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Faculty of Management Studies and Commerce

PROSPECTUS 2014 - 2015



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Schools of Business

University of
Sri Jayewardenepura
Sri Lanka.



PROSPECTUS 2014-2015

Faculty of Management Studies and Commerce

UNIVERSITY OF SRI JAYEWARDENEPURA

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Undergraduate Prospectus 2014/2015

Faculty of Management Studies and Commerce

University of Sri Jayewardenepura

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  Faculty of Management Studies and Commerce

Information contained in this prospectus is accurate as at 16th February 2015. The Faculty has the right to change any information given herein as it considers appropriate, without any prior notice.

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Word of Welcome

Vice Chancellor's Message

You are privileged to enter the University of Sri Jayewardenepura located in the administrative capital of Sri Lanka which is one of our leading national universities. Today, it has risen to be the largest University in Sri Lanka in terms of the student population in five faculties of study, viz. Humanities and Social Sciences, Applied Sciences, Management Studies and Commerce, Medical Sciences, and Graduate Studies.

From its inception, the University has been guided by its motto 'Vijja Uppattham Setta' (Among all that arise, knowledge is the greatest), taken from the Dhammapada. The vision of the University 'Prosper lives through education' calls for an enduring commitment to the well-being of people through education. Its mission, 'Create and disseminate knowledge for the prosperity of the nation while preserving its cultural heritage' encompasses searching for and testing new realities and disseminating knowledge, both existing and new, for the betterment of society. We of the University of Sri Jayewardenepura are fully committed to make these ideals a reality and are constantly living in them.

It is in this rich backdrop that you join the Faculty of Management Studies and Commerce, the most sought after seat of learning in the discipline of Management in Sri Lanka to read for a special degree with a view to enriching your life as well as contributing to the well-being of the society. The Faculty offers degrees from twelve areas of specialization for you to select from, in keeping with your personal traits and preferences. In addition, the varied extra-curricular activities, and schemes of professional guidance, industry engagement and community development that you will encounter in the University will transform you to be a wholesome human being who is sound both intellectually and morally. Thereby, we wish to develop a managerial community well versed in their chosen disciplines and imbued with values who are equipped to make a difference in the organizations and drive them to success.

The world is changing rapidly creating new opportunities and challenges for everyone. We hope that through the transformation that you experience in the areas of knowledge, competencies and attitudes you will surmount the challenges and make use of opportunities to be successful men and women that the University can be proud of. We assure you that we shall direct all our strengths and energies to assist you reach your cherished goal whilst adhering to high moral and ethical standards in keeping with our rich heritage.

We wish you a most satisfying and a rewarding period in the University of Sri Jayewardenepura!

Prof. Sampath Amaratunge
Vice Chancellor
University of Sri Jayewardenepura



Word of Welcome

Dean's Message

As the Dean of the Faculty, let me first welcome you to the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura. Our Faculty is considered as the Pioneer in management studies in Sri Lanka, and is the largest faculty in terms of student population in the Sri Lankan university system. I am also proud to say that this Faculty is known as the Center of Excellence in management education in Sri Lanka. Thus, as students who have qualified to enter this Faculty through the very competitive GCE Advanced Level Examination, you are indeed privileged to be undergraduates of this Faculty.

This Faculty has 12 academic departments that offer 12 unique undergraduate Special Degree Programmes in the management and accounting disciplines. The Faculty also conducts postgraduate programmes including MBA, MSc, and PhD programmes, external general degree programmes, certificate courses and diploma programmes in the fields of management and accounting. We introduce, revise and update these programmes in order to cater current educational, industrial, corporate and public sector requirements in the local and global levels.

With its highly qualified academic staff, the Faculty is committed to high quality teaching and research promoting an intellectually stimulating multidisciplinary environment. It also strives to impart you with specialized knowledge, skills and the required practical training in order to prepare you to face future challenges in both academic and professional contexts. Further, the Faculty offers you ample opportunities to gain certain valuable and unique experiences in life, to enhance your personal qualities and to become a committed and a responsible citizen of this country.

I hope, you, as students of this Faculty will avail yourselves of all the facilities and opportunities we offer and become outstanding graduates who will bring honor and credit to this Faculty and the University.

Let me wish you all the best!

Dr. U. Anura Kumara
Dean

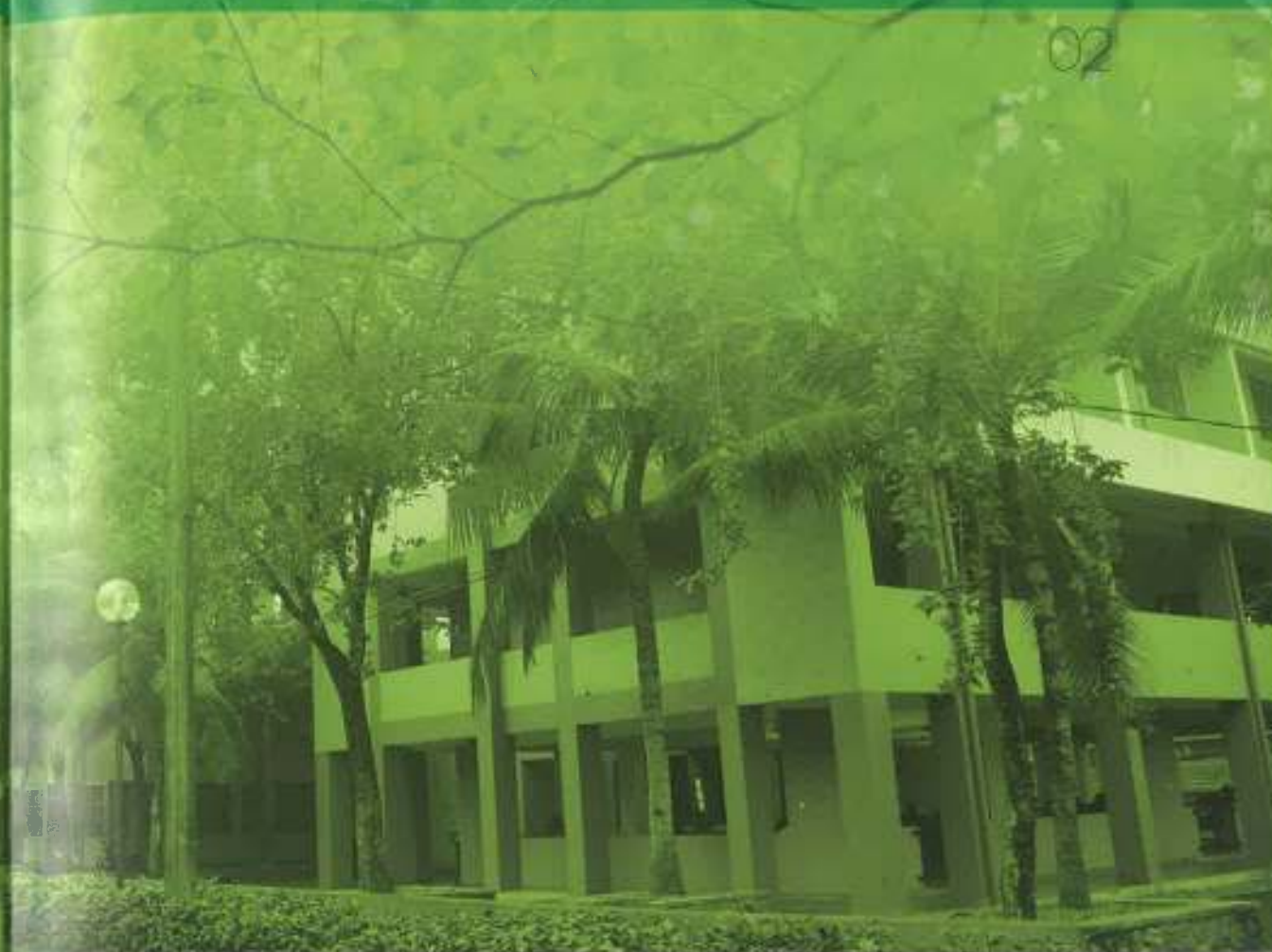
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

UNIVERSITY OF SRI JAYEWARDENEPURA

Sri Lanka



Even though the university commemorated its golden jubilee in 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 (SJP) with the establishment of Sri Jayewardenepura as the administrative capital of Sri Lanka. Today, SJP is one of the largest university campuses of the nation spreading over approximately 55 acres of land with an internal student population of about 11,500 and consisting of five faculties, namely, Humanities and Social Sciences, Applied Sciences, Management Studies and Commerce, Medical Sciences and Graduate Studies.



Vision

The vision of the University of Sri Jayewardenepura 'Prosper Lives through Education', founded upon the tenet **Vijja Uppatadam Settha** (Among all that arise knowledge is the greatest)

Mission

'To create and disseminate knowledge for the prosperity of the nation, drawing inspiration from our cultural heritage.'

01

FACULTY OF MANAGEMENT STUDIES AND COMMERCE

1.1 Overview

The Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura (SJP) has been the gateway to success for over 45,000 students. 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 of university education is of paramount importance. We offer 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. The FMSC is committed to realise the vision and mission of the University whilst furthering the management education of the country.

1.2 Evolution

The management education at SJP has a history of over 50 years. The major developments of the management education of the University are given below in the chronological order.

1959/60- The first programmes of study were commenced with the introduction of

two undergraduate degree programmes in Business Administration and Public Administration under the Department of Economics, Business and Public Administration of Faculty of Arts.

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

- A PhD programme and a MBA programme in Management were commenced under the Faculty of Arts.

1972 - Under the reorganization of the university structure, the Department of Management Studies was elevated to faculty status and the FMSC was established with two Departments, namely, the Department of Management Studies, and the Department of Commerce.

1973 - B.Com (Special) Degree Programme was commenced under the Department of Commerce.

1973 - The degree programme in Estate Management and Valuation, established at University of Colombo in 1972, was transferred to SJP and separate unit was established under the Department of Business Administration to offer this degree programme.

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

1986 - The Department of Estate Management and Valuation was established.

1986 - Postgraduate Institute of Management (PIM) was established and the PhD and MBA programmes in Management were brought under PIM.

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

1992 - A degree programme in Accountancy was introduced under the Department of Accountancy and Financial Management as the first academic degree in accountancy in the Sri Lankan university system.

1994 - Introduced a degree programme in Marketing Management under the

Marketing Unit, which functioned under the Department of Business Administration.

1994 - Department of Public Administration introduced a degree programme in Human Resource Management functioning separately under the Human Resource Management Unit.

1995 - M.Sc. Programme in Management was commenced.

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

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

2001 - The year 2001 marked a turning point in the history of FMSC with the restructuring of its structure moving away from the previous line department concept to the service department concept. This restructuring process led to the formation of 10 service departments where each is identified with a specific functional area of business. Each service department is responsible for the degree programme offered in its own area of expertise as well as to courses in its functional areas to all other degree programmes of FMSC.

- The Department of Information Technology and Decision Sciences was established.

- B.Sc. in Business Administration (Information Systems) (Special) degree programme was commenced under the Department of Information Technology and Decision Sciences.

- The Department of Accountancy and Financial Management was split into two Departments as Department of Accounting and Department of Finance.

2002 - A degree programme in Finance was commenced.

- The Department of Business Economics was established and the B.Sc. in Business Administration (Business Economics) (Special) degree was introduced.

2007 - Department of Information Technology and Decision Sciences was split into two Departments namely the Department of Information Technology and the Department of Decision Sciences.

2008 - A degree programme in Operations & Technology Management (Special) was introduced under the Department of Decision Sciences.

2009 - Degree programme offered by the Department of Information Technology was renamed as B.Sc. in Business Information Systems (Special) Degree.

- As the hub of the management education in Sri Lanka, FMSC commenced a Master of Business Administration Programme in 2009 with six specialization areas cater to the purpose of moulding business leaders of the country.

- With the purpose of improving language skills of future managers, a unit for Business Communication was established.

2010 - Department of Entrepreneurship was established and introduced a degree programme in Entrepreneurship.

2013 - Showing its academic orientation, Faculty started a PhD Programme in Management with the intention to enhance boundaries of knowledge creation and dissemination in management education.

2014 - Legal Studies Unit was established under the Department of Commerce to service the law courses offered in the degree programmes of the faculty.

2014 - Obtained the membership of The Association to Advance Collegiate Schools of Business (AACSB), which is a leading global accreditation institution for business schools.

1.3 Structure

The FMSC is headed by the Dean. The Dean's office coordinates all academic and administrative activities within the faculty. Presently, FMSC consists of twelve academic departments offering twelve bachelors honours

degree programmes (Refer Table 1.1) and there is a Head for each academic department. The Heads of Departments report to the Dean. In addition, there are two academic units in the FMSC - Business Communications Unit (BCC) and Legal Studies Unit (LSU) and an academic support unit - Information Technology Resource Centre (ITRC),

and each of these units is headed by a coordinator. The Senior Assistant Registrar/Assistant Registrar and Senior Assistant Bursar/Assistant Bursar operating under the Dean are responsible respectively for the administrative and the finance functions of the Faculty. The organisational structure is depicted in Figure 1.1.

Table 1.1: Degree Programmes offered by the FMSC

Academic Department		Degree
Accounting	ACC	B.Sc. Accounting (Special)
Business Administration	BUS	B.Sc. Business Administration (Special)
Business Economics	BEC	B.Sc. Business Administration (Business Economics) (Special)
Commerce	COM	B. Com. (Special)
Decision Sciences	DSC	B. Sc. Operations and Technology Management (Special)
Entrepreneurship	ENT	B.Sc. Entrepreneurship (Special)
Estate Management and Valuation	EMV	B.Sc. Estate Management and Valuation (Special)
Finance	FIN	B.Sc. Finance (Special)
Human Resource Management	HRM	B.Sc. Human Resource Management (Special)
Information Technology	ITC	B.Sc. Business Information Systems (Special)
Marketing Management	MAR	B.Sc. Marketing Management (Special)
Public Administration	PUB	B.Sc. Public Management (Special)

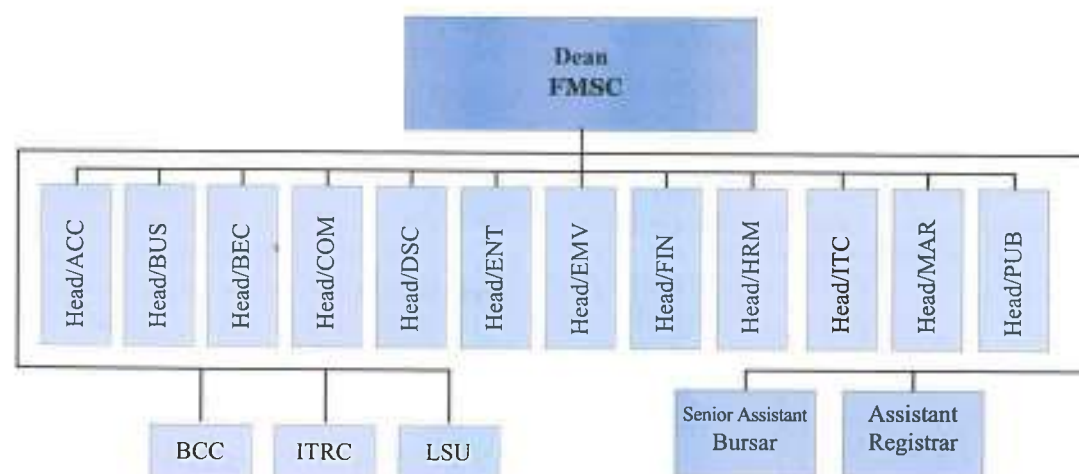


Figure 1.1: Organizational Structure of the FMSC

1.4 Common Programme

All undergraduate 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.

1.4.1 Programme structure

The structure of the common programme is depicted in Table 1.2.

Table 1.2: Structure of the Common Programme

Course Code	Course Title	Contact Hours	Credit Hours	Service Department
Year I : Semester I				
BCC 1322	Business Communication I	45	3	BCC
ACC 1320	Financial Accounting	45	3	ACC
BUS 1320	Introduction to Management	45	3	BUS
DSC 1320	Business Mathematics	45	3	DSC
ITC 1320	Introduction to Information Technology I	45	3	ITC
Total Credit Hours			15	
Year I : Semester II				
BCC 1323	Business Communication II	45	3	BCC
BEC 1320	Microeconomics	45	3	BEC
DSC 1321	Business Statistics	45	3	DSC
FMC 1320	Political and Legal Environment	45	3	PUB, COM
ITC 1321	Introduction to Information Technology II	45	3	ITC
PUB 1320	Political Science	45	3	PUB
Total Credit Hours			15	

Notes:

*The course codes shown in this table 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).

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

From the second year of study, the students are selected to follow the degree programmes offered in specialisation areas of Accountancy, Business Administration, Business Economics, Decision Sciences, Entrepreneurship, Finance, Human Resource Management, and Marketing Management. On the other hand, the students are directly selected from the UGC for the degree programmes of B.Sc. Business Information Systems (Special), B.Com (Special), B.Sc. Estate Management (Special) and B.Sc. Public Management (Special). The selection policy and criteria of the FMSC in this respect are dealt in Section 4, Policies of FMSC.

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 2 to Year 4. The total number of credit hours required for graduation is 120.

Lectures are conducted only in the English medium during all four years of a degree programme. Further, the course manuals for the common programme are provided only in the English medium. However, the students can sit for examinations either in Sinhala or English according to their preference during the common programme.

1.4.2 Description of courses

The short description of each course offered in the common programme is provided below.

BCC 1322: BUSINESS COMMUNICATION I

This course aims to help the students to recognize and use the basic rules of the English Language. It teaches students to construct both simple and complex sentences accurately, express their views meaningfully in brief discussions and telephone conversations, obtain required information from auditory texts, read and extract information in texts for a variety of purposes, write short texts and business letters and use presentation

techniques effectively and make brief presentations. After successful completion of this course, students reach the level of Band 5 (Modest User of Language) of the UTEL.

ACC 1320: FINANCIAL ACCOUNTING

This course enables students to understand financial accounting and reporting environment, the principles and concepts of financial accounting, and the accounting process encompassing the preparation of financial statements of corporate entities and partnerships. The following study areas are covered: accounting environment; role of corporate governance and ethics in accounting; conceptual framework for financial reporting; overview of regulatory framework for financial reporting in Sri Lanka; preparation and presentation of financial statements of companies inclusive of groups of companies under a simple group structure, and accounting for property, plant and equipment, leases, liabilities and equity, and revenue recognition based on applicable Sri Lanka accounting standards (LKAS and SLFRS); application of LKAS and SLFRS for small-medium scale entities (SMES); accounting for dissolution and conversion of partnerships into limited liability companies; overview of social responsibility accounting; and analysis and interpretation of financial statements of companies using ratios.

BUS 1320: INTRODUCTION TO MANAGEMENT

The objective of this course is to provide an understanding on basic concepts and theoretical foundations of Management. Developing this foundation knowledge will be beneficial for subsequent study of courses in different degree programmes in Management. The following areas are covered in the course: introduction to organisations and management, evolution of management thought; organizational environment; managerial decision making; the

process of planning; organising and organisational structures; leading people; motivation; organizational control and new trends in management. Finally, the course would assist the students to develop conceptual skills to identify links between the functional areas in management, organisations, management practices and the business environment.

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.

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, spread sheet software and presentation software which are frequently used in an organizational environment.

BCC 1323: BUSINESS COMMUNICATION II

This course introduces the students to language skills required in different business situations. It trains students to participate in business meetings confidently and effectively, communicate effectively in a variety of situations, take down notes from auditory texts, read and respond to texts for a variety of purposes, write short formal texts and business letters and use presentation techniques effectively and make brief presentations. After successful completion of this course, students reach the level of Band 6 (Competent User of Language) of the UTEL.

BEC 1320: MICROECONOMICS

Micro economics study the economic phenomenon at micro level. Hence, this course is designed to introduce basic economic concepts, theories, tools and methods for decision making in dynamic business world at micro level. It covers the intermediate theory of demand and supply, theories of consumer behaviour and production, market structures, general equilibrium and welfare analysis.

DSC 1321: BUSINESS STATISTICS

This course provides an introduction to the fundamental concepts, principles and methods of Business Statistics. The topics include descriptive statistics, probability theory, probability distributions and inferential techniques. The major topics discussed under descriptive statistics 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.

FMC 1320: POLITICAL AND LEGAL ENVIRONMENT

This course consist of two subject areas namely; Political Environment and Legal Environment.

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.

LEGAL ENVIRONMENT

This course is an introductory course in law and intends to provide 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 sources of law in Sri Lanka.

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.

PUB 1320: 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.

1.5 Awards and Scholarships

Patrick Mendis Prize

Dr. Patrick Mendis Prize is awarded annually at the University Convocation to the most outstanding student who has recorded excellent achievements at the Final Examination (Minimum Second Class Lower Division Pass or GPA Average Over 2.5), extra-curricular activities and other skills as well as remarkable leadership in the academic activities among all the students of the 12 departments who are eligible for graduation at the convocation in respective year.

1.6 Administration and Non-academic Staff

Ms. S.D.D. Hiranthi	Assistant Registrar
Ms. K.I. Malalgoda	Assistant Registrar
Mr. K.H.U.D.W. Kumara	Senior Assistant Bursar
Ms. P.L.C. Fernando	Senior Assistant Bursar
Ms. T.R.G. Jayawardena	Senior Staff Assistant
Ms. S.P. Ranawaka	Senior Staff Assistant
Ms. T.A.W.W. Thilakaratne	Staff Assistant
Ms. C.D. Senasinghe	Staff Assistant
Mr. W.P.T. Senadheera	Clerk
Mr. D.V.C. Pushpa Kumara	Clerk
Mr. U.N.T. Wijayawardena	Clerk
Mr. N.K.S. Kumara	Book keeper
Mr. W.W.S.K. Fernando	Computer Application Assistant
Mr. A.N. Nanayakkara	Computer Application Assistant
Mr. R.D. Suranga	Computer Application Assistant
Mr. M.M.D. Makandana	Computer Application Assistant
Mr. P.N.J. Gallage	Computer Application Assistant
Ms. Rushanthapriya Selvarajah	Computer Application Assistant
Ms. P.G.M. Piyathilaka	Computer Application Assistant
Ms. A.G.A.L. Balasinghe	Computer Application Assistant
Mr. K.G. Wijebandara	Technical Officer
Mr. R.D.S. Chandra Kumara	Technical Officer
Mr. W.M.I.B. Wanasinghe	Trainee Technical Officer
Mr. L.H.P. Wickrama	Office Machine Operator
Mr. H.A.P. Hettiarachchi	Labourer
Mr. R.G.N.P. Rajapaksha	Labourer
Mr. R.K. Sisira Siri Arachchi	Labourer

02

DESCRIPTIONS OF DEGREE PROGRAMMES AND SUBJECTS OFFERED BY THE ACADEMIC DEPARTMENTS AND UNITS

ACC B.Sc. Accounting (Special) Degree Programme

2.1 B.Sc. Accounting (Special) Degree Programme

2.1.1 Evolution

In the SJP, studies in Accounting date back to 1960 and were originally conducted by the Department of Economics, Business and Public Administration, which was located in the Faculty of Arts. Later, the FMSC was established and studies in Accounting and Financial Management came under the purview of this new Faculty within the Departments of Business Administration, Public Administration and Commerce. However, these departments did not offer a special degree programme in Accounting, though a few subjects in accounting were offered.

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

The B.Sc. Accounting (Special) Degree Programme has been well received by the corporate and public sectors in Sri Lanka as well as globally, and continued to grow in stature and acceptance. This has been clearly demonstrated by the overwhelming demand for admission to the Degree Programme, its graduates securing employment gainfully both locally and globally, and accreditation of the Degree Programme by international professional accounting bodies. With the competitive position that it has achieved over the years, presently, the DA is working to realise the mission of "to be the premier centre of

excellence in accounting education, research and industry engagement in South Asia" under its core values: wisdom; intellectual rigour; professionalism; truthfulness and ethical conduct; equality; and helpfulness and compassion.

2.1.2 Objective and the Graduate Profile of the Degree Programme

The B.Sc. Accounting (Special) Degree Programme has been specially designed to develop academic and professional competencies of its graduates to suit for a career in the functional discipline of accounting and business management both locally and globally, and to engage in research-based studies at postgraduate level. Hence, at the completion of the degree programme, it is expected that an accounting graduate will be:

- Knowledgeable and skilled in accounting and business;
- Knowledgeable and skilled in appreciating accounting in its wider socio-political context;
- Enterprising and adaptable to change;
- Critical thinkers with analytical and problem solving skills;
- Reflective knowledge seekers committed for lifelong learning;
- Skilled in communicating accounting and management issues in professional and business contexts;
- Effective leaders with self-awareness, interpersonal skills and aesthetic sense; and
- Responsible citizens who are ethical and professional in action.

In order to develop these attributes in accounting graduates, the Degree Programme has been designed to equip them with both theoretical knowledge and practical insights. In addition to an in-depth understanding and appreciation of issues in accounting and management, both from

a theoretical and a practical standpoint, students also develop important skills in the areas of Accounting and Financial Management Skills, Management and Personal Capacity Skills, Communication Skills, and Knowledge Seeking and Learning to Learn Skills. Furthermore, emphasis is laid on providing a comprehensive working knowledge in the accounting aspect of Information Technology (IT) and the importance of maintaining high ethical and professional standards.

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

2.1.3 Skill Development Programme of Intern Accountants

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

Accounting and Financial Management Skills are subject specific skills which developed

through the two-year Internship Programme in Accounting and Financial Management. 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. Further, this sub programme aims to develop qualities such as integrity and ethical conduct among the undergraduates. These skills and qualities will be developed through the projects organized by the Accountancy and Financial Management Association (AFMA), the student body of the Department, the skill development workshops, and the work life at the organizations in which undergraduates undergo the Internship Programme.

Communication Skills mainly focus on reading, listening, writing and speaking skills in English language. These skills are developed through self-learning English language packages available at the Skill Development Centre (SDC), the language laboratory of the Department, supported by special communication skills development sessions. Through these self-learning packages, communication skills are developed alongside the IT skills.

Knowledge Seeking and Learning to Learn Skills refer to skills such as critical and creative thinking, analytical ability, enquiry and research orientation, and commitment to life-long learning. These skills are developed mainly by participating in the 'Knowledge Seeking and Learning to Learn' sessions engaging in group

activities, carrying out a group assignment related to some aspect relevant to positive and critical research in accounting, and making a presentation on the group assignment.

2.1.4 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Accounting (Special) Degree Programme is depicted in Table 2.1.1.

Table 2.1.1: B.Sc. Accounting (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
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
Total Credit Hours				15	
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
Total Credit Hours				15	
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 <i>or</i>	Core	400	3	ACC
ACC 3327	Accounting Information Systems	Core	45	3	ACC
Total Credit Hours				15	
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
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year IV: Semester I					
BUS 4320	Strategic Management	Core	45	3	BUS
FIN 4321	Business Valuation Theory and Application <i>or</i>	Core	45	3	FIN
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 Table 2.1.2)	Elective	45	3	ACC
Total Credit Hours				15	
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 (refer Table 2.1.2)	Elective	45	3	ACC
Total Credit Hours				15	

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 offers the elective course units listed in Table 2.1.2.

Table 2.1.2: Elective Course

YEAR IV: SEMESTER I		YEAR IV: SEMESTER II	
Course Code	Course Title	Course Code	Course Title
ACC 4626	Research Report in Accounting*	ACC 4330	Contemporary Issues in Management Accounting
ACC 4327	Sustainability Management Accounting	ACC 4331	Advanced Risk based 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

Notes:

*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.

2.1.5 Descriptions of Courses

A short description of courses offered in the years II to IV of B.Sc. Accounting (Special) Degree Programme is provided below.

ACC 2320: COST AND MANAGEMENT ACCOUNTING

This introductory level course provides students with a basic knowledge and skills pertaining to cost accounting and management accounting. The following study areas are covered: overview of cost and management accounting; cost concepts; elements and classification of cost and revenue; analysis of overheads using traditional and activity based approaches; 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 is designed to upgrade the English language and soft skills of the students, and develop their personalities. The course consists of two components: communication skills and personal development. The communication skills component focuses on improving writing and presentation skills in English, while personal development component focuses on the development of leadership, management capability and teamwork skills, positive thinking, and instilling business ethics. An interactive approach is adopted in the delivery of the programme.

ACC 2322: ADVANCED FINANCIAL ACCOUNTING

This course enables students to understand advanced theoretical concepts and techniques of

financial accounting and reporting focusing on the preparation of financial statements of corporate entities including groups of companies. The following study areas are covered: financial reporting environment; role of corporate governance and ethics in financial reporting; relationship between the conceptual and regulatory frameworks of financial reporting; regulatory framework for corporate financial reporting in Sri Lanka; preparation and presentation of financial statements of companies inclusive of groups of companies under complex group structures; fair value based measurement, and accounting for intangible assets, impairment of assets, financial liabilities and equity, investments in associates and joint ventures, segment reporting by diversified groups, and disclosures on related party transactions based on applicable LKAS and SLFRS; global perspectives on corporate social responsibility reporting; and analysis and interpretation of financial statements of a group of companies using financial ratios.

ACC 2323: COMPUTER BASED ACCOUNTING

This course provides students with a comprehensive theoretical and practical knowledge in applying of a selected accounting software (e.g., Sage 50 Accounting 2013) in business data processing with a view to producing financial statements and management reports for both internal and external users of accounting information in the decision making process. The following study areas are covered: an overview of accounting information systems; introduction of computer based accounting; creating and codifying chart of accounts; and entering transactions into the accounting system through various modules, namely, vendors, customers, general ledger, inventory, payroll, fixed assets and budget analysis; integration of all the modules in

the accounting system; and customization of accounting systems to suit the information needs of different types of organizations.

ACC 3320: FINANCIAL REPORTING

This course familiarizes the students with corporate reporting practices and issues involved in the publication of financial and non-financial information of companies, including groups of companies and public sector corporations, and enables them to appraise and critique current practices adopted in corporate reporting. The following study areas are covered: corporate reporting environment; role of governance and ethics in corporate reporting; corporate financial reporting process; preparation and presentation of financial statements of companies inclusive of groups of companies; and accounting for biological assets, financial instruments, share based payments, taxation, retirement benefits, changes in group structure, and foreign currency transactions based on applicable LKAS and SLFRS; financial reporting in public sector organisations; corporate sustainability reporting and integrated reporting; and analysis and interpretation of financial and non-financial indicators of a company.

