of theory to 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) has 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, all of which handle a variety of activities related to planning, development and management of real estate.

## Programme Structure for Year II, Year III and Year IV

Table 3.8: B.Sc. Estate Management and Valuation (Special) Degree Programme Structure for Years II, III and IV.

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
Year II: Semester I					
BCC 2220	Professional Communication	Major	30	2	BCC
HRM 2220	Principles of Human Resource Management	Major	30	2	HRM
EMV 2320	Surveying and Levelling I (Theory)	Major	45	3	EMV
	Surveying and Levelling I (Practical)				
EMV 2321	Building Construction I (Theory)	Major	45		
	Building Construction I (Practical)				
	Computer Aided Designing I		30	3	EMV
DSC 2221	Quantitative Techniques	Major	30	2	DSC
BEC 2320	Macro Economics	Major	45	3	BEC
Total Credit Hours				15	
Year II: Semester II					
EMV 2020	Soft Skills Development	Major	45	None	EMV
EMV 2220	Environmental Studies		30	2	EMV
EMV 2322	Surveying and Levelling II (Theory)	Major	45	3	EMV
	Surveying and Levelling II (Practical)				
EMV 2323	Land Economics	Major	45	3	EMV
EMV 2324	Principles of Valuation	Major	45	3	EMV
EMV 2420	Building Construction II (Theory)	Major	45	4	EMV
	Building Cost Estimation				
	Building Construction II (Practical)				
	Computer Aided Designing II				
Total Credit Hours				15	



Year III: Semester I					
EMV 3320	Law of Contract and Tort	Major	45	3	EMV
EMV 3321	Geographic Information Systems (Theory)		45		
	Geographic Information System (Practical)	Major	60	3	EMV
EMV 3322	Urban and Regional Planning 1	Major	45	3	EMV
EMV 3323	Real Estate Finance and Marketing	Major	45	3	EMV
EMV 3324	Advanced Valuation (Theory)		45		
	Advanced Valuation (Practical Report)	Major	15	3	EMV
<b>Total Credit Hours</b>				<b>15</b>	
Year III: Semester II					
EMV 3325	Property Law	Major	45	3	EMV
EMV 3326	Local Government Administration	Major	45	3	EMV
EMV 3327	Urban & Regional Planning II				
	(Theory/ Studio work and Practical work)	Major	45	3	EMV
EMV 3328	Agricultural Valuation	Major	45	3	EMV
EMV 3329	Applied Valuation I	Major	45	3	EMV
	Training Programme		80		
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester I					
EMV 4220	Research Methods	Major	30	2	EMV
EMV 4320	Construction Project Management	Major	45	3	EMV
EMV 4321	Real Estate Development and Management	Major	45	3	EMV
EMV 4420	Urban Development and Management	Major	60	4	EMV
EMV 4421	Applied Valuation II	Major	60	4	EMV
EMV 4520	Independent Research Report (cont.)	Major	60	-	EMV
<b>Total Credit Hours</b>				<b>16</b>	
Year IV: Semester II					
EMV 4322	Urban Economics	Major	45	3	EMV
EMV 4323	Environmental Valuation	Major	45	3	EMV
EMV 4324	Property Portfolio Management	Major	45	3	EMV
EMV 4520	Independent Research Report	Major	60	5	EMV
<b>Total Credit Hours</b>				<b>14</b>	

### 3 6.6 Awards and Scholarships

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

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

Merit awards are offered for the 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 in Table 3.9

**Table 3.9: Merit Awards offered by the Department**

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

In addition, Estate Management and Valuation (EMV) undergraduates are 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.

### 3 6.7 Associations and Resource Centers

#### **Estate Management and Valuation Students' Association**

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

#### **Objectives**

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

#### **The annual activities**

- ◆ Organizing the “EMV Annual Research Session” 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
- ◆ Donating text books to the EMV Resource Centre annually
- ◆ Assisting the Department to organize workshops and other activities

#### **Resource Centers**

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



**Prof. R. G. Ariyawansa**

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

**Mrs. Janakie Edirisinghe**

B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); PGD. Env. Science (Colombo.); M.Sc. Human Sett.PI. (AIT); MITP (SL)

**Mrs. K. G. P. K. Weerakoon**

B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); M.Sc. Human Sett. PI. (AIT); MITP (SL)

**Mrs. N. C. Wickramarachchi**

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. T & CP (Moratuwa.); MITP (SL)

**Mr. H. M. Premathilaka**

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Phil. Agri. Econ. (Peradeniya); ARVA (UK); FIV (SL), Member Land Acquisition Board of Review

**Mr. J. N. Hettiarachchi**

B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. Project Mgt. (Moratuwa.); FIV (SL); LLB (OUSL), Attorney at Law

**Mrs. T. G. U. P. Perera**

B.Sc. Est. Mgt. & Val. (Special) (SJP); Master of Urban Engineering (Tokyo) ICMA (UK)

**Mr. Prathap Kaluthanthri**

B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM; SJP), DipM (UK)

**Mr. H.M. Iresh Jayawardena**

B.Sc (Hons) T & CP (Moratuwa), M.Sc. REMV (SJP), MITP (SL), RITP.IND (UK)

**Mrs. H.M.L.P. Karunarathne**

B.Sc. Est. Mgt. & Val. (Special) (SJP)

**Mr. W.H.T. Gunawardhana**

B.Sc. Est. Mgt. & Val. (Special) (SJP)

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

**EMV 2221/EMV 2325: NATURAL RESOURCE MANAGEMENT**

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

Note: This course is offered to students following the Public Administration and Decision Sciences degree programmes of the Faculty.

**EMV 2020: SOFT SKILLS DEVELOPMENT**

The objective of this course is to enhance personality traits that improve the ability of graduates to deal with people effectually and politely, in addition to their technical/professional skills. The course mainly deals with activity based training programmes to enhance basic skills such as interpersonal skills, team spirit, social grace, business manners, negotiation skills, behavioural characteristics, etc.

**EMV 2320: SURVEYING AND LEVELLING I**

This course covers introductory concepts of surveying and levelling. It focuses on both the theoretical and practical knowledge of surveying and levelling.

**EMV 2321: BUILDING CONSTRUCTION I / COMPUTER AIDED DESIGNING I**

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

**EMV 2220: ENVIRONMENTAL STUDIES**

This course imparts knowledge of the basic principles and concepts relating to the environment and enhances critical awareness of human behaviour and its impact on the environment.

#### **EMV 2322: SURVEYING AND LEVELLING II**

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

#### **EMV 2323: 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 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 2324: 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 property.

#### **EMV 2420: BUILDING CONSTRUCTION II / BUILDING COST ESTIMATION- COMPUTER AIDED DESIGNING II**

This course provides knowledge of building construction specially in relation to the role of various parties involved in the construction procedure and the professionals working in connection with buildings. It also enhances the skills of drawing and exposes the students to practical experience through site visits.

Building estimation, which is a part of the course, provides the knowledge of building estimation and cost variations in the construction industry in Sri Lanka.

Computer aided designing gives a 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 3320: LAW OF CONTRACT & TORT**

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 and valuation.

#### **EMV 3321: GEOGRAPHIC INFORMATION SYSTEMS (GIS) THEORY AND PRACTICAL**

The course provides an orientation of GIS technology and its potentiality in real estate development and planning. It aims to provide adequate knowledge about 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 (ArcGIS).

#### **EMV 3322: 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. The major areas covered in the course are historical development of urban and regional planning, fundamental concepts and theories of planning.

#### **EMV 3323: 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 3324: ADVANCED VALUATION THEORY / PRACTICAL REPORT**

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 3325: PROPERTY LAW**

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 3326: LOCAL GOVERNMENT ADMINISTRATION

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.

#### EMV 3327: 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 3328: AGRICULTURAL VALUATION

This course provides an 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 3329: APPLIED VALUATION I

This course provides an in-depth treatment of more advanced concepts in valuation. It focuses largely on valuation mathematics, discounted 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.

The training programme aims to provide students with a sound understanding of the principles and practices involved in property valuation, handled by Government Valuation Department of Sri Lanka.

This in turn will enhance the following skills

- ♦ provide appropriate skills on identification of properties
- ♦ Will be able to clear the titles, collect data, identify the legal matters etc.
- ♦ Improve the application of concepts on rating valuations.

#### EMV 4220: RESEARCH METHODS

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 covered 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 4320: CONSTRUCTION PROJECT 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 4321: 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 condominiums, the legal, technical and infrastructure issues in urban property development and management, 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 4420: 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 4421: APPLIED VALUATION II**

This course provides an in-depth treatment of more advanced concepts in valuation. 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 forming 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 4322: 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 land 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 4323: ENVIRONMENTAL VALUATION**

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

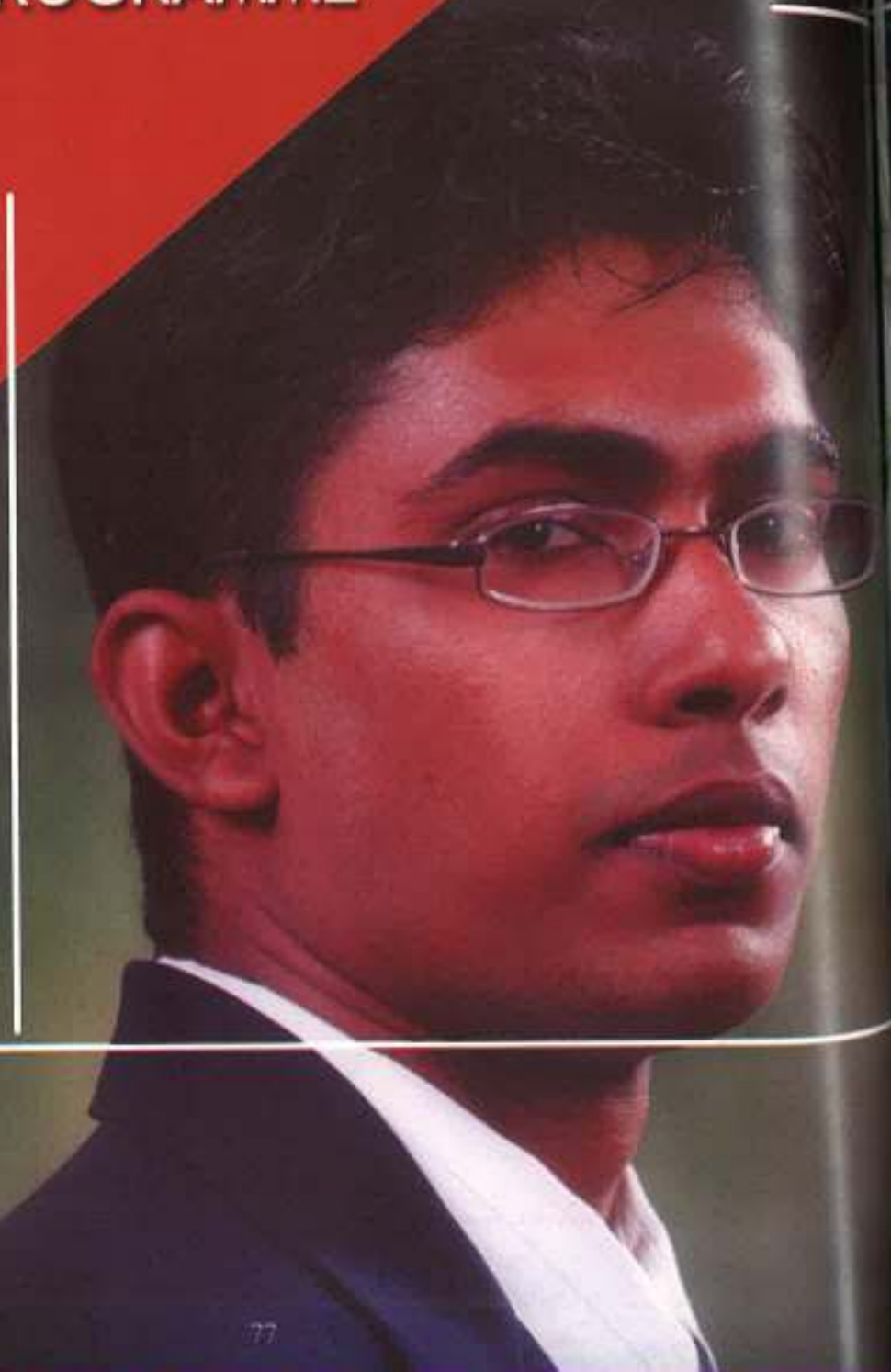
#### **EMV 4324: PROPERTY PORTFOLIO MANAGEMENT**

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 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.



ENT

B.Sc.  
ENTREPRENEURSHIP  
(SPECIAL)  
DEGREE  
PROGRAMME





We, Department of Entrepreneurship develop an entrepreneur with appropriate entrepreneurial spirit, characteristics and behaviors that could readily start and run successfully a business venture at a maximum efficiency and effectiveness.





## Introduction

The progress and advances made on the entrepreneurial business front is very vital for the development of a country. The importance of the education system in producing entrepreneurs of high intellectual and professional calibre has been emphasized and acknowledged by governments worldwide. Accepting the global trend, the Government of Sri Lanka has also taken various initiatives to encourage and foster entrepreneurial business development in the country.

Thus, the Department of Business Administration introduces the B.Sc. Entrepreneurship (Special) Degree program focusing on entrepreneurial development, in the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura to fill the vacuum as well as to execute a national need

## Programme focus

Development of the entrepreneurs and entrepreneurial managers.

## Objective of the Programme

To develop an entrepreneur with appropriate entrepreneurial spirit, characteristics and behaviours who could readily start and run successfully a business venture at a maximum efficiency and effectiveness.

The graduates of B.Sc. Entrepreneurship degree programme would be different from the other traditional management graduates in several aspects. Firstly, they would revolutionize business processes and change the status quo through new and better methods. Secondly, they would produce new products and improve the existing products with their innovative ideas that ultimately result in the economic development of the nation. Thirdly, they would possess good moral and intellectual values with exemplary personal qualities and lead the rest. Finally, they would challenge traditional university graduates by creating jobs rather than seeking job opportunities.

## Programme Outcomes

On completion of the degree programme students will be able to,

1. Have a rigorous theoretical understanding of the approaches to micro and macro aspects of entrepreneurship, recognize their strengths and limitations and apply those theories with necessary modifications for the betterment of their business venture and society at large.
2. Recognize environmental opportunities and creatively exploit them to produce new products, processes or organizations that would lead ultimately to the betterment of society.
3. Evaluate business projects and produce business plans for their ventures.
4. Comprehend the different stages of an entrepreneurial venture and manage their requirements at maximum efficiency and effectiveness to ensure the smooth growth of the venture.
5. Organize the resources of the business displaying a maximum level of expertise for making optimal use of them.
6. Demonstrate the belief in the use of local resources, technology and science and establish a truly indigenous business with maximum value addition.
7. Possess good moral and intellectual values with exemplary personal traits and lead the rest.



### 7.5 Opportunities for Employment and Professional Development

The programme directly focuses on the development of entrepreneurs who run their own business. Therefore, they can be self employed as business entrepreneurs. Further, they already command vast employment opportunities in the corporate sector as entrepreneurial managers in the field of marketing, HRM, and finance, etc. In addition, entrepreneurship graduates will be able to work as business consultants to the SME sector. Therefore, there will not be any problem regarding opportunities for employment and professional development.

### 7.6 Target Group

Those who are planning to start their own businesses with creativity and innovation and those who wish to enhance their entrepreneurial skills with the expectation of becoming entrepreneurial managers.

### 7.7 Entry Qualification

Selected to follow a degree in the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura.

### 7.8 Selection to the Programme

Selection will be made through an interview. The interview would focus on the following:

- ♦ Willingness to be an entrepreneur or entrepreneurial manager
- ♦ Creativity of the applicant
- ♦ Willingness to work hard
- ♦ Achievement orientation and intrinsic motivation

### 7.9 Curriculum of the Degree Programme

To achieve the objective specified in Nos. 3 and 04 above, the students are provided with a sound knowledge of the theoretical framework of entrepreneurship with a thorough exposure to the practical aspects of entrepreneurial ventures. The curriculum of the programme focuses on inculcating the necessary knowledge, skills and attitudes that are required to be successful entrepreneurs.

Table 3.10: B.Sc. Entrepreneurship (Special) Degree Programme Structure for Years II, III and IV.

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
ENT 2320	Introduction to Entrepreneurship & SMEs	Major	45	03	ENT
ENT 2321	Intelligence and Belief Management	Major	45	03	ENT
MAR 2323	Marketing Management	Major	45	03	MAR
HRM 2320	Human Resource Management	Major	45	03	HRM
BEC 2320	Macroeconomics	Major	45	03	BEC
<b>Year II: Semester II</b>					
ENT 2325	Managing Creativity and Innovations	Major	45	03	ENT
ENT 2326	New Venture Creation	Major	45	03	ENT
DSC 2321	Operations Management	Major	45	03	DSC
COM 2323	Commercial Law	Major	45	03	COM
FIN 2321	Financial Management	Major	45	03	FIN



Year III: Semester I					
ENT 3320	Business Plan Development	Major	45	03	ENT ENT BEC COM BUS
ENT 3321	Professional Skills Development -I	Major	45	03	
BEC 3323	Managerial Economics	Major	45	03	
COM 3322	Corporate Law	Major	45	03	
BUS 3320	Organizational Behavior	Major	45	03	
Year III: Semester II					
ENT 3325	Professional Writing - Sinhala	Major	45	03	ENT ENT ITC BUS ENT
ENT 3326	Managing Entrepreneurial Growth	Major	45	03	
ITC 3325	Management Information System	Major	45	03	
BUS 3324	Managing for Productivity and Quality	Major	45	03	
ENT 3327	Professional Skills Development II	Major	45	03	
Year IV: Semester I					
ENT 4320	Competitive Strategies for SMEs	Major	45	03	ENT ENT ENT ENT BUS
ENT 4321	Internship in Entrepreneurship - I	Major	45	03	
ENT 4322	Research Methods in Entrepreneurship	Major	45	03	
ENT 4323	Professional Skills Development -III	Major	45	03	
BUS 4320	Strategic Management	Major	45	03	
Year IV: Semester II					
ENT 4325	Research Study in Entrepreneurship	Major	45	03	ENT ENT ENT ENT BEC
ENT 4326	Internship in Entrepreneurship - IV	Major	45	03	
ENT 4327	Managing Global Businesses	Major	45	03	
ENT 4328	Professional Skills Development-IV	Major	45	03	
BEC 4323	Development Economics	Major	45	03	

3

7.10

### Members of Academic Staff

#### Mr. M.V. S. S. Udayanga

B.Sc. Business Administration (Special), M.Sc. in Management, FCBA (SL), MIM (SL)

#### Mr. Rukmal N. Weerasinghe

B.Sc. Bus. Admin. (Special) (SJP); MBA (RUSL)

#### Mr. L K I Rajapaksha

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

#### Ms. K Y J Soomarathna

B.Sc. Business Administration (Special), CIMA

#### Ms. H.K.G.S. Ranasinghe

B.M.S. (OUSL), M.Sc. in Organizational Management

**ENT 2320: INTRODUCTION TO ENTREPRENEURSHIP & SMES**

This is an introductory level course in the basic concepts and theoretical foundations of entrepreneurship and small and medium scale enterprises. It discusses the meaning and definitions of entrepreneur, entrepreneurship and intrapreneurship, the nature characteristics and behaviour of the entrepreneur, the entrepreneur's role as a leader of an enterprise, the role of the entrepreneur in the economy, and influences on entrepreneurship development. The course aims at developing awareness of the specific features of SMEs, especially in the Sri Lankan context. This involves a broad discussion of the business environment of SMEs in Sri Lanka, problems encountered by Sri Lankan SMEs and overcoming them, and current issues in SME sector.

**ENT 2321: INTELLIGENCE AND BELIEF MANAGEMENT**

This course intends to develop the intelligence management competencies of the students so that they can deal with the realities of uncertain and turmoil environment as entrepreneurs. The course focuses on the development of self-awareness and accurate self assessment skills, initiative, sound decision making, empathy, communication, influence, adaptability and self management. The course aims to change the patterns of mental and emotional behaviour of students through neuro linguistic programming (NLP), which is considered as an effective organizational change management technique.

**ENT 2325: MANAGING FOR CREATIVITY AND INNOVATIONS**

This is an intermediate level course in the development of human creativity and managing innovations. It discusses basic concepts of creativity and innovation, creativity and problem solving, the creative process, obstacles to creativity, overcoming obstacles and developing creativity, key elements of creative thinking, and approaches to creative thinking. Management games and workshops with brain storming are used as the basic techniques of changing the traditional framework of thinking and developing the necessary skills.

**ENT 2326: NEW VENTURE CREATION**

The course involves studies in researching and starting a new business. It discusses the characteristics of new entrepreneurial ventures with special emphasis on their structure and culture, idea generation for a new venture, recognizing and exploiting opportunities, screening venture opportunities, feasibility studies for new ventures, financing entrepreneurial ventures, and obtaining the service of BDSPs.

**ENT 3320: BUSINESS PLAN DEVELOPMENT**

This is an intermediate level course in the development of a business plan for an entrepreneurial business that introduces the concept of business plan, its purpose and benefits, preparation of financial, marketing and human resource plans, problems associated with the business plans, editing and finalizing the business plan. Further, it develops the necessary knowledge and skills in opportunity identification, feasibility analysis and preparation of the business plan. Student evaluation includes development of a business plan for a selected business.

**ENT 3321: PROFESSIONAL SKILL DEVELOPMENT - I**

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

**ENT 3325: PROFESSIONAL WRITING SINHALA**

This is an intermediate course in professional writing. It provides the students with a clear understanding of correct grammatical usage and serves as a base of understanding the grammatical foundation of any other language. The course attempts to develop the writing skills of the students in Sinhala.

**ENT 3326: MANAGING ENTREPRENEURIAL GROWTH**

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



#### ENT 3327: PROFESSIONAL SKILLS DEVELOPMENT -II

This course aims to provide the students with the necessary knowledge and skills in public relations and communication. This plays a vital role in deciding the effectiveness of the entrepreneurs as it is one of the key functions which differentiate entrepreneurs from the rest. The coverage includes the concepts of public relations, professionalism in public relations, elements of public relations management, operational public relations, the ethics of public relations and public relations in marketing. A wide array of teaching and learning methodologies such as case studies, programmed readings, workshops, video film discussions, oral and written presentations, debates, team work, field trips, management games, etc. is used to develop the required skills.

#### ENT 4320: COMPETITIVE STRATEGIES FOR SMES

This is an advanced level course that discusses competitive strategies for SMEs. This involves discussions on general strategies for sustainable competitive advantages, i.e., SME networking, diagnostic tools for entrepreneurial businesses, the concept of early warning and early warning analysis, internationalization of small and medium businesses, and selected topics in managing organizational change and development.

#### ENT 4321: INTERNSHIP IN ENTREPRENEURSHIP I

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 counseling on matters relating to the internship.

#### ENT 4322: RESEARCH METHODS IN ENTREPRENEURSHIP

This course introduces the basic philosophy, concepts and tools of conducting a scientific enquiry. The coverage includes basic philosophical assumptions governing social science research, different research paradigms, issues and central concepts in social science research such as validity, bias 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.

#### ENT4323: PROFESSIONAL SKILLS DEVELOPMENT III

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

#### ENT 4325: RESEARCH STUDY IN ENTREPRENEURSHIP

This is the major independent study component of the degree programme. Students can 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.

#### ENT 4326: INTERNSHIP IN ENTREPRENEURSHIP II

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

#### ENT 4327: MANAGING GLOBAL BUSINESSES

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

#### ENT4328: PROFESSIONAL SKILLS DEVELOPMENT IV

This course aims at developing the oral and written presentation skills required to be an effective entrepreneur. Emphasis is placed on the development of professional writing skills of the undergraduates. A wide array of teaching and learning methodologies such as case studies, programmed readings, workshops, video film discussions, oral and written presentations, debates, team work, field trips, management games, etc. would be used in developing the skills.

### Conduct of Examinations

Examinations shall be conducted in accordance with the Examinations by-laws already applicable to the Faculty of Management Studies and Commerce of University of Sri Jayewardenepura.

### Type and Duration of an Examination and Assessment Techniques

The type and duration of an examination can vary depending on the requirements for each course. Accordingly, the word “examination” may refer to any assessment techniques such as written examinations, oral presentations, practical tests, project reports, viva voce examinations, group work, essay reports, role play, etc. The method of assessment will be clearly specified in the course syllabi of the relevant semester.





FIN

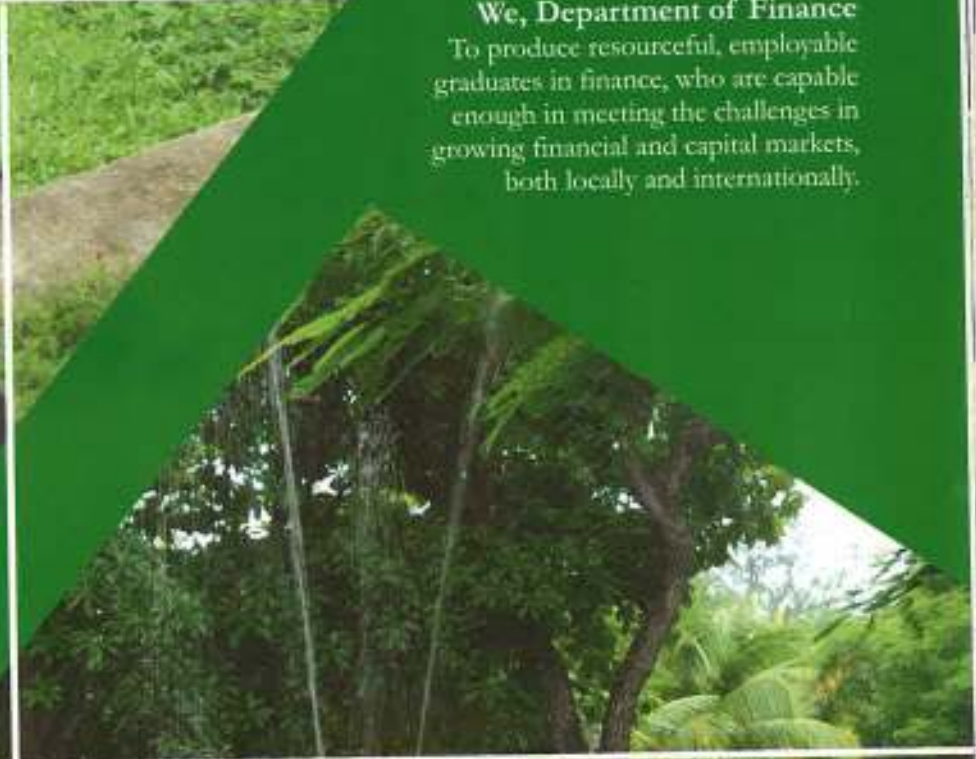
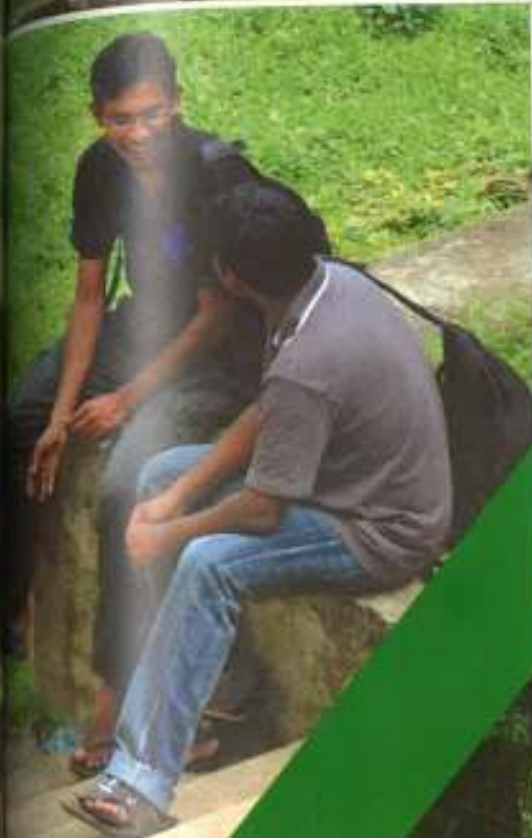
B.Sc.  
FINANCE  
(SPECIAL),  
DEGREE  
PROGRAMME





### **We, Department of Finance**

To produce resourceful, employable graduates in finance, who are capable enough in meeting the challenges in growing financial and capital markets, both locally and internationally.





### 3 8.1 Evolution

B.Sc. Finance (Special) degree is one of the new specialized degree programmes offered by the FMSC since 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 the 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.

### 3 8.2 Programme Objectives

The objectives of the degree programme are as follows,

- ♦ To produce resourceful, employable graduates in finance, who are capable enough in meeting the challenges in growing financial and capital markets, both locally and internationally.
- ♦ To enhance leadership, teamwork, analytical and creative thinking skills which are needed to cope-up with the dynamic financial environment.
- ♦ To continuously maintain a close relationship between the academic staff and the students in the learning process.
- ♦ To produce resourceful and committed team of lecturers who will be actively engage in teaching, research, consulting and community services.
- ♦ To develop working relations with national and international universities, professional finance institutions and the industry.
- ♦ To carry out theoretical as well as applied research in finance and related disciplines and disseminate findings of such research activities among academics and practitioners.

### 3 8.3 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 Economics, Mathematics and Accounting. Instructional methodologies include lectures, case studies, individual and group assignments, field work 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 researches 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 provides guidance in finding finance related internship placements for students. 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 lecture series that runs throughout the year.



## 8.4 Employment Opportunities

Finance graduates have excellent career prospects. The typical entry-level positions will be research and financial analysts, corporate finance executives, portfolio and fund managers and investment banking executives. The target job market includes finance companies, commercial banks, investment and merchant banks, stock brokers, primary dealers, insurance companies, development finance institutions, venture capital firms, fund management companies, unit trusts, pension funds and other financial institutions. 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.

## 8.5 Industry Links

The Department of Finance has been maintaining a close relationship with Colombo Stock Exchange (CSE), Securities Exchange Commission (SEC), banks and other financial institutions, stock brokering companies, fund management companies and insurance companies since 2002. The major professional body relevant to the financial discipline in Sri Lanka is the Chartered Financial Analysts (CFA) Institute, which has been maintaining a very productive relationship with the Department of Finance. Although CFA is considered as a master level professional qualification, the finance undergraduates studying in the third year of the degree programme are given opportunity to register for CFA examinations.

## 8.6 Programme Structure

During the First Year of the B.Sc. Finance (Special) Degree programme, the students of the Department have to follow the common programme (see table 2.1) after which they have to go through the specialized degree programme from the second year to the final year (refer table 3.11).

**Table 3.11: B.Sc. Finance (Special) Degree Programme Structure for Years II, III and IV.**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
BEC 2320	Macro-economics	Major	45	3	BEC
MAR 2323	Marketing Management	Major	45	3	MKT
HRM 2320	Human Resource Management	Major	45	3	HRM
BCC 2320	English III (Professional Communication)	Major	45	3	BCC
FIN 2320	Financial Mathematics	Major	45	3	FIN
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
FIN 2321	Financial Management	Major	45	3	FIN
HRM 2324	Personal Social Responsibility	Major	45	3	HRM
DSC 2321	Operations Management	Major	45	3	DSC
ACC 2320	Cost and Management Accounting	Major	45	3	ACC
COM 2323	Commercial Law	Major	45	3	COM
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
FIN 3320	Corporate Finance	Major	45	3	FIN
BEC 3323	Managerial Economics	Major	45	3	BEC
BUS 3320	Organizational Behaviour	Major	45	3	BUS
FIN 3321	Investment and Portfolio Management I	Major	45	3	FIN
	Elective1	Elective	45	3	ACC/BEC/ DSC
<b>Total Credit Hours</b>				<b>15</b>	



Year III: Semester II					
FIN 3322	Bank Management	Major	45	3	FIN FIN FIN IT FIN ACC/BEC
FIN 3323	Financial Modelling and Forecasting	Major	45	3	
FIN 3324	Investment and Portfolio Management II	Major	45	3	
ITC 3325	Management Information Systems	Major	45	3	
FIN 3025	Skill Development Elective2	Non Credit Elective	45 45	None 3	
Total Credit Hours				15	
Year IV: Semester I					
FIN 4320	Research Methodology in Finance	Major	45	3	FIN FIN FIN BUS ACC/BEC/ FIN
FIN 4321	Business Valuation Theory and Applications	Major	45	3	
FIN 4322	International Financial Management	Major	45	3	
BUS 4320	Strategic Management	Major	45	3	
	Elective3	Elective	45	3	
Total Credit Hours				15	
Year IV: Semester II					
<b>Option 1</b>					
FIN 4629	Research Project in Finance	Major	90	6	FIN FIN ACC/BEC
<b>Two Major Electives</b>		Major	90	6	
	Elective4	Elective	45	3	
Total Credit Hours				15	
<b>Option 2 a</b>					
FIN 4630	Internship in Finance	Major	90	6	FIN FIN ACC/BEC
Two Major Electives		Major	90	6	
	Elective4	Elective	45	3	
Total Credit Hours				15	
<b>Option 2 b</b>					
FIN 4331	Internship in Finance and Accounting	Major	45	3	FIN FIN ACC/BEC
Three Major Electives		Major	135	9	
	Elective4	Elective	45	3	
Total Credit Hours				15	
<b>Option 3</b>					
Four Major Electives		Major	180	12	FIN ACC/BEC
	Elective4	Elective	45	3	
Total Credit Hours				15	

#### Major Elective Subjects

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
FIN 4324	Risk Management and Insurance	Major	45	3
FIN 4325	Corporate Governance	Major	45	3
FIN 4326	Financial Derivatives	Major	45	3
FIN 4327	Entrepreneurial Finance	Major	45	3
FIN 4328	Real Estate Finance	Major	45	3

Note: Elective1 : ACC 3320 Financial Reporting BEC 3320 Mathematical Methods for Economics  
DSC 3320 Operations Research

Elective2 : BEC 3322 Financial Economics BEC 3324 Project Management  
ACC 3324 Taxation

Elective3 : BEC 4320 Econometrics BEC 4321 Money and Banking  
ACC 4327 Strategic Management Accounting FIN 4323 Financial Analysis

Elective4 : BEC 4324 International Economics ACC 4322 Advanced Accounting Theory  
ACC 4323 Financial Statement Analysis BEC 4325 Applied Economics

#### Year IV Semester II

- Option 1 : Apart from FIN 4629 which is compulsory, students are required to select two of the major elective subjects with one elective from other Departments
- Option 2-a : Apart from FIN 4630 which is compulsory, students are required to select two of the major elective subjects with one elective from other Departments.
- Option 2-b : Apart from FIN 4331 which is compulsory, students are required to select three of the major elective subjects with one elective from other Departments
- Option 3 : Students are required to select four of the major elective subjects with one elective from other Departments

In Semester II, Year IV, students are allowed to select one of the three alternative options given in the programme structure. Option 1 is offered to the students who are interested in carrying out a research project in Finance. Option 2 is specifically designed for those who are interested in gaining work experience. There are two sub-categories in Option 2: in option 2-a, students are entitled to go through an internship in Finance which carries 6 credits and in option 2-b, the internship in Finance and Accounting which carries 3 credits. Option 3 is designed for those who are interested in obtaining more subject based knowledge in the field of Finance.

### 3 8.6.1 Major Elective Subjects

Students are offered FIN 4324 Risk Management and Insurance, FIN 4325 Corporate Governance, FIN 4326 Financial Derivatives, FIN 4327 Entrepreneurial Finance and FIN 4328 Real Estate Finance during the second semester, Year IV as major elective subjects.

### 3 8.6.2 Elective Subjects

Apart from the major subjects offered by the Department, students are given the opportunity to select subjects from other Departments such as Business Economics, Accountancy and Decision Sciences, etc. Students are offered ACC 3320 Financial Reporting, BEC 3320 Mathematical Methods for Economics and DSC 3320 Operations Research in Semester I, Degree part III. In Semester II, students are offered BEC 3322 Financial Economics, BEC 3324 Project Management and ACC 3324 Taxation. In the First semester of Year IV, students are offered BEC 4320 Econometrics, BEC 4321 Money and Banking, ACC 4327 Strategic Management Accounting and in Semester II they have to select one subject from BEC 4324 International Economics, ACC 4322 Advanced Accounting Theory, ACC 4323 Financial Statement Analysis, BEC 4325 Applied Economics. Further, FIN 4323 Financial Analysis is offered to students by the Department itself in Semester I, Year IV.

### 3 8.7 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 to enhancing interaction among students of the Department and has made every possible endeavour to improve the value of the degree programme in Finance. The SAF supports the planned objectives of the Department and, at the same time, expects to initiate and maintain extracurricular activities to promote and facilitate the career development of the undergraduates.



**Gold Medal For excellent academic performance**

This is awarded by the Chartered Financial Analysts (CFA) Sri Lanka to the student who has excelled in academic performance (highest GPA) securing a First class or a Second class (upper) division pass in the B.Sc. Finance (Special) degree programme.

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

This is awarded by the Securities Exchange Commission of Sri Lanka to the student who has excelled in academic performance in the capital market related subjects (highest average marks) securing a First class or Second class (upper) division pass in the B.Sc. Finance (Special) degree programme.

**Prof. W. M. A. Bandara**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Ottawa); MAAT

**Prof. D. B. P. H. Dissa Bandara**

B.Sc. Mgt. (Public) (Special) (SJP); M.Sc. Management (SJP); PhD (Chukyo); APFDA; AITD (SL)

**Associate Prof. Y. K. Weerakoon Banda**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Colombo); PhD (AUEB)

**Mr. K. L. W. Perera (on study leave)**

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

**Dr. (Ms.) R. P. C. R. Rajapakse**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Colombo); MBA (Wakayama); PhD (Japan)

**Dr. P. D. Nimal**

B.Sc. Bus. Admin. (Special) (SJP); MBA (PIM- SJP); MBA (Shiga); PhD (Shiga, Japan)

**Mr. A. G. C. Gunathilaka**

B.Sc. Acc. (Special) (SJP); ACA; FMAAT (SL); (Chartered Accountant); MBA (Finance) (Colombo)

**Mrs. N. S. Nanayakkara**

B.Sc. Acc. (Special) (SJP); MBA (PIM- SJP)

**Ms. P. A. N. S. Anuradha**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Finance) (Colombo)

**Ms. K. L. U. D. Perera**

B.Sc. Fin. (Special) (SJP)

**Mr. S. D. L. Kongahawatte**

B.Sc. Fin. (Special) (SJP)

**Mrs. I. G. S. M. Illubethanne**

B.Sc. Fin. (Special) (SJP); CIMA (UK) Passed finalist

**Ms. Y. M. P. S. Abeyrathne**

B.Sc. Fin. (Special) (SJP); CIMA (UK) Passed finalist

**FIN 2320: FINANCIAL MATHEMATICS**

This is an introductory course in Financial Mathematics. Prerequisites for the course are completion of the Business Mathematics and Statistics course. This course extends the discussion of Business Mathematics and Statistics into their applications in Finance. Financial Mathematics is a very broad and expanding area. The focus is on the mathematics of financial derivatives, which involves differential equations and probability, and provides an introduction to how some rather advanced mathematics enters modern finance. This is the first course in modern applied mathematics in finance.