ACC 3321: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS I

This course, 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 Financial Management, and workshops and projects on management and personal capacity skills development.

ACC 3322: ADVANCED MANAGEMENT ACCOUNTING

This course provides students with an in-depth knowledge and skill base pertaining to management accounting concepts, techniques and their relevance in practice in a business organization operating in a complex environment. The following study areas are covered: learning management accounting change; managing diversity: the problem of overheads and activity based costing (ABC); short-term decision analysis: further aspects of CVP analysis; long-term decision analysis: capital budgeting decisions; using budgets to achieve organizational objectives; cost analysis and strategizing for better pricing decisions; the balanced score card (BSC): measuring total business unit performance; management accounting techniques: lessons from the orient; and responsibility accounting; decentralization and related issues; transfer pricing; performance evaluation of investment centres.

ACC 3323: AUDITING AND ASSURANCE

This course enables students to understand auditing concepts, principles, techniques, and procedures to apply in practical contexts in both local and international private and public sector organizations. The following study areas are covered: an overview of auditing; the nature, purpose, and the scope of audit and review engagements; statutory audits; practice management; materiality and audit risk; internal control systems and assessment of control risks; internal audit; audit planning and documentation; audit evidence; audit reports and different audit opinions; professional and ethical considerations; and contemporary issues in auditing.

ACC 3324: TAXATION

This course enables students to understand principles of income tax, Value Added Tax (VAT) and other relevant taxes and apply the theoretical knowledge and skills in practical situations. The following study areas are covered: introduction to principles of taxation; sources of income (employment income, income from property, dividend income, capital gains, interest income, income from any other sources, trade business profession and vocation); ascertainment of profits and income; total statutory income (TSI), assessable income (AI), taxable income, calculation of income tax liability (of individuals, companies, and partnerships); tax concessions and credits; payment of income tax under self-assessment system; appealing procedure, recovery of tax, tax refund and VAT; and introduction to tax planning and international tax.

ACC 3325: ACCOUNTING MODELLING

This course familiarizes students with advanced spreadsheet applications and macro programming in relation to financial accounting, management accounting, financial management and financial statement analysis using MS Excel. The following study areas are covered: role of accounting modelling in accounting information systems; accounting model as a decision support system; spread sheet model design; spread sheet decision logic; vertical and horizontal lookup function; financial statement analysis and evaluating investments; using solver to determine the optimum solution; application of macros; conditional formatting; and sensitivity analysis with data tables.

ACC 3326: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS II

This course, 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 Communication Skills. These skills are developed through the Internship Programme in Accounting and Financial Management, projects on management and personal capacity skills development, outbound training, and Skill Development Centre (SDC) sessions.

ACC 3327: ACCOUNTING INFORMATION SYSTEMS (AIS)

This course familiarizes students with computerized accounting information systems while focusing on the qualitative aspects of information processing compared to quantitative aspects of problems solving. The following study areas are covered: role and purpose of AIS; transaction processing in the AIS; professionalism and ethics; internal controls; flowcharting and data flow diagramming; other business processes and REA modelling; XBRL and e-business and Enterprise Resource Planning (ERP) systems; sales/collection process and acquisition/payment process; decision-making models and knowledge management; professionalism, ethics and career planning; computer crime and information technology security; and auditing and evaluating the AIS.

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 following study areas are covered: introduction to research methodology; positivistic (mainstream), interpretive and critical research in accounting; literature review; research methods used in accounting studies; and developing a research proposal.

ACC 4321: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS III

This course, 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, and Knowledge Seeking and Learning to Learn (KSLL) Skills. These skills are developed through the Internship Programme in Accounting and Financial Management, compilation of a learning portfolio on skills development, and research based KSLL sessions.

ACC 4322: ADVANCED ACCOUNTING THEORY

This course provides students with a sound understanding of accounting theories that are integral to accounting practice and thereby enables them to appraise implications of these theories on the accounting practice. The following study areas are covered: the concepts of theory and accounting theory; evolution of accounting theory; accounting theory construction; financial reporting environment; international accounting; normative theories of accounting - accounting for changing prices and conceptual framework for financial reporting; Positive Accounting Theory (PAT); system oriented theories - political economy theory, legitimacy theory, stakeholder theory and institutional theory; capital market research in accounting; behavioural research in accounting; extended systems of accounting - the incorporation of social and environmental factors within external reporting; and critical perspectives of accounting.

ACC 4323: FINANCIAL STATEMENT ANALYSIS

This course provides students with a framework to analyze financial and non-financial information

of a firm to evaluate its operations and to predict its future prospects leading towards the valuation of the organization. In this course, the students are made to appreciate and understand the connections between strategies of a firm and its operating, investing and financing activities in the broad socio-economic context, and thereby to develop the ability to analyze and interpret financial and non-financial information of a firm to gain further insights into its performance from an analyst's point of view. The following study areas are covered: business analysis and its role in financial statement analysis; accounting analysis covering the analysis of investment, financial and operating activities of a firm; financial analysis covering profitability, credit, equity, cash flow and risk of a firm; prospective analysis and company valuation; and analysis of non-financial information and value drivers covering social and environmental effects of a firm's operations.

ACC 4324: STRATEGIC MANAGEMENT ACCOUNTING

This course familiarizes the students with the discourse 'Strategic Management Accounting' (SMA) within the business organization and the role of the management accounting professional in business. The following study areas are covered: evolution of SMA; diffusion of management accounting practices; management accounting practices used in the strategy formulation process; management accounting practices used in the strategy implementation process; evolving role of the management accountant in the changing business environment; performance measurement in decentralized business organizations; strategic risk management; project management; quantitative/deductive and the qualitative/inductive approaches in doing research relevant to the management accounting practice.

ACC 4325: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS IV

This course, fourth of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, and Knowledge and Seeking and Learning to Learn (KSL) Skills. These skills are developed through the Internship Programme in Accounting and Financial Management, and KSL research project and presentation.

ELECTIVE COURSES

ACC 4626: 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 write a research report based on their study under the guidance of a research supervisor appointed by the Department.

ACC 4327: SUSTAINABILITY MANAGEMENT ACCOUNTING

This course provides students with a sound understanding of concepts, techniques and approaches related to the three dimensions of sustainability; planet, people and profit, and the application of the concept of sustainability in the local and global arena. The following study areas are 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, cleaner production, life

cycle analysis, environmental audit, material flow cost accounting, waste management); accounting for the social dimension in sustainability; integration of three pillars discussed in sustainability; frameworks available for reporting sustainability; theories in sustainability management accounting; and sustainability management accounting practices of Sri Lankan organisations.

ACC4328: ARTIFICIAL NEURAL NETWORKS IN ACCOUNTING AND FINANCE

This course 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 statement information and relative costs of financial distress by using computer-based mathematical modelling. The following study areas are covered: classification of multivariate techniques, guidelines for multivariate analysis and interpretation; multiple regression analysis and model building; neural computing; neural computing applications, and advanced intelligent systems and applications; bivariate statistics; parametric test using SPSS and SAS; computational applications: soft computing and ANN capabilities; ANN architecture; bankruptcy prediction, mergers/acquisitions prediction, credit rating, derivative pricing, stock return prediction, portfolio management, testing market efficiency, market segmentation; and modelling issues.

ACC 4329: ADVANCED TAXATION

This course develops the technical and conceptual skills of the students in relation to taxation in Sri Lanka. The following areas are covered: administration of income tax (administrative structure, officers and responsibilities, returns,

assessments & refunds); the self-assessment system; 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 and nation building tax); taxation of partnerships; taxation of other entities (charitable institutions, clubs and trade associations); appeal procedures; tax law; tax incentives, and VAT. This course also covers tax planning and international taxation at an advanced level.

ACC 4330: CONTEMPORARY ISSUES IN MANAGEMENT ACCOUNTING

This course provides students with knowledge pertaining to critical issues relate to the use of management accounting in organizations. This course addresses some of the problems, controversies and ambiguities arise in practicing management accounting and necessary measures required to address such issues. The following study areas are covered: management accounting change; the changing role of management accountants; management accounting and changing operations management; budgeting and beyond budgeting; activity-based costing and management systems; performance measurement systems: the balanced scorecard; understanding the management control systems and strategy; harmonizing with environment: environmental management accounting; performance measurement in divisionalized organizational structures; performance measurement in multinational organizations.

ACC 4331: ADVANCED RISK BASED AUDITING AND ASSURANCE

This course provides students with a sound conceptual understating of key topics in

governance, risk and modern risk based auditing, and equips students with the skill of applying International Standards on Auditing (ISAs) in auditing a set of IFRS compliant financial statements. The following study areas are covered: governance, risk and controls; accountability and audit; ethical issues; current and emerging trends that has reshaped auditing professions; audit quality and practice management; integrated internal control framework; risk based audit planning; formulating testing strategies; audit of complex areas; and audit reporting. In the delivery of the course, the case study analysis is also adopted.

ACC 4332: PUBLIC SECTOR ACCOUNTING AND FINANCE

This course enables students to understand concepts and techniques used in public sector accounting and finance. This course consists of two modules - Module 1: constitutional provisions and functions of the Ministry of Finance, Sri Lanka and Module 2: financial planning, budgeting, and government accounting practised in Sri Lanka. The following study areas are covered in relation to the Democratic Socialist Republic of Sri Lanka: constitutional provision and parliamentary control; Finance Act; executive power of the President; treasury control and supervision; the consolidated fund; accountability; delegation of authority; treasury minutes; parliamentary control cycle; the objectives and functions of the Ministry of Finance and the Treasury; authority for expenditure; financial planning and budgeting; foreign aid and accounting; government expenditure; government accounting; delegation of financial functions; procurement procedure; responsibilities of accounting officers and chief accounting officers; and the role of the Auditor General.

ACC 4333: CONTROL STRATEGY AND GOVERNANCE

This course enables students to understand concepts and issues relating to corporate governance and controls, risk management, and ethics, and the interrelationships of these in the context of overall business strategy. The following study areas are covered: relationship between governance and management; theories and philosophies of corporate governance; models of corporate governance; the regulatory framework on governance; the types and sources of risk and risk management; mechanisms of corporate governance and their impact on different financial accounting dimensions; functions of the board of directors; internal control systems; professional ethics and resolution of ethical conflicts; risks and controls in information systems; and auditing as a control mechanism.

2.1.6 Professional and Industry Links

The Department maintains close relations with organizations in the corporate and public sectors. These organizations include all recognized audit

firms, leading business organizations and government departments in Sri Lanka. These links have proved very useful in finding internship placements for our students and subsequently to secure employment both locally and internationally. Further, in recognition of the quality of the Accounting Degree, a number of professional accounting bodies, both local and international, have granted substantial exemptions from their examinations (refer Table 2.1.3). Further, DA has entered into MOUs with ACCA, CIMA, CA Sri Lanka, ICMA, Ernst and Young, and KPMG to collaborate in the areas of curriculum development, research and training.

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

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

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

Professional Body	Exemptions
Association of Chartered Certified Accountants (ACCA), UK	Knowledge Level (All 3 subjects) Skills Level (All 6 subjects)
Certified Public Accountants (CPA), Australia	Foundation Level (All 12 subjects)
Chartered Institute of Management Accountants (CIMA), UK	Certificate Level (All 5 subjects) Operational Level (All 3 subjects) Management Level (1 subject)
Institute of Chartered Accountants of England and Wales (ICAEW)	Certificate Level (All 6 subjects) Professional Level (1 subject)
Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka)	Executive Level (All 5 subjects) Business Level (2 subjects out of 5)
Institute of Certified Management Accountants of Sri Lanka (ICMA)	Foundation Level (All subjects) Operational Level (All subjects) Managerial Level (4 subjects out of 5)

2.1.7 Employment Opportunities

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

2.1.8 Medals and Scholarships

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

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

Financial Accounting in the B.Sc. Accounting (Special) Degree Programme.

- **KPMG Gold Medal:** Awarded to the best student in the fields of auditing and taxation in the B.Sc. Accounting (Special) Degree Programme by KPMG, Chartered Accountants.

2.1.9 Student Associations

Accountancy & Financial Management Association (AFMA)

The Accountancy & Financial Management Association (AFMA) is the student association of the Department. Its office bearers are selected annually from the second year-students of the Department. 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; conducting sports and cultural activities such as 'Sports Fiesta', 'Ridma Nadee' and 'Legacy English Day', compiling Accounting Panorama, the magazine of AFMA; and assisting in the daily operations of the student resource centres of the Department, viz. Accounting Resource Centre, Skill Development Centre, Department Library, Research and Information Centre, and the Music Centre.

Alumni Association of Accountancy (AAA)

Upon graduation, students are expected to obtain membership of the Alumni Association of Accountancy, which is active in a number of spheres. The activities include raising funds to meet the needs of the Department and students, furthering academic and professional learning

among its members, organizing social events, and exploring possibilities of obtaining further recognition to Accounting graduates in the business community. Office bearers are selected annually.

2.1.10 Student Resource Centres

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

Accounting Resource Centre (ARC)

IT related activities of the Department revolve around the ARC, which house the Department's computer laboratory. ARC aims to introduce new technologies in the student centred teaching-learning process and thereby enhance the IT learning skills of students. The Laboratory is mainly used to conduct lectures and assignments on computer based accounting courses of the Degree Programme. ARC comprises of computers with internet facilities, other modern equipment, and latest accounting and statistical software (e.g. Peachtree Accounting Software Package, SAGE UBS ERP System, Data Engine and SPSS).

Skill Development Centre (SDC)

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

Centre for Accounting Internship and Skill Development (CAISD)

CAISD is responsible for conducting, monitoring and evaluating the Skill Development Programme of Intern Accountants of the Degree Programme. It maintains a database of students and liaises with the training providers of the Degree Programme. Further, there are many training programmes conducted under CAISD in relation to Internship with a view to enhance 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 textbooks and books for English Language improvement as well as for general reading to facilitate teaching-learning process of the Degree Programme.

Research and Information Centre (RIC)

RIC was set up with the intention of improving the research skills of students and staff of the Department. It is equipped with computers with internet facilities and a collection of research articles and databases on accounting and related fields.

Music Centre

The Music Centre was set up to develop aesthetics skills of students. The Centre is equipped with musical instruments and sound equipment. It is widely used by students in organising cultural and talent shows of the University.

2.1.11 Head of the Department

Dr. W. G. Senaka Kelum

2.1.12 Academic Staff

Prof. M. W. Wickramarachchi
Emeritus Professor in Accounting
B.A. (Hons) (Vidyo.); M.Ec. (Acct. & Fin. Mgt.) (New England); PhD (Bamu);
D.Sc. (honoriscausa) (SJP); D.Sc. (honoriscausa) (Sabaragamuwa); FPFA; FCMA; FCA

Prof. K. B. Mangala Fonseka
Professor in Accounting
B.Sc. (Colombo); MBA (Colombo);
PhD (PIM-SJP); FCMA (UK); FCMA; CGMA

Prof. (Ms.) D. Samanthi N. P. Senaratne
Professor in Accounting
B.Sc. Accounting (Special) (SJP);
MBA (PIM-SJP); PhD (Finance) (Colombo)

Prof. Kennedy D. Gunawardene
Professor in Accounting
B.Sc. Bus. Admin. (Special) (SJP); MBA
(Colombo); PhD (Computer Engineering Mgt.) (Thailand)

Dr. Athula S. P. G. Manawaduge
Senior Lecturer
B.Sc. Pub. Admin. (Special) (SJP);
M.A. (Acct. & Fin.) (Lancaster); PhD
(Wollongong, Australia); ACA

Mr. W. Hilary E. Silva
Senior Lecturer
B.Com. (Special) (SJP); P.G. Dip. (Bus
Analysis) (Lancaster); MA (Acct. & Fin.)
(Lancaster)

Mr. B. Y. Gunapala Ratnesekara
Senior Lecturer
B.Sc. Pub. Admin. (Special) (SJP);
M.Com. (Sri Krishnadanaraya)

Dr. M. S. J. Susith K. D. Fernando
Senior Lecturer
B.Com. (Special) (SJP); M.Sc. (Mgt.) (SJP);
MBA (Int. Bus.) (AIT-BKK/Oxford); MBA (Fin.)
(ESCP Europe - Paris); PhD (Accounting)
(Waikato - Hamilton, NZ)

Dr. W. G. Senaka Kelum
Senior Lecturer
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PhD (Accountancy) (Leningrad)

Dr. (Ms.) Dileepa N. Samudrage
Senior Lecturer
B.Com. (Special) (SJP); M.Sc. (Bus. Admin)
(SJP); M.Econ. (Japan); PhD (Business) (Japan)

Mr. A. G. Dayananda
Senior Lecturer
BBA (Accounting) (Special);
MBA (PIM-USJ); ACA; ASCMA; ACMA

Mr. P. D. C. Udayashantha
Senior Lecturer
B.Sc. Accounting (Special) (SJP);
MBA (PIM-USJ); ACA

Dr. A. Anil J. Fernando
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B.Com. (Special) (Kelaniya);
MBA (Int. Bus.) (AIT-BKK/Oxford);
MBA (Fin.) (ESCP-EAP-Paris);
PhD (AIT-BKK); FCA

Dr. A. Harendra N. Kariyawasam
Senior Lecturer
B.Sc. Management (Public) (Special) (SJP);
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(Malaysia); MAAT; Dip. in FM. (India)

Mr. A. H. G. Kingsley Karunarathne
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MBA (PIM-SJP)

Ms. T. C. M. G. M. Sanjeevani S. Cooray
Senior Lecturer
B.Sc. Accounting (Special) (SJP); MBA (PIM-
USJ); ACMA (UK); MPhil (Manchester, UK)

Dr. A. Roshan Ajward
Senior Lecturer

B.Sc. Accounting (Special) (SJP);
ACA; MBA (Japan); PhD (Japan)

Ms. S. M. Chathurika P. Senevirathne
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MBA (Colombo); CIMA Passed Finalist

Ms. Deshani C. Hettiarachchi
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B.Sc. Management (Public) (Special) (SJP);
MSc (SJP); MAAT

Dr. (Ms.) P. A. Gayathri Gunatilake
Senior Lecturer

B.Sc. Accounting (Special) (SJP);
PhD (Canterbury); CIMA Passed Finalist

Ms. Nirupika S. Liyanapathirana
Lecturer

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

Mr. A. D. Nuwan Gunarathne
Lecturer

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

Mr. M. A. N. Rangajeewa Herath
Lecturer - Probationary

B.Sc. Accounting (Special) (SJP);
MBA (PIM-USJ); CA Sri Lanka Passed Finalist

Ms. B. Dinushi N. Wijesinghe
Lecturer - Probationary

B.Sc. Accounting (Special) (SJP);
MBA (PIM-USJ); MAAT

Mr. H M T G C Sandaruwan
Lecturer - Probationary

B.Sc. Accounting (Special) (SJP); ACA

Mr. U. Samitha U. K. Rodrigo
Instructor

B.Sc. Management (Special) (SJP); MSc
(Information Systems Management) (Colombo)

Mr. H. M. Roshan W. Herath
Temporary Tutor

B.Sc. Accounting (Special) (SJP)

2.1.13 Non-academic Staff

Ms. H P G Perera
Typist

Ms. G S Thilakamali
Computer Application Assistant –Accounting
Resource Centre

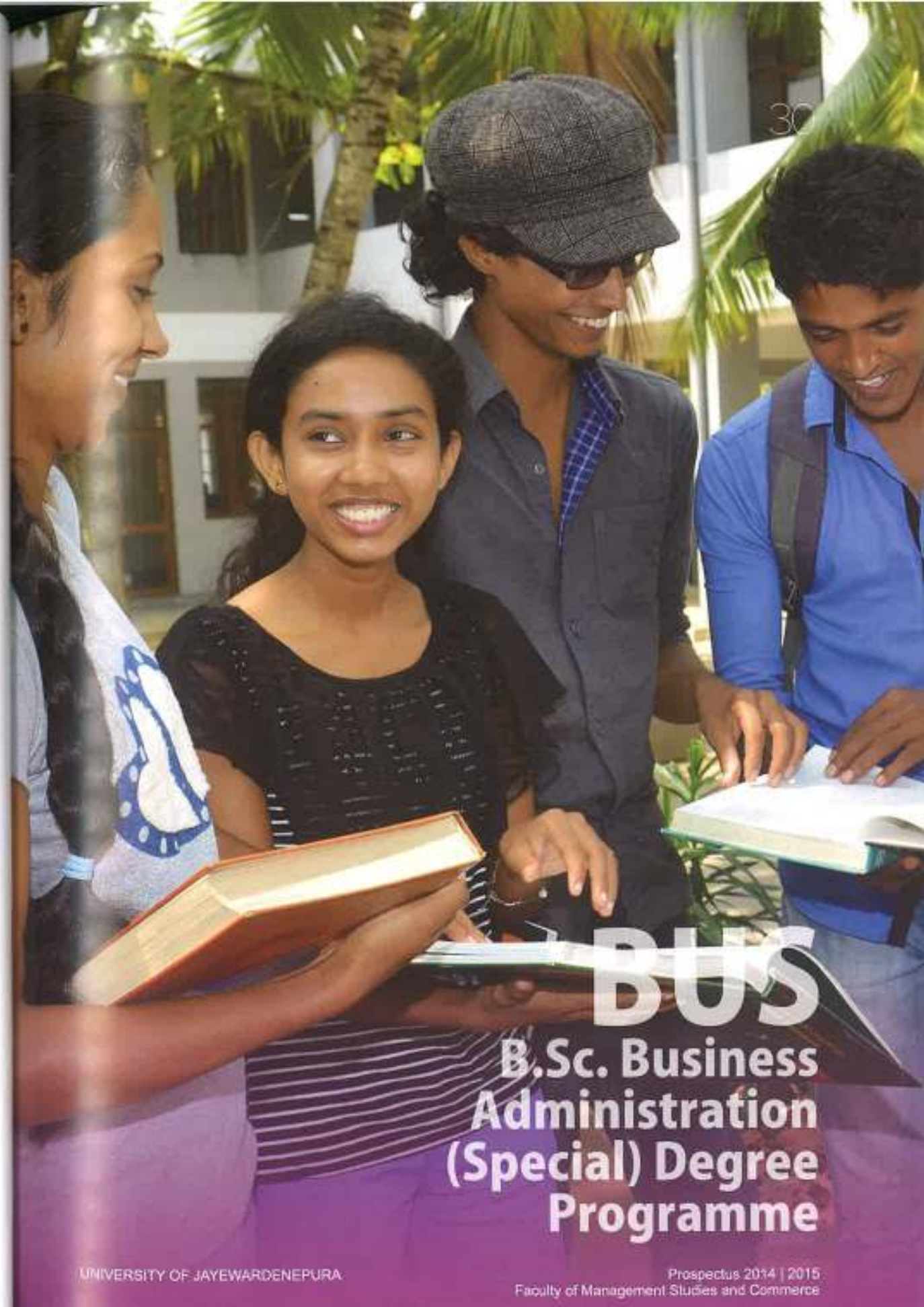
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BUS
B.Sc. Business
Administration
(Special) Degree
Programme

2.2 B.Sc. Business Administration (Special) Degree Programme

2.2.1 Evolution

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 in Sri Lanka 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 FMSC.

The Department of Business Administration is the pioneer in introducing the first Management Degree in Sri Lanka. Commencing from the academic year 2001/2002, the long existed and continually grownup Degree programme in Business Administration was completely redesigned to produce Total Quality Versatile Management Graduates to meet the ever expanding socio-economic development potentials with a multi-disciplinary and critical perspectives.

With this background, the strategic intent of the Department of Business Administration is to produce Total Quality Versatile Management Graduates who would contribute immensely towards socio-economic advancement as visionary and innovative strategy-oriented

leaders in successfully initiating and managing business organisations towards superior performance with an entrepreneurial insight, enterprise-wide focus and ethical spirit.

In this effort, the Department of Business Administration is committed to uphold and inculcate Humbleness, Kindness, Thoughtfulness, Righteousness, Proactiveness, Initiableness, farsightedness and innovativeness as its core humanistic and managerial values among its graduates.

2.2.2 Objectives and Graduate Profile

2.2.2.1 Objectives

In compliance with the strategic intent, the objectives of the Department of Business Administration are to:

01. provide study programmes that offer high quality learning opportunities, in line with the university's vision, mission, values and policies, keeping its students abreast of recent developments in business management knowledge, technologies and skills.;
02. provide a range of challenging teaching and learning experience within the modular structure of the Department to enable students to develop their full academic and professional interests and potential;
03. provide support for students to develop interdisciplinary knowledge, cognitive abilities, analytical skills, cross-functional, entrepreneurial, technical, and transferable skills, that will allow them to contribute effectively to holistically understanding organizations and their environments to effectively realise the corporate end results while catering to the development needs of the country, its industries, and other potential sectors;

04. provide support for students to develop their knowledge, skills, competencies and enthusiasm required for lifelong learning;
05. provide a friendly, responsive, and supportive departmental environment that is conducive to learn willingly while maintaining high academic standards;
06. provide a stimulating opportunity to learn from other departments in the faculty and other faculties of the university to gain wider management knowledge and competencies at a level appropriate to their needs;
07. provide support for the teaching staff in their career development through training, research and the provision of feedback and peer advice;
08. appoint competent staff for the effective organization of teaching, learning, assessment, review and quality enhancement;
09. deliver the programmes through class-room interaction and through an innovative Learning Management Systems (LMS) to enable state-of-the art effectual teacher-student interaction and learning; and,
10. create and maintain a conducive department culture that foster team work, creativity, farsightedness, quality consciousness, initiableness and proactiveness.

2.2.2.2 Graduate Profile

A Graduate of B.Sc. Business Administration (Special) Degree would have acquired knowledge, skills and attitudes that equip to become a Total Quality Versatile Management Graduate who would contribute immensely towards socio-economic advancement as visionary and innovative strategy-oriented leaders in successfully initiating and managing business organisations towards superior performance with an entrepreneurial insight, enterprise-wide focus and ethical spirit.

Hence, the Department of Business Administration expects its graduates to have the following learning outcomes:

- mastery of a body of knowledge, including an understanding of broad conceptual and theoretical foundation in all the major business functions
- understanding and appreciation of current issues and debates in the major fields of knowledge gained
- understanding and appreciation of the philosophical bases, methodologies and characteristics of scholarship, research and creative work
- capacity for critical, conceptual and reflective thinking
- personal, academic and professional integrity and an awareness of the requirements of ethical behaviour.
- appropriate use of state-of-the-art information and communication technologies
- ability to work independently and in collaboration with others.
- develop entrepreneurial flavor for initiating and managing businesses
- build up visionary and strategic leadership orientation for individual and organizational success
- respect for the values of other individuals and groups and an appreciation of human and cultural diversity.
- develop global, integrative and strategic perspectives in managing business
- enhance business communication skills and capabilities in the proper conduct of business
- enhance the holistic view on decision-making and problem-solving

2.2.3 Programme Structure for Year II, Year III and Year IV Years II, III & IV

The structure of the years II to IV of B.Sc. Business Administration (Special) Degree Programme is depicted in Table 2.2.1

Table 2.2.1: B.Sc. Business Administration (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
BCC2322	Business Communication III	Major	45	3	BCC
BEC 2320	Macroeconomics	Major	45	3	BEC
ENT 2320	Introduction to Entrepreneurship and Small Business Management	Major	45	3	ENT
HRM 2320	Human Resource Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
Total Credit Hours				15	
Year II: Semester II					
BUS 2322	Managing Managerial Competencies	Major	45	3	BUS
ACC 2320	Cost and Management Accounting	Major	45	3	ACC
COM 2323	Commercial Law	Major	45	3	COM
DSC 2322	Operations Management	Major	45	3	DSC
FIN 2321	Financial Management	Major	45	3	FIN
Total Credit Hours				15	
Year III: Semester I					
BUS 3320	Organizational Behaviour	Common	45	3	BUS
BUS 3321	Knowledge Management	Major	45	3	BUS
BEC 3323	Managerial Economics	Major	45	3	BEC
COM 3322	Corporate Law	Major	45	3	COM
DSC 3320	Operations Research	Major	45	3	DSC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III: Semester II					
BUS 3322	Culture and Leadership	Major	45	03	BUS
BUS 3324	Managing for Productivity and Quality	Major	45	03	BUS
BEC 3324	Project Management	Major	45	03	BEC
ITC 3325	Management Information Systems	Major	45	03	ITC
PUB 3324	Procurement Management	Major	45	03	PUB
Total Credit Hours				15	
Year IV: Semester I					
BUS 4320	Strategic Management	Common	45	03	BUS
BUS 4321	International Business Management	Major	45	03	BUS
BUS 4322	Contemporary Issues in Management	Major	45	03	BUS
BUS 4324	Corporate Social Responsibility and Ethics	Major	45	03	BUS
BUS 4325	Research Methodology (Option 1)	Elective	45	03	BUS
BUS 4326	Internship in Management I (Option 2)	Elective	45	03	BUS
BUS 4333	Group Dynamics and Performance (Option 3)	Elective	45	03	BUS
COM 4322	Theory and Practice of Banking (Option 3)	Elective	45	03	COM
FIN 4322	International Financial Management (Option 3)	Elective	45	03	FIN
Total Credit Hours				15	
Year IV: Semester II					
BUS 4327	Organizational Change and Development	Major	45	03	BUS
BUS 4328	Integrative Studies in Management	Major	45	03	BUS
BEC 4323	Development Economics	Major	45	03	BEC
ITC 4326	Electronic Business	Major	45	03	ITC
BUS 4629	Research Study in Management (Option 1)	Elective	45	06	BUS
BUS 4332	Internship in Management II (Option 2)	Elective	45	03	BUS
DSC 4324	Service Management (Option 3)	Elective	45	03	DSC
Total Credit Hours				15	

2.2.4 Description of Courses

BUS 2322: MANAGING MANAGERIAL COMPETENCIES

The objective of this course is to cultivate and develop critical thinking skill among the participants while facilitating them to identify and develop their communicative, inter-personal and technical competencies in the broad area of Management. The course has three main parts, namely, how to be an effective listener and reader; doing fieldwork as a critical (wo)man; and becoming of a business student. The main areas covered by the course include; contemporary work organisation and importance of managerial competencies; on listening; on reading; introduction to the fieldwork and systematic approaches to the fieldwork; translating data into information; academic/critical writing; translating data into information using SPSS; translating information into management knowledge; how to be an effective presenter; manager's role in a disaster situation; manager as a negotiator; and how to manage an event in work organisations successfully.

BUS 3320: ORGANIZATIONAL BEHAVIOUR

The objective of this course is to disseminate knowledge required to understand human behaviour in organisations'. The complex nature of human behaviour limits the ability to make simple predictions regarding the same. In this context, this course provides a systematic approach to study the human behaviour. The main areas covered by the course include: evolution and theoretical background; individual differences at work; motivation and behaviour modification; interpersonal and group behaviour; organisational leadership; power and politics; organisational culture; managing organisational conflicts; management of occupational stress; managing organisational change and development; and managing organisational career and individual development.

BUS 3321: KNOWLEDGE MANAGEMENT

The objective of this course is to address key issues faced by an organization in today's modern knowledge-based economy. Knowledge is required by organisational members irrespective of their position. Hence, conscious awareness, sharing ideas and innovations are keys to stay ahead of competition. In pursuing sustainable competitive advantage, knowledge is valued well above the traditional resources. The main areas covered by the course include: evolution of knowledge and knowledge management; knowledge creation, capture and codification; knowledge sharing; unlearning; role of HRM in Knowledge Management, role of organisational culture and leadership in Knowledge Management; Information and Communication Technology (ICT) and Knowledge Management; practical aspects of Knowledge Management in organisational and other contexts.

BUS 3322: CULTURE AND LEADERSHIP

The objective of this course is to enhance the theoretical and conceptual knowledge of the students about Culture and Leadership and its relationships with a view of strengthening the students potential managerial role in the World of Work as prominent leaders. The main areas covered by the course include: what is Culture?; Socio-Cultural context of Sri Lanka; mental programming and national Culture; Culture in work organisations and classification of Culture; Culture and its implications on managing work organisations; role of leadership in creating, developing and changing Culture; cross- cultural implications on managing work Organisations; leadership and followership; challenging the hegemonic view of leaders and followers; leadership and ethics and contemporary thoughts on Culture and Leadership.

BUS 3324: MANAGING FOR PRODUCTIVITY AND QUALITY

The objective of this course 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. The main areas covered by the course include: the meaning the concepts of productivity and quality, interdependence and interrelationship of the concepts, strategies and techniques for improving productivity and quality, issues related to the productivity and quality. Further, this course cover up several practical activities such as factory visits, article presentations, guest lectures, and productivity improvement projects as active learning methods to improve students' practical knowledge and applications on productivity and quality.

BUS 4320: STRATEGIC MANAGEMENT

The objective of this course is to deliver a holistic understanding of corporate and business strategy 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 how successfully strategies could be executed to ensure long term business survival and growth. The main areas covered by the course include: introduction to strategy and strategic management; strategic thinking; industry foresight, setting the future direction; strategic analysis; stakeholder interests, corporate governance and CSR; strategy formulation; strategy implementation and strategy review and control.

BUS 4321: INTERNATIONAL BUSINESS MANAGEMENT

The objective of this course is to provide the knowledge in doing business in the globalised

world. This course is designed as a culmination of all management subjects in the business area where principles of management, entrepreneurship and functional management knowledge are prominently applied in order to exploit the opportunities of globalization and to successfully engage in overseas expansion. The major areas covered in this course include; analysis and understanding the international and global environments, global opportunity and threat assessment, risk analysis and overseas market selection, international market entry strategies, international trade theory, government and regional influences with respect to international and global business management.

BUS 4322: CONTEMPORARY ISSUES IN MANAGEMENT

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

BUS 4324: CORPORATE SOCIAL RESPONSIBILITY AND ETHICS

The objective of this course is to provide students a broad understanding about the areas of Business Ethics and Corporate Social Responsibility. Importance of these two areas has been increasing in the last few decades throughout the world due to the changes happening in the social, economical and political environments. The major areas covered in this course include; an introduction to ethics and business ethics,

theories in ethics, values and value system, employee responsibilities and value of work, marketing ethics, corporate social responsibility, organisation and its stakeholders, corporate governance and social responsibility reporting, corporate social responsibility in Sri Lankan context, globalization and international business and sustainable development.

BUS 4327: ORGANIZATIONAL CHANGE AND DEVELOPMENT

The objective of this course is to provide students an understanding of the importance of continuous change and persistent development needed to ensure timely business survival and growth especially useful for organizations operate in highly volatile business environments. The major areas covered in this course include; the nature of planned change, the organizational development practitioner, the general model of planned change including the four steps of entering and contracting, diagnosing organizations, planning and implementing the change and evaluating the change. Furthermore, it covers four different types of change interventions available for organizations including strategic intervention, techno-structural intervention, human process intervention and human resources management intervention and future directions of organizational development.

BUS 4328: INTEGRATIVE STUDIES IN MANAGEMENT

The objective of this course is to facilitate students to explore and conceptualise managerial issues and create alternative solutions in the broad area of Management in an integrative manner. Having a holistic view on any given situation/issue may facilitate a manager to make effective decisions, and to identify it as a vital process for the survival and sustainability of any work organisation. The main areas covered in the course include; direct the students to analyse a selected industry by integrating diverse knowledge; conceptualise

organisational problems; data collection, data analysis and to formulate pragmatic solutions.

Description of Elective Courses offered by the Department of Business Administration

BUS4325: RESEARCH METHODOLOGY (OPTION 1)

This is one of the elective courses offered in the Final Year First Semester under Option 1. This course is a prerequisite for undergraduate Research Project in Management, which is located in the final semester of the Degree programme. With a brief introduction to the philosophical foundation of Social Science Research, the Course intends to provide the participants with necessary knowledge of and skills in 'doing' their independent research project in Management. The content of the Course covers both qualitative as well as quantitative approaches to Management Research.

BUS4326: INTERNSHIP IN MANAGEMENT I (OPTION 2)

The objective of this course is to expose the undergraduates to the World of Work and to learn by real world experiences. This is important as the emerging socio-economic trends in the World of Work compel the undergraduates in Business Administration to absorb more professional oriented skills. It also compels to acquire business ethics and values. The programme therefore facilitates the undergraduates to involve in management-related training in a business organisation. It also facilitates to test out the applicability of the students' theoretical and conceptual knowledge in the business organisations in Sri Lankan context.

BUS 4333: GROUP DYNAMICS AND PERFORMANCE (OPTION 3)

This is one of the elective courses offered in the Final Year First Semester under Option 3. The

objective of this course is to provide a specialized knowledge on sociology and psychology of group behavior in organizations. This course covers theories of group formation, group conflicts, group effectiveness and group entropy. This course is delivered on the basis of classroom discussions and student seminars based on selected research readings.

BUS4629: RESEARCH STUDY IN MANAGEMENT (OPTION 1)

This is one of the elective courses offered in the Final Year Second Semester under Option 1. This is the major independent study component of the Degree programme. Students are allowed to conduct their independent study on a topic of their choice with the approval of the Department and the supervision of a senior department or faculty academic staff member. It is necessary that students take the BUS4325: Research Methodology Course to undertake the independent study effectively.

BUS4332: INTERNSHIP IN MANAGEMENT II (OPTION 2)

This course is a continuation of Internship in Management I offered in Year IV Semester I. This course helps to further consolidate the practical knowledge obtained in Internship in Management I course. The objective of this course is to further expose the undergraduates to the World of Work and to learn more by real world experiences. The course therefore facilitates the undergraduates to involve in a comprehensive management-related training in an operating business organisation. It also facilitates to test out the applicability of their theoretical and conceptual knowledge in the business organisations in Sri Lankan context.

The students who enrol for the B.Sc. Business Administration (Special) Degree Programme can complete their final year course units by resorting to three (3) options as explained in the following section.

OPTION 01- RESEARCH ROUTE

Students who select this option are required to engage in independent research study. Students who select this option cannot select options 02 and 03. Under this option students should select the BUS 4325: Research Methodology course which is a pre-requisite of the Independent Research Study (BUS 4629: Research Study in Management) to be completed in the Semester II of Year IV. The Department always encourage full-time (non-working) students to select this option.

Note:

Since the Course BUS 4629: Research Study in Management is a six credit Course, the students who select this Course in Semester II of Year IV will be exempted from BUS4328 Integrative Studies in Management.

OPTION 02 - 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 option 01 and 03. Under this option students should select BUS 4326: Internship in Management I in Semester I Year IV and BUS 4332: Internship in Management II in Semester II Year IV. Please refer Department policy on Internship for more details.

OPTION 03 - ELECTIVE 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 option 01 and 02.

Students have a choice to select among BUS 4333: Group Dynamics and Performance or COM 4322: Theory and Practice of Banking or FIN 4322: International Financial Management as the elective course for the Semester I Year IV and

students can follow DSC4324: Service Management as the elective course for the Semester II Year IV under option 3.

2.2.5 Professional and Industry Links

The Department of Business Administration has developed strong links and close ties with major private and public sector professional bodies and organisations. The Degree programme in Business Administration has been highly recognized by local and international corporate entities, professional bodies and foreign governments.

2.2.6 Employment Opportunities

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 prominent business leaders, politicians and entrepreneurs in Sri Lanka. Moreover, enumerable executive and managerial level positions in the public and private sector organizations in our country are held by the graduates produced by the Department of Business Administration. There are more than 7000 Business Administration Graduates who are holding responsible managerial and top leadership positions in the private and public local and international organisations. Enormous job opportunities are available to our graduates as the expanding modern-day business organisations are now looking for versatile competent graduates with interdisciplinary knowledge, entrepreneurial flavour, productivity and quality consciousness, leadership and strategy orientation.

2.2.7 Student Association

The Association of Business Administration (ABA) was established in 1986 as the formal

students' association of the Department of Business Administration. The main objective of the association is to engage in activities which enhance students' knowledge and skills and the activities which support for the betterment of the Department of Business Administration. Its membership is open to internal students of the Department of all degree parts. The office bearers are appointed from the students on annual basis according to the constitution of the association. An advisory board which consists of the academic staff of the Department oversees and coordinates all activities of ABA.

ABA organizes and conducts many extracurricular activities such as religious activities, field tours, outbound trainings, guest lecturers, sports, entertainment and talent stimulation activities, etc. "Sanda Kirana" (Pirith Pinkama), "J'Pura Premier League" (Cricket Tournament), "Business Night" (Welcome and Going Down ceremony of the students of the Department) and "Temptation Night" (Talent Show) are some regular events organized by ABA every year. Moreover, ABA publishes the student magazine titled "Biz Track" annually.

2.2.8 Student Resource Centre

ABA has its own resource center with a mini library and the resource center is managed by the Executive Committee of it. The Resource Centre to include a mini library with modern management text books, management related articles, field assignments, guest lecture reports prepared by the students and research reports of past students.

2.2.9 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 B.Sc. Business Administration (Special) Degree Programme.

2.2.10 Head of the Department

Mr. Marlon Gunasekera

2.2.11 Academic Staff

Dr. U. B. Ramanayake
Senior Lecturer
MA(Leningrad); PhD(Leningrad)

Dr. (Ms.) M. D. Pushpakumari
Senior Lecturer
B.Sc. Public Admin. (Special)(SJP); MBA (Colombo); M.A. (UK); PhD (Meijo, Japan); CTHE (Colombo)

Ms. Hemamalie Gunatilake
Senior Lecturer
B.Sc. Public Admin. (Special) (SJP); M.Sc. Mgt. (SJP); PG Cert.in HRM (PIM-SJP); CTHE (Colombo); SEDA (UK)

Mr. Marlon Gunasekera
Senior Lecturer
B.Sc. Business Admin. (Special)(SJP); MBA (PIM-SJP); ACMA(UK), MAAT(SL)

Ms. Rupika Senadheera
Senior Lecturer
B.Sc. Business Admin. (Special)(SJP); M.Sc. Mgt. (SJP); PGDM in Business Mgt. (Colombo)

Ms. M. W. Kalyani
Senior Lecturer
B.Com. (Special)(SJP), M.Sc. Mgt. (SJP)

Dr. Dhammika Jayawardena
Senior Lecturer
B.Sc. Business Admin. (Special)(SJP); MBA (PIM-SJP); PhD (Leicester); Attorney-at-Law

Ms. Seshika Kariyapperuma
Senior Lecturer
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Ms. Ayesha Kotuwage
Senior Lecturer
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Ms. Jeevanie Senevirathne
Senior Lecturer
B.A. Business Admin. (Special)(Staffordshire); M.Sc. Mgt (SJP); CTHE (Colombo); SEDA (UK)

Ms. Yasanthi Alahakoon
Lecturer
B.Sc. Business Admin. (Special) (SJP); MBA(PIM-SJP); ACIM(UK); CIMA(UK) passed finalist

Ms. Gayani Samarakoon
Lecturer
B.Sc. Business Admin. (Special) (SJP); M.Sc. Mgt. (SJP)

Ms. Nayomi De Peiris
Lecturer
B.Sc. Business Admin. (Special) (SJP); M.Sc. Mgt. (SJP)

Ms. Risini Ilangasinha
Lecturer
B.Sc. Business Admin. (Special) (SJP)

Mr. Thushara Dassanayake
Lecturer
B.Sc. Business Admin. (Special) (SJP); CIMA (UK) passed finalist

Ms. Vasana Kaushalya
Lecturer
B.Sc. Business Admin. (Special) (SJP)

Mr. Pathum Kodiakra
Lecturer
B.Sc. Business Admin. (Special) (SJP)

Mr. Pradeep Kumara
Lecturer
B.Sc. Business Admin. (Special) (SJP)

Ms. Nikeshala Weerasekara**Lecturer**

B.Sc. Business Admin. (Special) (SJP); Master of
Financial Economics (UOC); ACMA, CGMA; AIB
(Institute of Bankers of Sri Lanka)

2.2.12 Non-academic Staff**Ms. M.K.C. Lakmali****Clerk****Mr. M.D.K Chathuranga****Clerk****Mr. K.A.R. Bandara****Labourer****Mr. R.A.J. Rathnayake****Labourer****Mr. A.M.P.S. Alahakoon****Labourer****2.2.13 Contact Details**

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BEC

B.Sc. Business Administration (Business Economics) (Special) Degree Programme

2.3 B.Sc. Business Administration (Business Economics) (Special) Degree Programme

2.3.1 Evolution

Business Economics was introduced as an area of specialization in the B.Sc. in Business Administration Degree Programme at the Department of Business Administration in the year 1995. Due to the unprecedented demand it earned, it was developed into the B.Sc. in Business Administration (Business Economics) (Special) from 2002, a four year fully-fledged degree programme offered by the Department of Business Economics of the FMSC, which is currently one of the pioneering degree programmes of this nature in the university system in Sri Lanka.

The degree programme is specifically designed to bridge the gap between theory and practice in the area of economics directly relevant to the businesses where the department aims to develop the undergraduates according to the industry requirements of both the fields, Management and Economics.

The successful completion of this degree programme provides the students with a firm base in economic theory and at the same time enable students to use in decision making process while facilitating to develop their skills in research, analysis, communication, team work and decision making in order to enhance personal, social and national development.

2.3.2 Graduate Profile

“My degree, B.Sc. Business Administration (Business Economics) (Special) is one of the special degree programmes offered in the university system in Sri Lanka. The coverage of the programme is an amalgamation of both the economic field as well as the management field and as such enabled me to apply various economic concepts especially in the management field.

Research is another component of the degree programme which enabled me to gain not only the academic exposure of research but also was able to gain lifetime learning. As a department, Department of Business Economics paved way for me to improve my intellectual knowledge and also equipped me with various other skills through programmes such as Skill Training programme, Special English Programme, Business Economics Students' Association etc. All these added value for me as a graduate in the industry. I would like to thank the panel of lecturers in the department for being inspiring role models and wish all the undergraduates every success.

Ms. Pubudini Liyanage

B.Sc. Business Administration
(Business Economics)(Special)
Gold Medal Winner – 2008/2009 Batch
Secretary – BIZCON 2012/2013

2.3.3 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Business Administration (Business Economics)(Special) Degree Programme is depicted in Table 2.3.1.

Table 2.3.1: B.Sc. Business Administration (Business Economics) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
BEC 2320	Macroeconomics	Major	45	3	BEC
BCC 2322	Business Communication III	Major	45	3	BCC
DSC 2320	Statistical Analysis for Management	Major	45	3	DSC
HRM 2320	Human Resource Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
Total Credit Hours				15	
Year II: Semester II					
ENT 2328	Entrepreneurship & Business Development	Major	45	3	ENT
DSC 2322	Operations Management	Major	45	3	DSC
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
Total Credit Hours				15	
Year III: Semester I					
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 or DSC 3320	Investment and Portfolio Management I or Operations Research	Major	45	3	FIN/DSC
BEC 3025	Study Skills Training		45	None	BEC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III: Semester II					
BEC 3322	Financial Economics	Major	45	3	BEC
BEC 3324	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 3026	Study Skills Training		45	None	BEC
Total Credit Hours				15	
Year IV: Semester I					
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 and Applications	Major	45	3	FIN
FIN 4322	International Financial Management	Major	45	3	FIN
Total Credit Hours				15	
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
Total Credit Hours				15	

2.3.4 Description of Course

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

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 side economics and its applications, the government's role in an economy, use of fiscal, monetary, and exchange rate policies to guide the economy, employment and inflation. It also encompasses macroeconomic analysis both in a closed and open economy, income-expenditure, IS-LM model and modern approaches.

BEC 3320: MATHEMATICAL METHODS FOR ECONOMICS

Mathematical economics, a sub field of economics applies mathematical methods to investigate economic theories and scrutinize issues available in economics. Mathematical economics can be regarded as the "theoretical" counterpart of Econometrics, which attempts to analyse the real world of economic activity using statistical techniques. This course covers economic models, linear and nonlinear models, differential calculus, integration, differential equations, matrix algebra, and continuous time models.

BEC 3321: LABOUR ECONOMICS

Labour Economics is the theoretical and empirical analysis of the dynamics in the labour market, wage setting and employment determination which includes labour force trends, education and training, wage and employment setting at the company level, unions, discrimination, labour productivity and real wages, government policy and technological change. The primary objective of this course is to provide students a working knowledge about the way how capitalistic labour markets operate. Specifically, students will learn how labour supply and labour demand factors change wage and employment levels. Supply side factors include the work/leisure decision, educational investment, migration, and unions, while demand side factors include product demand and pricing, labour productivity, technological change, government policies and discrimination.

BEC 3322: FINANCIAL ECONOMICS

The financial economics provides the students with an in-depth understanding of the financial markets, behavior of interest rates, the risk and term structure of interest rates, theories of the term structure of interest rates, interest rate and bond market, the efficient markets theory, economic analysis of financial structure, the

foreign exchange market and the government's role in markets. Students study the influential entities in the financial world, including cooperations, commercial and investment banks, hedge funds, and government agencies, such as the central bank.

BEC 3323: MANAGERIAL ECONOMICS

This course provides students an advanced knowledge on application of economic theory and decision science tools in in-firm managerial decision making. The major subject area includes demand analysis, estimation and forecasting, advanced production and cost analysis, market structures, game theory and strategic behavior, pricing practices and role of government in business decision making.

BEC 3324: PROJECT MANAGEMENT

This course provides the students with advanced knowledge and skills of project management in business organizations or entirely project based organizations. This course covers the theoretical foundation of project management techniques, software training and practical elements of a real world projects undertaken by the students. At depth, this is the study of nine project management knowledge areas: project integration management, scope management, schedule management, cost management, quality management, human resource management, risk management, communication management and procurement management. In addition, the students undergo a thorough training of MS Project software (usually the latest accessible version) to be competent in meeting the challenges in the real business setup under project management.

BEC 3025: STUDY SKILLS TRAINING (NON-CREDIT)

This course provides the students with soft skills that need to be acquired by an undergraduate. The

main objective of this course is to develop an individual who has identified his/her own personal and professional potentials. It focuses on problem solving, communication and listening, individual and social responsibilities, academic writing, confidence building and attitudes of the students. Methods of instruction are mainly sessions, guest lectures, discussions, lectures and workshops.

BEC 3026: STUDY SKILLS TRAINING (NON-CREDIT)

This course provides the students with soft skills that need to be acquired by a professional. The main objective of this course is to develop a well-equipped individual of professional skills with a positive attitude. Methods of instruction are mainly interactive sessions, guest lectures, discussions, lectures and workshops covering areas of stress management, personal grooming, etiquette, planning self-presentation at different occasions, self motivation and effective interpersonal skills.

BEC 4320: ECONOMETRICS

This course provides the students an introduction to the theory and practice of econometrics, and experience in estimating econometrics models. The course mainly focuses on techniques for estimating regression models, on problems commonly encountered in estimating such models, and on interpreting the estimates from such models. It covers the basic econometric concepts, simple and multiple regression analysis, basic econometrics problems, simultaneous-equation models, panel data regression models, and time series econometrics.

BEC 4321 : MONEY AND BANKING

The course unit, Money and Banking is designed to provide an advanced knowledge of the economic principles applied to monetary policy analysis and the banking system. It also examines

the impact of the monetary policy in any economy with special emphasis on Sri Lanka. It covers the nature and functions of money, credit and financial markets in modern economy, central banking and effects of the interest and foreign exchange rates on the real economy.

BEC 4322: RESEARCH METHODS

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

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

BEC 4324: INTERNATIONAL ECONOMICS

The aim of this unit is to provide students with an understanding of the principles and applications of international economics, so that students will be prepared to face the future complexities of the world economy. The unit is divided into two parts: international trade and international finance. Part one examines reasons for, and consequences of, international trade. This will cover the law of comparative advantage, the gains from trade, the Ricardian model, the Heckscher-

Ohlin theory, the standard and new trade theories, tariff and non-tariff barriers and economic integration. The part two, international finance, focuses on foreign exchange market, fixed and flexible exchange rates, balance of payments and adjustment policies, international capital mobility and international macroeconomic policy coordination.

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 globalization. This subject covers the 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 as the major subject areas.

BEC 4326: INDEPENDENT STUDY OF BUSINESS ECONOMICS

The objective of this compulsory course is to guide the students to apply the underlying principles in research methodology in economics at individual, group and institutional levels. This research is an independent study carried out by an undergraduate under the supervision of an academic member or a person nominated by the department.

2.3.5 Professional and Industry Links

The Department has established network with industry and institutes such as Central Bank of Sri Lanka and Colombo Stock Exchange. Apart from that many private and public sector organizations are well in touch to absorb the graduates produced by the department. Further it is in the process of improving the industry links to facilitate the

graduates to have better opportunities in prospering their career.

2.3.6 Employment Opportunities

The graduates produced by the department have excellent employment opportunities, especially in the areas of Economic Policy and Regulation, Business Analysis, Business Planning, Research and Consulting in the job market: government, semi-government and private sector organizations. As the programme covers broader and functional areas of both Economics and Management, the graduates can easily assume the roles as economists, business analysts, research consultants, financial analysts, policy makers and managers in their respective fields.

The target job market is government and semi-government organizations, economic and business research institutions, the central bank, commercial banks, investment and merchant banks, finance companies, stock brokering companies, insurance companies, manufacturing entities, international and multinational business organizations and project-based organizations.

2.3.7 Awards and Scholarships

NIBM Gold Medal

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

2.3.8 Student Associations

Business Economics Students' Association (BIZCON)

The Business Economics Students' Association established in the year 2007 promotes interpersonal relationships among the students and academic staff to achieve the objectives of the department. Further, this Association supports the undergraduates to maintain links with other academic institutions, professional and business organizations. It also enhances the soft skills and performance of the students through exhibitions, competitions, and other social events. One of the outstanding activities initiated by BIZCON since the year 2011 is the annual drama festival. Alumni Association of the Department of Business Economics. The Department of Business Economics formed the Alumni Association in the year 2007 to maintain relationships with its present and past students, some of whom already hold significant positions in the corporate and government sector. The department maintains a database of its graduates to assist them to find employment opportunities. The members of the association meet once a year.

2.3.9 Student Resource Centres

The Business Economics Resource Centre is in the top floor of Sortha Building. It delivers all the recommended text books and computer facilities to the undergraduates.

2.3.10 Study Skill Development Programme (SSDP)

The study skill development programme designed for the year III students intends to support the attempt of the department to produce capable, employable, contented, skilled graduates in order to face the challenges in highly competitive working environments. The programme is based on the workshops, activities, guest lectures to

expose the essential values and qualities to the graduates such as interpersonal relationships, leadership qualities, positive attitudes towards life, presentation skills, building up confidence, respecting, social norms, values, customs and traditions, decision making, problem solving, mutual understanding, team spirit, self-motivation, aesthetic sensibility, human kindness, sensitivity, organizational skills, coordinating capabilities etc.

2.3.11 Special English Language Programme (SELP)

Special English Language Programme is a six-semester programme which has specially been designed and introduced by the department for the students who require further English Language Competence at an advanced level for communicative, academic, reference and research purposes parallel to the objectives of the Department. The course units offered in the programme are; BEC: 2001-Expressive English and BEC: 2002- Formal English for the year II, BEC: 3001-Stylistic Analysis and BEC:3002-Critical Reading for the year III and, BEC:4001-Language Analysis and BEC:4002-Analysis of Grammar for the year IV in sequence. The students who complete this programme will be awarded a certificate by the department.

2.3.12 Head of the Department

Dr.(Ms) M. S. S. Perera

2.3.13 Academic Staff

Prof. S. P. P. Amaratunge

Professor in Business Economics
B.A. Econ. (Special) (SJP); M.A.
Econ.(Colombo); M.Sc. Econ.of Rural Dev.
(Saga,Japan); Ph.D. (Kagoshima,Japan).

Dr. E. A. Weerasinghe

Senior Lecturer

B.A. Econ (Special)(SJP); PG. Dip.Econ
(Colombo); M.Sc. Comp. (Bradford,UK); M.Sc.
Econ.(Wakayama,Japan); PhD Econ.
(Osaka,Japan).

Ms P. Priyantha Lalanie

Senior Lecturer

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

Dr. U. Anura Kumara

Senior Lecturer

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

Dr. (Ms.) M. S. S. Perera

Senior Lecturer

B.Com. (Special) (SJP); MBA (SJP); M.A Inter
Econ. & Finance (Chulalongkorn,
Thailand);PhD(UNE, Australia).

Dr. (Ms.) M. A. K. Sriyalatha

Senior Lecturer

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

Dr. (Ms.) W. S. Handapangoda

Senior Lecturer

B.Sc. Mgt. Pub. (Special) (SJP); MSc (Mgt)
(SJP); PhD (Doshisha ,Japan).

Ms D. W. K. Hemachandra

Senior Lecturer

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

Ms D. R. J. Siriwardena

Senior Lecturer

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

Dr. P. J. Kumarasinghe

Senior Lecturer

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

Mr. R. M. A. K. Rathnayake

Senior Lecturer

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

Ms. Y.M.H.P. Madduma Bandara

Lecturer

B.Sc. in Business Administration (Business
Economics) (Special) (SJP); MCom (Finance)
(Sydney, Australia), MEcon (Financial
Economics) (Colombo).

Mr. P.J.S. Fernando

Lecturer

B.Sc. in Business Administration (Business
Economics) (Special) (SJP);
MEcon(Development Economics)(Colombo),
MA (International Development
Studies),(GRIPS,Japan).

Ms. W.G.V. Gunasekara

Senior Lecturer

B.Sc. in Business Administration (Business
Economics) (Special) (SJP);
MEcon(Development
Economics)(Colombo);M.A. (Development and
Cooperation) (Korea University).

Ms. A. A. D. T. Saparamadu

Lecturer – Probationary

B.Sc. in Business Administration (Business
Economics) (Special) (SJP), MEcon
(International Economics) (Colombo).

Ms. H.K. Amarasinghe

Lecturer – Probationary

B.Sc. in Marketing Management (Special) (SJP)
CIMA (UK) Passed Finalist.

Ms. M.P.K. Withanawasam

Lecturer – Probationary

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

Ms. J.I. Madukala

Lecturer – Probationary

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

Mr. B. A. S. Fernando

Temporary Tutor

B. A in English (General) (SJP); M.A. in Linguistics (University of Kelaniya).

Ms. P.T.D. Liyanage

Temporary Tutor

B.Sc. in Business Administration (Business Economics) Special (SJP); CIMA (UK) Passed Finalist.

2.3.14 Non - academic Staff

Ms. M. A. Deepika Dilrukshi Kumari

Bachelor of Business Management (Kelaniya)
Clerk Grade I

Mr. M.K. Samansiri

Labour Grade III

Ms. K. Harshani Madumalee

Trainee (Com. App. Assistant)

2.3.15 Contact Details.

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COM
B.Com. (Special)
Degree Programme

2.4 B.Com. (Special) Degree Programme

2.4.1 Introduction

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 FMSC under the University re-organization scheme in 1972. The Department commenced the prestigious four year B.Com (special) degree programme initially in all three languages namely Sinhala, Tamil, and English. Later, Tamil medium was discontinued as faculty competent of teaching degree curriculum in Tamil was not available and as degree programme in Commerce in Tamil medium were introduced in other universities especially in the North and East of Sri Lanka.

The department was proud to run a highly reputed and successful B.Com (special) degree program in Sinhala and English medium with students initially allocated from among those sent to the FMSC and afterward directly from the University Grants Commission. The Department currently conducts its program in the English medium only. Presently, it has a total of over 500 undergraduates. In 1992 a major curriculum revision was implemented to give students an opportunity to specialize in one of the subject areas in International Trade, Marketing and Accountancy in the final year of the degree program. This has opened up vast and tremendous opportunities for students expanding employment opportunities upon graduation.

Mission of the Department is to be the center of excellence in commerce education in University level in Sri Lanka. It is committed to the higher standard of learning and teaching, promotion of scholarship and research, and integration of theory and practice by encouraging professional training in private and public sectors, and through

interaction with the corporate and state sectors and wider civil society.