**FIN 2321: FINANCIAL MANAGEMENT**

This course provides an introductory level understanding of major concepts and techniques in Financial Management. It covers the analysis and interpretation of financial statements, financial environment, time value of money, security valuation, risk and return, cost of capital, capital budgeting, capital structure and leverage, dividends and working capital management.

**FIN 3320: CORPORATE FINANCE**

This is an advanced course in Financial Management, which is basically based on the case study method. The major areas of coverage include risk and return, capital budgeting advanced techniques, cost of capital, capital structure, dividend policy, hybrid financing, leasing, derivatives, working capital management and corporate financial strategy.

**FIN 3321: INVESTMENT AND PORTFOLIO MANAGEMENT I**

This course is designed to acquaint students with basic concepts, theories and practices in understanding, analyzing and making decisions in investment and portfolio management. The course discusses understanding the market place, buyers and sellers participation in securities market, investor behaviour, efficient capital markets, valuation and analysis of riskless and fixed income securities, valuation and analysis of common stocks, risk free borrowing and lending and technical and fundamental analysis.

**FIN 3322: BANK MANAGEMENT**

This is an advanced course that deals with the concepts and techniques related to the management of a commercial bank. It covers the current structure of banking 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. Students are required to analyse the performance of commercial banks in Sri Lanka as a case study.

**FIN 3323: FINANCIAL MODELING AND FORECASTING**

This is an advanced course dealing 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 spreadsheets, econometrics and other computer packages for modelling and forecasting.

**FIN 3324: INVESTMENT AND PORTFOLIO MANAGEMENT II**

This is an extension of the Investment and Portfolio Management I course and discusses the uses and applications of concepts and theories discussed in it. The course also discusses portfolio analysis, capital asset pricing model, factor models, arbitrage pricing theory, bond portfolio management, financial derivatives for hedging the portfolio risk, portfolio performance evaluation and international investment. It also uses empirical findings on these topics as and when required.

**FIN 3025: SKILL DEVELOPMENT**

This is a compulsory non-credit course that provides essential exposure for third year students who need various skills to complete their degree. In addition, this course is a structured and supported process to develop the capacity of individuals to reflect upon their own learning, achievements and to improve their own personal and social awareness to blend with current social requirements of the public and private sector.

**FIN 4320: RESEARCH METHODOLOGY IN FINANCE**

This is a compulsory course aimed at providing a clear guide on how to undertake research in Finance. The course will help students to familiarize themselves with the commonly used research methodologies in Finance and to acquire the knowledge and skills required to carry out research in Finance. The course is organized into two broad modules. The first provides the necessary understanding of the research process, and the second emphasizes the practical side of research. A panel of lecturers discuss research articles with the students. At the end of the course students are expected to prepare a research proposal based on the knowledge gathered from the lecture series.



#### FIN 4321: BUSINESS VALUATION THEORY AND APPLICATIONS

This is an advanced course in the theory and practice of valuation of business and equities. The major areas of coverage include free cash flow valuation, dividends discount models, price multiple methods including PE ratio, PS ratio and PBV ratio, economic profit valuation method, adjusted present value method, valuation of acquisitions and takeovers and special cases of valuation.

#### FIN 4322: INTERNATIONAL FINANCIAL 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 of 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 4323: FINANCIAL ANALYSIS

This course improves skills in analyzing financial information and advances the knowledge of finance theory and application. The overall financial analysis includes analysis of business strategy, financial statement analysis, evaluation of financial performance and risk, and determination of the value of a company's stock.

#### FIN 4324: RISK MANAGEMENT AND INSURANCE

This is an advanced course in the theory and practice of risk management and insurance. The objective of this course is to provide an understanding of risk management techniques and the importance of insurance as a risk management technique. This includes four main areas, namely, an overview of risk management, risk assessment methods, techniques of risk management and insurance institutions and coverage. The main areas covered under the overview of risk management includes an introduction to risk and risk management. The area of risk assessment consists of the 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 regulations and financial assessment, pricing of insurance and legal aspects of insurance contracts are covered under Part 4 of the course syllabus.

#### FIN 4325: CORPORATE GOVERNANCE

This course provides an understanding of the theory of the firm, information problems, the theoretical context of firm governance, 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 stake holders, etc. In addition, an overview of 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 of on-going governance issues, recent episodes of governance related failures and corporate responses, etc. is considered.

#### FIN 4326: FINANCIAL DERIVATIVES

This course introduces the basic principles, concepts, and theories that are necessary to understand and analyse the available financial derivatives in the market. The focus is on the mathematics of financial derivatives, which involves differential equations and probability, and provides an introduction to how some rather advanced mathematics enter modern finance. The course further covers the characteristics and pricing of various derivatives (e.g., forward contracts, futures contracts, put options, call options and swaps) and provide an overview of how they are used by hedgers, speculators and arbitrageurs.

#### FIN 4327: ENTREPRENEURIAL FINANCE

This is a specialized course focused on proper investment and financing decisions in small and medium enterprises (SMEs). The course covers all stages of the process, from start-up to harvest. The major areas of coverage include identification of opportunities, financial aspect of strategic and business planning, financial forecasting, valuation, organizational design and financial contracting, and financing and harvesting choices. The knowledge and skills learned are invaluable for all students, whether they find a job in an entrepreneurial enterprise, work in an established firm or start a company of their own.

#### FIN 4328: REAL ESTATE FINANCE

This course is a study of the major aspects of real estate finance and investment from the perspective of corporate and private owners, investors and users. Commercial properties are emphasized. The course begins with an overview of the fundamentals of income producing real estate and builds on these concepts as we consider the forces that influence the cyclical, fragmented and inherent character of the local business of real estate investment. These foundation concepts are further considered in detail in a case that will be presented and discussed in the class. The course exposes students to current "real world" real estate finance and investment situations and people who shape them. Students have the opportunity to develop their business presentation skills through case discussions and a final project presentation.

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#### **FIN 4629: 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 are required to engage in research and write a report under the guidance of an academic supervisor assigned to him/her by the Department. The emphasis is on applied finance research involving the corporate sector and financial market development areas.

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#### **FIN 4630: INTERNSHIP IN FINANCE**

This course provides an opportunity for students to gain a practical knowledge in the areas of finance while applying their conceptual and theoretical knowledge. It emphasizes obtaining highly finance related training. Internship placements are found by the students and are required to be approved by the internship coordinator. The course carries six credits. The progress of the student is reviewed by the internship coordinator on a regular basis and he/she is required to submit a written report at the end of the semester. The extent of the exposure gained and the performance achieved by the student is by a panel of lecturers at a viva voce.

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#### **FIN 4331: INTERNSHIP IN FINANCE AND ACCOUNTING**

This course considers practical training with major focus on both finance and accounting. Thus, it carries only three credits. The internship guidelines and the procedures are the same as those applicable to FIN 4630 - Internship in Finance. At the end of the semester, the exposure gained and the performance achieved are evaluated by a panel of lecturers at a viva voce.

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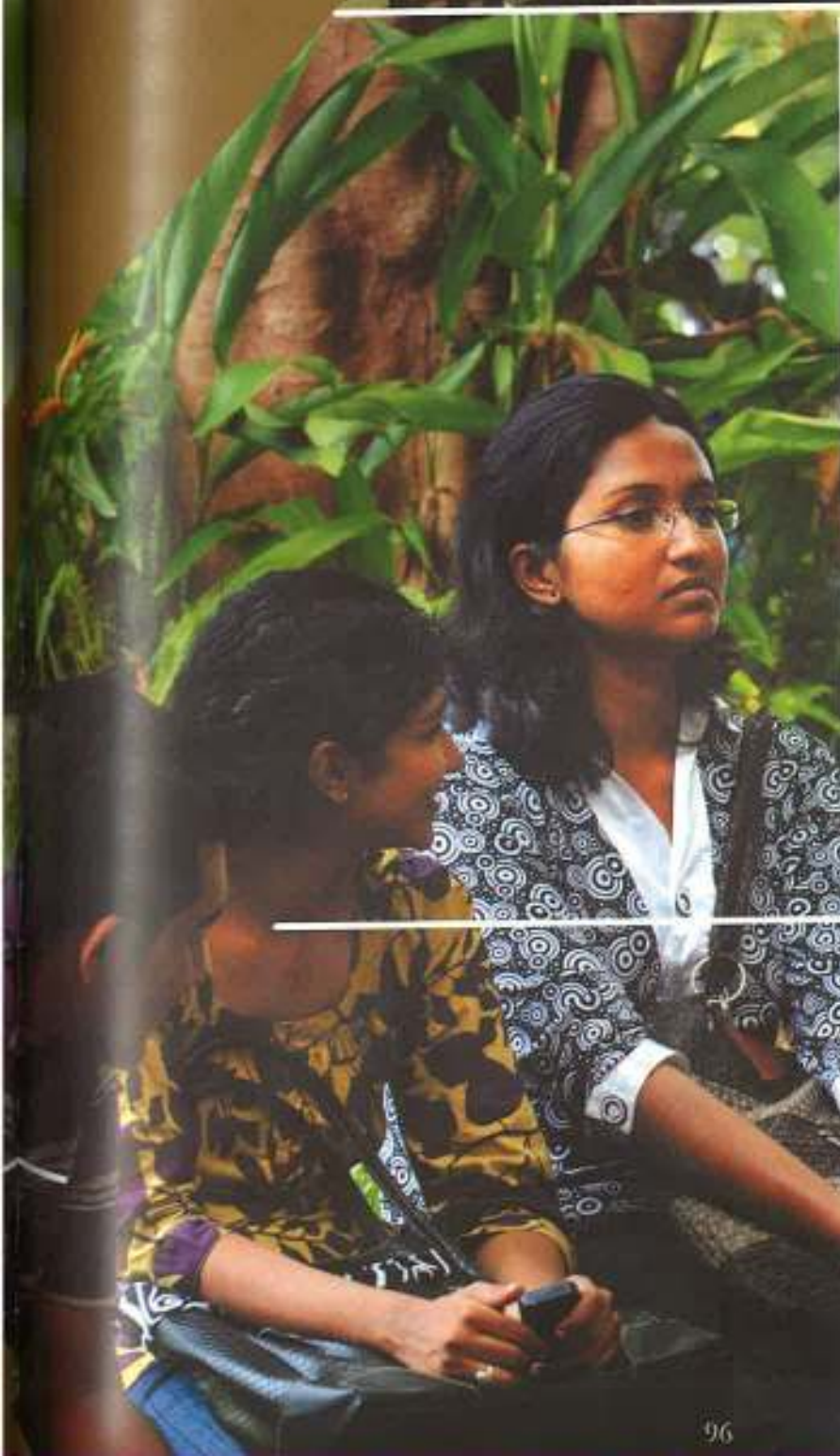
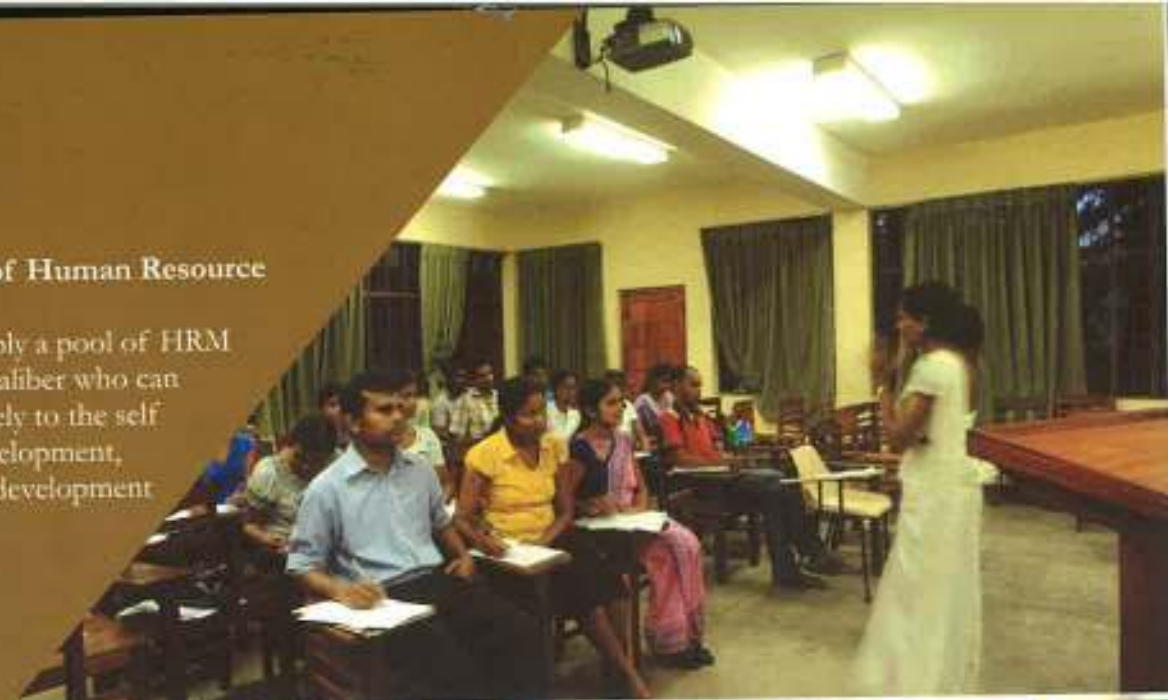


# HRM

B.Sc.  
HUMAN  
RESOURCE  
MANAGEMENT  
(SPECIAL)  
DEGREE  
PROGRAMME



We, Department of Human Resource Management  
Endeavours to supply a pool of HRM  
graduates of high caliber who can  
contribute immensely to the self  
& institutional Development,  
which leads to the development  
of the country





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 course offered to all students in the Faculty.

It has been observed that inefficiencies in Sri Lankan organizations are due to the people working in them. As the human resource makes the difference in performance in any organization it is vital to have knowledge of handling this resource. Hence, human resource management as a field has to be developed within the Sri Lankan context and managers need to be knowledgeable in the subject area of HRM. HRM education has become one of the top priority areas of the University. The Department endeavours to supply a pool of HRM graduates of high calibre to the country. Though the Department has a fairly short history, it has already achieved the status of the most highly respected University Department in teaching, researching, publishing and consulting in the area of HRM in Sri Lanka. It aims at maintaining and enhancing this status and also at becoming a highly respected university department in Asia.

HRM is one of the most important functional fields of business administration and is a discipline that gives a competitive advantage to the University. The Degree programme has been named 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 of Sri Lanka.
2. A graduate who values excellence, productivity, integrity, expertise and job and 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 make a significant and unique contribution to human and institutional development in Sri Lanka.
6. A graduate who has a passion as well as a mental and physical preparedness 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.

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

### 3 9.4 Programme Structure for Year II, Year III and Year IV

**Table 3.12: B.Sc. Human Resource Management (Special) Degree Programme Structure for Years II, III and IV.**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
HRM 2320	Human Resource Management	Common	45	3	HRM
HRM 2321	Self and Professional Development	Major	45	3	HRM
BEC 2320	Macroeconomics	Common	45	3	BEC
BCC 2320	English 111 Professional Communication	Common	45	3	BCC
MAR 2323	Marketing Management	Common	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
HRM 2322	Human Resource Planning and Staffing	Major	45	3	HRM
HRM 2323	Performance Evaluation & Management	Major	45	3	HRM
HRM 2324	Personal and Social Responsibility	Common	45	3	HRM
FIN 2321	Financial Management	Common	45	3	FIN
DSC 2321	Operations Management	Common	45	3	DSC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
HRM 3320	Work Psychology and Counselling	Major	45	3	HRM
HRM 3321	Labour Law and Relations	Major	45	3	HRM
HRM 3322	Human Resource Development	Major	45	3	HRM
BUS 3320	Organizational Behaviour	Common	45	3	BUS
BEC 3321	Labour Economics	Common	45	3	BEC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
HRM 3323	Compensation Management	Major	45	3	HRM
HRM 3324	Employee Health and Safety Management	Major	45	3	HRM
HRM 3325	Contemporary Human Resource Management	Major	45	3	HRM
HRM 3326	Managing Staff for the Small Business	Major	45	3	HRM
ITC 3326	Management Information Systems	Common	45	3	ITC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year IV: Semester I</b>					
HRM 4320	Sri Lankan Applications in HRM & IR	Major	45	3	HRM
HRM 4321	International Human Resource Management	Major	45	3	HRM
HRM 4322	Research Methods for HRM	Major	45	3	HRM
HRM 4323	Human Relations: Interpersonal Skills	Major	45	3	HRM
BUS 4320	Strategic Management	Common	45	3	BUS
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester II					
HRM 4325	Advanced HRM	Major	45	3	HRM
HRM 4620	Practical Training in HRM	Major	45	6	HRM
HRM 4621	Human Resource Management				
	Independent Research Report	Major	45	6	HRM
<b>Total Credit Hours</b>				<b>15</b>	

### 3 9.5 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. Patrick Mendis Leadership medal, awarded by the FMSC to the student who displays the highest level of leadership skills.

### 3 9.6 Associations

#### Students Association

HRM FAMILY is the official name of the Students' Association of the department. It comprises students in 2nd, 3rd and 4th years. The energetic and enthusiastic undergraduates engage in the association's activities ranging from a students magazine, guest lectures, welcome party and promenade night, fund raising activities, etc. to outbound training programmes.

### 3 9.7 Members of the Academic Staff

#### Prof. (Dr.) Henarath H. D. N. P. Opatha

B.Sc. Bus. Admin. (Special) (SJP); M.Sc. (BAd) HRM (SJP); MBA (Birmingham); Dip. PM & IR (Camb Col); Dip Eng. (CPM); Ph.D. HRM (Utara); DHRM (Irish Int.Univ.); HMIPM (SL)

#### Prof. K. H. Hemantha Kumara

B.Sc. Bus. Admin. (Special) (SJP); MBA (RUSL)

#### Dr (Mrs) B. J. H. Arachchige

B.Sc. Public Administration (Special) (SJP); PGDED (Colombo); PhD (Wellington); Diploma In Psychology (IPS- Colombo)

#### Mrs. M. G. G. Tharanganie

B.Sc. Pub. Admin. (Special) (SJP); MBA (Colombo)

#### Dr. G. G. Aruna Shantha

B.Sc. Mgt. (Special) (SJP); M.Sc. Management (SJP); PhD (Meijo)

#### Mrs. C. K. Batagoda

B.Sc. Pub. Admin. (Special) (SJP); MBA (Colombo)

#### Mrs. Padmini Jayasekara

B.Sc. Mgt. (Public) (Special) (SJP); MBA (RUSL); M.Sc. Mgt (SJP)

#### Mrs. G. D. N. Perera

B.Sc. HRM. (Special) (SJP); M.Sc. Management (SJP)

#### Mr. N. W. K. D. K. Dayaratne

B.B.M. HRM (Special) (Kelaniya); M.Sc. Mgt (SJP); PG Cert (HRM) (PIM-SJP)

#### Mrs. U. K. Thalgaspitiya

B.Sc. Mgt. (Public) (Special) (SJP); MA (International University of Japan), Dip Psy (IPS Colombo)

#### Ms. T. L. Sajeewanie

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

#### Mrs. K. A. C. Chandrika

B.Sc. HRM. (Special) (SJP); MBA (PIM-SJP)

#### Mr. S. L. Wimalasena

B.Sc. HRM (Special) (SJP); MBA (PIM-SJP)

#### Mr. T. D. Weerasinghe

B.Sc. HRM (Special) (SJP)

## Description of Courses Offered by the Department of Human Resource Management

### HRM 2220: PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

The main objective of this course is to provide a systematic and rational understanding of Human Resource Management (HRM), both conceptual understanding and job-oriented practical understanding. It focuses on a systematic approach to the analysis and handling of issues/problems in HRM with especial reference to Sri Lankan context. Having completed this course, participants will have a sufficient understanding to deal successfully with selected issues of managing human resources of an organization regardless of functional speciality of Estate Management & Valuation.

### HRM 2320: HUMAN RESOURCE MANAGEMENT

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 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 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 the Sri Lankan context. The main areas covered are: introduction to HRM, organization of the HR department, job design, job analysis, human resource planning, recruitment, selection, hiring and induction, performance evaluation, pay management, training and development, employee movements, disciplinary administration, safety, health and welfare administration, grievances handling and management of labour relations.

### HRM 2321: SELF AND PROFESSIONAL DEVELOPMENT

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

### HRM 2322: HUMAN RESOURCE PLANNING AND STAFFING

This is a specialized course, which provides theoretical and practical aspects 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 to job designing, job design and SSs, total quality management, quality circles 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 2323: PERFORMANCE EVALUATION & MANAGEMENT

The main objective of this specialized course is to provide a systematic and rational understanding of performance evaluation of human resources at work, both conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in PE with especial reference to the Sri Lankan context. Having completed this course, participants will have a firm foundation upon which to further the study of PE, and evaluate job performance of human resources in 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 2324: PERSONAL AND SOCIAL RESPONSIBILITY

Based on a primary goal of education, this course is designed to develop a person of good character. It is a deliberate and planned endeavour to develop virtues (while minimizing vices) that are essentially good for the individual and society, where the individual will have values such as respect for humanity; loving first the native soil and then the rest of the global village; appreciation and tolerance of the 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. On completing this course, participants will have a firm foundation upon which to further study personal and social responsibility, and live as a personally and socially responsible citizen. This course addresses 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 3320: WORK PSYCHOLOGY AND COUNSELLING

Industrial/work psychology (WS) is one of the major applied specialities in psychology worldwide. As WS is concerned with the workplace, its findings and principles are relevant to every employee in an organization. This is a specialized course that provides a sense of the science of mental life in work organizations. The contents of this course include the origin of the concept of work and work organizations, the nature of human nature, origins of work psychology, the psychological contract of work, personality factors at work, perceiving people in work organizations, attitudes and job satisfaction, learning in work organizations, techniques of job designing and redesigning, managing selection and assessment, the unconscious at work, ergonomics and equipment designing, managing discipline, managing minority groups and equal job opportunities, counselling in work organizations, work and mental health, managing occupational stress, the state of work, non-work and in-between, and managing occupational choices.



#### HRM 3321: LABOUR LAW AND 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 to the student a 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 undertakings, legal aspects of different types of leave, employment of women, young persons 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 3322: HUMAN RESOURCE DEVELOPMENT

The main objective of this specialized course is to provide a systematic and rational understanding of the development of human resources at work, both a 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 the 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 centres and like institutions; instructional technology; analysis of syllabus/knowledge and skills; expatriate 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.

#### HRM 3323: COMPENSATION 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 and 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.

#### HRM 3324: EMPLOYEE HEALTH AND SAFETY MANAGEMENT

The 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 which ensure 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 an organizational context and the main objective of the course is to provide a deep conceptual understanding as well as a practical understanding with regard to employee health and safety management. This course covers important aspects such as occupational health and safety (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 the effectiveness of health and safety management, special issues of OHS in Sri Lanka and safety awards in Sri Lanka.

#### HRM 3325: CONTEMPORARY HUMAN RESOURCE MANAGEMENT

This course deals with current issues in HRM rather than those that existed in the past. Issues are non-traditional in nature compared with the traditional functional perspective. The main objective of this course is to enable the students to develop a systematic and rational approach to 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 trends, HR in mergers and acquisitions and HR in IT organizations.

#### HRM 3326: MANAGING STAFF FOR THE SMALL BUSINESS

This course is concerned with issues in managing employees who work in small business enterprises. The main objective of this course is to enable students to develop a sound understanding of managing staff for the small business. This understanding will be useful especially for those who will have to work as managers or become owners of small businesses who are planning either to employ staff for the first time or to expand their existing workforce. The main areas addressed are small businesses, calculating staff needs, recruiting and selecting staff, training staff, employing staff, controlling staff, dealing with staff, ending employment, employment law relating to small business, problems of agricultural labour and other related issues.



#### **HRM 4320: 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 resolve the problem(s) in HRM is very important for effective learning. Powerful learning takes place when the student is allowed to use theory within the context of the real world. Applications allow learners to utilize theory in practice. This course based on Sri Lankan applications in HRM and IR offers opportunities for students to gather learning experiences and improve analytical and operational problem solving skills. Rather than passive learning, active learning is promoted and the course is student-centred.

#### **HRM 4321: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

The globalization of business is having a significant impact on HRM. It is more imperative than ever before for firms to be engaged in HRM on an international scale. This course is about the study of HRM from an international perspective. The main objective of the course is to provide a systematic and rational approach to the analysis and handling of issues/problems in international HRM. This is a course for those who specialise in HRM, and hence leads towards the achievement of the purpose of educating participants to become specialists rather than generalists. The course aims to address the following: overview of IHRM; internationalization and HRM; international HRM approaches; expatriate future; management of expatriates; expatriate recruitment and selection; expatriate performance management; expatriate training and development; expatriate reward management; repatriation; international labour relations and other dimensions of IHRM.

#### **HRM 4322: 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 research in the management of employees, at B.Sc. level. The course leads to provide preparation for scholarship and systematic inquiry. Having completed this course, participants will be able to develop a firm foundation upon which to further study research methods in HRM or a related area, and to conduct and complete a scientific or systematic study within a limited period of time. The main topics covered are introduction to research in HRM, HRM research process, problem identification and formulation, literature review, development of a theoretical or conceptual framework, variables, hypotheses, conceptualization and operationalisation, scientific research design, data collection methods, fundamentals of sampling, data analysis, writing research proposals and qualitative research.

#### **HRM 4323: 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 formulated 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 4325: ADVANCED HUMAN RESOURCE MANAGEMENT**

The importance of HRM in relation to the overall effectiveness of an organization has increased considerably and over the last forty years or so, new techniques, activities, approaches to managing people have been developed as a result of the research and experiences in the field. The main objective of the course is to provide a systematic and rational approach to the analysis and handling of issues/problems in advanced HRM, and hence leads toward the achievement of the purpose of educating participants to become specialists rather than generalists. The course addresses two main areas of advanced HRM. First, management of HR strategically is examined. The main objective of this module is to provide a systematic and rational understanding of HRM from a strategic perspective. Secondly, the selected topics in HRM are discussed. The main objective of the module is to provide an in-depth knowledge as well as skills in some selected topics in HRM.

#### **HRM 4620: PRACTICAL TRAINING IN HRM**

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

#### **HRM 4621: INDEPENDENT RESEARCH STUDY**

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

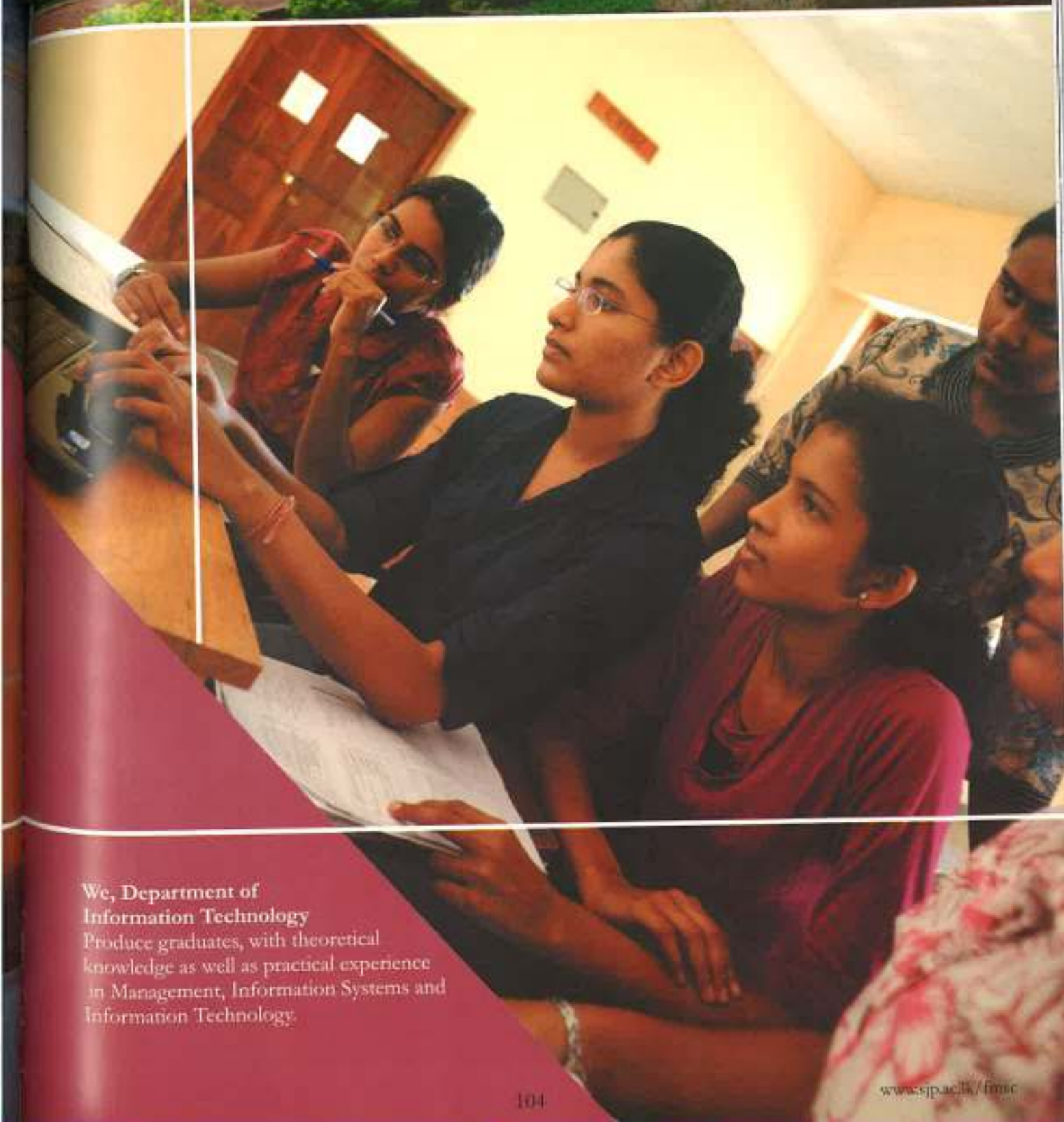


The ITC logo is displayed in a large, stylized, grey font within a dark red rounded rectangular box. The letters 'I', 'T', and 'C' are stacked vertically and slightly overlap.

# B.Sc. BUSINESS INFORMATION SYSTEMS (SPECIAL) DEGREE PROGRAMME







**We, Department of  
Information Technology**  
Produce graduates, with theoretical  
knowledge as well as practical experience  
in Management, Information Systems and  
Information Technology.



### 3 10.1 Evolution

The rapid development in Information Technology (IT) has enabled business organizations to exploit IT as a tool to obtain competitive advantages. A key ingredient in the formula for success in this endeavour is for business professionals to apply Information Technology in management practices. Graduates armed with appropriate knowledge in Management and Information Technology disciplines 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 combined 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 10.2 Programme Objectives

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 10.3 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 10.4 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.

### 3 10.5 Programme Structure for Year II, Year III and Year IV

**Table 3.13: B.Sc. Business Information Systems (Special) Degree Programme Structure for Years II, III and IV.**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
BEC 2320	Macro-economics	Major	45	3	BEC
ITC 2320	Information Systems Resource Management	Major	45	3	ITC
HRM 2320	Human Resource Management	Major	45	3	HRM
BCC 2320	English III Professional Communication	Major	45	3	BCC
MAR 2323	Marketing Management	Major	45	3	MAR
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year II: Semester II</b>					
ITC 2321	Programming Concepts	Major	45	3	ITC
ITC 2322	Systems Analysis and Design	Major	45	3	ITC
ITC 2323	Information and Communication Networks	Major	45	3	ITC
FIN 2321	Financial Management	Major	45	3	FIN
DSC 2321	Operations Management	Major	45	3	DSC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester I</b>					
ITC 3320	Information Technology Project Management	Major	45	3	ITC
ITC 3321	Object Oriented Analysis and Design	Major	45	3	ITC
ITC 3322	Database Design and Development	Major	45	3	ITC
BUS 3320	Organizational Behaviour	Major	45	3	BUS
DSC 3320	Operations Research	Major	45	3	DSC
<b>Total Credit Hours</b>				<b>15</b>	
<b>Year III: Semester II</b>					
ITC 3323	Professional Ethics and Responsibility	Major	45	3	ITC
ITC 3324	Software Engineering	Major	45	3	ITC
ITC 3325	Management Information Systems	Major	45	3	ITC
ITC 3326	Visual Programming	Major	45	3	ITC
<b>Electives:</b>					
<b>One of the following electives</b>					
ITC 3327	Information Systems Security and Auditing	Elective	45	3	ITC
ITC 3328	Enterprise Resource Planning Systems	Elective	45	3	ITC
<b>Total Credit Hours</b>				<b>15</b>	



Year IV: Semester I					
ITC 4320	Object Oriented Programming	Major	45	3	ITC
ITC 4321	Web-based Application Development	Major	45	3	ITC
ITC 4322	Information Systems Application Development Project	Major	45	3	ITC
BUS 4320	Strategic Management	Major	45	3	BUS
MAR 4322	Personality and Skills Development	Major	45	3	MAR
ITC 4323	Research Methodology	Non Credit	45	None	ITC/ ACC BEC/ FIN
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester II					
ITC 4324	Software Quality Assurance	Major	45	3	ITC
ITC 4325	Business Process Management	Major	45	3	ITC
ITC 4326	Electronic Business	Major	45	3	ITC
<b>Elective Set 1:</b>					
<b>One of the following electives</b>					
ITC 4327	Internship in Information Systems	Elective	45	3	ITC
ITC 4328	Research Project	Elective	45	3	ITC
<b>Elective Set II:</b>					
<b>One of the following electives</b>					
ITC 4329	Contemporary Topics in Information Systems	Elective	45	3	ITC
ITC 4330	Technical Communication	Elective	45	3	ITC
DSC 4324	Service Management	Elective	45	3	DSC
<b>Total Credit Hours</b>				<b>15</b>	

### 3 10.6 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.

### 3 10.7 Members of the Academic Staff

#### **Dr. K. M. S. Dushyantha Kulatunga**

B.Sc. 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**

B.Sc. Industrial Mgt. (Special) (Kelaniya); M.Eng. (Infor.Eng.) (Nagoya); Ph.D. (Infor Eng) (Hiroshima)

#### **Mr. C. R. Peiris**

B.Sc. Mgt. (Pub) (Special) (SJP); M.Sc (Com.Sci) (Kelaniya)

#### **Mr. W. M. N. Fernando**

B.Sc. (SJP); MBA (PIM SJP), MACS (Com.Sci) (Kelaniya), ACS

#### **Mr. D. J. Punchihewa**

B.Sc. (Business Studies) (Sabaragamuwa); MBA (E com.) (Stockholm)

#### **Mrs. K. Nishika Jayasinghe**

B.Sc. Bus.Admin. (Special) (SJP), MBA in Information Technology (Moratuwa)

#### **Mr. P. D. K. Amitha Kumara**

B.Com (Special) (SJP), MBA in Information Technology (Moratuwa)

#### **Mr. K. S. L. Gunawardena**

B.Sc.(SJP); MIEEE (USA); MIET (UK); MBCS (UK); MACM (USA)

#### **Mr. K. K. Pahalawatta**

B.Sc. (Colombo); M.Sc. (SJP); M. Fore.Sc. (Canterbury); PGD (Com. Sci) (Canterbury)

#### **Mr. P. H. A. B. Shantha**

B.Sc. (Estate Management & Valuation) (Special) (SJP)

#### **Mrs. U. G. D. L. Abeyesekara**

B.Sc. (Mgt) (Pub) (Special) (SJP), MBA in Information Technology (Moratuwa), ACS

#### **Mrs. L.D.C.S. Subhashini**

B.Sc.ICT (Colombo)

**ITC 1320: INTRODUCTION TO INFORMATION TECHNOLOGY I**

This is an introductory level course consisting of both basic theory and practice relating to information technology. The theoretical module includes: Introduction to computers, computer hardware, computer software, and computer networks and the Internet. The practical module provides the knowledge and operational skills operating systems, word processing software, spreadsheet software and presentation software which are frequently used in an organizational environment.

**ITC 1321: INTRODUCTION TO INFORMATION TECHNOLOGY II**

This Course is a continuation from Introduction to Information Technology I course taught in the first semester. The course continues the dissemination of knowledge on theory and practice of information technology. The theoretical module includes: multimedia and the web, e-commerce, information systems and systems development, programme development and programming languages, databases and database management systems, computer security and privacy, and the intellectual property rights, ethics, health, access, and the environment. The practical module provides the knowledge and skills that are required to effectively use database management systems and personal information manager software in an organizational context.

**ITC 2320: INFORMATION SYSTEMS RESOURCE MANAGEMENT**

The Majority of IT enabled organizations rely on the smooth operation of their IS/ICT resources to enable trouble free operations. When systems fail, swift decision making to decide the course of action required is a highly desired skill in an IT Manager. This course enables the participants to evaluate supplier bids for procurement of IS/ICT resources, appraise IS/ICT resources used in organizations and their operation and also identify present and emerging trends related to IS/ICT resources.

**ITC 2321: PROGRAMMING CONCEPTS**

This is a specialized course which introduces the basic theoretical and practical knowledge in the area of programming. The course consists of two modules. Module-I is theoretical and covers the basic concepts of programming using object oriented programming language C# as a problem-solving tool, basic data structures and algorithms, structured programming techniques, and examines principles, practices and applications of programming in an object oriented environment for developing good programming style. This includes Introduction to C#, Understanding of .NET Environment, Overview of C#, Literals, Variables and Data Types, Operators and Expressions, Decision Making and Branching, Looping, Using Methods in C#, Handling Arrays, Manipulating Strings, Structures and Enumerations, and Classes and Objects. Module-II, the practical component, involves the design and development of effective functional and object oriented software modules.

**ITC 2322: SYSTEMS ANALYSIS AND DESIGN**

This course provides the knowledge and skills to analyze business problems and design information systems to fulfil business requirements using structured methodologies. Major topics covered in this course include: a framework for information systems development, system analysis, fact-finding techniques for requirement discovery, data modelling, process modelling, feasibility testing, system design, output design, input design and interface design. The practical component in this course provides the skills to use the tools and technologies to support system analysis and design.

**ITC 2323: INFORMATION AND COMMUNICATION NETWORKS**

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

**ITC 3320: 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 its 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 usages of project management tools and techniques to assist in IT projects.

**ITC 3321: OBJECT ORIENTED ANALYSIS AND DESIGN**

This course will facilitate the students to gain knowledge and skills required to analyze business problems and design a computer-based system using object-oriented methodologies. OOAD is an advanced course developed for students who have followed the System Analysis and Design course. OOAD course presents use-case based analysis, modelling domain classes and developing appropriate UML diagrams for static and dynamic behaviours of systems. These concepts are discussed within the context of unified process, design patterns and agile development.



### ITC 3322: DATABASE DESIGN AND DEVELOPMENT

This course provides specialized knowledge and 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 development and accessibility, data/database administration and data warehousing. The second module provides the necessary practical skills to strengthen the knowledge gained in the first module. During this module the students are exposed to database management systems currently available in the business environment.