In addition to the internal degree program, the department has an external degree program 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, special external degree was replaced by a three year general external degree program in Commerce. Moreover the department has completed initial steps to start Master of Commerce (M.Com) programme in the coming year.

The Department had been a substantially large one in terms of teaching faculty which was once standing at well over thirty lecturers including a Professor. Following 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 which were mainly created under the Faculty restructuring initiatives.

Currently, the department has around ten academic staff members and three of them are Senior Lecturers with postgraduate qualifications and extensive teaching and research experience. The full time academic staffs of the Department is supplemented by a team of visiting lecturers holding higher academic and professional qualifications with a wider experience in the industry. The Department is being assisted in teaching by other departments of the faculty in respective subject areas.

2.4.2 Programme Objectives

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

2.4.3 Graduate's Profile

"I chose the Bachelor of Commerce degree because; I was interested in seeking a career in business management. The course is aimed at not only providing comprehensive subject knowledge but also in developing interpersonal skills. The academic staff in the Department provides a friendly and supportive environment to study. The assignments and case studies given by the department as part of the examination have improved my analytical and problem solving skills. After graduation my aim is to pursue a career in the private sector as an accountant. I believe, the knowledge I have gained and the skills I have developed as an undergraduate will enable me to achieve that aim."

2.4.4 The Nature of the Programme

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

Sciences and Commercial Law.

The curriculum has recently been revised to lay a broad and sound foundation for students to pursue professional careers and more advanced study in Commerce and Management. In addition to that, it seeks to help in upgrading the quality of the undergraduate programme by creating corporate sector links with the department.

2.4.5 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Com (Special) Degree Programme is depicted in Table 2.4.1.

Table 2.4.1: B.Com. (Special) Degree Programme Structure for Years II to IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
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
Total Credit Hours				15	
Year II: Semester II					
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 2323	English IV (Professional Communication II)	Major	45	3	BCC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III: Semester I					
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
Total Credit Hours				15	
Year III: Semester II					
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 3328	Management Information Systems	Major	45	3	ITC
Total Credit Hours				15	
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
FIN 4321	International Business Management	Major	45	3	FIN
Total Credit Hours				15	
Year IV: Semester II					
COM 4323	Independent Study	Major/ Optional	45	3	COM
COM 4324	Internship	Major/ Optional	45	3	COM
FIN 4324	Risk Management Insurance	Optional	45	3	FIN
COM 4325	Management Accounting	Major	45	3	COM
COM 4326	International Finance	Major	45	3	COM
ITC 4325	Electronic Business	Major	45	3	ITC
COM 4328	Computer Based Accounting	Major	45	3	ACC
Total Credit Hours				15	

2.4.6 Description of Courses

A short description of courses offered in the years II to IV of B.Com (Special) Degree Programme is provided below,

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 the accounting principles, concepts, and techniques applicable to the selected topics and, create and develop an awareness of significant events and current issues concerning financial reporting. It encompasses, the regulatory framework of financial reporting, the conceptual framework of accounting, issues and redemption of shares and debentures, preparation and presentation of financial statements of limited liability companies, earning 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 a 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, 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 fundamentals of commercial law as related to commercial sector in Sri Lanka and enables the students to acquire basic knowledge to understand and deal with commercial issues with legal indications. 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 thorough knowledge and understanding of the accounting principles, concepts, regulations, and techniques as applicable to the selected complex topics. The main areas of coverage 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 organization and current issues and developments in financial accounting.

COM 3321: ECONOMIC ANALYSIS FOR MANAGERS

This course is designed to provide a basic knowledge on the application of economic theory and decision science tools in management decision-making. Use of economic tools to study business environment and to increase efficiency and effectiveness of business decision-making process is emphasized. 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 of coverage include demand and supply analysis, quantitative demand analysis, theory of individual behaviour, business and economic forecasting, production process and costs, market models: competitive markets, monopolistic markets, monopolistically competitive markets, oligopoly markets and game theory, pricing strategies for firm with market power, pricing and employment of inputs, 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, securities such as stocks, bonds, and unit trusts in Sri Lanka. It enables student to apply the knowledge acquired through the course in different business related situations with legal implications. The main topics covered include 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 to interpret the results, as they may be required to do so in the 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 upon the fundamentals introduced in COM 2322: Cost Accounting offered in the second year. The major areas covered include cost behaviour 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 comprehensive knowledge and skills required to deal with Sri Lankan income taxation for individuals. This course 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.

COM 3327: 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 the COM 4323: Independent study (research project) in the fourth year. The topics covered include, research process, writing 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.

COM 4320: TAXATION II – CORPORATE TAX

This is an advanced tax course which provides students with a profound 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 organization.

COM 4321: INTERNATIONAL TRADE

This course focuses on theories, policies, practices, and other implications of international trade. The major areas of covered 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.

COM 4322: THEORY AND PRACTICE OF BANKING

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

COM 4023/ 4323: INDEPENDENT STUDY

This is a research project which allows students to undertake a research study on a topic related to the field of commerce and industry. This is an optional course and students taking independent study are required to submit report/ dissertation. Both theoretical and empirical studies pertaining to any areas 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 fundamentals of 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.

COM 4024/ 4324: INTERNSHIP

Internship or industrial Training provides and 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 promote overall quality of the program of study and enhance the employability of students reading for B.Com (special) degree program. A minimum of 600 working hours per

semester must be completed to earn three (3) credits assigned to the course.

COM 4325: 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 centers and transfer pricing, activity based management, environment and social management accounting and strategic management accounting.

COM 4326: INTERNATIONAL FINANCE

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

COM 4328: 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.

2.4.7 Professional and Industry Links

B. Com. (Special) Degree Programme of the Department has a wide recognition worldwide. B. Com. graduates of the University of Sri Jayewardenepura have been awarded full marks in the Australian Migration Program. Most professional bodies such as CIMA-UK and ACCA-UK, etc. have recognized 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 USJ are preferred over those with other qualifications in the industry both private and public sectors. The Internship programme of the Department in the final year has broadened scope of opportunities for B. Com. Degree holders and enhanced their potential of securing gainful employment speedily.

2.4.8 Awards and Scholarships

Professor Hema Wijewardena Gold Medal

This medal was established in 1994 by Professor HemaWijewardena, the founding Head of the

Department, a former Dean of the FMSC and a former Professor in Commerce at the USJ. He was a Professor in Accounting and presently Honorary Principal fellow in the School of Accounting and Finance at the University of Wollongong, Australia.

Prof. Hema Wijewardena medal is awarded annually at the university convocation to a student who obtains the highest overall GPA (Grade Point Average) among the 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.

2.4.9 Students' Associations

Commerce Society (COMSO)

Commerce Society is the student association affiliated to the Department of Commerce. The society operates under the direct purview of the department by a committee elected annually from among the members of the society. Membership is open to students registered in the Bachelor of Commerce (Special) Degree Programme. COMSO is facilitated with fully equipped Student Resource Centre located at the faculty. Head and academic staff of the department serve as patron of the society. Main objectives of the society is to facilitate and organize activities to enhance the knowledge and skills of the members, compile and publish newsletters and magazine in the field of Commerce, organize workshops and other relevant events to develop and inculcate right

attitudes and personalities in the membership and to engage in any other activities deemed necessary to promote image and well-being of the department.

Alumni Association

Commerce Alumni Association is the official association of the graduates of the Department of Commerce. The Alumni association was established in 2011. The association is an opportunity to bring together commerce graduates scattered throughout Sri Lanka and to promote interaction and mutual support among them. In addition to that, it seeks to help in upgrading the quality of the undergraduate programme by creating corporate sector links with the department.

2.4.10 Head of the Department **Prof. E. Dayaratne**

2.4.11 Academic Staff **Prof. E. Dayaratne** **Professor in Commerce**

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

Mr. S.S. Naotunna
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B. Com. (Special) (Vidyodaya); MBA (Ottawa)

Ms. E.A.G. Sumanasiri
Lecturer
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Mr. M.A.N. Chandratilake
Lecturer - Probationary
LL.B (Special) (Colombo); LL.M (Wolverhampton-UK); Attorney-at-Law

Mr. G.S. Mapitiya
Lecturer - Probationary
BSc. (Accounting) Special (SJP); ACA; ACMA; ACPM

Ms. K.M.V. Sachithra
Lecturer - Probationary
B. Com. (Special) (SJP); MSc. in Management (SJP)

Ms. G.A.C. Sajeevi

Lecturer - Probationary

LL.B (Honours) (Colombo); Attorney-at-Law;
ACMA (UK), CGMA (UK)

Ms. G.A.T. Kaushalya

Lecturer - Probationary

B. Com. (Special) (SJP)

Ms. J.M.D.S. Wijayarathne

Lecturer - Probationary

B. Com. (Special) (SJP)

2.4.12 Non - academic Staff

Mrs. L.I. Dilhani

Computer Application Assistant

Ms. S.M.S. Kumari

Stenographer (English)

Mr. M.N. Kodagoda

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2.5 B.Sc. Operations and Technology Management (Special) Degree Programme

2.5.1 Evolution

Before 1990, Production and Material Management was offered to students following main degree programs of the FMSC. In 1990 the subject was upgraded to Operations Management and it was taught in almost all degree programmes offered by the FMSC as a main subject until 2001. Since the formation of the new Department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, the subject Operations Management was offered in the Management Common Programme of the FMSC. It was the duty of this department to fulfil long felt need of offering a degree programme in the field of Operations Management which is one of the main functional areas of Management. The initiative to establish a degree programme and a department for this field was there since 1989. However, it was possible to develop a proposal to establish a degree program on Operations and Technology Management in 2002 and the University approved the proposal in 2003. In order to run degree programs on Operations and Technology Management and Business Information systems smoothly, it was decided to propose the separation of the Department of Information Technology and Decision Sciences along with the establishment of the new degree programme. In September 2007 the University Grants Commission approved the new degree programme and the proposal for splitting the department to form two departments, Department of Decision Sciences and Department

of Information Technology. Due to the nature of the subjects to be offered under the degree programme it was decided to select students through an aptitude test.

The first batch of students was admitted to the new degree programme in 2008. However, due to practical difficulties, the department decided to select students for this degree programme too according to criteria given in section 2.3.2.

2.5.2 Programme Objectives

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

Operations and Technology Management focuses on developing problem solving skills, analytical thinking, communication and the implementation of cutting edge management principles and technologies that are important to develop strategies aimed at obtaining competitive advantage which last longer than strategies of other functional areas.

This is so because operational strategies and competencies are more difficult to copy and emulate compared to strategies found in other disciplines. Activities performed by operations managers include: improving quality of manufactured products or services, selecting and implementing appropriate technologies, increasing productivity, managing projects, planning and scheduling productions, and constructing models to facilitate decision making to improve profits or reduce costs. With these skills, Operations and Technology Management graduates will be in a better position to perform up to the expectation of management so that their contribution to the national development is assured.

Students are expected to go through a practical training programme in addition to class room

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

that are needed to gain entry in to the world of work.

2.5.3 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Operations and Technology Management Degree Programme (Special) is depicted in Table 2.5.1.

Table 2.5.1: 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 Dept.
Year II: Semester I					
DSC 2320	Statistical Analysis for Management	Major	45	3	DSC
BCC 2320	English III (Professional Communication)	Major	45	3	BCC
BEC 2320	Macroeconomics	Major	45	3	BEC
HRM 2320	Human Resources Management	Major	45	3	HRM
MAR 2323	Marketing Management	Major	45	3	MAR
Total Credit Hours				15	
Year II : Semester II					
DSC 2322	Operations Management	Major	45	3	DSC
DSC 2323	Technology Management	Major	45	3	DSC
ACC 2320	Cost & Management Accounting	Major	45	3	ACC
FIN 2321	Financial Management	Major	45	3	FIN
EMV 2325	Natural Resources Management	Major	45	3	EMV
Total Credit Hours				15	
Year III: Semester I					
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
HRM 3321	Labour Law and Relations	Major	45	3	HRM
BEC 3323	Managerial Economics	Major	45	3	BEC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III : Semester II					
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 3326	Management Information Systems	Common	45	3	ITC
Total Credit Hours				15	
Year IV : Semester I					
BUS 4329	International Business Management	Major	45	3	BUS
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
Total Credit Hours				15	
Year IV : Semester II					
DSC 4324	Service Management	Major	45	3	DSC
ITC 4328	E-Commerce	Major	45	3	ITC
One of the Electives					
DSC 4322	Industrial Policy	Elective	45	3	DSC
DSC 4323	Statistical Quality Control	Elective	45	3	DSC
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

2.5.4 Description of Courses

A short description of courses offered in the years II to IV of B.Sc. Operations and Technology Management Degree Programme (Special) is provided below.

DSC 2320: STATISTICAL ANALYSIS FOR MANAGEMENT

This course emphasises understanding, interpreting statistical information and using it 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 reengineering 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 networks.

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, teachings of 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 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 facilities and facility 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 designed to provide students with knowledge and skills required to design and manage planning and control systems for manufacturing and service organizations. It provides an overview of the relationship of production planning and control to the operations management function. The content of the course deals with translating a sales forecast into a viable production plan to coordinate, execute and control the activities of an operation to ensure that the organization's goals are met in a cost effective manner. The topics include inventory management, material requirement planning (MRP), capacity planning, production planning, production and operations 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 DSC4307, 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. 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. Topics covered are introduction to inspection sampling plans for attributes and variables, 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 concept, strategy and competitiveness, relationship marketing, promoting services, 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.

2.5.5 Awards and Scholarships and Professional Links

“Brandix Gold Medal” awarded to the Best Student of the B.Sc. Operations and Technology Management (Special) Degree Programme. The student who will secure the highest Grade point Average out of the students who successfully complete the B.Sc. Operations and Technology Management (Special) Degree Programme with a First or a Second Class (Upper) pass will be awarded the Brandix Gold Medal sponsored by the Brandix Lanka Limited at the annual convocation.

2.5.6 Employment Opportunities

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

2.5.7 Student Associations

Operations Management Student Association (OMSA)

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

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

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

2.5.8 Student Resource Centre

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

2.5.9 Head of the Department

Prof. T.M.B. Palawatta

2.5.10 Academic Staff

Prof. T.M.B. Palawatta
Professor in Decision Sciences
BSc Maths.(Special) (SJP); MBA (Leuven)

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2.5.11 Non-academic Staff

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 Senior Staff Assistant

Mr. M.M. Wijesiri
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Mr. M.S.G. Mendis
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2.5.13 Contact Details

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2.6 B.Sc. Entrepreneurship (Special) Degree Programme

2.6.1 Evolution

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

Entrepreneurship is the process of generating wealth through creative ideas, processes and products. It is inseparably connected to creativity, innovations, achievement orientation, optimism, internal locus of control, persistence and hard work. The progress and advances made on the entrepreneurial business front is very vital for the development of any country. The importance of the education system in producing entrepreneurs of high intellectual and professional caliber has been emphasized and acknowledged by governments worldwide. Accepting this global trend, the Government of Sri Lanka has also taken various initiatives to encourage and foster entrepreneurial business development in the country. The Department has understood this national requirement and set the strategic intent of “To establish an entrepreneurial culture in Mother Lanka.”

Strategic Goals of the Department are:

- Create the knowledge needed for stimulating the entrepreneurship in the country
- Impart the entrepreneurship knowledge, skills and attitudes for wellbeing of the nation
- Build partnerships for knowledge creation and diffusion in the field of entrepreneurship

- Being recognized as the Centre for Entrepreneurship for the nation

Value System of the Department:

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

2.6.2 Objective and the Graduate Profile of the Degree Programme

Main objective of the Department is “to develop entrepreneurs and entrepreneurial business leaders with superior entrepreneurial spirit for achieving the very best”.

The graduates of B.Sc. Entrepreneurship (Special) Degree Programme would be different from the other traditional management graduates in several dimensions. Firstly, they would revolutionize the business processes and shatter the status quo through new and better methods. Secondly, they would create new products and improve the existing products with their innovative ideas that ultimately results in the economic development of the nation. Thirdly, they would possess good moral and intellectual values with exemplary personality and lead the rest. Finally, they would challenge traditional university graduates by creating jobs rather than seeking job opportunities.

Program outcomes

On the completion of the degree program students will be able to:

- Have a rigorous theoretical understanding on the micro and macro approaches of entrepreneurship, to recognize their strengths and limitations and to apply the theories with necessary modifications for the betterment of his or her business venture and the society at large.
- Recognize environmental opportunities and, exploiting these to innovate new products, processes or organizations that would lead ultimately to the betterment of the society.
- Evaluate business projects and produce business plans for their ventures.
- Comprehend the different stages of an entrepreneurial venture and manage their requirements at a maximum efficiency and effectiveness to ensure the smooth growth of the venture.
- Organize the resources of the business displaying a maximum level of expertise for getting the optimal use of them,
- Demonstrate the belief of use of local resources, technology and science and establish a true indigenous business with a maximum value addition to the mother country.
- Possess good moral and intellectual values with exemplary personality and lead the rest.

Graduate profile of the degree programme

This is a newly established degree programme in the FMSC of SJP. Target group of the programme is those who are planning to start their own businesses and those who wish to enhance their entrepreneurial skills with the expectation of becoming corporate sector managers. Selection will be made through an interview by the Department of Entrepreneurship. The interview would focus on the willingness to be an entrepreneur or entrepreneurial manager, achievement orientation and intrinsic motivation, creativity of the applicant and willingness to work hard.

2.6.3 Programme Structure

To achieve the objectives specified 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 program (Table 2.6.1) focuses on inculcating the necessary knowledge, skills and attitudes that are required to be successful entrepreneurs.

Table 2.6.1 : B.Sc. Entrepreneurship (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II Semester I					
ENT 2320	Introduction to Entrepreneurship & Small Business Management	Core	45	03	ENT
ENT 2326	New Venture Creation	Core	45	03	ENT
BEC 2320	Macroeconomics	Core	45	03	BEC
MAR 2323	Marketing Management	Core	45	03	MAR
HRM 2320	Human Resource Management	Core	45	03	HRM
BCC 2020	English III: Professional Communication I	Core	45	00	BCC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II Semester II					
ENT 2325	Managing Creativity and Innovations	Core	45	03	ENT
ACC 2320	Cost and Management Accounting	Core	45	03	ACC
DSC 2321	Operations Management	Core	45	03	DSC
COM 2323	Commercial Law	Core	45	03	COM
FIN 2321	Financial Management	Core	45	03	FIN
BCC 2021	English IV: Professional Communication II	Core	45	00	BCC
Total Credit Hours				15	
Year III Semester I					
ENT 3322	Business Plan Development - I	Core	45	03	ENT
ENT 3325	Intelligence and Belief Management	Core	45	03	ENT
BEC 3323	Managerial Economics	Core	45	03	BEC
COM 3322	Corporate Law	Core	45	03	COM
BUS 3320	Organizational Behavior	Core	45	03	BUS
BCC 3020	English V: Professional Communication III	Core	45	00	BCC
Total Credit Hours				15	
Year III Semester II					
ENT 3329	Business Plan Development- II	Core	45	03	ENT
ENT 3326	Managing Entrepreneurial Growth	Core	45	03	ENT
ENT 3321	Professional Skill Development - I	Core	45	03	ENT
ITC 3325	Management Information System	Core	45	03	ITC
BUS 3324	Managing for Productivity and Quality	Core	45	03	BUS
BCC 3021	English VI: Professional Communication IV	Core	45	00	BCC
Total Credit Hours				15	
Year IV Semester I					
ENT 4320	Competitive Strategies for SMEs	Core	45	03	ENT
ENT 4321	Internship in Entrepreneurship - I	Core	45	03	ENT
ENT 4322	Research Methods in Entrepreneurship	Core	45	03	ENT
ENT 4323	Professional Skill Development - II	Core	45	03	ENT
BUS 4320	Strategic Management	Core	45	03	BUS
Total Credit Hours					

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year IV Semester II					
ENT 4325	Research Study in Entrepreneurship	Core	45	03	ENT
ENT 4326	Internship in Entrepreneurship - II	Core	45	03	ENT
ENT 4327	Managing Global Businesses	Core	45	03	ENT
ENT 4328	Contemporary Issues in Entrepreneurship	Core	45	03	ENT
BEC 4323	Development Economics	Core	45	03	BEC
Total Credit Hours					

2.6.4 Description of Courses

ENT 2320: Introduction to Entrepreneurship and Small Business Management

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

ENT 2326: New Venture Creation

The course involves studies on researching and starting a new business. It discusses the topics such as characteristics of new entrepreneurial venture with special emphasis to its structure and culture, idea generation for a new venture, recognizing and exploiting opportunities, screening venture opportunities, feasibility

studies for new ventures, financing entrepreneurial ventures, getting the service of BDSPs.

ENT 2325: Managing Creativity and Innovation

This is an intermediate level course in development of human creativity and managing innovations. This involves discussing basic concepts in creativity and innovations, creativity and problem solving, the creative process, obstacles which inhibit creativity, overcoming obstacle and developing creativity, key elements of creative thinking, approaches to creative thinking. Management Games and workshops with Brain Storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

ENT 3322: Business Plan Development I

A business plan is an essential roadmap for business success. It is always easier to write if there is a clear picture of what the finished product should look like. This is an intermediate level course in development of a business plan for an entrepreneurial business that introduces the concept of business plan, its purpose and benefits, preparation of proper format of business plan including executive summary, company description, financial analysis, marketing analysis, organization and management analysis

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

ENT 3325: Intelligence and Belief Management

This is an intermediate level course which aims to equip the students with the right values and attitudes through developing their mind power. This differs from traditional courses since this is a special psychological motivational training course designed for removing negative personal brain scripts while enhancing capacity, efficiency and productivity of individuals. The course uses modern learning and teaching techniques including body mind exercises, visualizing techniques, NLP training, music therapy, light therapy etc.

ENT 3329: Business Plan Development – II

Business Plan Development – I emphasized how to make your business plan stand out. Business Plan Development – II concern more on the editing and finalizing the business plan and provide practical views. The coverage includes evaluation methods, elements of managing systems for effective planning, operational network relations, the ethics of business development stages and public relations in marketing. A wide array of teaching and learning methodologies such as case studies, workshops, video film discussions, oral and written presentations, debates, team work, field visits, etc

would be used in developing the best possible business plan.

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 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 and new product development.

ENT 3321: Professional Skill Development – I

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

ENT 4320: Competitive Strategies for SMEs

This is an advance 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 & medium businesses, and selected topics on 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 firsthand 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 the 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, biasness and generalizability etc., the process of positivistic empirical research, the research proposal, an overview of tools and methods of data collection and validation, an overview of tools and methods of data analysis, styles of writing, formatting and referencing, the research output – research report, papers and orals.

ENT 4323: 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 program. Students are allowed to conduct their independent study on a topic of their choice subject to the approval of the department and the supervision of a faculty member. It is necessary that students take the research methodology course to undertake the independent study effectively.

ENT 4326: Internship in Entrepreneurship II

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

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 about 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 are 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 will learn how to see the global competition as a positive and healthy trend for growth.

ENT 4328: Contemporary Issues in Entrepreneurship

This is an advance level course designed for the development of human analytical capacity and

their sensitivity to the surrounding. This course requires the students to be critical of the issues in the environment and suggest themselves the strategies to overcome the issues. The topics vary depending upon the issues prevailing at the time, but may include gender issues in organizations, entrepreneurial education, sustainability entrepreneurship, identity crisis and social, community and ethnic entrepreneurship. A wide array of teaching and learning methodologies such as case studies, video films, field visits, and presentations will be used for disseminating knowledge.

2.6.5 Professional and Industry Links

Department is in the process of signing Memorandums of Understanding (MOUs) with Industrial Development Board (IDB), Industrial Development Authority (IDA) Western Province and Small Enterprises Development Divisions, Ministry of Youth Affairs & Skills Development and with recognized foreign universities and related institutions etc for the purpose of exchanging resources and facilities for the development of entrepreneurship in Sri Lanka. Some collaborations already in action and they provide training with practical exposure for the undergraduates of the department.

2.6.6 Employment Opportunities

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

2.6.7 Students Associations

Centre for Entrepreneurship – Student Wing

Centre for Entrepreneurship – Students' Wing or abbreviated as “CEFEN Students' Wing” is the Students' Association of Department of Entrepreneurship. All the students who are registered for the B.Sc. Entrepreneurship (Special) degree program are eligible for membership. Students are provided with an opportunity for exploring themselves and their capacities for innovation and entrepreneurship through designing and implementing innovative projects. During the last two years the members of CEFEN Students' Wing revolutionized the university system by launching the “Sinha Raathriya” – a patriotic musical evening - and the “Fashion Fiesta” - a pageant for selecting J'Pura Princes and Prince. Both of these events were the first of such events that ever held in the Sri Lankan university system and will be taken as annual events in the future.

2.6.8 Students Resources Centers

Centre for Entrepreneurship - CEFEN

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

The staff of the centre will consist of academics and professionals work on full time or part time basis who will engage in teaching, training, consulting and researching. As well, the centre will link with business organizations, educational

institutions and business development support service providers, both local and overseas, in pursuing its goals

Chamber of Small and Medium Enterprise - COSME

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

Its fundamental purpose is to stimulate development and growth of SMEs in Sri Lanka. It provides a wide range of services to SMEs including preparation of corporate plans, business plans, project feasibility report, procedure manuals, consultancy on general management, strategic management, production management, marketing management, human resource management, financial management, project management, taxation, banking, accounting, management information system, quality control, training on customer / public relation, entrepreneurship development, conducting management audit internal audit, capacity building and many more. Internal students can be registered as COSME members and claim the benefits provided it.

2.6.9 Small & Medium Enterprise Development Support Unit (SMEDSU)

Small and Medium Enterprises Development Support Unit (SMEDSU) is the official body designed by the Department of Entrepreneurship to link the academia with the industry. SMEDSU is the one and only such institution in Sri Lanka that provides a complete Career Development Path for entrepreneurs. Internal students of the department have the chance of sharing the experience of practicing entrepreneurs by joining the activities organized by SMEDSU. Annually it offers scholarships for the undergraduates with poor financial background in Faculty of

humanities & Social Sciences and Faculty of Applied Sciences. SUMEDSU has been a well known resource center for both the academic staff members and the undergraduates of the faculty for carrying out their research studies, other academic projects and assignments. In the year 2009, SMEDSU has taken a big step by starting an associated legal body named Chamber of Small and Medium Enterprises (COSME) for facilitating establishment and growth of SMEs.

This unit is administering extension courses for the practicing entrepreneurs of the country. At present around 200 entrepreneurs and prospective entrepreneurs are getting their education under this unit. Courses offered by the SMEDSU as following:

- Certificate in Entrepreneurial Business Management - (EBM)
- Diploma in Entrepreneurial Business Management – (DEBM)
- Advanced Diploma in Entrepreneurial Business Management – (ADEBM)
- Postgraduate Diploma in Entrepreneurial Business Management – (PGDEBM)
- Master of Entrepreneurship - (M. Entr.)

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

2.6.10 Head of the Department

Mr. Rukmal N. Weerasinghe

2.6.11 Academic staff

Mr. M.V. S. S. Udayanga
Senior Lecturer

B.Sc. Bus. Admin. (Special) (SJP);
M.Sc.Mgt. (SJP); FCBA (Sri Lanka);
MIMSL;MCPM

Mr. Rukmal N. Weerasinghe
Senior Lecturer

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

Ms. H.K.G.S. Ranasinghe
Lecturer - Probationary

B.M.S. (Special) (OUSL), M.Sc. (Org. Mgt)
(Peradeniya); MCPM

Ms. K. Y. J. Somarathna
Lecturer- Probationary

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

Mr. L. K. I. Rajapaksha
Lecturer - Probationary

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

Mr. G. M. C. J. B. Gajanayaka
Lecturer- Probationary

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

Ms. M. P.S. R Perera
Lecturer- Temporary

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

Ms. D. H. B. Y. Ranasinghe
Lecturer - Temporary

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

2.6.12 Non-academic staff

Ms. H. A. N. Priyadarshani
Clerk

Ms. R. S. Sandamali
Clerk (Temporary) / SMEDSU

Mr. R. M. Aththanayaka
Labourer

2.6.13 Contact Details

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EMV
**B.Sc. Estate Management
and Valuation (Special)
Degree Programme**

2.7 B.Sc. Estate Management and Valuation (Special) Degree Programme

2.7.1 Evolution

The profession of estate management had its origin with the beginning of human civilization when man decided to live in huts in hamlets cultivating their own plot of land. The hut he built and the plot he cultivated had to be managed. This in essence is estate management, i.e., property development and its management during its useful life. Over a hundred years ago it received professional status with the establishment of the Royal Institute of Chartered Surveyors of London (RICS-UK).

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 late 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 USJ. The degree programme was functioned by a separate unit attached to the Department of Business Administration until the Department of Estate Management and Valuation was established in 1986.

2.7.2 Programme Objectives

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

2.7.3 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 and Land Economics and Urban and Regional Planning in the final year of the programme. In addition, each student has to prepare a non - statutory valuation report in the third year and 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.

2.7.4 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Estate Management and Valuation (Special) Degree Programme is depicted in Table 2.7.1.