### ITC 3323: PROFESSIONAL ETHICS AND RESPONSIBILITY

Computer professionals and users are responsible for: maintaining relationships with and responsibilities toward customers, clients, co-workers, employees, and employers; making critical decisions that have significant consequences for many people; and determining how to manage, select, or use computers in a professional setting. This course is aimed at educating the students and providing them with necessary knowledge to face these challenges and overcome them with great responsibility.

### ITC 3324: 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, Software Life Cycle Models, Software Project Management, Requirement Analysis and Specification, Software Design, Function-Oriented Software Design, Object Modelling using UML, Object-Oriented Software Development, User Interface Design, Coding and Testing, Software Reliability and Quality Management, Computer Aided Software Engineering (CASE), Software Maintenance, Reuse with Emerging Trends.

### ITC 3325: MANAGEMENT INFORMATION SYSTEMS

This is an advanced course that deals with usage and application of information systems. This course covers information systems in business, information technology infrastructure, information systems and their relationship with organizations, information systems for business operations, information systems for managerial decision making, information systems for strategic advantage, enterprise wide applications, information systems building and management, and managing change.

### ITC 3326: VISUAL PROGRAMMING

The course is designed to provide the essential knowledge of software development in the .Net environment. The lecture sessions will be conducted in a computer lab environment and discusses the design of user interfaces, writing codes, deployment of software to meet client requirements. Major topics covered in this course include: user interface design, coding, handling database connections, testing, creation of help and deployment, and creation of distribution packs.

### ITC 3327: INFORMATION SYSTEMS SECURITY AND AUDITING

This course will provide a broad understanding of current information systems security and audit principles and practices. The technical, legal and management issues involved in the implementation of system security controls and the impact of emerging information technologies and security practices will be considered. This course is designed to provide students with an understanding of the importance of the proper implementation and management of security controls and audit of information systems in the organizational environment. The course includes: introduction to information systems security, organization, security and privacy, security technology: concepts and models, legal aspects of information systems security and privacy, information systems audit process, information systems risk and fundamental auditing concepts, standards and guideline for information systems auditing, audit management and information systems security and audit practices in Sri Lanka.

### ITC 3328: ENTERPRISE RESOURCE PLANNING SYSTEMS

This course provides a broad introduction to ERP systems, focusing on the activities of an organization in different business functions. Areas covered include: ERP systems, ERP software, ERP vendors, implementation of ERP systems, integrating business functions in an organization, decision making under ERP systems, and current issues in ERP systems. The objective of this course is to equip students with knowledge in basic concepts of ERP systems so that they can recognize the need for ERP systems and know how to integrate the business activities in an organization in order to utilize organizational resources effectively and efficiently.

### ITC 4320: OBJECT ORIENTED PROGRAMMING

This is a specialized advanced course which covers in-depth theoretical and practical knowledge in the area of programming and extends the knowledge acquired during the course of "PROGRAMMING CONCEPTS". The course consists of two modules. Module-I is theoretical and covers the advanced concepts of object oriented programming using C# for component based design and development of software for Windows and Web. This includes user-defined Classes, Methods, Objects, Interfaces and Inheritance and Polymorphism, Operator Overloading, Delegates and Events, Console I/O Operations, Handling Errors and Exceptions, Multithreading. Module-II, the practical component, involves the design and development of effective reusable software components.

#### ITC 4321: 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 theory and practical modules. Theory module covers the basic concepts of Internet communication, fundamentals of web designing, and scripting languages. Practical module gives in-depth coverage of web-based application development including design and development of effective web pages and web-based applications.

#### ITC 4322: INFORMATION SYSTEMS APPLICATION DEVELOPMENT PROJECT

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 4323: RESEARCH METHODS

This is a non-credit course for the students. However, the successful completion of this course is required to follow ITC 4328: *Research Project course*. In this course the student will become acquainted with social research methodologies. The areas covered include: the nature and scope of social research, formulation of the research problem, measurement and the problem of causality, selection of study design, sampling, methods of data collection, analysis and interpretation of data, formulating the research proposal, and writing the research report.

#### ITC 4324: SOFTWARE QUALITY ASSURANCE

This course covers an introduction to quality assurance, planning for quality, assessing the quality plan, ensuring the quality in testing process, and experimental approaches in quality planning and quality standards for software systems in software production. This includes application of software quality assurance techniques in software projects that demands high-quality deliverables.

#### ITC 4325: BUSINESS PROCESS MANAGEMENT

This is an advanced course that basically deals with aligning organizations with the wants and needs of clients. The course consists of three modules. The first module provides discussion on process management theories such as six sigma and business process reengineering (BPR) that lead to BPM. Second module provides an overview of the BPM concepts, BPM principles and BPM practices. In this context it shows how BPM is evolving to enable process enterprises. Third module provides an overview of BPM systems and then illustrates how BPM systems fulfil the role as an enabler of process enterprises. Finally based on lessons learned from theories, a methodology to improve BPM solutions is provided.

#### ITC 4326: ELECTRONIC BUSINESS

This is an advanced course that deals with the concepts and practice of electronic business. The major topics covered in this course include: understanding e-business, defining your e-business idea, creating an e-business plan, getting your e-business off the ground, operating your e-business, marketing your e-business, taking advantage of affiliate marketing, designing your website, understanding web technologies, and securing your e-business.

#### ITC 4327: INTERNSHIP IN INFORMATION SYSTEMS

The primary purpose of this internship programme is to expose the undergraduate students to the business world and to work in a practical environment. The department prefers the students to have a supervised learning and work experience preferably related to information technology, which enriches the degree programme. However, considering the lack of expansion of IT sector in Sri Lanka, an internship in any other functional area within an organization is also encouraged and accepted by the department.

#### ITC 4328: RESEARCH PROJECT

This course imparts basic knowledge and understanding to the undergraduates about the nature and scope of information systems related research. The course will also provide a conceptual framework for conducting research, a basic understanding about research process and how research and statistical tools can be used in information system related research. The students are required to carry out a research study in the field of information systems and prepare a research report based on their study, under the guidance of the research supervisor appointed by the department.

#### ITC 4329: CONTEMPORARY TOPICS IN INFORMATION SYSTEMS

The contemporary topics lecture series is a series of talks about current topics of interest, challenges, industry, and research problems related to information systems. The lectures are of an advanced level and are intended to make students aware of interesting and current topics and problems. The students are also encouraged to find out more about topics that they find interesting. The lectures are given by internal and external speakers from local and national companies and universities. Some of the lectures may be based on video presentations.

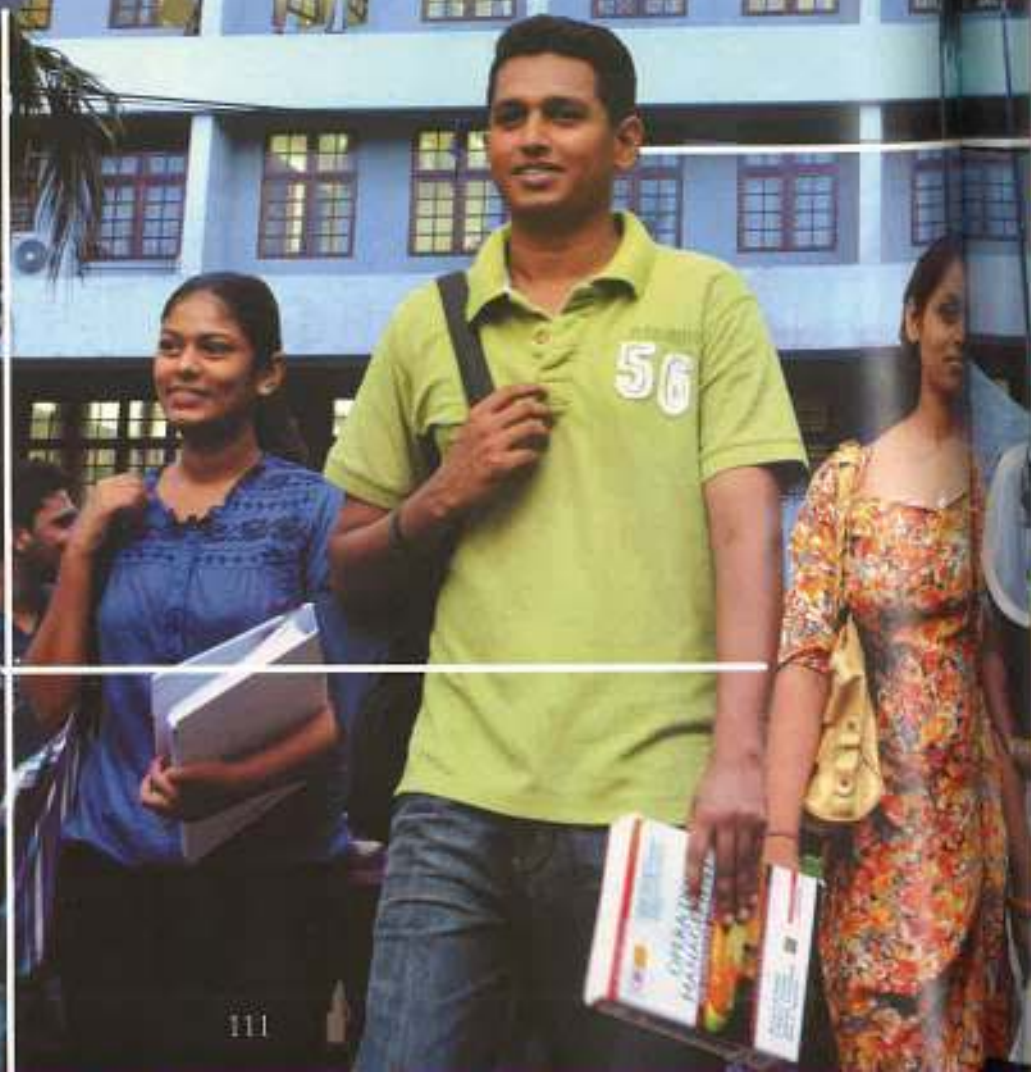
#### ITC 4330: TECHNICAL COMMUNICATION

Technical communication is the process of conveying technical information through writing, speech, and other mediums to a specific audience. This course is aimed at improving the technical writing, speaking, and presentation skills of students so that they become effective communicators and presenters at their working places.



# MAR

## B.Sc. MARKETING MANAGEMENT (SPECIAL) DEGREE PROGRAMME







**We, Department of Marketing Management**  
Provide undergraduates with knowledge, talents, skills and  
attitudes to be marketers who can make a real  
difference in the local and global  
business organizations.





### 3 11.1 Evolution

Due to the growing importance of marketing as a field of study and the increased demand from students for studies in marketing, the Faculty recognized the need for 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 the curriculum has been strengthened. However, being updated with the new development in the field of marketing management, currently the **B.Sc. in Marketing Management (Special) Degree** is retained as the official title of the degree.

### 3 11.2 Programme Objectives

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 the 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.

### 3 11.3 Employment Opportunities and Professional Links

Marketing is a very broad area with a wide array of activities involving the analysis, planning, implementation and control of marketing programmes. A marketing career offers constant challenges, stimulating problems, the opportunity to work with people, and excellent career advancement opportunities. Graduates who secure the B.Sc. Marketing Management (Special) Degree, offered by the Department of Marketing Management will find marketing positions in all types and sizes of institutions. Our graduates will have marketing careers in advertising, brand and product management, customer affairs, industrial marketing, new product planning, physical distribution, public relations, purchasing, merchandising, sales management, retail marketing, sales promotion, supply chain management, wholesaling, credit management, and corporate social responsibility. Growing acceptance of marketing careers by non- profit organizations such as colleges, hospitals and libraries will also create more job opportunities.

The Department is fully aware of the need 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 enables final year students to gain 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 each year and Chartered Institute of Marketing (CIM) offers a Gold medal to the most outstanding student who obtain a first class with extra-curricular activities. Further, the department has close links with the Sri Lanka Military Academy, Diyatalawa, for conducting a residential personality and skill development programme for the students of the department under the course unit of Personality and Skill Development.



**Table 3.13A: Exemptions Granted by Professional Bodies for the B.Sc. Marketing (Special) Degree**

Professional Body	Exemptions
Sri Lanka Institute of Marketing (SLIM)	B.Sc. Marketing Management (Special) degree holders can apply for Associate Membership (AMSLIM) or Ordinary Membership (MSLIM) of SLIM. (For Ordinary Membership, candidates need minimum of three years experience in marketing management or in marketing education.)
Association of Certified Professional Marketers (ACPM)	Three subjects (Marketing Research, Marketing Communications, Marketing Strategy) are exempted and need to complete only two subjects (Asia Pacific Business, Asia Pacific Marketing Management) to obtain the Certified Professional Marketer status (should have five years experience in marketing in an Asian country)
Chartered Institute of Marketing (CIM)	Professional Certificate in Marketing Level (Stage – I) of the Generic Marketing Programme

### 3 11.4 Programme Structure for Year II, 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 principles of marketing, advanced marketing management, fine arts, product and brand management, marketing communication, sales management, retail marketing, consumer behaviour, services marketing, international marketing, hospitality marketing, strategic marketing and marketing research, etc. as core subjects.

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

**Table 3.14: B.Sc. Marketing Management (Special) Degree Programme Structure for Years II, III and IV.**

for Years II, III and IV.					
Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
Year II: Semester I					
MAR 2320	Principles of Marketing	N/A	45	3	MAR
BEC 2320	Macroeconomics		45	3	BEC
DSC 2320	Statistical Analysis for Management		45	3	DSC
HRM 2320	Human Resource Management		45	3	HRM
BCC 2320	English III - Professional Communication		45	3	BCC
Total Credit Hours				15	
Year II: Semester II					
MAR 2321	Advanced Marketing Management		45	3	MAR
MAR 2322	Fine Art		45	3	MAR
DSC 2322	Operations Management		45	3	DSC
FIN 2321	Financial Management		45	3	FIN
HRM 2324	Personal and Social Responsibility		45	3	HRM
Total Credit Hours				15	
Year III: Semester I					
MAR 3320	Consumer Behaviour		45	3	MAR
MAR 3321	Integrated Marketing Communcation		45	3	MAR
MAR 3322	Product and Brand Management		45	3	MAR
DSC 3320	Operations Research		45	3	DSC
BEC 3323	Managerial Economics		45	3	BEC
Total Credit Hours				15	



Year III: Semester II					
MAR 3323	Service Marketing 1		45	3	MAR
MAR 3324	Sales Management and Retail Marketing		45	3	MAR
MAR 3325	Marketing Research I		45	3	MAR
MAR 3326	Human Anthropology		45	3	MAR
HRM 3325	Contemporary Human Resource Management		45	3	HRM
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester I					
MAR 4320	Marketing Research II		45	3	MAR
MAR 4321	Service Marketing II		45	3	MAR
MAR 4322	Personality and Skills Development		45	3	MAR
MAR 4323	Strategic Marketing		45	3	MAR
ITC 4329	E- Marketing		45	3	ITC
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester II					
MAR 4324	Dissertation		45	3	MAR
MAR 4325	International Marketing		45	3	MAR
MAR 4326	Hospitality Marketing		45	3	MAR
MAR 4620	Internship		-	6	MAR
<b>Total Credit Hours</b>				<b>15</b>	

### 3 11.5 Awards

The Department of Marketing Management offers two gold medals for the best students of the department annually at the University Convocation

#### **Sri Lanka Institute of Marketing (SLIM) Gold Medal**

SLIM Gold Medal is awarded to the student who has obtained the highest Grade Point Average (GPA) with a First or Second (Upper) Division Class in the B.Sc. Marketing Management (Special) Degree Programme.

#### **Chartered Institute of Marketing (CIM) Gold Medal**

CIM Gold Medal is awarded to the student with the most outstanding achievements in studies and extra-curricular activities in the B.Sc. Marketing Management (Special) Degree Programme.

### 3 11.6 Students' Associations and Resource Centres

#### **Marketing Management Association**

Marketing Management Association (MMA) is the official students' Association of the Department of Marketing Management and it is one of the strongest students' Associations within the Faculty with a high recognition. Its' office bearers are selected from among students of the department on an annual basis. Marketing Management Association is a very innovative, creative and proactive student body.

The main objective of the MMA is to enhance the skills and talents of the students to face the challenges and difficulties of dynamic marketing environment by organizing different kinds of workshops, events, and activities annually. This is a separate student body, which gives more opportunities to enhance the unique skills required to be molded in marketing undergraduates. MMA can be viewed as the congregation of marketing undergraduates who seek to set trends and do everything in an extraordinary way with the motto of "Dare to be different".

The Department and the Marketing Management Association (MMA) annually organize Personality & Skill Development Programme at Diyathalawa Military Academy, Trade Fares (under Marketing Management), Social Projects (under Marketing Management), Simulation Games (under Product & Brand Management), Workshops (under Marketing Communication) and Field Visits (under Strategic Marketing Management and Hospitality Marketing) with the purpose of improving students' organizing capabilities and letting them close to the practical aspects of the philosophical and theoretical knowledge. Accordingly, MMA can be viewed as a well established student's association seeking to serve all kind of marketing students in every possible way while being the pulls of the Department of Marketing Management and the marketing field of Sri Lanka.

### CIM Club

The Chartered Institute of Marketing (CIM) Sri Lanka Region is the first international branch of CIM – UK established on 20<sup>th</sup> October 1995. Today the Department of Marketing Management and the Chartered Institute of Marketing Sri Lanka Region are planning to join hands with each other in order to pave the way for undergraduates to become professional elites and to shape up the future marketers to help raise our island to the next level of economic status.

CIM club which is exclusively for undergraduates aims to develop young professionals through the activities of the club. From this club undergraduates are to engage in various activities where innumerable marketing concepts are practiced and it will help the undergraduates to become professional and practicing marketers in the future.

### Marketing Alumni Association

Marketing Alumni Association is the official gathering of passed out Marketing Graduates of the Department of Marketing Management. This has created an approach to gather J'pura Marketers who have scattered throughout Sri Lanka. It intends to create a gathering of marketing professionals who can contribute to the growth of professional marketing culture and marketing education of the country. It also provides an opportunity for our graduates to maintain and enhance their relationships among their colleagues throughout their life time. In addition to that, Marketing Alumni Association expects to provide their utmost contribution to the future development of the Department of Marketing Management especially for the improvement of quality of the undergraduate programme in ways such as providing internship opportunities and creating corporate sector links with the Department.

### Students' Resource Centre

The Department of Marketing Management has established its own Resource Centre for the use of marketing undergraduates in their academic and extra-curricular activities. Office bearers of the Marketing Management Association (MMA) coordinate and manage the activities of the Resource Centre.

### Research Library

The department maintains a research library mainly for the use of final year students of the department which helps them in writing their Research Report, which is a compulsory requirement of the degree programme. The research library consists of the accepted researches conducted by the passed out graduates of the department and some researches conducted by the lecturers of the department for students' reference.