Table 2.7.1: 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 Dept.
Year II: Semester I					
BCC 2226	Business Communication III	Major	30	2	BCC
HRM 2220	Human Resource Management	Major	30	2	HRM
EMV 2320	Surveying and Levelling I (Theory) Surveying and Levelling I (Practical)	Major	45 75	3	EMV
EMV 2321	Building Construction I (Theory) Building Construction I (Practical) Computer Aided Designing I	Major	45 60 30	3	EMV
DSC 2221	Quantitative Techniques	Major	30	2	DSC
BEC 2320	Macroeconomics	Major	45	3	BEC
Total Credit Hours				15	
Year II: Semester II					
EMV 2020	Soft Skills Development		45	None	EMV
EMV 2220	Environmental Studies	Major	30	2	EMV
EMV 2322	Surveying and Levelling II (Theory) Surveying and Levelling II (Practical)	Major	45 75	3	EMV
EMV 2323	Land Economics	Major	45	3	EMV
EMV 2324	Principles of Valuation	Major	45	3	EMV
EMV 2420	Building Construction II (Theory) and Building Cost Estimation Building Construction II (Practical) Computer Aided Designing II	Major	45 45 60 30	4	EMV
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III: Semester I					
EMV 3320	Law of Contract and Tort	Major	45	3	EMV
EMV 3321	Geographic Information Systems (Theory) Geographic Information System (Practical)	Major	45 60	3	EMV
EMV 3322	Urban and Regional Planning I	Major	45	3	EMV
EMV 3323	Real Estate Finance and Marketing	Major	45	3	EMV
EMV 3324	Advanced Valuation Theory Advanced Valuation Theory (Practical Report)	Major	45 15	3	EMV
Total Credit Hours				15	
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)	Major	45	3	EMV
EMV 3328	Agricultural Valuation	Major	45	3	EMV
EMV 3329	Applied Valuation I (Theory)	Major	45	3	EMV
Total Credit Hours				15	
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 (Theory)	Major	60	4	EMV
EMV 4520	Independent Research Report (cont.)	Major	60 (contact hours)	-	EMV
Total Credit Hours				16	
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 (contact hours)	5	EMV EMV
Total Credit Hours				14	

2.7.5 Description of Courses

A short description of courses offered in the years II to IV of B.Sc. Estate Management and Valuation (Special) Degree Programme is provided below.

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, which is required to the professional valuers and other real estate careerists. .

EMV 2321: BUILDING CONSTRUCTION I /COMPUTERAIDED 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 and introductory level treatment of major concepts in Agriculture. It mainly focuses on basic concepts related to soil science, principles of crop science and agricultural economics in order to provide students with basic knowledge and skills needed to value agricultural properties in both domestic and plantation sector. This course specially deals with valuation aspects of properties of plantations such as tea, rubber and coconut.

EMV 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.

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 covers by the course are as follows: Defining a research problem, Development of hypotheses, Preparation of a research proposal, The research process, Preparation of a research plan, Forming concepts to measurable variables, Sample selection, Data collection and analysis methods, Writing research, Presenting research results etc.

EMV 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.

EMV 4520: INDEPENDENT RESEARCH REPORT

The objective of this course is to introduce and develop the skills and knowledge of basic tools of planning and real estate market research. The course mainly focuses on the application of techniques and tools to research problems related

to subjects as real estate valuation, land economics, urban and regional planning, real estate development and management, urban economics etc. It also deals with a lecture series of Research Methodology and each student is needed to write a research report related to above subjects. Each student is supervised by a senior academic member of the Department.

2.7.6 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.

2.7.7 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:

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.

2.7.8 Student Associations

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

Annual activities:

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

2.7.9 Student Resource Centres

The Department has its own premises accommodating the department office and lecture rooms. The Department also has access to computer laboratory facilities in the Faculty of Management Studies and Commerce and the

Information Technology Research 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.

2.7.10 Head of the Department

Prof. R. G. Ariyawansa

2.7.11 Academic Staff

Prof. R. G. Ariyawansa

Professor in Estate Management and Valuation
B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. (Mgt.) (SJP); M.Sc. Development Planning (London)
PhD (SJP)

Ms. Janakie Edirisinghe

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

Ms. K. G. P. K. Weerakoon

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

Ms. N. C. Wickramarachchi

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

Mr. H. M. Premathilaka

Senior Lecturer
B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Phil. Agri. Econ. (Peradeniya); ARVA (UK); FIV (SL)

Mr. J. N. Hettiarachchi

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

Ms. T. G. U. P. Perera

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

Mr. Prathap Kaluthanthri

Senior Lecturer
B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM; SJP), M.Sc. in REMV, DipM (UK)

Mr. Iresh Jayawardena

Lecturer
B.Sc (Hons) T & CP (Moratuwa)

Mr W H T Gunawardana

Lecturer-Probationary
B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. in REMV

Ms. L. Karunarathna

Lecturer-Probationary
B.Sc. Est. Mgt. & Val. (Special) (SJP)

Ms. Kethmini Liyanage

Tutor - Temporary
B.A.(JPYE) Bangalore; B.A.(Music) Lucknow

Ms. K.B. Rathnayake

Computer Instructor - Temporary
Est. Mgt. & Val. (Special) (SJP)

2.7.12 Non-academic Staff

Mr. Manjula Pushpakumara

Clark

Ms. Manoja Ranasinghe

Technical Officer

Mr. A.G.T. Gamage

Labourer

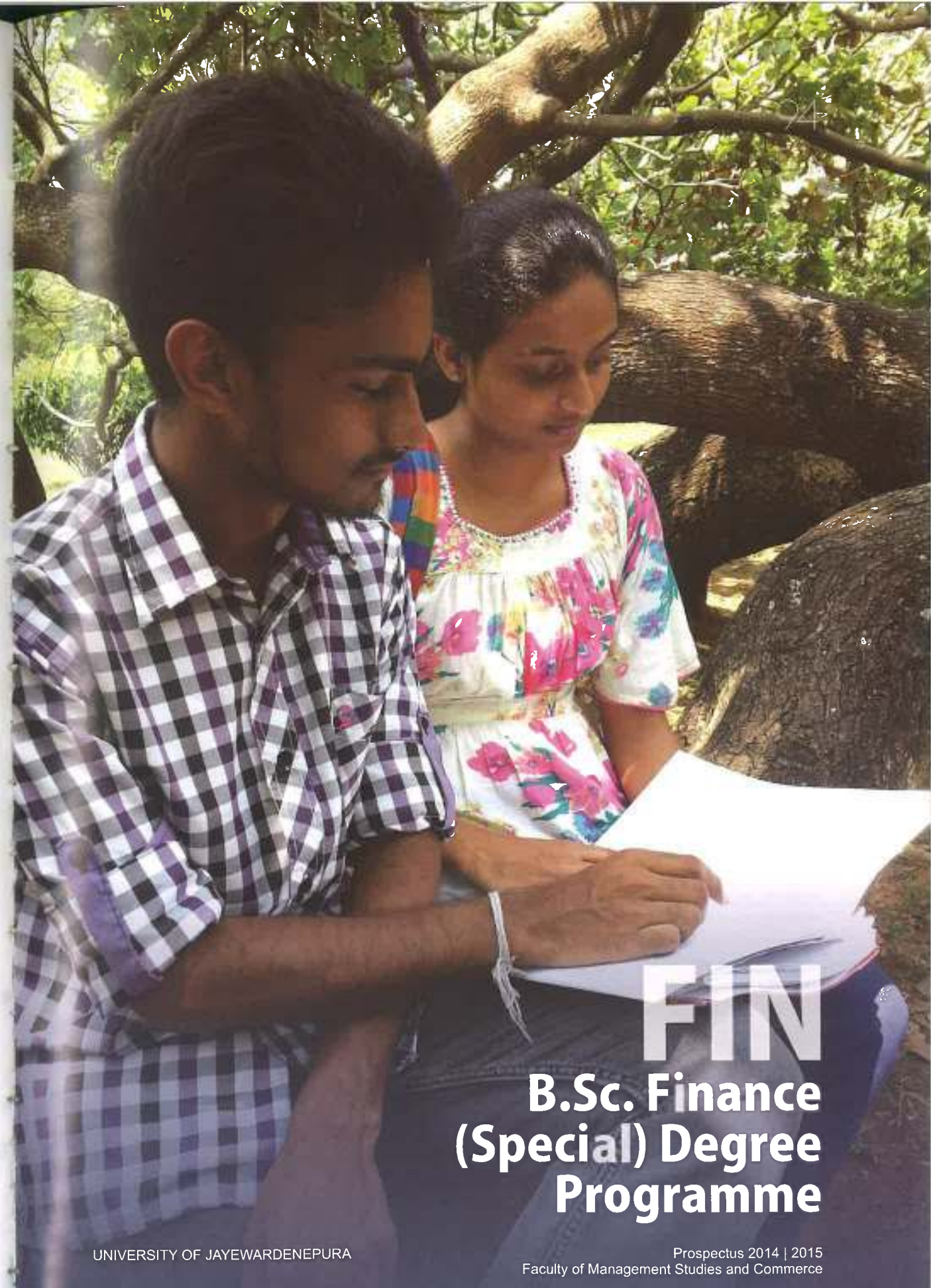
2.7.13 Contact Details

Head, Department of Estate Management and Valuation

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B.Sc. Finance (Special) Degree Programme

2.8 B.Sc. Finance (Special) Degree Programme

2.8.1 Evolution

B.Sc. Finance (Special) degree is one of the specialized degree programmes offered by the Faculty of Management Studies and Commerce since the academic year 2001/2002. The Department of Finance was established under the Faculty Restructuring Programme of the year 2001. Since then, the subject of Finance has been elevated to a fully-fledged degree programme in recognition of the growing demand for Finance specialists, which has been created by the unprecedented growth in financial markets and institutions both in Sri Lanka and abroad over the recent years.

2.8.2 Programme Objectives

The B.Sc. Finance (Special) degree programme has been designed to produce graduates in Finance who are capable of meeting the challenges created by the ever growing financial and capital markets locally as well as globally. This degree is designed to provide a solid understanding of basic concepts, principles and theories in Finance, to facilitate the application of financial theories into practice and to enable students to collect and analyze necessary data critically and creatively to solve problems related to finance.

2.8.3 Nature of the Programme

2.8.3.1 Subjects

This degree programme consists of a carefully integrated combination of subjects in the areas of

Corporate Finance, Investments, Financial Markets and Institutions. The curriculum is challenging and has been designed to provide the essential knowledge, skills and attitudes necessary to be successful in the growing field of Finance. The programme is suited for those who possess a strong competency in Economics, Mathematics and Accounting. Pedagogical methodologies include lectures, case studies, individual and group assignments, presentations, computer practical sessions and seminars. It also incorporates current developments in the field through a guest lecture series that runs throughout the programme. Hence, the programme is rich in content and intends to develop capable graduates with enhanced communication skills, analytical skills, critical thinking skills, problem solving skills and skills to apply theory into practice for a career in finance.

2.8.3.2 Research

The Department of Finance consists of a qualified internal academic staff and finance practitioners who serve as visiting lecturers. Our academic staff members conduct research in the areas of financial markets, financial securities, corporate finance, international finance, asset pricing, corporate governance and real estate finance. A strong research culture is promoted and academics are supported in order to actively participate and present their research findings at conferences and publish them in leading journals. The Department provides research training to produce graduates who are eligible to investigate and solve complex real world finance related problems. The B.Sc. Finance (Special) degree programme teaches Research Methodology in Finance course to all undergraduates of the Department. When equipped with this methodology knowledge, the undergraduates have an opportunity to conduct an independent research under a selected theme in Finance with the supervision and guidance of an academic staff member.

2.8.3.3 Practical Training

This degree programme offers an internship training component in the final year of the degree at a variety of organizations and industry sectors. The Department provides guidance in finding finance related internship placements for students. The objective of this component is to allow students to gain hands-on experience in using their theoretical knowledge in a real business environment. Further, this practical training aims to improve the corporate networking of undergraduates and to develop their generic skills such as team work, time

management and communication skills. The internship training activities are evaluated and monitored by the employer and a panel of lecturers of the department to ensure that the students undergo a comprehensive training programme.

2.8.4 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Finance (Special) Degree Programme is depicted in Table 2.8.1.

Table 2.8.1: B.Sc. Finance (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
BEC 2320	Macroeconomics	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
DSC 2320	Statistical Analysis for Management	Major	45	3	DSC
Total Credit Hours				15	
Year II: Semester II					
FIN 2321	Financial Management	Major	45	3	FIN
FIN 2320	Financial Mathematics	Major	45	3	FIN
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
Total Credit Hours				15	
Year III: Semester I					
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
	Elective ¹	Elective	45	3	ACC BEC DSC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year III: Semester II					
FIN 3322	Bank Management	Major	45	3	FIN
FIN 3323	Financial Modeling and Forecasting	Major	45	3	FIN
FIN 3324	Investment and Portfolio Management II	Major	45	3	FIN
ITC 3325	Management Information Systems	Major	45	3	IT
FIN 3025	Skill Development	Non Credit	45	None	FIN
	Elective ²	Elective	45	3	ACC BEC
Total Credit Hours				15	
Year IV: Semester I					
FIN 4320	Research Methodology in Finance	Major	45	3	FIN
FIN 4321	Business Valuation Theory and Applications	Major	45	3	FIN
FIN 4322	International Financial Management	Major	45	3	FIN
BUS 4320	Strategic Management	Major	45	3	BUS
	Elective ³	Elective	45	3	ACC BEC FIN
Total Credit Hours				15	
Year IV: Semester II					
Option 1					
FIN 4629	Research Project in Finance	Major	90	6	FIN
	Two Major Electives	Major	90	6	FIN
	Elective ⁴	Elective	45	3	ACC BEC
Total Credit Hours				15	
Option 2 - a					
FIN 4630	Internship in Finance	Major	90	6	FIN
	Two Major Electives	Major	90	6	FIN
	Elective ⁴	Elective	45	3	ACC BEC
Total Credit Hours				15	
Option 2 - b					
FIN 4331	Internship in Finance and Accounting	Major	45	3	FIN
	Three Major Electives	Major	135	9	FIN
	Elective ⁴	Elective	45	3	ACC BEC
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Option 3		Major	180	12	FIN
	Elective ⁴	Elective	45	3	ACC BEC
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 :	BEC	3320 Mathematical Methods for Economics
	DSC	3320 Operations Research
Elective2 :	ACC	3320 Financial Reporting
	ACC	3324 Taxation
	BEC	3322 Financial Economics
	BEC	3324 Project Management
Elective3 :	ACC	4327 Sustainability Management Accounting
	BEC	4320 Econometrics
	FIN	4323 Financial Analysis
Elective4 :	ACC	4322 Advanced Accounting Theory
	ACC	4323 Financial Statement Analysis
	BEC	4321 Money and Banking
	BEC	4324 International Economics
	BEC	4325 Applied Economics

Year IV - Semester II

In Semester II of the 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 internship 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, students are entitled to go through an Internship in Finance and Accounting which carries only 3 credits. Option 3 is designed for those who are interested in obtaining more subject based knowledge in the field of Finance.

Option 1 : Apart from FIN 4629 which is compulsory, students are required to select two of the major elective subjects offered by the Department with one elective subject from other Departments

Option 2-a : Apart from FIN 4630 which is compulsory, students are required to select two of the major elective subjects offered by the Department with one elective subject from other Departments

Option 2-b: Apart from FIN 4331 which is compulsory, students are required to select three of the major elective subjects offered by the Department with one elective subject from other Departments

Option 3: Students are required to select four of the major elective subjects offered by the Department with one elective subject from other Departments

2.8.5 Description of Courses

A short description of courses offered in the years II to IV of B.Sc. Finance (Special) Degree Programme is provided below

FIN 2320: FINANCIAL MATHEMATICS

This is an introductory course in Financial Mathematics and is compulsory for all the finance undergraduates. This course extends the discussion of Business Mathematics and Statistics into their applications in Finance. Though the Financial Mathematics is a very broad and an expanding area, the focus of this course is limited to the mathematics related to the time value concept, probability and expected value, financial derivatives and involves differential equations, matrices while providing an introduction to how

some rather advanced mathematics enters modern finance. This is the first course in the degree programme that provides an understanding for the students on modern applied mathematics in finance.

FIN 2321: FINANCIAL MANAGEMENT

This course provides an introductory level understanding of a range of major concepts and techniques in Financial Management. This course is commonly offered to the undergraduates reading for all degrees in the FMSC. The content of the course covers an introduction to financial management, analysis and interpretation of financial statements, financial environment, time value of money, security valuation, risk and return, cost of capital, capital budgeting, capital structure, dividends and working capital management.

FIN 3320: CORPORATE FINANCE

This is an advanced course in Financial Management, which is basically based on lectures, seminars, self-study and the case study method. The major areas of coverage include but are not limited to: risk and return, advanced techniques and risk involvement in capital budgeting, cost of capital, capital structure, dividend policy, hybrid financing, leasing, working capital management, corporate financial strategy and financial distress analysis and restructuring. The course provides necessary knowledge in evaluating different corporate finance decisions and its' influence on corporate performance and value. Students get the opportunity to address problems commonly faced by corporate financial decision makers and to apply the concepts learned to contemporary business situations.

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 about 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, 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, evaluation of bank performance, asset and liability management, managing the loan portfolio, interest margin and sensitivity management, measuring and managing different exposures faced by a bank. At the end of the course, students are required to analyse the performance of a selected commercial bank in Sri Lanka as a case study and provide a report as a group.

FIN 3323: FINANCIAL MODELING AND FORECASTING

This course is designed to provide an understanding of how computer technology can be used in modern finance. It requires an understanding of finance, modeling and design together with Excel. It will, therefore, focus on how to design methodology and process; how to develop ideas into applications; how to use useful techniques for improving existing models; making simple models more useful and reliable. The course consists of two modules. Module one concentrates on model design, practice and outline a methodology for planning, designing and developing financial models. Module two concentrates on outlining a methodology for using computer-aided software in finance data analysis. It develops and designs forecasting techniques based on time series and cross sectional data.

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 the first course. This course also discusses portfolio analysis, capital asset pricing model, factor models, arbitrage pricing theory, bond portfolio management, and financial derivatives for hedging the portfolio risk, portfolio performance evaluation and international investment. It also discusses empirical findings on these topics as and when required.

FIN 3025: SKILL DEVELOPMENT

This is a compulsory non-credit course that provides an essential exposure for the third year students who need various skills to complete their degree and to be successful in their career. 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 the 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 a research in Finance. The course will help students to familiarize themselves with the commonly used research methodologies in Finance and to acquire knowledge and skills required to carry out research in Finance. The course is organized into two broad modules. The first module provides the necessary understanding of the research process whereas the second module emphasizes the practical side of research. A panel of lecturers will discuss research articles with the students. At the end of the course, students are required 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, dividend discount model, price multiple methods including Price Earnings ratio, Price to Sales ratio and Price to Book Value ratio, Economic Profit Valuation model, Adjusted Present Value model, valuation of acquisitions and takeovers and special cases of valuation.

FIN 4322: INTERNATIONAL FINANCIAL MANAGEMENT

This is a specialized course that deals with issues related to international financial management. This course provides an understanding of international financial systems, balance of payments, foreign exchange markets, theories of exchange rate determination, international parity conditions, managing foreign exchange exposure, international cost of capital and financial structure, multinational capital budgeting, international equity and debt markets, interest rate risk management, political risk management, international portfolio investments and international working capital management.

FIN 4323: FINANCIAL ANALYSIS

This course provides a practical approach to advance the theoretical knowledge of finance and its application. This course covers a top – down approach of financial analysis which commences with an introduction to corporate financial strategy and corporate stakeholders, the analysis of macro-economic environment using PESTEL framework, analysis of the industry and its competitiveness using Porter's Five Force Model, analysis of the company in terms of SWOT and Resource Based View, analysis of financial statements, technical analysis and analysis of corporate distress risk. Finally, guest lectures will be organized to discuss the practical approach of

financial analysis. The pedagogical methods include lectures, computer practical sessions, group assignments, group presentations and case studies.

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 the role of insurance institutions. Furthermore this provides an introduction to the insurance industry, insurance regulations and financial assessment, pricing of insurance and legal aspects of insurance contracts as well.

FIN 4325: CORPORATE GOVERNANCE

This course provides a comprehensive 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 stakeholders etc. In addition, an overview of various “national” governance models and comparisons between them - Anglo-Saxon, Germany, Japan, emerging markets and transition economies - is also provided. Considering the changing nature of the subject, awareness on contemporary governance issues, recent episodes of governance related failures, corporate responses and business ethics are also discussed.

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 discusses 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 would be invaluable for all students, whether they find a job in an entrepreneurial enterprise, work in an established firm or start a company of their own.

FIN 4328: REAL ESTATE FINANCE

This course covers major aspects of real estate finance and investment from the perspective of corporate and private owners, investors and users emphasizing on commercial properties. The course begins with an overview of the fundamentals of income producing real estate and builds on these concepts, 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. This course exposes students to current “real world” real estate finance and investment situations. Students have the opportunity to develop their presentation skills through case discussions and a final project presentation.

FIN 4629: RESEARCH PROJECT IN FINANCE

This course mainly focuses on the application of research methodologies and techniques, selecting a research topic related to a research problem in finance. Therefore, students are required to engage in a 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.

FIN 4630: INTERNSHIP IN FINANCE

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

FIN 4331: INTERNSHIP IN FINANCE AND ACCOUNTING

This course considers practical training with focus on both finance and accounting areas and hence 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 examination.

2.8.6 Professional Links

The Department of Finance has been maintaining close relationships with Colombo Stock Exchange (CSE), Securities and Exchange Commission (SEC), commercial banks, stock brokering companies, fund management companies, insurance companies and other financial institutions. Further, the Department has been maintaining very productive relationships with major professional bodies relevant to the discipline of finance.

This mutual relationship with the industry paves the way for the undergraduates of the Department to participate in various competitions and workshops organized by different institutes in the industry. Accordingly, a team of undergraduates from the Department has consecutively participated in the Research Challenge Competition organized by the CFA Sri Lanka Institute and has secured a place among the top three since 2007.

2.8.7 Employment Opportunities

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

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 determinant in job prospects for finance graduates. Hence the prospective employers tend to look for progress towards a professional qualification in addition to a degree, finance graduates are strongly encouraged to engage in studies to obtain a professional qualification as well.

2.8.8 Awards and Scholarships

Gold Medal – For excellent academic performance

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

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

This is awarded by the Securities and Exchange Commission of Sri Lanka 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.

2.8.9 Student Association

Students' Association of Finance (SAF)

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

students from diverse cultures.

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

The annual activity plan of SAF includes organizing a sports event, an annual get-together, the 'Snehadhara' Project, the 'Nada' Talent Show and publishing the 'Financial Explorer' magazine. The sports event and annual get-together are aimed at enhancing the interaction and building a good relationship among the undergraduates of the Department. The 'Snehadhara' Project is a community service where a school from a rural area is selected and several needed resources are provided to that school. The 'Nada' Talent Show is an annual event organized by the SAF providing an excellent platform for the undergraduates of the Department and all the undergraduates of the University to enhance their aesthetic skills and to promote harmony among them while developing their leadership skills and event management skills. The 'Financial Explorer' is the official magazine of SAF commenced with an aim of replenishing the readers' thirst for financial knowledge. The magazine targets all who have an interest in the world of Finance and its development. It updates the current trends and issues arising in both local and global financial markets and adds knowledge on novel theories of finance.

Alumni Association of Finance (AAF)

The Alumni Association of Finance (AAF) is established with a motto of 'Stay connected to the past and build for the future'. The AAF intends to promote and foster mutual understanding, goodwill and friendship among their members, to be of assistance to members in furthering their education and widening the fields of knowledge,

to sponsor, encourage and support activities, to enhance the link between the AAF and the Department of Finance, to strengthen the relationship with other professionals and professional bodies and to seize opportunities to develop undergraduates.

2.8.10 Head of the Department

Dr. P. D. Nimal

2.8.11 Academic Staff

Prof. W. M. A. Bandara Professor in Finance

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

Prof. D. B. P. H. Dissabandara Professor in Finance

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

Prof. Y. K. Weerakoon Banda Professor in Finance

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

Dr. K. L. W. Perera Senior Lecturer

B.Com. (Special) (SJP); MBA (AIT); PhD (Victoria, Australia)

Dr. (Ms.) R. P. C. R. Rajapakse Senior Lecturer

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

Dr. P. D. Nimal Senior Lecturer

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

Mr. A. G. C. Gunathilaka Senior Lecturer

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

Ms. N. S. Nanayakkara
Senior Lecturer

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

Ms. P. A. N. S. Anuradha
Senior Lecturer

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

Ms. K. L. U. D. Perera
Lecturer - Probationary

B.Sc. Fin. (Special) (SJP); MBA (Finance)
(Colombo)

Mr. S. D. L. Kongahawatte
Lecturer - Probationary

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

Mrs. I. G. S. M. Illubethanne
Lecturer - Probationary

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

Mrs. Y. M. P. S. Abeyrathne
Lecturer - Probationary

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

Mr. A. P. Abeysekera
Temporary Tutor

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

2.8.12 Non-academic Staff

Mr H C Ekanayake

Computer Application Assistant

Mr K Y P Perera

Labourer

2.8.13 Student Profile

"My choice of selecting the B.Sc. Finance (Special) degree programme has been one of my best investments to date. Qualified and knowledgeable lecturers, the student friendly culture and the recognition in the corporate arena do not only match the reputation of the programme, but the knowledge being passed on is consistently

allowing students to meet their career ambitions. The comprehensive exposure gained through this programme not only edifies our ability to achieve academic excellence but also encourages us on our potential to become involved in extra-curricular activities such as sports and aesthetics. We were also provided with the opportunity to take part in student research challenges organized mainly by professional bodies such as CIMA and CFA. I consider myself privileged to be part of this programme which helped me mould as an all rounded undergraduate and also set a strong foundation to my career ambition of reaching the top in the field of Finance and Business Analysis".

Piyumali Premaratne

B.Sc. Finance (Special) (SJP)
Batch 2008/09
CIMA Passed Finalist
Currently employed at the Hayleys Group of
Companies

2.8.14 Contact Details

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Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year IV: Semester I					
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
Total Credit Hours				15	
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
Total Credit Hours				15	

2.9.4 Description of Courses

A short description of courses offered in the years II to IV of B.Sc. Human Resource Management (Special) Degree Programme is provided below.

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 5Ss, 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 AND MANAGEMENT

The main objective of this specialized course is to provide a systematic and rational understanding of performance evaluation of human resources at work, both conceptual understanding and job-oriented practical understanding. It focuses on 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; 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, and 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. The following areas are covered in this course: overview of HRD; training; learning; management development; career management; some topics in national HRD and trends in global 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 housekeeping 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 failure; 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: HUMAN RESOURCE MANAGEMENT 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.

2.9.5 Employment Opportunities

The demand for job opportunities in HRM has been growing. The major categories of prospective jobs include the following: general manager, human resource manager/executive, personnel manager/executive, HRD manager/executive, recruitment and selection manager/ executive, performance evaluation manager/executive, reward manager /executive, industrial relations manager/executive, training and development manager/executive.

In order to gain exposure to HRM practices, it is a compulsory component of the degree that undergraduates embark on practical training which carries 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.

2.9.6 Student Association

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

HR Dialogue and Conference



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

HRM Scintilla Night



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

2.9.7 Head of the Department

Prof. K. H. Hemantha Kumara

2.9.8 Academic Staff

Prof. (Dr.) Henarath H. D. N. P. Opatha
Senior Professor in Human Resource Management

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
Professor in Human Resource Management

B.Sc. Bus. Admin. (Special) (SJP); MBA (RUSL) CTHE (Colombo), SEDA (UK)

Dr (Ms.) B. J. H. Arachchige
Senior Lecturer

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

Ms. M. G. G. Tharanganie
Senior Lecturer

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

Dr. G. G. Aruna Shantha
Senior Lecturer

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

Ms. C. K. Batagoda
Senior Lecturer

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

Dr. (Ms.) Padmini Jayasekara
Senior Lecturer

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

Dr (Ms.) G. D. N. Perera
Senior Lecturer

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

Dr. N. W. K. D. K. Dayaratne
Senior Lecturer

Bmgt(HRM) Kelaniya; M.Sc. Mgt (SJP); PG Cert (HRM) (PIM-SJP); PhD (HRM) La Trobe (Australia); MANZAM, CTHE (Colombo)

Ms. U. K. Thalaspitiya
Senior Lecturer

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

Ms. T. L. Sajeevanie
Senior Lecturer

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

Ms. K. A. C. Chandrika
Senior Lecturer

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

2.9.9 Non-academic Staff

Mr. B.A.A.P. Bamunusinghe
Senior Staff Assistant

BA (Peradeniya); MA in Buddhist Studies (Kelaniya); MA in Sinhala (Buddhist & Pali); PG Dip in Archeology (Kelaniya); Dip in Management (OUSL)

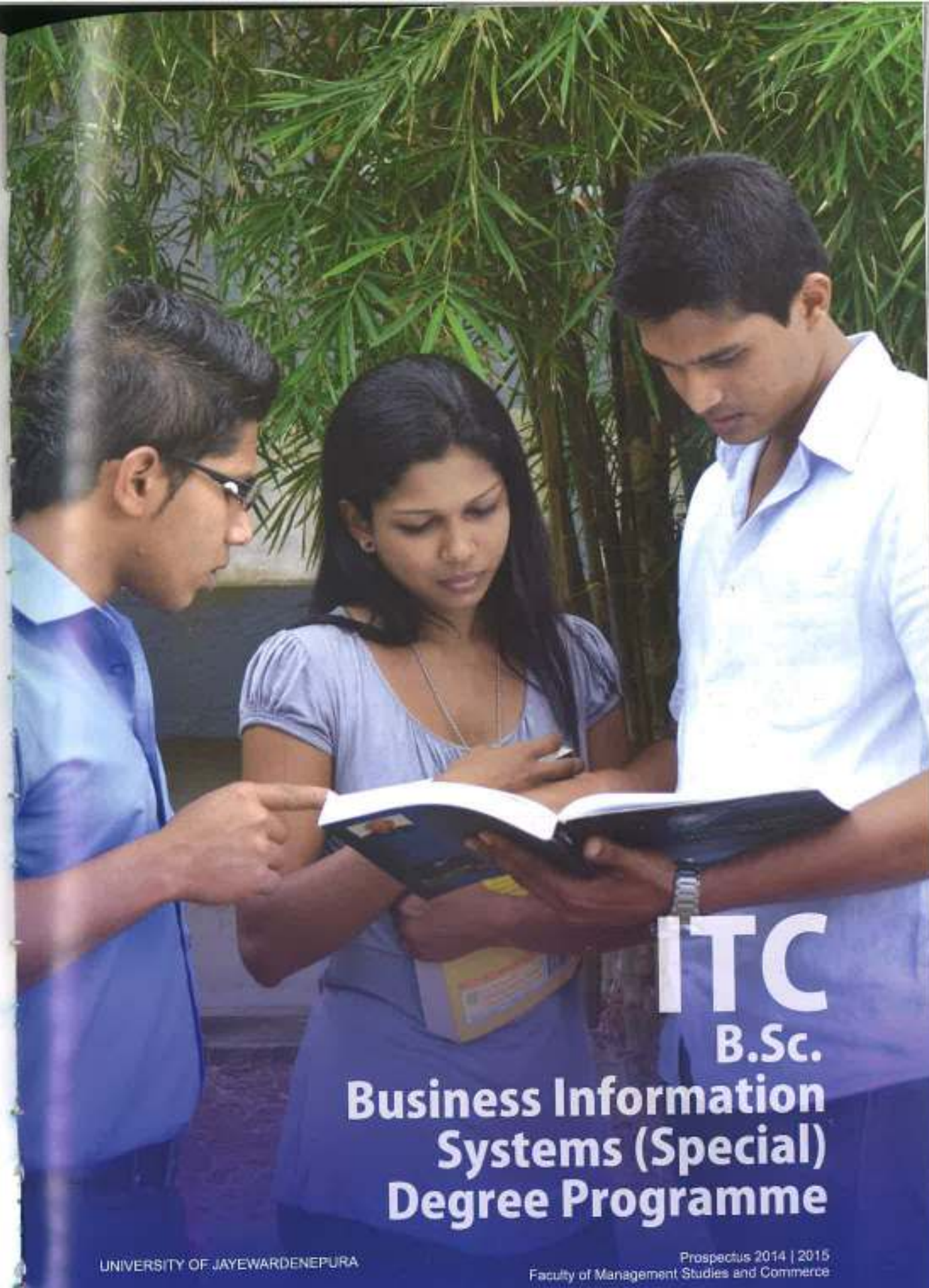
Mr. R.P. Edirisinghe
Labourer

2.9.10 Contact Details

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ITC
B.Sc.
Business Information Systems (Special)
Degree Programme

2.10 B.Sc. Business Information Systems (Special) Degree Programme

2.10.1 Evolution

The rapid development in Information Technology (IT) has enabled business organizations to exploit IT as a tool to obtain competitive advantages. A key ingredient in the formula for success in this endeavour is for business professionals to apply Information Technology in management practices. Graduates armed with appropriate knowledge in Management and Information Technology disciplines is desired by the industry to meet the national requirement. The launch of a new Special Degree Programme named B.Sc. in Business Administration (Information Systems) (Special) by the FMSC, USJ 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.

2.10.1 B.Sc. Business Information Systems (Special) Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
BEC 2320	Macroeconomics	Major	45	3	BEC
ITC 2320	Information Systems Resource Management	Major	45	3	ITC
HRM 2320	Human Resource Management	Major	45	3	HRM
BCC 2322	Business Communication III	Major	45	3	BCC
MAR 2323	Marketing Management	Major	45	3	MAR
Total Credit Hours				15	

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. in 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.

2.10.2 Aims/Objectives of the Programme

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.

2.10.3 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Business Information Systems (Special) Degree Programme is depicted in Table 2.10.1.

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester II					
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
Total Credit Hours				15	
Year III: Semester I					
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
Total Credit Hours				15	
Year III: Semester II					
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
<i>Electives: One of the following electives</i>					
ITC 3327	Information Systems Security and Auditing	Elective	45	3	ITC
ITC 3328	Enterprise Resource Planning Systems	Elective	45	3	ITC
Total Credit Hours				15	
Year IV: Semester I					
ITC 4320	Object Oriented Programming	Major	45	3	ITC
ITC 4322	Information Systems Application Development Project	Major	45	3	ITC
ITC 4323	Research Methods	Major	45	3	ITC
BUS 4320	Strategic Management	Major	45	3	BUS
MAR 4322	Personality and Skills Development	Major	45	3	MAR
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year IV: Semester II					
ITC 4321	Web-based Application Development	Major	45	3	ITC
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
<i>Electives: One of the following electives</i>					
ITC 4327	Internship in Information Systems	Elective	45	3	ITC
ITC 4328	Research Project	Elective	45	3	ITC
Total Credit Hours				15	

2.10.4 Descriptions of Courses

A short description of courses offered in the years II to IV of B.Sc. Business Information Systems (Special) Degree Programme is provided below.

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 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 of 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 major course for the students. 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 Business Process Management (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.

Electives: Students have to follow one of the following electives

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 a research supervisor appointed by the department.

2.10.5 Practical Training

Practical training is a compulsory component in the degree program. Students are allowed to go for practical training during the final year of their degree programme. The aim of the practical training is to expose students to a working environment so that they can gain variety of benefits: gaining know-how, developing skills and abilities, gaining work experience, and applying theoretical knowledge in to practice.

2.10.6 Professional Links

The department has signed a Memorandum of Understanding with Microsoft Sri Lanka (Pvt) Ltd., which has enabled the Department to get the membership of the Microsoft Developer Network Academic Alliance Programme. Under this programme, students of the department are provided with selected Microsoft Software free of charge for research purposes. The department has signed a Memorandum of Understanding with Providence Network and Solutions too which has

enabled us to get the "abas" ERP software free of charge for the department. The department also maintains close links with several other private sector organizations, which has allowed the department to nominate selected students for industrial placements. Links have also been established with the key Professional Associations which are related to IT Industry.

2.10.7 Employment Opportunities

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.

2.10.8 Awards and Scholarships

At the convocation, a gold medal is awarded by Microsoft Sri Lanka (Pvt) Ltd. to the student with the highest GPA gained over the entire degree programme. Scholarships will be arranged for the students with financial difficulties upon their request to the department.

2.10.9 Students' Association

Students' Association of Information Technology (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.

2.10.10 Alumni Association of the Department of Information Technology

The Alumni Association of the Department of Information Technology was formed in 2014. The graduates passed out from the department are eligible to be members of the Alumni Association. The office bearers are selected annually. The objectives of this association are to create, enhance and maintain a good relationship between the alumni members, the department and the corporate sector entities and to provide an opportunity for the graduates to maintain and enhance their relationships among their colleagues throughout their life time.

2.10.11 Facilities at the Department

The Department is located at the Soratha Building of the university. The department office is equipped with necessary infrastructure, furniture, and other equipment to provide support to both lecturers and students of the department. Each staff member has his/her room with necessary facilities for studying, research, and meeting with students. Students have a resource centre which they use for group activities, and also for various activities performed by their Students' Association.

2.10.12 Head of the Department

Dr. (Ms.) S. Malkanthi Samarsinghe
Email: malkanthi@sjp.ac.lk
Mobile: 0094718018548

2.10.13 Academic Staff

Dr. K. M. S. Dushyantha Kulathunga
Senior Lecturer
Bsc. Industrial Mgt. (Special) (Kelaniya);
MBA (PIM – SJP); Ph.D.(Business Adm. & Info. Science) (Chubu)

Dr. (Ms.) S. Malkanthi Samarsinghe
Senior Lecturer
B.Com (Special) (SJP); M.Sc. Mgt (SJP);
PhD (Information Systems) (Massey)

Mr. A. L. Lokuge
Senior Lecturer
B.Sc. (Colombo); M.Sc. Computer Science
(Colombo); MBA (Colombo)

Dr.(Ms.) Champa Hewagamage
Senior Lecturer
B.Sc. Industrial Mgt. (Special) (Kelaniya);
M.Eng. (Info.Eng.) (Nagoya);
Ph.D. (Info.Eng.) (Hiroshima)

Mr. C. Ranil Peiris
Senior Lecturer
B.Sc. Mgt. (Pub) (Special) (SJP);
M.Sc. (Com. Science) (Kelaniya)

Mr. W. Mahesh N. Fernando
Senior Lecturer
B.Sc. (SJP); MBA (PIM – SJP);
M.Sc. (Com. Science) (Kelaniya), MACS

Mr. Devaka. J. Punchihewa
Senior Lecturer
B.Sc. (Business Studies) (Sabaragamuwa);
MBA (E-Com.) (Stockholm)

Ms. J. Nishika Jayasinghe
Senior Lecturer
B.Sc.in Bus. Admin (Special) (SJP);
MBA in Information Technology (Moratuwa)

Mr. P. D. K. Amitha Kumara
Senior Lecturer
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Technology (Moratuwa)

Mr. K.S. Lasith Gunawardena
Senior Lecturer

B.Sc.(SJP); M.Sc. (Advanced Computing)
 (Colombo); MIEEE (USA); MIET (UK);
 MBCS (UK); MACM (USA)

Mr. P. H. A. B. Shantha
Senior Lecturer

B.Sc. (Estate Management & Valuation)
 (Special) (SJP); M.Sc. in Mgt & IT (Kelaniya)

Ms U. G. D. Lakshila Abeyesekara
Lecturer

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

Ms. H.M. Chathurika T. Herath
Lecturer - Probationary

B.Sc.in Bus. Admin (Information Systems)
 (Special) (SJP); Masters in IS Management
 (Colombo)

Ms. L.D.C. Sashikala Subhashini
Lecturer - Probationary

B.Sc.(ICT) (Colombo); M.Phil. (Computer
 Science) (Colombo)

Mr. W.D. Nilantha Prasad
Lecturer - Probationary

B.Sc. (Hons) IT (Moratuwa); Master in
 Computer Science (Colombo)

2.10.14 Non-Academic Staff

Mr. G.P.G.T.S. Polgolla
Clerk

Mr. H.H.J. Fernando
Labourer

2.10.15 Contact Details

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MAR
B. Sc. Marketing
Management (Special)
Degree Programme

2.11 B. Sc. Marketing Management (Special) Degree Programme

2.11.1 Evolution

Due to the growing importance of Marketing as a field of study and the increased demand from students for studies in marketing, the Faculty recognized the necessity for offering a special degree in the field of marketing. As a result, a "Marketing Unit" was established under the FMSC in 1994 in order to offer a B.Sc. Degree in Marketing Management. The marketing unit was then promoted to the departmental status as the Department of Marketing Management in 1996. Then degree program was renamed as 'B.Sc. Business Administration (Marketing) (Special)' in the academic year 2001/2002 with further strengthening of the curriculum. Being updated with the new development in the field of marketing management and to reflect the unique characteristics of the programme, presently, the Department retains 'B.Sc. in Marketing Management (Special) Degree' as the official title of the degree program. A number of curriculum revisions have been undertaken since the inception of the degree program and presently the Department offers a comprehensive and up-to-date academic curriculum to the students to equip them with modern marketing theories and practices.

2.11.2 Mission and Objectives of the Programme

The Department of Marketing Management is committed to develop innovative and dynamic young marketing professional with state of art competencies making them change agents in the organization by realizing full potential of the innate capabilities and aptitude of the

undergraduates to add value to marketing efficiency and effectiveness of respective organization and to the society at large. To achieve this broader aim, the main objective of the degree program is to provide undergraduates with knowledge, talents, skills and attitudes to be professional marketers who are recognized both locally and globally. It aims to produce graduates 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 world, adapting to the challenges that come from globalization of the economy and the constant and quick changing pattern of competitive pressures and opportunities.

2.11.3 Programme Structure for Years II, III and IV

The programme curriculum has been designed to help students to learn the essential concepts and practices of modern marketing in an analytical and practical way. It provides fresh insights into the latest marketing developments. The program covers principles of marketing, advanced marketing management, fine arts, product and brand management, marketing communication, sales management, retail marketing, consumer behavior, services marketing, international marketing, hospitality marketing, strategic marketing and marketing research as core subjects. In addition, practical training in the form of internship and dissertation/research report are compulsory parts of the program. The program also provides students with an opportunity to select subjects from other departments of the Faculty such as Information Technology and Decision Sciences, Human Resource Management, and Finance. The table below depicts the course content of the degree for years II, III, and IV.

Table 2.11.1 B.Sc. Marketing Management (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
MAR 2320	Principles of Marketing	Major	45	3	MAR
BEC 2320	Macroeconomics	Major	45	3	BEC
DSC 2320	Statistical Analysis for Management	Major	45	3	DSC
HRM 2320	Human Resource Management	Major	45	3	HRM
BCC 2320	English III - Professional Communication	Major	45	3	BCC
Total Credit Hours				15	
Year II: Semester II					
MAR 2321	Advanced Marketing Management	Major	45	3	MAR
MAR2322	Fine Art	Major	45	3	MAR
DSC2322	Operations Management	Major	45	3	DSC
FIN2321	Financial Management	Major	45	3	FIN
HRM2324	Personal and Social Responsibility	Major	45	3	HRM
Total Credit Hours				15	
Year III: Semester I					
MAR 3320	Consumer Behaviour	Major	45	3	MAR
MAR 3321	Integrated Marketing Communication	Major	45	3	MAR
MAR 3322	Product and Brand Management	Major	45	3	MAR
DSC3320	Operations Research	Major	45	3	DSC
BEC3323	Managerial Economics	Major	45	3	BEC
Total Credit Hours				15	
Year III: Semester II					
MAR 3323	Service Marketing I	Major	45	3	MAR
MAR3324	Sales Management and Retail Marketing	Major	45	3	MAR
MAR3325	Marketing Research I	Major	45	3	MAR
MAR3327	Basic Anthropology	Major	45	3	MAR
HRM3325	Contemporary Human Resource Management	Major	45	3	HRM
Total Credit Hours				15	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year IV: Semester I					
MAR 4320	Marketing Research II	Major	45	3	MAR
MAR 4321	Service Marketing II	Major	45	3	MAR
MAR 4322	Personality and Skills Development	Major	45	3	MAR
MAR 4323	Strategic Marketing	Major	45	3	MAR
MAR 4329	Digital Marketing	Major	45	3	MAR
Total Credit Hours				15	
Year IV: Semester II					
MAR 4324	Dissertation	Major	45	3	MAR
MAR 4325	International Marketing	Major	45	3	MAR
MAR 4326	Hospitality Marketing	Major	45	3	MAR
MAR 4620	Internship	Major		6	MAR
Total Credit Hours				15	

2.11.4 Description of the Courses

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 program and managing the marketing effort, with special reference to their application in the Sri Lankan context.

MAR 2322: FINE ARTS

The objective of this course is to help students to relax mentally, develop creativity, improve concentration and enhance soft skills which are essential to become a good marketer. The 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 behavior. It covers areas such as the evolution of the field of consumer behavior, consumer decision-making process, socio-cultural and psychological factors that influence consumer behavior. 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 program situation analysis, analyzing communication process, objectives and budgeting for IMC program, developing an IMC program, 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 programs, implementation of the sales program and evaluation and the control of the sales program.

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 3327: BASIC ANTHROPOLOGY

The purpose of this course is to study the diversified human behavior 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 behavior 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 services in the economy, the service concept and competitive strategy, structuring the service enterprise, managing service options and quantitative models in 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 Program), 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

Under this unit, 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 for continuous mentoring during the project.

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 programs 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.

MAR 4329: DIGITAL MARKETING

Marketing landscape has immensely changed during last few years of time due to the advancements of modern information and internet technologies in the world. Impacts of these changes are inevitable for local business organizations too. One of the key growing areas due to these advancements is digital and interactive marketing. Areas like social media and social networking are of high concern by present markets and organizations. Therefore, by understanding these ground realities, the Department of Marketing Management of the SJP has decided to offer a course under the name of Digital Marketing, with the purpose of providing a sufficient technological understanding to marketing undergraduates of the SJP.

2.11.5 Practical Training

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 program has been designed which enables final year students to gain exposure by being trained under the corporate sector as management trainees or marketing trainees. With the understanding of the utmost importance of the practical training, the department has allocated 6 credits for internship programme.

2.11.6 Professional Links

Links with professional bodies in education field

The Department maintains close links with the Chartered Institute of Marketing (CIM), the Sri Lanka Institute of Marketing (SLIM) and the Association of Certified Professional Marketers. The Sri Lanka Institute of Marketing (SLIM) offers a gold medal to the best student of the Marketing Management Department in each year while CIM awards a gold medal to the student with the most outstanding achievements in studies and extra-curricular activities in the B.Sc. Marketing Management (Special) Degree Program.

Link with Sri Lanka Military Academy (SLMA)

Further, the department has close links with the Sri Lanka Military Academy, Diyatalawa, for conducting the personality and skill development program for the students of the department under the course unit of MAR 4322: Personality and Skill Development.

MOU with Ogilvy & Mather

Department of Marketing Management and Ogilvy & Mather who is a giant multinational in the field of Advertising signed a Memorandum of Understanding (MOU) on the 4th of July 2013 at the FMSC, SJP with the purpose of creating a bridge between academia and industry. Both parties aimed at the development of both organizations in particular and the media industry in general, through this collaborative agreement. And accordingly both parties agreed for the followings;

- Ogilvy Group will provide research opportunities for students and lecturers upon agreed areas.
- Ogilvy will provide internship/training and employment opportunities for the undergraduates and graduates of the Department of Marketing Management.

Industry experts from the Ogilvy Group may be invited to conduct guest lectures for the undergraduates of the Department of Marketing Management under agreed areas

Ogilvy may invite lecturers and academia from the Faculty of Management Studies & Commerce to conduct training programs if and when there is a requirement.

Table 2.11.2 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, and Marketing Strategy) are exempted and need to complete only two subjects (Asia Pacific Business, Asia Pacific Marketing Management) to obtain the Certified Professional Marketer status (should have five years' experience in marketing in an Asian country).
Chartered Institute of Marketing (CIM)	Up to Professional Diploma in Marketing (Stage – II) of the Generic Marketing Programme.

2.11.7 Employment Opportunities

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

Growing acceptance of marketing careers by non-profit organizations such as colleges, hospitals and libraries will also create more job opportunities.

2.11.8 Awards and Scholarships

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

Sri Lanka Institute of Marketing (SLIM) Gold Medal

SLIM Gold Medal is awarded to the student who has obtained the highest Grade Point Average (GPA) with a First or Second Class (Upper) Division Class in the B.Sc. Marketing Management (Special) Degree Programme.

Chartered Institute of Marketing (CIM) Gold Medal

CIM Gold Medal is awarded to the student with the most outstanding achievements in studies and extra-curricular activities in the B.Sc. Marketing Management (Special) Degree Programme.

2.11.9 Student Associations

Marketing Management Association (MMA)

Marketing Management Association (MMA) is the official students' Association of the Department of Marketing Management and it is one of the strongest students' Associations within the Faculty with a high recognition. Its' office bearers are selected from among students of the department on an annual basis. Marketing Management Association is a very innovative, creative and proactive student body. The main objective of the MMA is to enhance the skills and talents of the students to face the challenges and difficulties of dynamic marketing environment by 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 Program at Diyathalawa Military Academy, Social Projects, Simulation Games, Workshops and Field Visits 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.

Marketing Alumni Association

Marketing Alumni Association is the official gathering of passed out Marketing Graduates of the Department of Marketing Management. This has created an approach to gather J'pura Marketers who have scattered throughout Sri Lanka. It intends to create a gathering of marketing professionals who can contribute to the growth of professional marketing culture and marketing education of the country. It also provides an opportunity for our graduates to maintain and enhance their relationships among their colleagues throughout their life time. In addition to that, Marketing Alumni Association expects to provide their utmost contribution to the future development of the Department of Marketing Management especially for the improvement of quality of the undergraduate program in ways such as providing internship opportunities and creating corporate sector links with the Department.

2.11.10 Facilities at the Department

Students' Resource Centre

The Department of Marketing Management has established its own Resource Centre for the use of marketing undergraduates in their academic and extra-curricular activities. Office bearers of the Marketing Management Association (MMA) coordinate and manage the activities of the Resource Centre.

Research Library

The department maintains a research library mainly for the use of final year students of the department which helps them in writing their Research Report, which is a compulsory

requirement of the degree program. The research library consists of the accepted researches conducted by the passed out graduates of the department and by the lecturers of the department for students' reference.

2.11.11 Head of the Department

Dr. (Ms.) M. A. A. Malkanthi

2.11.12 Academic Staff

Prof. (Dr.) B. N. F. Warnakulasooriya
Professor in Marketing
B.Com. (Special) (Colombo); MBA (Colombo); PhD (Pune)

Prof. (Ms.) D. S. R. Samarasinghe
Professor in Marketing
B.Sc. Bus. Admin. (Special) (SJP); PG. Dip. Marketing (PIM); M.Sc. Bus. Admin. (SJP); EPPG. Dip. in Marketing of Services (MSM – Netherlands)

Dr. K. P. L. Chandralal
Senior Lecturer
B. Com. (Special) (SJP); M.Sc. in Management (SJP), EPPG. Dip. In Marketing of Services (MSM– Netherlands); PhD (Australia)

Dr. (Ms.) M. A. A. Malkanthi
Senior Lecturer
B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Management (SJP); PhD (Japan)

Mr. J. W. Dushan Chaminda
Senior Lecturer
B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Management (SJP); Reading for PhD (Australia)

Dr. (Ms.) P. G. S. Amila Jayarathne
Senior Lecturer
B. Sc. Mkt. Mgt. (Special) (SJP); M. in Policy Stud. (Tokyo), MSc in Management (SJP); PhD (UK)

Ms. B. Sandamali Galdolage
Senior Lecturer
B.B. Mgt. Mkt. (Special) (Kelaniya); M.Sc. in MIT (Kelaniya)

Ms. H. P. Samanthika Gallage
Lecturer - Probationary
B. Sc. Mkt. Mgt. (Special) (SJP), CIMA (Passed Finalist); MBA (PIM-SJP); M.Sc. (UK); Reading for PhD (UK)

Ms. Sachithra Somasiri
Lecturer - Probationary
B. Sc. Mkt. Mgt. (Special) (SJP); Reading for M.Sc. (SJP)

Mr. W.P.S. Harsha Tissera
Lecturer - Probationary
B. Sc. Mkt. Mgt. (Special) (SJP); Reading for MBA(PIM-SJP)

Mr. Dilan Rathnayake
Lecturer - Probationary
B. Sc. Mkt. Mgt. (Special) (SJP); Reading for MBA(PIM-SJP)

Mr. H.M. Aminda Lakmal
Lecturer - Probationary
B. Sc. Mkt. Mgt. (Special) (SJP) ; Reading for MBA(PIM-SJP)

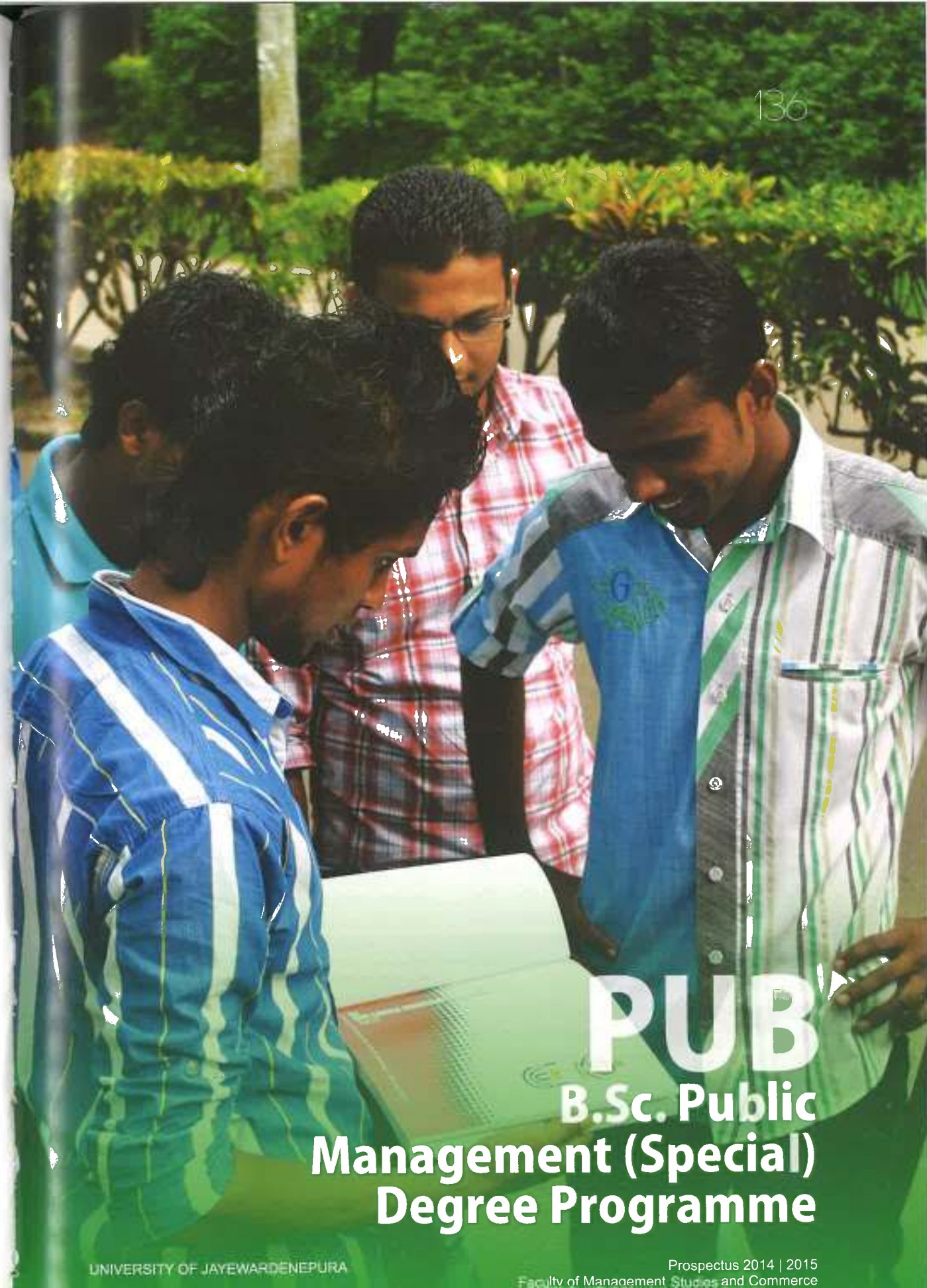
2.11.13 Non-academic Staff

Ms. R I J K S Kumari
Clerk

Mr M L C D Perera
Labourer

2.11.14 Contact Details

Head, Department of Marketing
University of Sri Jayewardenepura
Gangodawila
Nugegoda
Tel: 2802009



PUB
B.Sc. Public
Management (Special)
Degree Programme

2.12 B.Sc. Public Management (Special) Degree Programme

2.12.1 Evolution

The Department of Public Administration has gained eminent recognition with distinguished, residual memories over the past fifty five years. Producing most number of graduates in the field of Public Management, it has become the pioneer in this specific field to capitalize the value and the importance of the said academia. The Department is proud to be the only academic unit within the national university system offering a Degree in Public Management while maintaining its standard of studies with professionalism and knowledge.

At the outset, a Degree in Public Administration has been offered by the Department of Economics in Vidyodaya University, since the academic year 1959/1960 and later it was by the Department of Public and Business Administration. In 1968 that Department was reconstituted as the Department of Management Studies and, in 1980, the Department of Management studies was converted into two separate Departments, called Public Administration and Business Administration. With the establishment of the Department of Public Administration in 1980, it received an independent recognition at the University of Sri Jayewardenepura as it is currently known.

The Department then took over the responsibility for the study programme leading to the B.Sc. Public Administration (Special) Degree, which was later renamed as the B.Sc. in Management (Public) Special Degree in 1993. Commencing of

the academic year in 2001/2002, the B.Sc. Public Management (Special) Degree has been offered by the Department.

2.12.2 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 multi disciplinary 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 works are used to help the student to develop an appreciation for the application of knowledge to real world situations.

2.12.3 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Public Management (Special) Degree Programme is depicted in Table 2.12.1.

Table 2.12.1 B.Sc. Public Management (Special) Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
Year II: Semester I					
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
Total Credit Hours				15	
2nd Year - 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	15	1	PUB
PUB 2126	Arts One Elective	Elective 2			PUB
PUB 2127	Music	Elective 3			PUB
Total Credit Hours				18	
3rd Year - 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
Total Credit Hours				18	

Course Code	Course Title	Course Status	Contact Hours	Credit Hours	Service Dept.
3rd Year - 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	45	3	PUB
ACC 3323	Auditing & Assurance (One elective)	Elective 2			ACC/PUB
PUB 3327	Managing Rural Development	Elective 1	45	3	PUB
PUB 3328	Contemporary Issues in Development (one elective)	Elective 2			PUB
Total Credit Hours				15	
4th Year - 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
Total Credit Hours				15	
4th Year - 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
Total Credit Hours				9	
TOTAL CREDIT HOURS				120	

2.12.4 Description of the Courses

A short description of courses offered in the years II to IV of B.Sc. Public Management (Special) Degree Programme is provided below.

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 arts 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 facilitates 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 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.

2.12.5 Practical Training

Being well equipped with the multi-disciplinary knowledge, Public Administration Students have successfully engaged in their final year Internship programme, in both government sector and corporate sector organizations exposing the classroom theories into practice.

2.12.6 Professional Links

The department of Public Administration has built up strong links between both government and private sector leading institutions in the country and especially with regional foreign institutions as well.

Professional links within the Country

The Department has strong relationships with professional and regulatory bodies in the country such as the Ministry of Public Administration, Ministry of 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.

Professional links overseas

*Membership of NAPSIPAG
(Network of Asia-Pacific Schools and Institutes of Public Administration and Governance)*

The Department of Public Administration was granted institutional membership of NAPSIPAG for ten years with effect from the year 2013. The objective of NAPSIPAG is to enhance the quality of governance and public administration in the Asia-Pacific region by building the capacities of its national governments to promote good governance, through practical, relevant, and

2.12.8 Awards and Scholarships**2.12.8.1 Awards**

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

Public Administration Alumni Association Gold Medal

This is awarded to the best student of the B.Sc. Public Management (Special) Degree Program at the University Convocation being subject to the stipulated selection criteria.

Deshamanya Professor Linus De Silva Memorial Gold Medal

This is awarded to the student who obtains the highest overall Grade Point Average (GPA) in the final year (in both semesters) of the B.Sc. Public Management (Special) Degree Programme. This is also awarded at the University Convocation being subject to other selection criteria stipulated.

Ramanie Samaratunga Gold Medal

This is awarded to the student who obtains the highest score for the subject Public Finance of the B.Sc. Public Management (Special) Degree Program. This is also awarded at the University Convocation being subject to other selection criteria stipulated.