## 3 11.7

### Members of the Academic Staff

#### **Prof. (Dr) B. N. F. Warnakulasooriya**

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

#### **Ms. D. S. R. Samarasinghe**

B.Sc. Bus. Admin. (Special) (SJP); PG. Dip. Marketing (PIM); M.Sc. Bus. Admin. (SJP); EPPG Dip. In Marketing of Services (MSM Netherlands)

#### **Mr. K. P. L. Chandralal**

B. Com. (Special) (SJP); M.Sc. in Management (SJP). EPPG Dip. In Marketing of Services (MSM Netherlands)

#### **Mr. J. W. Dushan Chaminda**

B. Sc. Mkt. Mgt. (Special) (SJP), M.Sc. in Management (SJP)

#### **Ms. B. R. M. N. Rathnayake**

B. Sc. Mkt. Mgt. (Special) (SJP); M.Sc. in Management (SJP), M.A. Marketing (Nottingham)

#### **Ms. L. C. R. Perera**

B.Sc. Bus. Admin. (Special) (SJP); M.A. Com (Kobe)

#### **Ms. M. A. A. Malkanthi**

B. Sc. Mkt. Mgt. (Special) (SJP). MSc in Management (SJP)

#### **Ms. P. G. S. Amila Jayarathne**

B. Sc. Mkt. Mgt. (Special) (SJP); M. in Policy Stud. (Tokyo), MSc in Management (SJP)

#### **Ms. B. Sandamali Galdolage**

B.B. Mgt. Mkt. (Special) (Kelaniya)

#### **Ms. H. P. Samanthika Gallage**

B. Sc. Mkt. Mgt. (Special) (SJP), CIMA( Passed Finalist)

#### **Mr. W.P.S. Harsha Tissera**

B. Sc. Mkt. Mgt. (Special) (SJP)



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

### MAR 2320: PRINCIPLES OF MARKETING

This is an introductory course on basic concepts and theories of marketing management. It familiarizes students with the marketing discipline. The course provides understanding of the nature and scope of marketing which includes marketing philosophies, the theoretical perspective of marketing strategies and analyzing marketing opportunities.

### MAR 2321: ADVANCED MARKETING MANAGEMENT

The objective of this course is to provide students with practical and specialized knowledge on marketing management, application of marketing strategies, planning the marketing programmes and managing the marketing effort, with special reference to their application in the Sri Lanka context.

### MAR 2322: FINE ARTS

The objective of this course is to help students to relax mentally, develop creativity, improve concentration and soft skills which are essential to become a good marketer. This course provides opportunities for students to learn music, dancing or art. Further this course provides insights for the students to cope with mental stress thus enabling them to develop emotionally balanced personalities.

### MAR 3320: CONSUMER BEHAVIOR

This course imparts knowledge and understanding of the concepts and theoretical foundations of consumer behaviour. It covers areas such as the evolution of the field of consumer behaviour, consumer decision-making process, socio-cultural and psychological factors that influence consumer behaviour. Further it enables students to apply the concepts and terms in related subjects such as marketing communication, product and brand management, services marketing, hospitality marketing, etc.

### MAR 3321: INTEGRATED MARKETING COMMUNICATION

The purpose of this course is to enable students to build a sound theoretical and practical understanding of the integrated aspects of marketing communication. Further it focuses on the formulation of marketing communication strategy and the management of marketing communication efforts. This course covers an introduction to integrated marketing communication, integrated marketing programme situation analysis, analyzing communication process, objectives and budgeting for IMC programmes, developing an IMC programme, monitoring, evaluation and control of IMC.

### MAR 3322: PRODUCT AND BRAND MANAGEMENT

The objective of this course is to provide students with a specialized knowledge of management of existing products and making innovations to new products. This course covers such areas as meaning and role of products, product development through technological innovations, developing new products, test marketing, managing product life cycle strategies, technological life cycle strategies, managing product mix decisions and developing marketing strategies for product manufacturing organizations. This course enhances the knowledge of brand management through emphasis on developing and applying marketing techniques to a specific product/ product line, thus enhancing customer perceived value.

### MAR 3323: SERVICE MARKETING I

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

### MAR 3324: SALES MANAGEMENT AND RETAIL MARKETING

The objective of this course is to impart foundation of knowledge of sales management and retail marketing. It includes formulation of strategic sales programmes, implementation of the sales programme and evaluation and the control of the sales programme.

### MAR 3325: MARKETING RESEARCH I

The objective of this course is to provide the students with a basic knowledge of the concepts, principles, methods and techniques of marketing research, identifying research problems correctly and formulating research design. Further the course helps students to familiarize themselves with commonly used researches in marketing. The topics covered are introduction to marketing research, roles and types of research, theory building, research process, research design, measurement and scaling, questionnaire and form design, sampling and preparation of a research proposal.

#### MAR 3326: HUMAN ANTHROPOLOGY

The purpose of this course is to study the diversified human behaviour from a marketing perspective. The course focuses on understanding human anthropology under four main categories: socio-cultural anthropology, linguistic anthropology, archaeology and physical anthropology. The emphasis is on understanding consumer behaviour within the context of the marketing stimulus.

#### MAR 4320: MARKETING RESEARCH II

The main purpose of this course is to enable students to undertake a research project. It provides in depth knowledge of research methods by considering critical decision arrears through practical research. It covers data collection, preparation, analysis and reporting. Further it discusses fieldwork, data preparation, analytical methods including frequency distribution, cross tabulation, hypothesis testing, analysis of variance and covariance, correlation and regression, discriminant and logit analysis, factor analysis, cluster analysis, multidimensional scaling and conjoint analysis, etc. with the help of available modern software. This course covers both qualitative and quantitative phenomena and it also serves as an excellent foundation for the dissertation (MAR 4324).

#### MAR 4321: SERVICE MARKETING II

This course unit aims to provide an understanding of the theories and practices in managerial aspects of service organizations. Specifically, this course unit deals with the role of service in the economy, the service concept and competitive strategy, structuring the service enterprise, managing service options and quantitative models with service applications. Further it discusses the techniques which will be important to managers in improving quality and efficiency in a service organization.

#### MAR 4322: PERSONALITY AND SKILL DEVELOPMENT

This course unit is designed to enhance the personality and soft skills of the students of the department through recognizing their importance to become dynamic and successful marketers in the business world. This includes practical and theoretical exposure to personality theories, business etiquette, public speaking, physical and mental fitness, personal development, and leadership. Outward Bound Training (OBT Programme), one of the annual events organized by the department, is for the students' personal development under this course unit.

#### MAR 4323: STRATEGIC MARKETING

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

#### MAR 4324: DISSERTATION

Students are required to write a research report based on an independent study of selected marketing related issues, A supervisor is appointed for each student.

#### MAR 4325: INTERNATIONAL MARKETING

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

#### MAR 4326: HOSPITALITY MARKETING

This course unit is designed to provide an understanding of the theories and practices of hospitality marketing with special emphasis on tourism and the hotel industry. Importantly, this course unit covers the role of hospitality marketing in the economy, the unique concepts and strategies which bring competitive advantages, global trends, managing customer loyalty programmes which are required in the hospitality industry, professional selling, internal marketing, quality improvement, technology in the sector, major environmental concerns and managing waste and rejects in the hospitality business.

#### MAR 4620: INTERNSHIP

Students are required to gain experience of practical marketing scenarios by working in organizations under the supervision of the Department and an appointed working manager. A record book has to be maintained by the students during the six months of the internship.

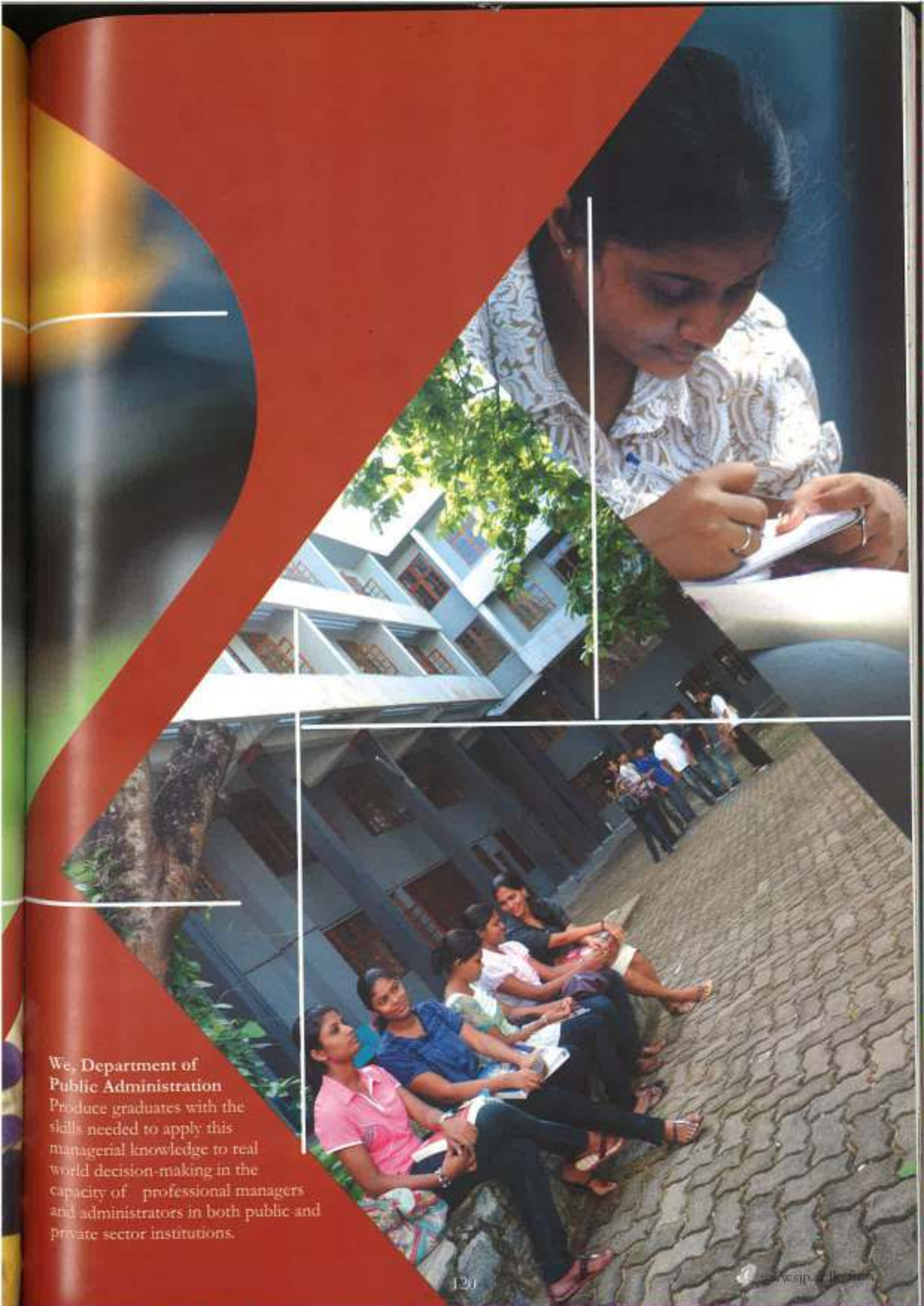




PUB

B.Sc.  
PUBLIC  
MANAGEMENT  
(SPECIAL)  
DEGREE  
PROGRAMME





We, Department of  
Public Administration  
Produce graduates with the  
skills needed to apply this  
managerial knowledge to real  
world decision-making in the  
capacity of professional managers  
and administrators in both public and  
private sector institutions.



### 3 12.1 Evolution

This University has offered the undergraduate degree in Public Administration since the academic year 1959/1960 (through first by the then Department of Economics, later by the Department of Public and Business Administration, and finally by the Department of Management Studies). It received due an 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.

### 3 12.2 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 principal components of the field of public policy & 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 students' knowledge and managerial skills required in 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 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.

### 3 12.3 Employment Opportunities and Professional Links

The Department provides opportunities for practical experience in public and private sector organizations.

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 the government and private sector.

The Department has important relationships with professional and regulatory bodies such as the Ministry of Public Administration, Ministry of Planning and Implementation, Ministry of Finance, Ministry of Provincial Councils and Local Government, Ministry of Labour, Ministry of Women's Affairs, Department of National Planning, Central Bank of Sri Lanka, Hector Kobbekaduwa Agrarian Research and Training Institute, Rural Development Training and Research Institute, the Open University of Sri Lanka and the University of Moratuwa, etc.

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### 3 12.5 Programme Structure for Year II, Year III and Year IV

**Table 3.15 B.Sc. Public Management (Special) Degree Programme Structure for Year II, Year III and Year IV**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Department
<b>Year II: Semester I</b>					
MAR 2323	Marketing Management	Common	45	3	MKT
BEC 2320	Macroeconomics	Common	45	3	BEC
HRM 2320	Human Resource Management	Common	45	3	HRM
PUB 2320	Sociology & Psychology	Major	45	3	PUB
PUB 2321	Theory and Practice of Public Administration	Major	45	3	PUB
<b>Total Credit Hours</b>				<b>15</b>	



Year II: Semester II					
FIN 2301	Financial Management	Common	45	3	FIN
ACC 2324	Cost and Management Accounting	Common	45	3	ACC
EMV 2221	Natural Resource Management	Common	30	2	EMV
PUB 2322	Development Administration	Major	45	3	PUB
PUB 2323	Managing Local Government	Major	45	3	PUB
PUB 2324	Comparative Public Administration	Major	45	3	PUB
PUB 2125	Meditation	Elective 1			PUB
PUB 2126	Arts One Elective	Elective 2	15	1	PUB
PUB 2127	Music	Elective 3			PUB
<b>Total Credit Hours</b>				<b>18</b>	
Year III: Semester I					
BUS 3320	Organizational Behaviour	Major	45	3	BUS
PUB 3320	Constitutional & Administrative Law	Major	45	3	PUB
PUB 3321	Public Finance	Major	45	3	PUB
IDS 3320	Operational Research	Major	45	3	IDS
PUB 3322	Research Methodology I	Major	45	3	PUB
PUB 3323	Public Management	Major	45	3	PUB
<b>Total Credit Hours</b>				<b>18</b>	
Year III: Semester II					
PUB 3324	Procurement Management	Major	45	3	PUB
PUB 3325	Policy Analysis and Decision Making	Major	45	3	PUB
ITC 3326	Management Information Systems	Major	45	3	IDS
PUB 3326	Research Methodology II	Elective 1			PUB
ACC 3323	Auditing & Assurance (One elective)	Elective 2	45	3	ACC/PUB
PUB 3327	Managing Rural Development	Elective 1			PUB
PUB 3328	Contemporary Issues in Development (one elective)	Elective 2	45	3	PUB
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester I					
PUB 4320	Public Sector Project Management	Major	45	3	PUB
PUB 4321	Development Policy & Management	Major	45	3	PUB
PUB 4322	International Relations	Major	45	3	PUB
BUS 4320	Strategic Management	Major	45	3	BUS
PUB 4323	E-Governance	Major	45	3	PUB
<b>Total Credit Hours</b>				<b>15</b>	
Year IV: Semester II					
PUB 4325	Internship	Major		3	PUB
ACC 4332	Public Sector Accounting	Major	45	3	ACC
PUB 4324	Disaster Management	Elective 1	45	3	PUB
ACC 3324	Taxation	Elective 2			ACC
<b>Total Credit Hours</b>				<b>9</b>	
<b>TOTAL CREDIT HOURS</b>				<b>120</b>	

### 3 12.6 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**

Special scholarships are awarded by the Public Administration Alumni Association to needy students among third year students in the Department of Public Administration, thus providing supplementary financial assistance to help them proceed with their higher education.

### 3 12.7 Associations

#### **Association of Public Administration (APA)**

The Association of Public Administration represents the total student community in the Public Management study programmes of the University. It was established in the early 1980s and is regulated by its constitution. The main purpose of the APA is to promote the field of Public Administration and the affiliated areas. APA is meant solely for the betterment of Public Management students. All students are encouraged to join as active participants. It is aimed to create 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.

### 3 12.8 Members of the Academic Staff

#### **Prof. (Mrs) R. Lalitha S. Fernando**

B.Sc. Pub. Admin. (Special)(SJP); M.A. Econ Dev. Ad & Mgt. (Manchester); PhD NIDA (Bangkok)

#### **Dr. H. M. A. Herath**

B.Sc. Pub. Admin. (Special)(SJP); M.A. (Carleton); PhD (Carleton)

#### **Mr. W. M. N. Weerathunga**

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

#### **Dr. M. H. A. Sisira Kumara**

B.Sc. Mgt. (Public) (Special) (SJP); MPA (PIM-SJP); M.P.P. M.A. in Pub. Economics. Ph.D. in Pub. Economics (GRIPS, Tokyo)

#### **Ms. R. P. C. K. Jayasinghe**

B.Sc. Mgt. (Public) (Special) (SJP); PgD. IR (BCIS); MPP (NUS); MAAT

#### **Ms. L. A. Pavithra Madhuwanthi**

B.Sc. Mgt. (Public) (Special) (SJP); MPP (NUS); MAAT

#### **Mr. W.G.T.S. Senanayake**

B.Sc. Public Mgt. (Special) (SJP)

#### **Miss. P.I. Anuradha**

B.Sc. Public Mgt. (Special) (SJP)

#### **Ms. A. Mithulingam**

B.Sc. Public Mgt. (Special) (SJP)

#### **Ms. G.G.D.N. Rathnapala**

B.Sc. Public Mgt. (Special)(SJP)



## Description of the Courses Offered by the Department of Public Administration

### FMC 1320: 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. The course has three components: Political Science, Public Administration and Public Policy.

### PUB 1321: POLITICAL SCIENCE

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.

### PUB 2320: SOCIOLOGY & PSYCHOLOGY SOCIOLOGY

This is a course in general sociology designed for management undergraduates focusing on understanding social groups and social systems from the theoretical and practical perspectives. The course encompasses the following topics: human society, socialization, culture, family, religion, forms of social stratification, power and politics, organizations and bureaucracy, social change and social development, poverty and social welfare, education and training, mass media, community and ethnicity, and social deviance.

### PSYCHOLOGY

This course aims to equip management undergraduates with fundamental concepts and theories of human psychology. The course is designed to help students to understand individual and group behaviour from a macro-level perspective. The major topics covered are biology underlying behaviour, brain and behaviour, sensation and perception, state of consciousness, conditioning and learning memory, thinking and language, intelligence, motivation and emotion, personality, individual development, industrial psychology, social psychology, adjustment and psychological disorders.

### PUB 2321: THEORY AND PRACTICE OF PUBLIC 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, and administrative reforms are also discussed.

### PUB 2322: 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 2323: 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 the 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 relations.

### PUB 2324: COMPARATIVE PUBLIC ADMINISTRATION.

This course unit is designed to provide a sound theoretical and practical knowledge of public administration in the global context with special reference to India, Japan, the USA and the UK. The topics include the basic features of the constitutional framework, administrative organization and role of the civil service in other countries.

### PUB 2125: MEDITATION

The main objective of this meditation course is to improve concentration, memory, equanimity, stress management, self confidence and quality of life of students. This course will mainly focus on Samatha meditation by practising metta, anapana sati and walking meditation and brief introduction to vipassana meditation. During the meditation, students will be able to cope with noise, struggling minds, sleepiness, pain and visions.

#### **PUB 2126: ARTS**

This introductory art course examines the visual arts. The major focus is on the elements of art such as line, shape, form, colour, value, texture, space and how these elements are put together in a composition. Activities provided during the course would allow the expressive use of the elements and principles in personal artwork while students develop their technical skills.

#### **PUB 2127: MUSIC**

This introductory course would provide a basic understanding of North Indian Music, Western Music, Folk Music and musical instruments. Further, this will develop the skills of the students in appreciating a variety of music including Nadagam, Nurthi, Gramophone songs, etc. There are practical facilities to improve the students' ability to sing in tune and music audition.

#### **PUB 3320: 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 elections. 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 3321: 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 3322: 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 3323: PUBLIC MANAGEMENT**

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

#### **PUB 3324: PROCUREMENT MANAGEMENT**

This course is designed to provide in depth understanding of procurement management in both public and private sectors. At the end of this module, participants would be able to compare and contrast procedures adopted in both sectors and understand the importance of best practices in procurement management in achieving the objectives of good governance and corporate governance. The intended areas of coverage include introduction to supply chain management, objectives of procurement management, procurement planning, value for money, governance, preparation of bidding documents, bid evaluation, award of contract and contract management and IT application for MS projects for procurement planning. The students will also enhance their skills in the above areas by means of case studies and presentations.

#### **PUB 3325: 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 to 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 3326: 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 will be developed in this unit. The research report is prepared under the guidance of a supervisor of the academic staff.



#### **PUB 3327: 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 3328: 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 4320: PUBLIC SECTOR PROJECT MANAGEMENT**

This course is based on implementing public sector programmes more effectively through applications of project management. The course mainly covers public policy, planning and programming, project appraisal and programming. Project evaluation and review techniques (PERT) and Critical Path Analysis (CPM) to analyze the projects, quality assurance models, earned value measure (EVM) and customer's review of projects are discussed in detail.

#### **PUB 4321: DEVELOPMENT POLICY AND MANAGEMENT**

The course aims at creating awareness among 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 from both developed and developing nations, in the light of emerging global developments. At the end of the course, students will be able to assess key development issues in a balanced manner and propose ways and means of ensuring sustainable policy regimes.

#### **PUB 4322: INTERNATIONAL RELATIONS**

The course unit is designed to provide students with an understanding of the political aspects of the subject and to attempt a general survey of international relations as a whole. The concept of national interest, the nature of international politics, the threat and the use of force in international relations, the role of aid and trade as levers of influence and instruments of cooperation, and the functions and role of international institutions are among the subjects discussed.

#### **PUB 4323: E-GOVERNANCE**

The course is designed to provide both theoretical and practical knowledge of E-Governance. Students would be able to get a 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 an 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 are an 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 4324: 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 seeks 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 learn how each of these stages is properly managed in order to mitigate the adverse consequences of a disaster.

#### **PUB 4325: INTERNSHIP**

The purpose of this internship 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.

EXAMINATION  
REGULATIONS  
AND BY LAWS

4.6.1

Except for the semester examination which vary depending on the requirement of the course.

4.6.2

In addition, each course coordinator shall submit a report of continuous evaluation, critical incidents, skill assessments during the year to the continuous assessment head.

4.6.3

The overall grade for a course shall be determined by the FMSC.

4.7

4.7.1

No student shall be permitted to sit for an examination without the approval of the Department/Departments Head.

4.7.2

Students shall be admitted to the examination only if they have completed the attendance requirements and other regulations of the University.

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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. Accountancy (Special), B.Sc. Entrepreneurship (Special), B.Sc. Business Administration (Special), B.Sc. Business Administration (Business Economics) (Special), B.Sc. Business Information Systems (Special), B.Com (Special), B.Sc. Estate Management and Valuation (Special), B.Sc. Finance (Special), B.Sc. Human Resource Management (Special), B.Sc. Marketing Management (Special), B.Sc. Operations and Technology 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 2010/2011 and thereafter.

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.

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	2
3	3
4	4

Any exceptions to the above shall be approved by the Faculty Board and the Senate.

Typically, a student is required to take five 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 two semesters in the one year common programme is designed to carry 15 credit hours. During the final three 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.

Student performance is graded on a 12-point scale, which ranges from E to A+. The grading scale is shown in Table 4.2.

**Table 4.2: Grading Scale**

Range of Marks	Letter Grade	Grade Points Per
85 - 100	A+	4.00
70 - 84	A	4.00
65 - 69	A-	3.70
60 - 64	B+	3.30
55 - 59	B	3.00
50 - 54	B-	2.70
45 - 49	C+	2.30
40 - 44	C	2.00
35 - 39	C-	1.70
30 - 34	D+	1.30
25 - 29	D	1.00
0 - 24	E	0.00

4. 6.1 Except for Section 4.8.3 and 4.8.4 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 course. Normally, they are of three-hour duration.
4. 6.2 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 4.10, 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. 6.3 The overall grade for a course is based on the performance of all graded assessments for that course.

4. 7.1 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. 7.2 Students shall be admitted to the final examination only if they have complied with the attendance requirements and other regulations specified by the respective lecturer, Department, the Faculty and the University.
4. 7.3 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. 7.4 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. 7.5 Students who fail to sit for an examination without authorization or without good cause shall be given a symbol of 'AB' (Absent) for that examination. This symbol is equivalent to a failing grade (E).



4. 8.1 The end-semester examination carries a weight not less than 60% and not more than 75% of the final marks assigned to a course. Any exceptions to the above shall be approved by the Faculty Board and the Senate.
4. 8.2 The continuous evaluation component carries a weight of not more than 40% and not less than 25% of the final mark assigned to a course. This may comprise marks from one or more of the continuous evaluation modes such as mid-semester examinations/tests/quizzes, term and research papers, case studies, presentation, practical reports, skill builders, and class participations.

When a candidate has not completed all the continuous assessments required for a course, the final marks shall be calculated based on the total marks allocated for the continuous assessments. For example, in a situation where 10 marks have been allocated for each of the 4 continuous assessments scheduled and the candidate has completed only 2 continuous assessments and earned 12 marks his final marks for the continuous assessments for that course shall be 12/40.

4. 8.3 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 4.10 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. 8.4 Students those who have re-sit for a course (Failed or Absent without valid reasons) are not allowed to re-sit for the mid semester examination/test/quizzes. The final mark calculates using final examination mark with 100% weight but the maximum is 40%.
4. 8.5 Students those who have re-sit for a course (Medical or Absent with valid reasons) final mark calculates considering the carried forward continuous evaluation/ end semester marks. They can sit for the repeat exam with privileges.
4. 8.6 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. 8.7 Research and research methodology course units shall be evaluated according to guidelines prepared by the FMSC and approved by the Senate.

4. 9.1 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. 9.2 If a candidate is absent for the end-semester examination or mid semester examination, the following symbol will be indicated appropriately.
4. 9.2.1 Absent due to medical reason, which has been approved by the Senate, will be given the symbol of "MC" (Medical). Refer Section 4.11.
4. 9.2.2 Absent due to valid reasons, which have been approved by the Senate, will be given the symbol of "DFR" (Deferred). Refer Section 4.10.
4. 9.2.3 Absent without valid reasons will be given the symbol of "AB" (Absent).

## Valid Reasons for Absence from an Examination

4. 10.1 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. 10.2 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. 10.3 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.

## 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 course in the subsequent year unless written approval is obtained for an extended time period on the basis of the medical condition.

## Repeating a Course

4. 12.1 A student who obtains a grade of 'D' or 'E' shall repeat that course by registering in that course in a subsequent semester.
4. 12.2 A student who obtains a grade of 'C-' or 'D+' may repeat that course by registering in that course in a subsequent semester.
4. 12.3 A candidate who repeats course/s of an examination shall not be eligible to obtain more than 40% (minimum mark given for a 'C' grade) for each of the course/s, which he/she has repeated irrespective of the actual marks obtained. The maximum grade given for a repeated course is C.
4. 12.4 If the student obtains a lower grade at a repeat attempt than a grade received in earlier attempts, the better grade shall be retained.

## Repeating Continuous Evaluation of a Course

4. 13.1 A candidate, who is absent with an acceptable reason in Section 4.10 at a mid-semester examination/test/quizzes must be given another opportunity to undertake the said evaluation in the succeeding semester without any restriction of marks.

## Repeating End-Semester Examination of a Course

4. 14.1 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 4.10 he/she has the opportunity to sit for such examination when it is conducted during the next academic year.
4. 14.2 A candidate who is absent from end-semester examination with a valid reason given in Section 4.10 above and which has been furnished by the candidate and accepted by the Faculty Board and the Senate, has to be treated as if he/she has not used the initial opportunity. Such candidate has to sit for the end-semester examination of that course by registering in that course during the next academic year with privileges. Such candidate has to sit that course in the subsequent academic year unless a written approval is obtained for an extended time period on the basis of the valid reason.



A candidate who has been absent from a whole end-semester examination shall be treated as he/she has used an occasion, unless a valid reason has been furnished by the candidate and accepted by the Faculty Board and the Senate. A candidate with an accepted valid reason eligible to take the whole end-semester examination on the next immediate occasion and get grading for courses without any restriction. If a candidate avoids taking the whole end-semester examination on the next immediate occasion without furnishing a valid reason, it shall be treated as a used attempt.

The Grade Point Average (GPA) is a numerical representation of a student's overall academic achievement. The GPA is the quotient obtained by dividing the total number of grade points earned by the total number of credit hours in which a student receives a 'letter' grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

The formula for GPA calculation is given below.

$$GPA = \frac{\sum_{i=1}^N (\text{Credit Hours})_i \times (\text{Grade points Per Hour})_i}{\sum_{i=1}^N (\text{Credit Hours})_i}$$

where,  $i$  = course number, and  $N$  = the total number of courses considered.

The maximum possible GPA is 4.00 while the minimum is 0. Table 4.3 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**

Course Code	Letter Grade Earned	Credit Hours	Grade Points per Hour	Number of Grade Point Values Earned = Credit Hours X Grade Points Per Hour
BCC 1320	A+	3	4.00	12.00
DSC 1320	A -	3	3.70	11.10
ITC 1320	B +	3	3.30	9.90
BUS 1320	C	3	2.00	6.00
ACC 1320	D	3	1.00	3.00
Total		15		42.00
$GPA = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}} = \frac{42.00}{15} = 2.80^*$				
* Decimals beyond two places are truncated, not rounded, in computing the GPA.				

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 of 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 (C- or D+) per semester and has no fail grades (D or E).

The total number of poor grades (C- or D+) 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.

## 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 'E' grades) and pass those courses to relevant restrictions given in Section 4.12 above.

## 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 (D or E), and
- No more than one poor grade (C- or D+) per semester, and
- The total number of poor grades (C- or D+) 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.

## 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 3.70 - 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 3.30 or above in the entire degree programme.
- ♦ The student shall have earned grades of A- or better in at least half the courses in the degree programme.
- ♦ The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.
- ♦ The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

### 4. 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 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 (C- or D+) for entire degree programme.
- ♦ The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.



The date that immediately follows the date of the final paper held as per the examination time table of the final semester examination, should be considered the effective date of the degree. 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 Examination.

**Table 4.4: A Semester Examination Results Sheet (Specimen)**

 <p><b>University of Sri Jayewardenepura</b>  <b>Faculty of Management Studies and Commerce</b>  <b>Semester Examination Result Sheet</b></p>			
Full Name			
Registration Number			
Index Number			
Examination Month and Year			
Year of Study and Semester			
Degree Programme			
Semester Result			
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Grade Obtained</b>
BCC 1320	English I (Grammatical Foundation)	3	
DSC 1320	Business Mathematics	3	
ITC 1320	Introduction to Information Technology I	3	
BUS 1320	Introduction to Management	3	
ACC 1320	Financial Accounting	3	
Grade Point Average			
The above results are subject to confirmation by the Senate			
Authorized Officer:			
Prepared By:		Date :	
Checked By:		Official Seal	
<b>Grading System</b>			
<b>Range of Marks</b>	<b>Grade</b>	<b>Grade Points</b>	
85 - 100	A+	4.00	
70 - 84	A	4.00	
65 - 69	A-	3.70	
60 - 64	B+	3.30	
55 - 59	B	3.00	
50 - 54	B-	2.70	
45 - 49	C+	2.30	
40 - 44	C	2.00	
35 - 39	C-	1.70	
30 - 34	D+	1.30	
25 - 29	D	1.00	
0 - 24	E	0.00	
Note: MC - Medical, AB - Absent, INC - Incomplete			

## Web-based Examination System

It is compulsory for all students of the Faculty to register on the web-based examination system. When the first year students have received their index number from the Examinations Unit, they should access the system via the Internet and activate their account using their index number and registration number.

The following are some of the tasks that the students can do using the system:

- verify the accuracy of your student information
- apply for an academic department (only for students of the Management common programme)
- check the department that you have been assigned into
- check the subjects that you have registered for each semester
- check the subjects that you are eligible to sit at the semester-end examination
- apply for repeat examinations
- check examination results
- read the notices issued by the Examinations Unit
- obtain examination related information
  - ✓ examination time tables
  - ✓ examination rules and regulations
- download applications
  - ✓ application to submit medical certificates
  - ✓ application for transcripts
  - ✓ application to obtain duplicates of result sheets

How to access the Examinations Unit web site

- Go to the web site [www.sjp.ac.lk](http://www.sjp.ac.lk)
- Click on [Management and Commerce](#) link
- Then click on [Examinations Unit](#) command on [Centres](#) menu

Some important facts on using your account

1. Once you enter your account, change the password. (Please be careful to remember it)
2. Provide your e-mail address as soon as you enter your account. Then, in case you forget your password, you can use your e-mail address. (To provide your email address, select [User Account](#) command on [Student](#) menu.)



5

Other Courses

OTHER COURSES  
OFFERED BY THE  
FMSC

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

## 5.1

### Postgraduate Courses

FMSC offers a number of postgraduate taught courses through the Faculty of Graduate Studies. A brief description of each programme is given below.

#### 5.1.1 MBA/MPM/MSc in Management Degree Programmes

The Master of Business Administration (MBA), the Master of Public Management (MPM) and the Master of Science (MSc) in Management are two-year full-time postgraduate degree programmes of the Faculty of Management Studies and Commerce offered through the Faculty of Graduate Studies of the University of Sri Jayewardenepura.

The postgraduate programs of the Faculty are designed to provide the participants with a comprehensive postgraduate level academic qualification which blends the theories of management with real life experiences with a view to enhancing their personal and professional performance levels and prepares them for challenges in the current complex and fast changing corporate environment.

The programmes are meant for private and public sector managers who are looking for a holistic management curriculum of national and international repute with right doses of skill development and attitudinal transformation focus. The programmes begin with foundation level courses, maturing into more integrative courses in both generalized and specialized areas of study to be followed by a project / research / thesis.

First year courses are common for all students and after completing the first year students can choose one of the following programmes according to their preference.

MSc in Management	Master of Public Management (MPM)
Master of Business Administration (MBA)	MBA (Human Resource Management)
MBA (Operations Management)	MBA (Information Systems)
MBA (Marketing)	MBA (Business Economics)
MBA (Accounting)	MBA (Finance)

To offer a particular programme, except the MSc in a given year, there should be at least 10 students who wish to follow the programme.

#### Programme Structure

Students have to earn 60 credits during the two-year period to complete a Master's Degree. They have to earn 30 credits in the first year and 30 credits in the second year.

**Credit Courses:** The first year of these programmes is common consisting of 10 compulsory credit courses with 30 credits. One credit course comprises 45 lecture hours with 3 credits. Lectures will be held on Saturdays and Sundays. Participants will have a wide range of specialized courses to select from in the second year with alternative paths to complete the selected programme. The programme structure is given below.



MBA & MPM Programs with a Specialization Field		
	Year 1	Year 2
Team 1	MMS 5101 : Managemet MMS 5102 : Economics for Management MMS 5103 : Quantitative Techniques for Managemet	MMS 6101 Strategic Management MMS 6102 Research Method One Course from the field of specialization
Team 2	MMS 5201 : Accounting for Management MMS 5202 : Human Resources Management MMS 5203 : Operations Management	MMS 6202 : Seminars from the field of specialization and (One course from the field of specialization and another course from any offered courses of the term or Two courses from the field of specialization and Another course from any offered courses of the term
Team 3	MMS 5301 : Financial Management MMS 5302 : Marketing Management MMS 5303 : Management Information Systems MMS 5304 : Organizational Behaviour	Research from the field of specialization with 12 credits or Project report from the field of specialization with 06 credits and one course from the field of specialization and another course from any offered of the term

MBA & MPM Programs without any Specialization		
	Year 1	Year 2
Team 1	MMS 5101 : Managemet MMS 5102 : Economics for Management MMS 5103 : Quantitative Techniques for Managemet	MMS 6101 Strategic Management MMS 6102 Research Method One Course from any offered courses of the term
Team 2	MMS 5201 : Accounting for Management MMS 5202 : Human Resources Management MMS 5203 : Operations Management	MMS 6202 : Seminars from the field of business Administration and One course from the department of business administration and another course from any offered courses of the term or one course from the department of business administration and Another two courses from any offered courses of the term
Team 3	MMS 5301 : Financial Management MMS 5302 : Marketing Management MMS 5303 : Management Information Systems MMS 5304 : Organizational Behaviour	Research on any discipline of management with 12 credits or Project report from any discipline of management 06 credits and one course from the department of business administration and another course from any offered of the term

MSC Program		
	Year 1	Year 2
Team 1	MMS 5101 : Managemet MMS 5102 : Economics for Management MMS 5103 : Quantitative Techniques for Managemet	MMS 6101 Strategic Management MMS 6102 Research Method One Course from any offered courses of the term
Team 2	MMS 5201 : Accounting for Management MMS 5202 : Human Resources Management MMS 5203 : Operations Management	M.Sc. Thesis with 21 credits
Team 3	MMS 5301 : Financial Management MMS 5302 : Marketing Management MMS 5303 : Management Information Systems MMS 5304 : Organizational Behaviour	

Contact Details : Dr. P. D. Nimal - Coordinator

Telephone: +94-(0)114003055

5. 1.2 **M.Sc. in Real Estate Management and Valuation (M.Sc. in REMV) and Postgraduate Diploma in Real Estate Management and Valuation (PGD in REMV)**

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 programme, introduced in 2007, are the latest developments in the real estate sector of the country. This is the sole postgraduate programme, available under this field, within the national university system. The department of estate management and valuation has designed these programs to increase the efficiency and 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. The medium of instruction is English.

Currently two batches have successfully completed the Master's programme while the third batch is almost at the end and the fourth intake is ready to commence in July 2010.

**Contact Details**

Coordinator of the MSc. REMV,  
Department of Estate Management and Valuation  
Telephone +94.(0)11.2802004,  
web [www.sjp.ac.lk/PostgraduateProgrammes](http://www.sjp.ac.lk/PostgraduateProgrammes)

5. 1.3 **Postgraduate Diploma in Marketing Management (PGDMM)**

The postgraduate 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 systematic 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 focused on knowledge, 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. It aims at providing 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 situations. Further, the programme encourages interdisciplinary thinking. This is sought through an interdisciplinary introductory course in several departments. The medium of instruction is English.

**Contact Details**

Ms. B. Sandamali Galdolage  
Coordinator PGDMM  
Department of Marketing Management  
Telephone: +94.(0)11.2802009

5. 1.4 **Postgraduate Diploma of Applied Finance and Master of Applied Finance**

The Department of Finance offers a Postgraduate Diploma in Applied Finance and a Master of Applied Finance degree. Students are normally admitted first into the Postgraduate Diploma in Applied Finance and will gain the Diploma after successfully completing all the courses listed in the first year. Those students who complete the Diploma level courses will be eligible to do a further nine courses listed in the second year in order to complete the Master of Applied Finance degree. Candidates who are admitted to the course for the degree of MAppFin are eligible for the award of a Diploma in Applied Finance or a MAppFin but not both. Candidates who fail in MAppFin courses shall be eligible for the award of the Diploma only. The PGDAppFin will be awarded to those who complete the PGDAppFin. The duration of the course is 24 months, 12 months for the Diploma and another 12 months for the Master's. Each program has three semesters.

**Contact Details**

Dr. R.P.C.R. Rajapakse  
Coordinator PGD/M.Sc. App.Fin  
Department of Finance  
Tel: +94.(0)11.3082837 / +94.(0)11.2801118  
Fax: +94.(0)11.2803653  
Web : [www.sjp.ac.lk](http://www.sjp.ac.lk)  
E-mail: [finance@sjp.ac.lk](mailto:finance@sjp.ac.lk); [appfin@sjp.ac.lk](mailto:appfin@sjp.ac.lk)



#### 5. 1.5 Postgraduate Diploma in Entrepreneurial Business Management (PGD EBM)

This program has been designed for practicing entrepreneurs and entrepreneurial managers who complete the AD EBM (Advance Diploma in Entrepreneurial Business Management) of USJ and, graduates in management and other disciplines who seek postgraduate level education and training in entrepreneurship. The curriculum includes Introduction to Entrepreneurship, New Venture Creation, Managing for Creativity and Innovation, Strategy for Entrepreneurs, Human Resource Management, Project Evaluation and Research Techniques (PERT), Management Information Systems, Marketing Management, Quantitative Techniques for Entrepreneurs, Contemporary Issues in Entrepreneurship in Sri Lanka, Financial Management for Entrepreneurs, and Operations Management.