2.12.8.2 Scholarships

The Department is always hand in glove with the students and continuous encouragement is made towards their studies. Providing supplementary financial assistance and scholarships enable them to proceed with their higher education smoothly. The following scholarships are offered by the Alumni Association of Public Administration for the students who prove excellence in studies.

responsive training, education, and research. With this institutional membership, the academic members of the department are eligible to receive the following benefits:

- Participating in general assemblies, business meetings, conferences, seminar-workshops and other activities.
- Engaging in research, training, consultancy and other projects which may be initiated by the Network.
- Acquiring and at the same time, disseminating new knowledge, technology, approaches and practices which may be developed by other member institutions.
- Contributing to NAPSIPAG publications including refereed journals like Journal of Administration and Governance (JOAAG).

The department, as an institutional member of the network, has a single vote in the general assembly. Also, the department has the right to be voted as a member of the executive committee of the network.

2.12.7 Employment Opportunities

A degree in Public Management is a stepping stone which prepared students for better career options focusing mainly on government Ministries, Departments, Corporations, and Authorities, Local government institutions, Research Institutions, project-based organizations, universities, Banks and private sector as well. Former students have successfully occupied within a wide variety of national and international organizations both in public and private sector. Thus, many eminent positions of the country are gorgeously bearded by the graduates of the Department.

W.A. Wijewardana Public Management (Merit) scholarship

This scholarship has instituted by Mr. W.A. Wijewardane, former Deputy Governor of Central Bank of Sri Lanka, also an alumnus of Public Administration Department, with the objective of promoting excellence among Public Management students at the University of Sri Jayewardenepura. The scholar could continue receiving the benefits of the scholarship throughout entire degree programme, if he/she maintains excellent results in examinations and prove merit continuously.

H.M. Tamwatta scholarship

This scholarship is instituted by Dr. H.M.A. Herath through the Alumni Association of Public Administration. The scholar is selected within the 2nd year students of the Department and selection criteria has been set focusing the needy students in the Department.

B.Y.G. Rathnasekara scholarship

This scholarship has been instituted by the senior lecturer Mr. B.Y.G. Rathnasekara, an alumnus of Public Administration Department and it is offered to the needy students with the very generous idea of facilitating their studies.

2.12.9 Student Association

Association of Public Administration (APA)

The Association of Public Administration represents the total student community in the Public Management study programme 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. With the aim of developing mutual relationships among themselves, the association annually organized

several programmes such as sports days, religious activities, entertainment activities etc. All students are encouraged to join as active participants; the opportunities are available for them to develop their knowledge, skills and research abilities.

2.12.10 Alumni Association of Public Administration (AAPA)

Graduates passed out through the 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.

2.12.11 Facilities at the Department

Resource centre

The Recourse Centre enables students in their studies and extra - curricular activities through facilitating a developed environment to enhance with. A mini library is available with latest publications in management and public Administration, periodicals, journals, magazines and even IT facilities helping them to be well equipped in computer literacy.

2.12.12 Head of the Department

Dr. M.H.A. Sisira Kumara

2.12.13 Academic Staff

Prof. (Ms) R. Lalitha S. Fernando

Professor in Public Administration
B.Sc. Pub. Admin. (Sp.) (SJP); M.A. Econ. Dev. Ad. & Mgt. (Manchester), PhD NIDA (Bangkok)

Dr. H.M.A. Herath
Senior Lecturer

B.Sc. Pub. Admin. (Sp.) (SJP); M.A. (Carleton); PhD (Carleton)

Mr. W.M.N. Weerathunge
Senior Lecturer

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

Ms. R.P.C.K. Jayasinghe
Senior Lecturer

B.Sc. Mgt. (Public) (Sp.) (SJP); M.P.P. (NUS-Singapore); Pg.Dip. IR (BCIS); MAAT

Dr. M.H.A. Sisira Kumara
Senior Lecturer

B.Sc. Mgt. (Public) (Sp.) (SJP); M.P.A. (PIM-SJP); M.P.P. (GRIPS Tokyo), M.A. in Pub. Economics (GRIPS Tokyo), PhD in Pub. Economics (GRIPS Tokyo)

Ms. L.A.P. Madhuwanthi
Lecturer

B.Sc. Mgt. (Public) (Sp.) (SJP); M.P.P. (NUS-Singapore); Pg.Dip. in Research Methods (MSM- Netherlands)

Mr. W.G.T.S. Senanayaka
Lecturer- Probationary

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

Ms. P.I. Anuradha
Lecturer- Probationary

B.Sc. Pub. Mgt. (Sp.) (SJP)

Ms. A. Muthulingam
Lecturer- Probationary

B.Sc. Pub. Mgt. (Sp.) (SJP)

Ms. M.S. Dimuthu Kumari
Temporary Tutor

B.Sc. Pub. Mgt. (Sp.) (SJP)

Ms. W.V.D.N. Nishadika
Temporary Tutor

B.Sc. Pub. Mgt. (Sp.) (SJP)

Ms. J.P.P. Rangani Jayasiri
Temporary Tutor

B.Sc. Pub. Mgt. (Sp.) (SJP)

Ms. S. Anuja
Temporary Tutor
B.Sc. Pub. Mgt. (Sp.) (SJP)

2.12.14 Non-academic Staff

Ms. C.L. Obeysekara
Typist (Clerk)

Ms. P.G. Aloka Gallage
Clerk

Mr. G.H. Anil Silva
Labourer

2.12.15 Student's Profile

Students of the department at present found and observed to be well talented and knowledgeable enough to gain the best out of the fruitful efforts made by the Department. All these are of a collective strength built by everybody who has contributed to the betterment of the Department and the University as well. A student tells her view on the department as follows.

"I chose to pursue the Bachelor of Public Management (Special) degree because I enjoy serving the public. What I have found most enjoyable about studying public administration has been, learning about the different parts of the field. Public Administration being a multidisciplinary doctrine combines courses in several disciplines including business, economics, law, political studies and sociology, mathematics, accounting, finance etc. The most significant and

prominent trait that I developed during the degree program is discipline to perform in assignments, responding throughout the week to classroom and tutorial discussions and putting in the effort on team projects. I have learned to communicate better and listen more diligently as a result of these classes, and my research skills have improved immensely

2.12.16 Contact Details

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**Academic
Units**

2.13 Business Communication Unit

2.13.1 Evolution

Language and communication skills development courses of the FMSC were conducted by 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 coordinating across departments and degree programmes and for providing support pertaining to development of language and communication skills. As the volume of work

performed by the Unit increased, four more lecturers were recruited in 2013, thus increasing the number of staff to six. At present, the Business Communication Unit is responsible for designing and offering language and communication skills development courses to undergraduates of all degree programmes in the FMSC.

The Business Communication Unit aims to build up the confidence and language skills required by undergraduates in order to work successfully in their chosen course of study and to contribute to their future professional development.

Its objectives are to provide instructions and practice in oral and written English using business-related topics as the content base, to introduce student-centered teaching with a view to enhancing the learning effectiveness of students, to introduce activities to develop the communicative competence of the undergraduates and to integrate computer-supported learning with classroom instructions to encourage peer-learning.

Table 2.13.1 Business Communication Courses

Year and Semester	Course Code and Title	Course Statue	Contact Hours	Credit Hours
Year I: Semester I	BCC 1322: Business Communication I (Offered in Common Programme)	Credit	45	3
Year I: Semester II	BCC 1323: Business Communication II (Offered in Common Programme)	Credit	45	3
Year II: Semester I	BCC 2322: Business Communication III	Credit	45	3
	BCC 2226: Business Communication III	Credit	45	2
	BCC 2024: Business Communication III	Non-Credit	45	0
Year II: Semester II	BCC 2323: Business Communication IV	Credit	45	3
	BCC 2025: Business Communication IV	Non-Credit	45	0
	BCU 2001: Certificate in Business English	Certificate	45	0
Year III: Semester I	BCC 3024: Business Communication V	Non-Credit	45	0
Year III: Semester II	BCC 3025: Business Communication VI	Non-Credit	45	0
	BCU 3001: Certificate in Professional English	Certificate	45	0

2.13.2 Courses Offered

Business Communication courses are included as compulsory prerequisites to different core courses as indicated in Table 2.13.1. 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. The courses offered by the Unit, details of which are given below, prepare the students for the University Test for English Language (UTEL) conducted by the Ministry of Higher Education and the University Grants Commission.

2.13.3 Description of Courses

PRE-ORIENTATION INTENSIVE COURSE IN ENGLISH

Before the commencement of academic activities, an Intensive Course in English is conducted for the new entrants. This Intensive Course in English, which is a four-week course conducted prior to the orientation programme, consists of two important components required by an undergraduate – General English Language Skills and Study Skills. Both these components will lay a solid foundation for the enhancement of English medium education in the Faculty. These two important components concentrate on promoting fluency and accuracy in the English language and on developing the skills of reading, writing, speaking and listening in an academic context, in addition to preparing undergraduates to effectively pursue their academic work in the English medium.

BCC 1322: BUSINESS COMMUNICATION I

Refer Section 1.4 on Common Programme for details.

BCC 1323: BUSINESS COMMUNICATION II

Refer Section 1.4 on Common Programme for details.

BCC 2322/BCC 2226/BCC 2024: BUSINESS COMMUNICATION III

This course focuses on writing business letters for a variety of purposes, making brief presentations, taking down notes efficiently, communicating effectively and confidently in business related situations, writing summaries of business related texts, writing business reports, preparing formal documents and conducting presentations. After successful completion of this course, students reach the level of Band 7 (Good User of Language) of the UTEL.

BCC 2323/ BCC 2025: BUSINESS COMMUNICATION IV

This is an innovative task-based business English course. The basis of the course is fictitious companies invented by students and serving as the vehicle for examining and practicing different language functions related to business English. The entire course is a simulation in which the students' imagination compensates for their lack of real-world business experience. It aims to develop achievement, analytical thinking, entrepreneurship, customer service orientation, flexibility, professional confidence, relationship building for influence, self-awareness, team work, and give students the ability to hold people accountable, lead and develop others, and work strategically.

BCC 3024: BUSINESS COMMUNICATION V

This course has been designed with a view to helping the students to speak fluently, accurately and confidently in business situations. After successful completion of this course, students will

be able to use social English in business situations, take part in discussions on business-related topics, listen to business-related texts and respond appropriately, read and understand complex business-related texts and respond to them, use language necessary to entertain clients, communicate with customers for a variety of purposes, write business emails and letters and use business vocabulary appropriately and accurately.

BCC 3025: BUSINESS COMMUNICATION VI

This course is a skill-based course that seeks to impart practical English knowledge required by the students in the business world. It ensures that the students have good communication skills in reading, writing, speaking and listening and creates a conducive environment in the classroom for them to practice these skills confidently.

BCU 2001: CERTIFICATE IN BUSINESS ENGLISH & BCU 3001: CERTIFICATE IN PROFESSIONAL ENGLISH

These certificate courses are open to all students of the Faculty and have been designed with a view to helping the students to speak fluently, accurately and confidently in business situations and aims to enhance the confidence, communication skills and personal image of learners. These courses are of a very practical nature and are conducted in a relaxed and supportive manner. Serving as 'finishing courses' for students who have had input in the four English language skills plus grammar and vocabulary in the preceding semesters, these certificate courses would be ideal for students who plan to embark on their internship and thus enter the world of work in the business arena where they would be expected to have a good command of English, particularly spoken English.

In addition to these main courses, the Unit also conducts 'Extra English Classes' for the students

who require extra help with the language. These classes are conducted in the evenings and are open to any student of the Faculty.

2.13.4 Student Facilities

Language Lab

This state-of-the art language lab is capable of accommodating 50 students at a time and consists of computers and self-learning language software, audio-visual equipment, films, textbooks etc.

Self-Access Centre (SAC)

Students can access the SAC during their free time and engage in language learning activities on their own at their own pace. This Centre has self-learning materials, books, dictionaries and audio-visual equipment.

In order to popularize and promote the use of the Language Lab and the SAC among the students, arrangements have been made to incorporate these facilities in the continuous assessments of the Business Communication courses with effect from 2015.

2.13.5 Coordinator

Ms. Nadeeka Ariyadasa

2.13.6 Academic Staff

Ms. Mufeeda Irshad
Senior Lecturer

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

Dr. (Ms.) Lishanthi Wijewardene
Senior Lecturer

B.A. English (Special) (Kelaniya); M.A. (Colombo); Ph.D. (Malaysia); Dip in TESL (Colombo); ATCL (London); CTHE (Colombo); SEDA (UK)

Ms. Nadeeka Ariyadasa
Lecturer - Probationary

B.A. English (Special) (Kelaniya); MBA (Kelaniya); AIB (SL); Dip.in Journalism & Communication (SLFI-Colombo)

Ms. Vishwara Perera
Lecturer - Probationary

B.A. English (Special) (Kelaniya); M.A. (Kelaniya)

Mr. Indumini Kavirathna
Lecturer - Probationary

B.A. English (Special) (Kelaniya); M.A. (Kelaniya)

Ms. Sepali Bamunusinghe
Lecturer - Probationary

B.A. (Kelaniya); M.A. (SJP); M.A. (Kelaniya); Dip.in Writership & Communication (SJP)

2.13.7 Non-academic Staff

Ms. R M J M Rathnayake
Computer Application Assistant

Ms. D D Wickramarachchi
Trainee Clerk

2.13.8 Contact Details

Coordinator: Ms. Nadeeka Ariyadasa
Telephone: 011 2 801 076
Extension: 8806
Email: bcu@sjp.ac.lk

2.14 Legal Studies Unit

The legal studies unit was established on 21st May 2014 attached to Department of Commerce in response to the need to advance the legal knowledge of management graduates. The unit has a strong network of links with business and industry while being home to prestigious legal academics and professionals in Sri Lanka.

Currently the Unit caters to the legal studies

requirements of the FMSC offering courses such as Legal Environment, Commercial Law, and Corporate Law and facilitates many other facilities within and outside the University. The programmes are aimed to impart a solid grounding in fundamental legal concepts and statutory controls in a business and social context.

The details of courses offered by the Legal Studies Unit are provided in Section 2.4.

Unit Head

Mr. M.A.N. Chandratilake

03

ACADEMIC SUPPORT

Section 3

Academic Support

This section provides details as to academic support units available for the students of FMSC. The academic support units are Information Technology Resource Centre (ITRC), University Library and FMSC Students Mentoring Programme and Students Support Centre.

3.1 Information Technology Resource Centre (ITRC)

3.1.1 Introduction

ITRC is the main gateway for IT development among students of the FMSC and the centre which fulfils most of the IT related needs of the academics of the Faculty. It has been setup with the mission to develop and maintain excellence in information and communication systems through facilitating accessibility to information for the community in the FMSC and in the USJ at large, providing latest and advanced knowledge and highest quality of skills in computing and communication technologies, media and information literacy, using agile, innovative, reliable and secure technologies and services in support of productivity and wider accessibility to information resources, and utilizing them for educating and guiding users, and strongly dedicating to support the core activities of the faculty and professional conduct.

3.1.2 Teaching and learning support

ITRC facilitates the teaching, learning and assessment relating to IT of degree programmes of FMSC. In this respect, the following main activities are carried out by the ITRC.

- Facilitates the conduct of IT courses of the common programme and subject based IT courses of the degree programmes of the

FMSC.

- Provides assistance for conduct of online and other computer based examinations of the degree programmes.
- Assists the conduct of IT based courses of certificate, diploma and post graduate programmes offered by the FMSC
- Provides computer facilities and internet access to students to engage in learning activities
- Maintains the website of the FMSC
- Constructs and updates the Learning Management System of the FMSC
- Serves as the IT consultant of the ITRC

3.1.3 Student Facilities

ITRC comprises 08 computer labs equipped with a total of 500 networked computers and offers its services from 8.00 am to 8.30 pm during the weekdays and from 8.00 am to 6.00 pm during the weekends.

ITRC network system provides each undergraduate with a personal user account to login to the computers. These individual logins are configured with a personal storage space to store the content related to the academic studies. A separate "Take Files-out System" is in operation facilitating the students to take their workings out from the ITRC network to removable storage devices. A "Password Reset System" is implemented to facilitate the students to reset the passwords of their individual user accounts by themselves.

A special computer lab consisting with 50 computers is devoted fulltime for the internet related activities of the students of FMSC. Except this lab, all the other labs are allocated for conducting lectures/practical classes according to a scheduled time table. ITRC also provides an audio-visual facility to share a specific lecture throughout all the labs.

All the computers inside the ITRC configured with

the latest original licensed Microsoft products. Students are also entitled to obtain Microsoft software licensed to themselves at free of charge under the Memorandum of Understanding (MOU) signed by the university with the Microsoft Corporation.

The high-tech servers and other technological resource of the ITRC provides the technological platform for conducting online and computer based practical examinations of the FMSC, by utilizing the LMS and the ITRC Exam Management System.

To communicate the notices to students, a digital notice board is operated by ITRC. The time tables, ongoing activities of the labs on a given time schedule and the other student related information are published in this digital notice board and it is highly popular among the students of FMSC.

3.1.4 Academic Staff

ITRC is staffed with 20 well-qualified members with the necessary exposure to the field of information and communication technology and is coordinated by a senior lecturer of the FMSC.

Mr. P.H.A.B. Shantha
Coordinator / Senior Lecturer
B.Sc. EMV. (Special) (SJP); M.Sc. MIT (Kelaniya)

Mr. K.L.S.L. Abeywickrama
Computer Instructor
B.Sc. Bus. Admin. (Special) (SJP); M.Sc. Mgt (SJP)

Mr. V.G.C. Thushara
Computer Instructor
B.Sc. Pub. Admin. (Special) (SJP); M.Sc. Mgt (SJP)

Ms. M. P. P. Liyanage
Computer Instructor
B.Sc.in Bus. Admin (Information Systems) (Special) (SJP); MSc (Information Systems Management) (Colombo); Reading for PhD (Japan)

Mr. D.J. Gurusinghe
Assistant Network Manager
B.Sc. Bus. Admin. (Special) (SJP)

Ms. N.G.D. G. Kaushalya
Computer Instructor (Temporary)
B.Sc. Pub. Admin. (Special) (SJP); Reading for M. Sc. Mgt. (SJP)

Ms. R.M.G.S. Jayarathna
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Bus. Econ.) (Special) (SJP); Reading for M. Sc.Mgt. (SJP)

Ms. S.L.S. Fernando
Computer Instructor (Temporary)
B.Sc. Mgt. (Public) (Sp.) (SJP)

Ms. D.H. Gunarathna
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Bus. Econ.) (Special) (SJP); DBF-IBSL

Mr. K.A.D.S.M. Kalugampitya
Computer Instructor (Temporary)
B.CS (UCSC); Reading for M. Sc. Com. Sci. (USJ)

Ms. M.B.B.C. Perera
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Bus. Econ.) (Special) (SJP); Reading for MEcon. (Colombo)

Ms. L.K.B.M. Jayasekera
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Special) (SJP); CIMA Passed Finalist; Reading for M. Sc. Mgt. (SJP)

Mr. R.P.U.M. Alagalla
Computer Instructor (Temporary)
B.Sc. BIS (Special) (SJP)

Ms. P.K.T.P. Peiris
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Special) (SJP)

Ms. M.A.O.V. Rathnayake
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Special) (SJP)

Ms. W.A.P.C. Weerakkodi
Computer Instructor (Temporary)
B.Sc. Bus. Admin. (Special) (SJP)

Ms. W.M.G.K.G.R.K. Weerakoon
Computer Instructor (Temporary)
B.Sc. Fin (Special) (SJP)

Ms. N.S.H. Liyanaarachchi
Computer Instructor (Temporary)
B.Com. (Special) (SJP)

Ms. K.G.T.I. Gunathilake
Computer Instructor (Temporary)
B.Sc. Mgt. (Public) (Sp.) (SJP)

Ms. M.I.K. Wijesiri
Computer Instructor (Temporary)
B.Eng. (Elec. Eng.) (Hons) (SHU-UK); Reading for MIT (UCSC)

Mr. H.M.S.A.B. Herath
Computer Instructor (Temporary)
B.Sc. BIS (Special) (SJP)

3.1.5 Contact

Coordinator: Mr. P.H.A.B. Shantha
Intercom: 8772, 8773
Phone: +94112758772/3
Email: itrc@sjp.ac.lk
Web: <http://itrc.sjp.ac.lk>

3.2 Library

3.2.1 Introduction

Library plays an important role in university education supporting the three main pillars of the university: teaching, learning and research. There is a collection of more than two hundred thousand books, hundreds of scholarly journals and electronic databases mainly to cater the university community.

3.2.2 Facilities

There are three main collections in the library; Permanent Reference (PR), Scheduled Reference (SR) and Lending Collection. PR books are not allowed for borrowing. SR books are issued for overnight reference and Lending books are issued for a period of two weeks for students. All books in the library can be browsed using the Online Public Access Catalogue (OPAC). This is available via the library home page (www.lib.sjp.ac.lk).

Apart from books there is a Periodical Division which contains serial publications in print as well as in electronic format. Availability of journal issues can be checked using Visible Index at Periodicals Division or through computer catalogue. Also library contains electronic databases covering many of the subject disciplines. All these databases and other free sources are listed under e-resources in the library website.

Library users can use the multimedia center located in the library to get online access to electronic databases, e-journals and internet and the attractive 'English Learning Zone' comprises with English learning materials.

"Sri Lanka Collection" is maintained in Ceylon Room includes books written about Sri Lanka and Sri Lankan government publications. Postgraduate theses submitted to the University and theses submitted by academic staff members to other universities are also housed in the Ceylon Room. All the collection in the Ceylon Room is on Permanent Reference basis and not allowed to borrow.

Library conducts a service to provide materials from other network of libraries if a particular item is not available in our library. Library users are able to request this service by submitting a completed request form available in the library website to the library or emailing it to 'illusjp@sjp.ac.lk'.

3.2.3 Contact

The users can contact the librarian or academic staff members of the library for further assistance and clarifications in regard to library materials and their access.

3.3 FMSC Students Mentoring Programme and Students Support Centre

The FMSC wishes to have pleasant and energetic academic and social lives of students within the University. For that the Faculty has established the above programme and the Centre with a view to assist students to find solutions for some problems related with their personal lives, family, financial, academic or any other which negatively affect their education in the university. If a student needs to talk about any of such matters, academic staff of the faculty is prepared to help him/her.

Contact:

FMSC Students Support Centre
(Students Mentoring Programme)
Room No A 10
2nd floor
Sri Soratha Mandiraya
TP 011-2758801.

04

Policies of FMSC

Section 4

Policies of FMSC

This section provides the policies of FMSC as to the selection and assessment of students.

4.1 Student Admission Policy

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

- (a) Business Studies; Economics and Accounting or
- (b) At least two subjects from the subjects given in (a) above; and the third subject from the following;
 - Agricultural Science
 - Business Statistics

- Combined Mathematics
- Elements of Political Science
- English
- French
- Geography
- German
- History
- Information & Communication Technology
- Logic & Scientific Method
- Physics

However, degree programmes of Accountancy and Finance require students to follow Accounting as a subject at the G.C.E. (Advanced Level) Examination.

The allocation of students to the FMSC is made by the University Grants Commission (UGC).

4.2 Selection for Degree Programmes

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

Table 4.1.1: Criteria for Selection for Degree Programmes of FMSC

No.	Degree Programme	Selection Criteria
1	B.Sc. Business Information Systems (Special)	Students are selected directly at the university entrance on the basis of their performance at the G.C.E. (Advanced Level) Examination by the UGC.
2	B.Com. (Special)	
3	B.Sc. Estate Management and Valuation (Special)	
4	B.Sc. Public Management (Special)	
5	B.Sc. Accounting (Special)	Students are <i>firstly</i> selected to the FMSC under the heading of 'Management' and <i>thereafter</i> , in the year one, second semester of the common programme, the students are selected to these programmes based on criteria given below the Table.
6	B.Sc. Business Administration (Special)	
7	B.Sc. in Business Administration (Business Economics) (Special)	
8	B. Sc. Operations and Technology Management (Special)	
9	B.Sc. Finance (Special)	
10	B.Sc. Entrepreneurship (Special)	
11	B.Sc. Human Resource Management (Special)	
12	B.Sc. Marketing Management (Special)	

Note:

Further in selecting students to this degree programme, an interview is held. 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. Only those who could show these characteristics will be selected to follow this degree programme.

of the first year. The selection criteria for these degree programmes is summarised and presented in Table 4.1.1.

4.2.1 Criteria for Selection

The factors considered in the selection of the students to the degree programmes nos. 5 to 12 are as follows:

Preference of Students for Selection

During the second semester of the first year of the common programme applications are called from the students who are selected to follow Management Studies to allocate them to the above mentioned eight specializations. In this application students have to indicate their ranking of preference in respect of all eight areas of specialization.

Students who have not submitted this application on due date are selected for specialization areas on the basis of availability of vacancies in different

areas of specialization.

Quota

Students selected to follow Management Studies are allocated by the UGC to the FMSC without assigning them to a specific degree programme. The maximum student quota to any of the aforesaid specialization areas is shown in Table 4.1.2. The FMSC, prior to the commencement of each academic year, reviews and revises the student enrolment policy after assessing resource availability of each department and market demand 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.

Table 4.1.2: Maximum Number of Students Allocated for Each Degree Programme

Degree Programme	Maximum Number of Students Allocated
B.Sc. Accounting (Special)	200
B.Sc. Business Administration (Special)	250
B.Sc. Business Administration (Business Economics) (Special)	65
B.Sc. Business Information Systems (Special)	70
B.Com. (Special)	130
B.Sc. Estate Management and Valuation (Special)	80
B.Sc. Finance (Special)	155
B.Sc. Entrepreneurship (Special)	50
B.Sc. Human Resource Management (Special)	70
B.Sc. Marketing Management (Special)	90
B.Sc. Operations and Technology Management (Special)	55
B.Sc. Public Management (Special)	90

Source: Academic Year 2012/ 2013 Students Allocation

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.

4.2 Examination Policy, Regulations and by-Laws

4.2.1 Introduction

These examination regulations provide the criteria and other conditions relating to examinations leading to the all degree programmes conducted by the FMSC. Any interpretations of these regulations shall be submitted to the Senate and the decision of the Senate shall be final. These regulations shall be effective for the new entrants of the academic year 2013/ 2014 and thereafter.

4.2.2 Structure of the Degree Programme

The academic programmes of the FMSC shall be full time degrees organized on a two-semester system, over a period of four academic years. Each academic year consists of two semesters, and each semester lasts for 15 weeks. Thus, the degree programmes shall constitute of 8 semesters, and examinations shall be held at the end of each semester.

4.2.3 Credit Hours

Relation between Class Hours and Credit Hours

The unit of measure for academic credit purposes is the semester hour. One semester hour is normally equivalent to one hour of classroom work per week per semester. A course that meets

Table 4.2.1: 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.

for four hours a week is worth four semester hours. On that basis, the number of credit hours given for a particular course is indicated in Table 4.2.1.

4.2.4 Student Course Load

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.

4.2.5 Grading Scale

Student performance is graded on a 12-point scale, which ranges from E to A+. The grading scale is shown in Table 4.2.2.

4.2.6 End-Semester Examinations and Continuous Evaluation

4.2.6.1 Except for Sections 4.2.8.3 and 4.2.8.4, each course requires a final examination at the end of each semester. End-semester examination

Table 4.2.2: Grading Scale

Range of Marks	Letter Grade	Interpretation	Grade Points
85 - 100	A+	Exception	4.00
70 - 84	A	Excellent	4.00
65 - 69	A-	Excellent	3.70
60 - 64	B+	Very Good	3.30
55 - 59	B	Very Good	3.00
50 - 54	B-	Very Good	2.70
45 - 49	C+	Good	2.30
40 - 44	C	Good	2.00
35 - 39	C-	Poor-Passable	1.70
30 - 34	D+	Poor-Passable	1.30
25 - 29	D	Failure	1.00
0 - 24	E	Failure	0.00

will be held during the final examination period. The duration of the examination can vary depending on the requirements for each course. Normally, they are of three-hour duration.

4.2.6.2 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 4.2.10, he/she may be allowed to participate in the continuous assessments held in the succeeding year. If it is not possible a special continuous assessment may be held for those students.

4.2.6.3 The overall grade for a course is based on the performance of all graded

assessments for that course.

4.2.7 Eligibility Requirements to Sit for an End-Semester Examination

4.2.7.1 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.

4.2.7.2 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.

4.2.7.3 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.

4.2.7.4 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.

4.2.7.5 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).

4.2.8 Guidelines for the Calculation of Final Marks for the Courses

4.2.8.1 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.

4.2.8.2 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.

4.2.8.3 If a course has mid-semester exam/practical test/quizzes (one day exam) instead of continuous assessments, the mark obtained for the exam /test/quizzes will be treated as the continuous assessment mark.

A student who gets absent for the mid semester exam /test/quizzes (one day exam) with valid reasons given in Section 4.2.10 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 "o" (Zero) mark.

4.2.8.4 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%.

4.2.8.5 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.

4.2.8.6 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.

4.2.8.7 Research and research methodology course units shall be evaluated according to guidelines prepared by the

departments of study of FMSC and approved by the Faculty Board and the Senate.

4.2.9 Passing or Failing a Course

4.2.9.1 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.

4.2.9.2 If a candidate is absent for the end-semester examination or mid semester examination, the following symbol will be indicated appropriately.

4.2.9.2.1 Absent due to medical reason, which has been approved by the Senate, will be given the symbol of "MC" (Medical). Refer Section 4.2.10.2.

4.2.9.2.2 Absent due to valid reasons, which have been approved by the Senate, will be given the symbol of "DFR" (Deferred). Refer Section 4.2.10.3.

4.2.9.2.3 Absent without valid reasons will be given the symbol of "AB" (Absent).

4.2.10 Valid Reasons for Absence from an Examination

4.2.10.1 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.

4.2.10.2 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 Examination Unit of the Faculty within two weeks after holding the examination for the particular paper to be presented to the Faculty Board and the Senate for approval. In that event, the student will receive a symbol of 'MC' for that course.

4.2.10.3 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.