**Contact Details:**

Mrs. Sriyani Ranasinghe

Program Coordinator

Department of Entrepreneurship.

Telephone: 0776 500 518, 0113 182 691, 0112 758 807

Web: [www.smedsu.org](http://www.smedsu.org)

In addition to the internal degree programmes, the Faculty offers a number of external degree programmes. Information about these degree programmes are given below.

### 5. 2.1 **B. Com. (General) External Degree**

When the B. Com. (Special) degree programme was commenced 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 the University of Sri Jayewardenepura.

Since then applicants were registered for the B. Com. (Special) External degree programme, which continued until the end of 1995.

The B. Com. (Special) External degree programme was replaced by a three year B. Com. (General) degree programme in 1996. At present, the B. Com. (General) External degree programme is conducted in Sinhala and English and students with entry qualifications approved by the University are registered annually.

#### Contact Details

Mr. S. S. Naotunna

B.Com. External Degree Programme Co-ordinator

Department of Commerce

Telephone: 94.(0)11.2802513, 94.(0)11.2758300

E-mail: naotunna@sjp.ac.lk; depcommerce@sjp.ac.lk

### 5. 2.2 **B.Sc. Business Administration (General) External Degree Programme**

The 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 was first introduced in 1997.

The main purpose of introducing this external degree is to provide an opportunity for those who have passed the Advanced Level examination but 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 students and the working population in our country to widen their knowledge of 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 the highest standard of management education at an affordable cost to a wide spectrum of individuals with the basic entry qualification.

#### Contact Details

Ms. M.W. Kalyani

Co-ordinator

Department of Business Administration

Telephone: +94.(0)11.2803472, +94.(0)11.2758820

### 5. 2.3 **B.Sc. Management (Public) General External Degree Programme**

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

#### Contact Details

Ms. L.A. Pavithra Madhuwanthi

Co-ordinator

Department of Public Administration

Telephone: +94.(0)11.2802006, +94.(0)11.2758864



**5. 3.1 Advanced Diploma in Marketing Management (ADMM)**

The main objective of the programme is to give an opportunity for higher education for the students who complete the Diploma in Marketing Management of the University of Sri Jayewardenepura. Students who successfully complete all the subjects of the Diploma in Marketing Management Course (minimum of 40 marks or GPA 2.00) with a minimum of 50 marks or GPA 2.33 as the overall average marks for the Diploma in Marketing Management Programme are eligible for the ADMM course. The duration of the programme is one year (two semesters). The medium of instruction is English.

**Contact Details**

Prof. B. N. F. Warnakulasooriya

Coordinator

Department of Marketing Management

Telephone: +94.(0)11.2802009

**5. 3.2 Diploma in Marketing Management (DMM)**

The DMM course was introduced with the purpose of catering to unmet needs of the market segment consisting of students seeking education in the field of marketing in a recognized university, while providing opportunity to enrich their theoretical and practical knowledge and enhancing the soft skills needed to be dynamic.

Students who possess at least six passes with three credit passes, including a credit pass in English language at the G.C.E. (O/L), with a minimum of two years experiences; or students with three passes at the G.C.E. (A/L) examination in any stream, or two passes at the G.C.E. (A/L) examination in any stream and passes in General English, or a qualification which the university accepts as equivalent to the above mentioned are eligible for the course. The duration of the programme is one year (two semesters). The medium of instruction is English.

**Contact Details**

Ms. H.P. Samanthika Gallage

Coordinator

Department of Marketing Management

Telephone: +94.(0)11.2802009

**5. 3.3 Diploma in Public Management**

The Diploma in Public Management was introduced in 2005 by the Department of Public Administration. This programme provides an opportunity for those who leave school after the G.C.E. (O/L) and (A/L) to gain the required qualification and knowledge in the field of management. On the successful completion of the programme, the participants are expected to possess adequate knowledge, skills and positive attitudes in the fields of both public and private management to secure career positions in junior management and executive levels.

**Contact Details**

Ms. R.P.C.K. Jayasinghe

Co-ordinator

Department of Public Administration

Telephone: +94.(0)11.2802006, +94.(0)11.2758874

**5. 3.4 Certificate in Entrepreneurial Business Management (C EBM)**

This program has been designed for the practicing entrepreneurs who do not possess basic educational qualifications in the field of commerce / business studies / management and, for those who seek employments in entrepreneurial businesses but have no sound educational background. The felt need for enhancing entrepreneurial and managerial skills will be the selection criterion for the program. The program that consists of ten course units each carrying three credits are equally distributed among two semesters and will be covered within one calendar year. The course syllabi consists of introduction to entrepreneurship, principles of management, fundamentals of accounting and costing, fundamentals of financial management, banking, taxation, business planning and business English.

Contact Details:

Mrs. Yeshika Somarathne

Program Coordinator

Department of Entrepreneurship.

Telephone: 0759 361 239, 0113 182 691, 0112 758 807

Web: [www.smedsu.org](http://www.smedsu.org)

5. 3.5 **Diploma in Entrepreneurial Business Management (D EBM)**

This program has been designed for the practicing entrepreneurs and employment seekers who possess three passes at the G.C.E. Advance Level examination in one sitting or any other equivalent qualification. Successful completion of CEBM (Certificate in Entrepreneurial Business Management) program is too considered as an entry qualification. The course syllabi consist of Human Resource Management, Marketing Management, Economics, Taxation, Business Law, Entrepreneurship, Information and Computer Technology, Financial Management, Banking, Operations Management and Project Management. These disciplines contracted in to 10 course units, each carrying three credits, are equally distributed among two semesters and are completed within one calendar year.

Contact Details:

Mr. Isuru Rajapaksha

Program Coordinator

Department of Entrepreneurship.

Telephone: 0776 500 518, 0113 182 691, 0112 758 807

Web: [www.smedsu.org](http://www.smedsu.org)

5. 3.6 **Advance Diploma in Entrepreneurial Business Management (AD EBM)**

This program has been designed for those students who complete the D EBM (Diploma in Entrepreneurial Business Management) with the objective of providing them a graduate level education and training. The curriculum includes Introduction to SMEs, Financial Accounting, Development Economics, Business Law, Professional Skills Development, Cost Accounting, Management Accounting, Banking, Taxation, Information and Computer Technology, and Strategic Management. These disciplines contracted in to 10 course units, each carrying three credits, are equally distributed among two semesters and are completed within one calendar year.

Contact Details:

Mrs. Sriyani Ranasinghe

Program Coordinator

Department of Entrepreneurship.

Telephone: 0776 500 518, 0113 182 691, 0112 758 807

Web: [www.smedsu.org](http://www.smedsu.org)

5. 3.7 **Diploma in Computer Based Accounting**

Diploma in Computer Based Accounting has been designed to provide knowledge and skills in the application of Accounting and Finance in a computerized environment to those who seek a career in or are already engaged in Accounting/ Finance related functions in private/ public sector organizations. Those who possess proficiency in computer based accounting in addition to the theoretical knowledge of accounting will have a distinct competitive edge in the current job market. This is a Diploma Programme of one year education. It is conducted over two semesters encompassing eight courses of study (course units) and a mini project on accounting software development. Those who possess the following educational qualifications are eligible to apply for this programme: G.C.E. (Advanced Level) Examination with a minimum of three passes in the Commerce stream with Accounting as a subject; Part II Examination of AAT; Foundation Examination of ICASL or Part I Examination of CIMA, ICMA or ACCA. The student intake per batch is 50 students.

Contact Details:

Mr. P. D. C. Udayashantha

Programme Coordinator

Department of Accounting

Telephone: +94.(0)11.2801297, +94.(0)11.2803456



# 6

## Additional Facilities at the University

6 1

### Library

The library is located in its own building next to the Sri Soratha Building. Currently it has a collection of more than 178,000 books. In addition, the library subscribes to more than 500 periodicals and journals. In addition to lending books to students and staff, the library provides a photocopying service through a private company. The multi media centre at the library provides e-journal facility to the academic staff, postgraduate students and final year students and those engaged in research studies. The library supervises the reading halls located in the library building and the Sri Samangala 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 librarian.

6 2

### Computer Centre

In addition to the Information Technology Resources Centre (ITRC) of the Faculty of Management Studies and Commerce, students have access to the University Computer Centre (UCC). The UCC, located at the basement of the Sri Samangala Building, consists of four labs with more than 115 computers. Generally, UCC is open from 8.00 to 20.00 hours on weekdays during the academic year and from 8.00 to 16.00 hours during vacations. Among other things, the UCC provides the following main services:

- Audio/Video technology services through the audio and video-centre
- Internet access facilities to university students
- Computer literacy courses for undergraduates who do not have an opportunity to follow an IT-related course in their degree programme.
- IT-related consultancy services to both staff and students
- Internet and e-mail services to the university community
- The university web page and Learning Management System (LMS)
- 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.

6 3

### Career Guidance Unit

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

Information regarding job and entrepreneurship opportunities

- Assistance to undergraduates to improve attitudes and skills required by employers through workshops and training programmes.
- Workshops, especially for final year students, on preparing CVs and facing interviews.
- Workshops to develop skills and personality for undergraduates of all years.
- Assistance for graduates to start businesses and industries.
- Assistance for employers to select graduates according to their requirements.

Currently, the University has 25 hostels. Some of them are located within 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 priority when providing hostel facilities. Students are selected based on the criteria decided by the University. For more details about hostel facilities please contact the Student Welfare section.

The university has a medical centre served by three medical officers including the chief medical officer, one dentist, staff nurses and pharmacists. This centre provides medical facilities for students and staff from 8.00 to 16.00 hours on week days. It also provides a counselling service between 11.00 to 13.00 hours for students having educational, personality, mental and physical problems. Also sanitary facilities of the university premises are supervised by the PHU attached to the Medical Centre. The centre has an ambulance.

This department conducts a sports meet for the first year students and an open inter-faculty 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 inter-university games. Students who excel in sports are awarded university colours at the end of the year. Currently, students can participate in cricket, football, wrestling, rugby, weight lifting, judo, taekwondo, basketball, netball, hockey, athletics, marathon, swimming, carom, baseball, badminton, table tennis, tennis, volleyball, eke and chess.

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 and non-academic staff and students. A cultural centre has been established within the university with the objective of protecting and developing indigenous culture and values under the supervision of the Art Circle.

Students interested in religious activities can join the Buddhist Society, Catholic Society, Christian Society or the Muslim Majlis.



## Key Officials of the University

Chancellor

**Ven. Professor Bellanwila Wimalarathana Thero**

Vice-Chancellor

**Dr. N. L. A. Karunarathne**

B.A (Hons) (Vidyodaya), PhD (Durham)

Dean, Faculty of Arts

**Professor P. Athukorale**

BA (Hons), MA (Peradeniya), PhD (USJ)

Dean, Faculty of Applied Sciences

**Professor S. S. L.W. Liyanage**

B.Sc. (Cardiff), B.Sc (Hons) (SJP), PhD, C.chem, FPRT, SL, MRSC, MI Chem

Dean, Faculty of Management Studies and Commerce

**Professor 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 Mohan De Silva**

MBBS; MS; FRCS(Edin); FCSSL

Dean, Faculty of Graduate Studies

**Professor (Mrs.) S. Piyasiri**

B.Sc (Peradeniya), PhD (Vienna), FI Biol (Sri Lanka)

Librarian (Actg.)

**Mr. G M P Gallaba**

BA(Hons) (Kelaniya), PGD in LIS (Kelaniya), Attorney at Law

Registrar

**Jayalath Mutettuwegedara,**

BA Econ(Hons.)(Kelaniya), PGDipManagement(OU SL)

Bursar

**Ms. D. C. Ranathunga**

B.Sc. Bus. Admn. (Special)(SJP)

## Deans and Academic Heads of the Faculty of Management Studies &amp; Commerce

Dean, Faculty of Management Studies and Commerce

**Prof. 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)

Telephone: +94.(0)11.2803343 Fax: +94.(0)11.2803653

Extension: 8800

Head, Department of Accounting

**Professor (Ms) D. S. N. P. Senaratne**

B.Sc. Accountancy (Special) (SJP); MBA (PIM); PhD (Finance) (Colombo)

Telephone: +94.(0)11.2801297

Extension: 8245

Head, Department of Business Administration

**Ms. G. D. V. Rupika Senadheera**

B.Sc. Bus.Admin. (Special) (SJP); M.Sc. Mgt. (SJP); PGDM in Business Mgt. (Colombo)

Telephone: +94.(0)11.2803472

Extension: 8820

Head, Department of Business Economics

**Dr. U. Anura Kumara**

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

Telephone: +94.(0)11.2802005

Extension: 8838

Head, Department of Commerce

**Professor E. Dayaratne**

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

Telephone: +94.(0)11.2802513

Extension: 8301

Head, Department of Decision Sciences

**Dr. S. T. W. S. Yapa**

B.Sc. Industrial Management (Special) (Kelaniya); MBA (PIM- SJP); PhD (Sheffield Hallam)

Telephone: +94.(0)11.3132706

Extension: 8822

Head, Department of Estate Management and Valuation

**Mrs. Janakie Edirisinghe**

B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); PGD. Env. Science (Colombo.); M.Sc. Human Sett.PI. (AIT); MITP (SL)

Telephone: +94.(0)11.2802004

Extension: 8496

Head, Department of Finance

**Dr. (Ms.) R. P. C. R. Rajapakse**

B.Sc. Bus. Admin. (Special) (SJP); MBA (Colombo); MBA (Wakayama); PhD (Japan)

Telephone: +94.(0)11.2758328

Extension: 8328

Head, Department of Human Resource Management

**Dr. G. G. Aruna Shantha**

B.Sc. Mgt. (Special) (SJP); M.Sc. Management (SJP); PhD (Meijo)

Telephone: +94.(0)11.2802010

Extension: 8816

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)11.3132497

Extension: 8821

Head, Department of Marketing

**Ms. D. S. R. Samarasinghe**

B.Sc. Bus. Admin. (Special) (SJP); PG. Dip. Marketing (PIM); M.Sc. Bus. Admin. (SJP); EPPG. Dip. In Marketing of Services. (MSM Netherlands)

Telephone: +94.(0)11.2802009

Extension: 8853



Head, Department of Public Administration

**Dr. H. M. A. Herath**

B.Sc. Pub. Admin. (Special)(SJP); M.A. (Carleton); PhD (Carleton)

Telephone: +94.(0)11.2802006

Extension: 8871

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### Business Communication: Teaching Staff

**L. Wijewardena**

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

**F.M.Irshad**

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

**P.V.N. Perera**

B.A.(Kelaniya), M.A.(Kelaniya)

**D.D. Aluthnuwara**

B.A. (Kelaniya)

**D.D. De Zoysa**

B.A. (Sri Jayewardenepura)

**J.M. N. Jayasooriya**

B.A. (Sri Jayewardenepura), PGDE (Colombo)

**K.T.W. Madhuwanthi**

B.A. (Moscow)

**A. Thabeskumar**

B.A. (Jaffna)

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### Non-Academic administrative staff of the Faculty office

Assistant Registrar

**Ms. S.D. Dilini Hiranthi**

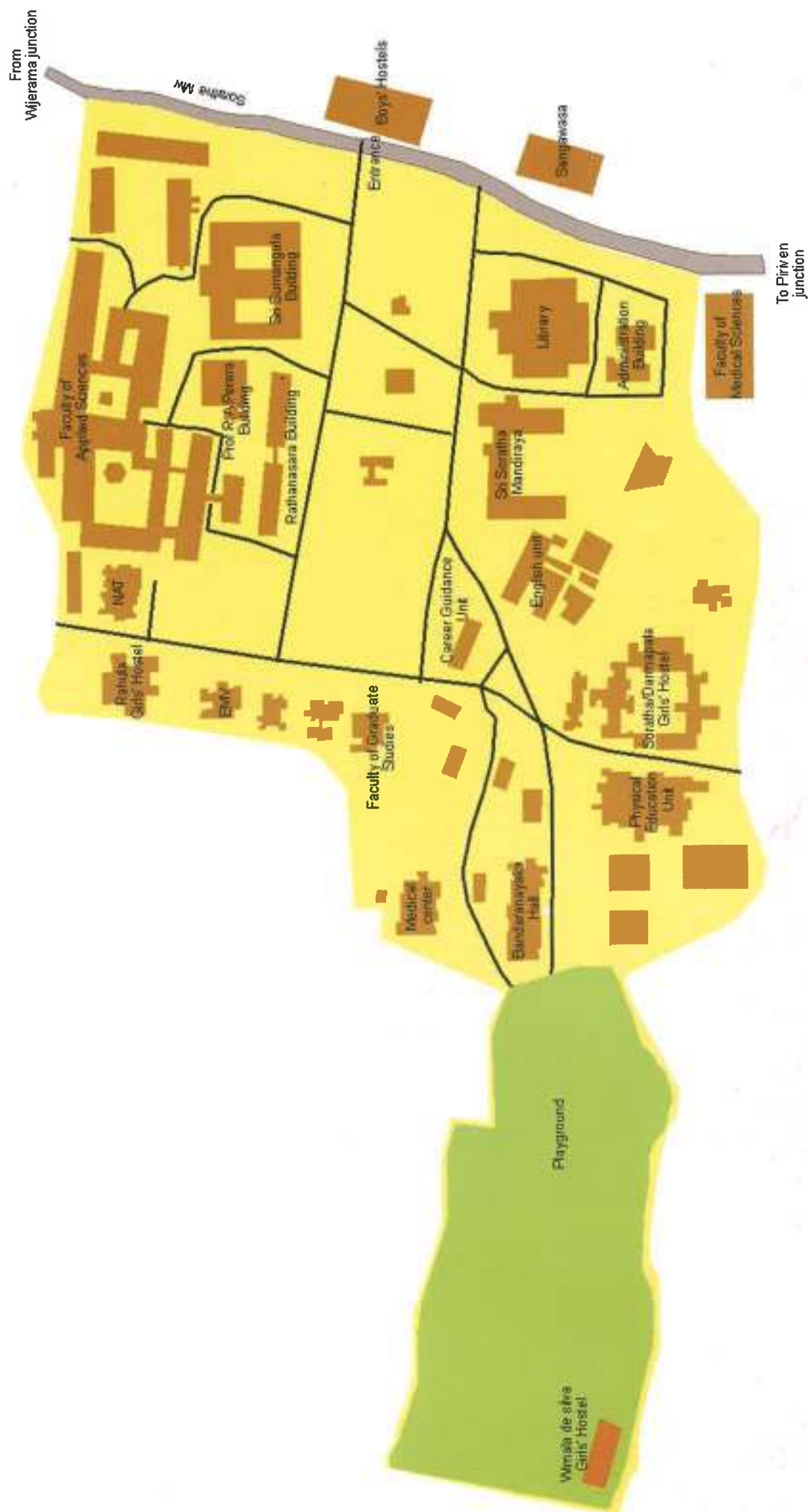
B.Sc. HRM (Special)(SJP)

Senior Assistant Bursar

**Mr. K. H. U. D. Wasantha Kumara**

L.L.B, MAAT(SL)

# University Map







Faculty of Management Studies and Commerce  
University of Sri Jayewardenepura  
Gangodawila, Nugegoda, Sri Lanka  
Tel: +94.(0)11.2803343, Fax: +94.(0)11.2803653  
[www.sjp.ac.lk/fmsc](http://www.sjp.ac.lk/fmsc)

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