4.2.11 Withdrawal for Medical Reasons

A student may withdraw from a course at any time during the semester on valid medical grounds with documentary proof. In that event, the student will receive a symbol of 'MC'. The student is required to follow the Faculty and University guidelines in requesting a medical withdrawal. A student has to sit for that course in the subsequent year unless written approval is obtained for an extended time period on the basis of the medical condition.

4.2.12 Repeating a Course

- 4.2.12.1** A student who obtains a grade of 'D' or 'E' shall repeat that course by registering in that course in a subsequent semester.
- 4.2.12.2** A student who obtains a grade of 'C-' or 'D+' may repeat that course by registering in that course in a subsequent semester.
- 4.2.12.3** 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.
- 4.2.12.4** If the student obtains a lower grade at a repeat attempt than a grade received in earlier attempts, the better grade shall be retained.

4.2.13 Repeating Continuous Evaluation of a Course

A candidate, who is absent with an acceptable reason in Section 4.2.10 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.

4.2.14 Repeating End-Semester Examination of a Course

- 4.2.14.1** 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 4.2.10 he/she has the opportunity to sit

for such examination when it is conducted during the next academic year.

- 4.2.14.2** A candidate who is absent from end-semester examination with a valid reason given in Section 4.2.10 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.

4.2.15 Absentees at End-Semester Examinations

A candidate who has been absent from a whole end-semester examination shall be treated as he/she has used an occasion, unless a valid reason has been furnished by the candidate and accepted by the Faculty Board and the Senate. A candidate with an accepted valid reason, eligible to take the whole end-semester examination on the next immediate occasion and get grading for courses without any restriction. If a candidate avoids taking the whole end-semester examination on the next immediate occasion without furnishing a valid reason, it shall be treated as a used attempt.

4.2.16 Guidelines for the Calculation of Grade Point Average

The Grade Point Average (GPA) is a numerical representation of a student's overall academic achievement. The GPA is the quotient obtained by dividing the total number of grade points earned

by the total number of credit hours in which a student receives a 'letter' grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

The formula for GPA calculation is given below

$$GPA = \frac{\sum_{i=1}^N (Credit\ Hours)_i \times (Grade\ Points\ Per\ Hour)_i}{\sum_{i=1}^N (Credit\ Hours)_i}$$

where, i = course number, and N = the total number of courses considered

The maximum possible GPA is 4.00 while the minimum is 0. Table 4.2.3 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the degree programme.

4.2.17 Release of Results of the Semester Examination

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

The GPA will be reported to the candidates at the end of each semester with the grade earned by the candidate for each course as indicated in the

grading scale given in Table 4.2.2. 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 4.2.4.

4.2.18 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.

4.2.19 To be Referred in Semester Examinations

A candidate who has failed to fulfil the requirements given in Section 4.2.18 above will be referred in that examination. A referred candidate shall sit for failed course/s (all 'D' and 'E' grades)


Table 4.2.3: Illustration of GPA Calculation

Course Code	Letter Grade Earned	Credit Hours	Grade Points	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.

Table 4.2.4: A Semester Examination Results Sheet (Specimen)

 University of Sri Jayewardenepura Faculty of Management Studies and Commerce Semester Examination Result Sheet			
Full Name			
Registration Number			
Index Number			
Examination Month and Year			
Year of Study and Semester			
Degree Programme			
Semester Result			
Course Code	Course Title	No. of Credits	Grade Obtained
BCC 1322	Business Communication I	3	
ACC 1320	Financial Accounting	3	
BUS 1320	Introduction to Management	3	
DSC 1320	Business Mathematics	3	
ITC 1320	Introduction to Information Technology I	3	
Grade Point Average			
The above results are subject to confirmation by the Senate			
Authorized Officer:			
Prepared By:		Date :	
Checked By:		Official Seal	
Grading System			
Range of Marks	Grade	Grade Points	
85 - 100	A+	4.00	
70 - 84	A	4.00	
65 - 69	A-	3.70	
60 - 64	B+	3.30	
55 - 59	B	3.00	
50 - 54	B-	2.70	
45 - 49	C+	2.30	
40 - 44	C	2.00	
35 - 39	C-	1.70	
30 - 34	D+	1.30	
25 - 29	D	1.00	
0 - 24	E	0.00	
Note: MC - Medical, AB - Absent, INC - Incomplete			

and pass those courses under the relevant restrictions given in Section 4.2.12 above.

4.2.20 Completion of Degree: Requirements for Graduation

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

- Completed a minimum of 120 semester hours, and
- Earned a minimum GPA of not less than 2.00 for each semester, and
- A minimum overall GPA of 2.00 for the entire degree programme, and
- No fail grades (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.

However, when a student reaches his/her last attempt of the degree programme and she/he has attempted all the course units at least once, the following procedure shall be applied in determining the result of that student.

- If the marks earned for continuous assessments have not been carried forward for any subject those marks shall be carried forward. In the event, the adjusted mark is higher than the current mark without continuous assessment marks after adding the carried forward, the marks adjusted shall be used as the final mark.
- In calculating the GPA, the highest mark obtained by the student in any attempt shall be considered.

(iii) If a student has achieved overall GPA of 2.00 or above he/she shall be awarded without considering the requirements for graduation given above.

(iv) Calculations given in (i), (ii) and (iii) above are applicable only in calculating the GPA. Hence the student's grading shall not be changed and the maximum GPA given shall be 2.00.

(v) The effective date of degree shall be the effective date relevant to the batch that was parallel to the student's last attempt.

4.2.21 Award of Classes

4.2.21.1 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.

4.2.21.2 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.

4.2.21.3 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.

4.2.22 Effective Date of the Degree

The effective date of the degree shall be the day following the last date of the stipulated examination period on which the Year IV Semester II Examination concludes. To be eligible for this effective date, a candidate shall submit the completed research report, if required by the respective degree, before the ending of the Year IV Semester II Examination.

4.2.23 Web-based Examination System

It is compulsory for all students of the Faculty to register on the web-based examination system. When the first year students have received their index numbers from the Examinations Unit, they should access the system via the internet and activate their account using their index number and registration number.

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 Examination Unit web site:

- Go to the web site 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 e-mail address, select User Account command on Student menu)

05

Research Culture of FMSC

Section 5

Research Culture of FMSC

5.1 Overview

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. By ebculcating a research culture within the FMSC, the academics will be able to share their research findings during class room discussions. Moreover, they will be able to publish research papers in national and international Refereed Journals which is a prerequisite when becoming globally renowned academics. It would also enable the university to reach greater heights especially in the global arena. It is worthy of not that the FMSC also maintain refereed journals for its academics and also other researchers in the field of management to publish their research papers.

The research activities of FMSC revolve around the International Conference on Business Management' (ICBM), faculty research symposiums and the research journals published by the departments of study.

5.2 ICBM

The ICBM, which is held annually, forms an important event in the FMSC's academic calendar. Initiated in 1999, this research conference aims at providing a suitable forum for the academic and the industry to deliberate on matters of mutual importance. Over the year,s it has progressed and at present, it is a much sought after event by both members of the academic community as well as industry. ICBM was held for the 11th consecutive time in 2014. 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 are presented at the

technical sessions of the ICBM.

5.3 Faculty Research Symposium

In addition to the ICBM, research papers are also presented by the academics of the FMSC at the semi-annual Faculty Research Symposium. . This has become an internal forum for FMSC to share their research findings and initiate a continuous dialogue on research among the academic staff members. This has become an ideal forum for young academic to present their research work.

5.4 Other Research Conferences

The first 'International Conference on Trans-disciplinary Perspectives on Accounting' (ICTPA) organized by the Department of Accounting was held in January, 2012. This conference marked an organic start to establishing trans-disciplinary approaches to accounting research outside the Western countries.

The Department of Accounting hosted 2015 Global Conference of Environmental and Sustainability Management Accounting Network (EMAN) in Colombo in January, 2015. This conference was held under the "Advancing Sustainability Management Accounting in the Asia Pacific Region". This was the first time an EMAN Conference was held in the South Asian Region.

5.5 Research Journals

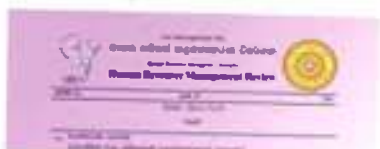
The details of research journals published by the academic departments of FMSC are as follows:

Sri Lankan Journal of Human Resource Management



Sri Lankan Journal of Human Resource Management is a refereed journal published annually by the Department of Human Resource Management. It is the journal of the university that is devoted to the promotion of systematic and scientific research studies of the theory and practice of human resource management, particularly in Sri Lanka.

HRM Review



HRM Review is the scholarly journal which is published annually with the contribution of Sinhala articles produced by the final year HRM graduates. The main purpose is to enrich the existing knowledge of HRM in Sinhala language.

HRM Scintilla: Human Resource Management Journal



HRM Scintilla: Human Resource Management Journal is a research journal published by the Department of Human Resource Management. This Journal is the first of its kind in the Sri Lankan university system. The HRM Scintilla: Human Resource Management Journal is published as one of the events under the broad theme of the HRM Scintilla, which is the stage for the students to present their numerous capabilities and talents.

Proceedings of HR Dialogue



The Proceedings of HR Dialogue is one of the annual publications of the Department of Human Resource Management. The main objective of the HR Dialogue organized by the Department of HRM and the HRM Family is to share knowledge in HRM field, gathered through academic and professional views, thoughts, ideas, concepts and philosophies presented in this forum.

Proceedings of HRM Conference



The Proceedings of HRM Conference is an annual publication of the Department of Human Resource Management as an output of the HRM Conference organized by the Department and the HRM Family. The main objective of this HR conference is to enrich the avenue for developing the Sri Lankan School in HRM. The knowledge created by the participants as keynote speaker, paper presenters and summing up speaker will help to achieve the main objective of this conference and this may be a role model to other academic entities in the university system as well as professional institutes of Sri Lanka.

Sri Lankan Journal of Real Estate



"Sri Lankan Journal of Real Estate" is an internationally-refereed research journal published by the Department of Estate Management and Valuation. Prospective researchers, academics, professionals, students and other interested individuals are invited to take this opportunity to publish original research papers in the Journal.

Contact

Editor-in-Chief,
Sri Lanka Journal of Real Estate,
Department of Estate Management and Valuation
www.sjp.ac.lk/fmssc/emv

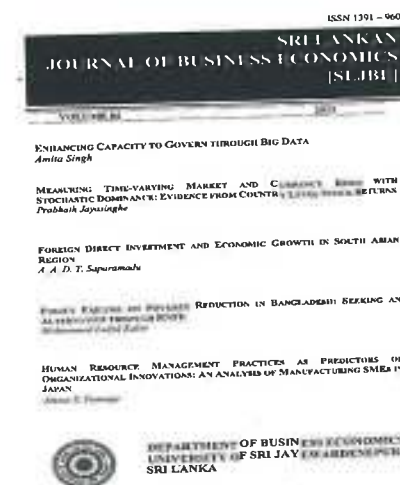
Journal of Accounting Panorama



The Department of Accounting publishes the Journal of Accounting Panorama annually, incorporating student research. The objective of

this Journal is to create an interest in research among the students of the B.Sc. Accounting (Special) Degree Programme. It is expected that this would contribute towards creating new knowledge; and developing critical thinking and a range of soft skills required to become employable graduates and suitable to pursue postgraduate studies in accounting. The first issue of the 'Journal of Accounting Panorama' was published in March 2014. The focus of the first issue of the Journal was 'Sustainability Management Accounting'. The second issue of this Journal is due to be published in March 2015 and the focus will be on the 'Regulatory and Non-regulatory Accounting Professional Practice in Sri Lanka'.

Sri Lankan Journal of Business Economics



The SLJBE is a peer-reviewed journal annually published by the Department of Business Economics. It serves as a forum for the dissemination of knowledge and understanding of business economics and related disciplines through the study of economic issues and problems related to business enterprises employing both theoretical and empirical enquiry. In achieving this, it promotes multi-disciplinary research and encourages international scientific cooperation and understanding among its main audiences: educators, researchers, policy makers, practitioners, and graduate students.

06

Postgraduate Courses

Section 6

Postgraduate Courses

This section presents an overview of postgraduate courses conducted by the FMSC. These programmes are conducted by the FMSC under Faculty of Graduate Studies (FGS) of the University.

6.1 PhD Programme in Management

6.1.1 Programme Aims and Objectives

PhD Programme in Management Studies aims at finding (systematically and /or scientifically) solutions for pure problems with the purpose of improving the body of knowledge of management and/or applied problems with the purpose of addressing current problems or enhancing relevant phenomena in the practice particularly in Sri Lankan practice of management and also applying interdisciplinary knowledge in the social sciences to management problems. Its flexible approach encourages students to develop their own interests by pursuing studies in a stimulating faculty environment that provides wide ranging expertise and research experience. The broad objectives of the PhD Programme include the development of an indigenous body of knowledge on management practices in Sri Lanka, development of models or frameworks which are more suitable for Sri Lankan organizational management, harnessing future scholarship in management, and the promotion of a culture conducive to high-quality research and scientific thinking in the public and private sectors in Sri Lanka.

6.1.2 Eligibility for Registration and Admission

The PhD Programme seeks prospective students with an excellent scholastic background and interest in management related research. Doctoral candidates should have an outstanding academic record and a genuine interest in

undertaking research. To be eligible for the doctoral program, applicants must satisfy either of the following admission requirements:

- Master's degree in Management/ Commerce from a recognized university with research experience of a minimum of 3 credits in the same field.
- Any recognized postgraduate degree with evidence of research in Management, of a minimum of 3 credits, approved by the University Senate.
- MPhil in Management / Management related discipline.

The decision to admit candidates for the doctoral program is based on the strength of the application and the interview performance of each candidate. Successful applicants with eligibility criteria (a) and (b) are required to register for the M.Phil. Programme in Management Studies in the first instance, and those with eligibility criteria (c) are required to register for the PhD Programme in Management Studies by payment of the applicable registration and tuition fees.

6.1.3 Programme Duration and Structure

The duration of the PhD programme will be from three to six years as indicated below.

M.Phil.	2 years (maximum 5 yrs)
PhD	3 years (maximum 6 yrs)

The permission to proceed to the PhD will be given only to candidates who successfully defended research proposals and show outstanding academic performance in Year 1. Others will be eligible for registration only for the MPhil degree. A supervisor is assigned to a candidate as soon as he/she is registered based on the candidate's research interests as demonstrated by the research proposal he/she has submitted. The programme structure is depicted in Table 6.1.1.

Table 6.1.1 PhD Programme in Management Studies – Structure

Year 1	Semester 1 Course on Research Methodology (Compulsory for all the candidates.) Proposal defence for the candidates who register for the PhD Program in Management Studies
	Semester 2 Develop the detailed research proposal with the assistance of the supervisor/s. At this point student/s will be given an opportunity to change their topic and /or the supervisor if they want to do so owing to acceptable and fair reasons.
Year 2	Semester 1 Students are expected to appear for the proposal defence.
	Semester 2 Students are expected to proceed with their research work.
Year 3	Semester 1 Students are expected to proceed with their research work.
	Semester 2 Students are expected to proceed with their research work.

4. Contact Details:

Prof. Kennedy D. Gunawardana
Coordinator -PhD Programme in Management Studies
Telephone: (94)777327476 / (94)112758349-
(94)112803976
Web: www.sjp.lk/FJS/PhD in Management Studies

6.2 Master of Business Administration (MBA)/Master of Public Management (MPM) / M.Sc. in Management (Msc)

MBA, MPM and MSc 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. These courses blends theories of management with real life experiences with a view to enhancing personal and professional levels of participants and prepares them for challenges in the current complex and fast changing corporate environment.

This is a programme of two-year duration and the participants have to earn 60 credits during this period to earn the degree. These 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 participants and after completing the first year, participants can choose one of the following programmes according to their preference:

M.Sc. in Management
Master of Public Management
Master of Business Administration (MBA)
MBA (Accounting)
MBA (Business Economics)
MBA (Finance)
MBA (Human Resource Management)
MBA (Information Systems)
MBA (Marketing)
MBA (Operations Management)

Contact Details:

Dr P J Kumarasinghe
Coordinator, MBA, MPM and MSc in Management
Telephone: +94 (0) 1143030556/2758837
Web: www.sjp.lk/FJS/MBA

6.3 Master of Entrepreneurship (MEntr.) and Post Graduate Diploma in Entrepreneurial Business Management – (PGD EBM)

Master of Entrepreneurship is a Post Graduate Degree which is an extension of the entrepreneurship education that provides students with the knowledge, skills and competencies needed for starting and running an entrepreneurial venture in the dynamic business environment. It enables the students to screen opportunities, select the best business opportunity that gives competitive advantage, start and manage the business or take over and run an existing business with an eye towards expansion and growth by reenergizing and enhancing the its ability to acquire innovative skills and capabilities. Moreover, this degree programme focuses on producing intrapreneurs/ corporate entrepreneurs who can revitalize large organizations with the culture of bureaucracy which in turn stifles entrepreneurship, encourage uniformity rather than diversity, stress discipline instead of creativity and averting risk rather accepting it.

Fundamental purpose of the Master of Entrepreneurship programme is to give a focused, relevant and utilizable body of knowledge, skills and attitudes in entrepreneurship and business management, for the people with an interest in starting and managing innovative ventures, the practicing entrepreneurs who want to reenergize and enhance the firm's ability to acquire innovative skills and capabilities and managers or business consultants who have focused on business development and innovation in established businesses. A candidate who has successfully earned 30 credits in the year 01 but not opted to proceed to the year 02 of the program is eligible for the award of the Post Graduate Diploma in Entrepreneurship (PGD Entr.).

The courses offered in the MEntr. are given in Tables 6.3.1 and 6.3.2.

Contact Details:

Mr. R.N. Weerasinghe,
Program Coordinator- MEntr.
Department of Entrepreneurship
Telephone: +94-(0)112-801098
Telephone: +94-(0)112-758826
For further details: <http://mgt.sjp.ac.lk/ent>,
www.smedsu.com

Table 6.3.1 Master of Entrepreneurship (M.Entr.) –Year I

Term 1	Course	Credit	Contact Hours
MENTR 10201	Introduction to Entrepreneurship and SMEs	2	30
MENTR 10202	Managing for Creativity and Innovation	2	30
MENTR 10303	New Venture Creation	3	45
MENTR 10304	Human Resource Management	3	45
Term 2			
MENTR 10207	Project Management	2	30
MENTR 10208	Management Information Systems	2	30
MENTR 10309	Marketing Management	3	45
MENTR 10310	Quantitative Techniques for Entrepreneurs	3	45
Term 3			
MENTR 10313	Strategy for Entrepreneurs	3	45
MENTR 10314	Contemporary Issues in Entrepreneurship in Sri Lanka	3	45
MENTR 10215	Financial Management for Entrepreneurs	2	30
MENTR 10216	Operations Management	2	30
Total		30	450

Table 6.3.2 Master of Entrepreneurship (M.Entr.) – Year II

Code	Name of the Subject		Credit	Contact Hours
MENTR 20401	Research Methods in Entrepreneurship		04	60
MENTR 20302	Business Plan Development		03	45
MENTR 20303	Cost and Management Accounting		03	45
2 nd Term				
MENTR 20207	Auditing for Entrepreneurs		02	30
MENTR 20208	Taxation for Entrepreneurs		02	30
MENTR 20209	Strategic Entrepreneurship		02	30
MENTR 20210	Managing Entrepreneurial Growth		02	30
MENTR 20211	Development Economics		02	30
3 rd Term				
MENTR 21315	Research Study in Entrepreneurship		13	195
MENTR 20316	Managing Global Businesses		03	45
MENTR 20417	Project Report	MENTR 2315 or these four course units	04	60
MENTR 20318	Managing Organizational Dynamics		03	45
MENTR 20319	Strategic Management		03	45
MENTR 20320	Organizational Behaviour		03	45
Total			66	540

6.4 M.Sc./PG Dip in Real Estate Management and Valuation

The Master of Science in Real Estate Management and Valuation (M.Sc. in REMV)* and the Postgraduate Diploma in Real Estate Management and Valuation (DGDip in REMV) are programmes offered by the Department of

Estate Management and Valuation in collaboration with the FGS of the SJP. M.Sc. in Real Estate Management and Valuation is Two year degree program consist with course-work and the MSc dissertation as indicated in Table 6.4.1. Postgraduate diploma in Real Estate Management and Valuation is one year degree program consists with course-work and a Special Project Report.

Table 6.4.1 Subjects offered and the Structure of the Degree Programmes

Year 01	Subject Code	Subject	Credit	Credit Hours	Compulsory Elective
Term I	REMV 5112	Economics for Real Estate Management	2	30	Compulsory
	REMV 5122	Principles of valuation	2	30	Compulsory
	REMV 5132	Property Law	2	30	Compulsory
	REMV 5142	Quantitative techniques	2	30	Compulsory
Term II	REMV 5212	Financial Management	2	30	Compulsory
	REMV 5222	Marketing Management	2	30	Compulsory
	REMV 5232	Human Resource Management	2	30	Compulsory
	REMV 5243	Advanced Valuation	3	45	Compulsory
Term III	REMV 5312	Real Estate Development and Management	2	30	Compulsory
	REMV 5322	Real Estate Information System & GIS (Theory – 30 hours, practical – 30 hours)	3	60	Compulsory
	REMV 5333	Applied Valuation	3	45	Compulsory
	REMV 5342	Environmental Management	2	30	Compulsory
	REMV 5353	Special Study Report (For Postgraduate Diploma Students)	3	2 Months	
Year 02					
Term IV*	REMV 6412	Research Methods	2	30	Elective
	REMV 6422	Real Estate Marketing & Finance	2	30	Elective
	REMV 6432	Urban Planning and Management	2	30	Elective
	REMV 6442	Business Valuation	2	30	Elective
	REMV 6452	Land Development and Policy	2	30	Elective
Term V**	REMV 6512	Property Investment Management	2	30	Elective
	REMV 6522	Real Estate Project Management	2	30	Elective
	REMV 6532	Plantation Management	2	30	Elective
	REMV 6522	Urban Design	2	30	Elective
Term VI	REMV 6612	Thesis	21	6 Months	Compulsory
Total			60	2	

* Candidate should complete 04 subjects out of 05 subjects

** Candidate should complete 02 subjects out of 04 subjects

6.5 M.Sc. in Applied Finance and Postgraduate Diploma in Applied Finance

The Department of Finance conducts these programmes under the FGS. These programmes

are practical and career-oriented programmes specially designed for those who have completed a degree in finance and ideal for the professionals working in the corporate sector and finance-related industry to expand their knowledge in the area.

6.5.2 Programme Structure

Table 6.5.1 Year I: Postgraduate Diploma in Applied Finance

Semester	Course Code	Subject	Credit	Credit Hours	Status
I	ACC 5102	Accounting for Managers	3	45	Compulsory
	FIN 5101	Business Finance	3	45	Compulsory
	ECO 5000	Economics for Managers	3	45	Compulsory
II	ECO 5101	Financial Economics	3	45	Compulsory
	FIN 5102	One elective			
		Financial Modeling and Forecasting			Elective
	LAW 5101	-Theory	2	30	
		-Practical	2	30	
	MGT 5101	Business Law	2	30	Elective
		-Theory	2	30	
		-case Analysis	2	30	
		Business Forecasting	2	30	Elective
		-Theory	2	30	
		-Practical	2	30	
	ECO 5102	Financial Mathematics	3	45	Compulsory
	MGT 5000	Management & Organizational Behavior	3	45	Compulsory
	FIN 5105	One elective			
		Bank Management	3	45	Elective
		Ethical and Professional standards	3	45	Elective
		Corporate Governance	3	45	Elective
	FIN 5104	Research in Finance Plus Term Paper	3	45	Compulsory
Total			30	420	

Table 6.5.2 Year II: M. Sc. Applied Finance

Semester	Subject Code	Subject	Credit	Credit Hours	Status
I	FIN 8101	Corporate Finance	3	45	Compulsory
	ECO 8101	Econometrics	3	45	Compulsory
	FIN 8103	Investment Management Strategies	3	45	Compulsory
II	FIN 8301	E -Finance and Banking	3	45	Compulsory
	MGT 8002	Strategic Management	3	45	Compulsory
III	FIN 8105	Financial Information Analysis	3	45	Compulsory
IV	Option 1				
	ACC 8104	Advanced Management Accounting	3	45	Compulsory
	FIN 8107	Financial Risk Management	3	45	Compulsory
	FIN 8104	International Finance	3	45	Compulsory
	FIN 8102	Global Financial Markets	3	45	Compulsory
	Option 2				
	FIN 8108	Dissertation	12		Compulsory
	FIN 8109	Viva Voce			Compulsory
	Total Credits				
			30	450	

6.6 Postgraduate Diploma in Marketing Management (PGDMM)

The main objective of this programme is to produce graduates with sound knowledge in applied finance. After completing this programme the students should be able; to identify, analyze, interpret and critically assess financial problems; to apply the methods and techniques of finance and financial management to analyze and interpret data related to finance; to analyze the international context and sensitivities of financial management and financial markets; to solve problems in corporate finance and financial markets, including those involving derivative assets and the operation of the markets in these assets and to analyze the impact of the changes in financial environment on the organization.

6.5.1 Nature of the Programme

The programme of study includes two years. The first year consists of nine courses including electives. Each course carries three or four credit hours per week and fifteen sessions in a semester. Upon completion of the first year the student may obtain the Postgraduate Diploma in Applied Finance or proceed to the M.Sc. in Applied Finance degree programme. The M.Sc. in Applied Finance degree programme consists of six courses in the first two terms. In the third term student have the option of submitting the dissertation or studying for four credit courses. Those who select dissertation option should complete the dissertation within a five months period. On successful completion of both years the student is awarded M.Sc. in Applied Finance degree.

6.5.3 Contact Details

Dr. K. L. W. Perera
Programme Coordinator,
PGD/M.Sc. in Applied Finance,
University of Sri Jayewardenepura,
Gangodawila, Nugegoda, Sri Lanka.

Tel/Fax: +94112758878
Extension: 8878
E-mail: pgd.m.appfin@gmail.com
Web: <http://www.sjp.ac.lk/mgt/fin/postgraduate-programmes>

The PGDMM, 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 program 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 program 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:

Dr. (Ms) P.G.S. Amila Jayarathne,
Program Coordinator- PGDMM
Department of Marketing Management
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Telephone: +94-(0)112-758845
For further details:
<http://mgt.sjp.ac.lk/mar/postgraduate-programmes/>

07

Extension Courses

Section 7

Extension Courses

This section presents the external degree programmes and extension programmes of FMSC.

7.1 External Degree Programmes

7.1.1 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. 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 G.C.E. (Advanced Level) Examination but fail to 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:

Dr. M.D. Pushpakumari
Coordinator
B.Sc. Business Administration (General) External Degree Programme
Department of Business Administration
Telephone: +94-(0)-112-803472

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

For the purpose of enhancing the knowledge, with regarding to the Management and Public Administration spheres in Sri Lanka, an external degree is offered by the Department of Public Administration with effect from 1997. This external degree programme is exclusively facilitates the external students those who wish to following a degree in Public Management.

Contact Details:

Mr. W.M.N. Weerathunga.
Coordinator
B.Sc. Public Management (General) External Degree Programme
Department of Business Administration

7.1.3 B. Com. (General) External Degree Programme

When the B. Com. (Special) degree programme was commenced at the USJ in 1973, the external degree in commerce conducted by the External Services Agency of the University of Sri Lanka was transferred to the USJ. Since then applicants had been registered for the B. Com. (Special) External degree programme and continued until the end of 1995.

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 mediums and students with entry qualifications approved by the University are registered annually.

Contact Details:

Ms. K.M.V. Sachitra
Coordinator
B.Com. (General) External Degree Programme
Department of Commerce
Telephone: +94112758302

7.2 Certificate Courses, Diploma and Advanced Diploma Programmes

7.2.1 Diploma in Computer Based Accounting

Diploma in Computer Based Accounting has been designed to provide knowledge and skills in the applications 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 conditions. This is a Diploma Programme of one year duration. It is conducted over two semesters encompassing eight courses of study (course units) and a mini project on accounting software development. Those who possess following education qualifications are eligible to apply for this programme: G.C.E. (Advanced Level) Examination with a of minimum of three passes in the Commerce Stream with Accounting as a subject; Part II Examination of the AAT; Part I Examination of ACCA, CIMA, ICASL or ICMA. The student intake per batch is 50 students.

Contact Details:

Dr. W. G. S. Kelum
Programme Coordinator
Department of Accounting
Telephone: +94 (0) 112803456/2801297

Ms. MARL Manamendra
Trainee Computer Application Assistant

For further details:

www.sjp.lk/FMSC/ACC/DCBA

7.2.2 Advanced Diploma in Computer Based Accounting

Advanced Diploma in Computer Based Accounting has been designed to provide participants with advanced knowledge and skills in the applications of Accounting, Auditing, Taxation and Finance in a computerized environment. Thus, it is aimed to enable participants to enhance their careers in the accounting profession by acquiring the latest knowledge and skills relating to Computer Based Accounting. This is a Diploma Programme of one year duration. It is conducted over two semesters encompassing eight courses of study (course units). Those who have successfully completed the Diploma in Computer Based Accounting are eligible to apply for this program.

Contact Details:

Prof. (Ms.) DSNP Senaratne
Programme Coordinator
Department of Accounting
Telephone: +94 (0) 112803456/2801297

Ms. MARL Manamendra
Trainee Computer Application Assistant

For further details:

www.sjp.lk/FMSC/ACC/ADCBA

7.2.3 Certificate in Entrepreneurial Business Management - (C EBM):

Certificate in Entrepreneurial Business Management (C EBM) Program has been designed to give the participants a basic knowledge in the fields of Management and Entrepreneurship. Only the fundamentals of the concepts of the above fields are covered in this program as indicated in Table 7.2.3.1 Hence, C EBM program is recommended for those managers and entrepreneurs who have not received a formal education in the field of Entrepreneurship and Business Management.

The felt need for enhancing managerial skills is

Table 7.2.3.1 Programme Structure –C EBM

Code	Course Title	Credit	Contact Hours
Semester 1			
CEBM 1301	Introduction to Management	03	45
CEBM 1302	Accounting for Entrepreneurs - I	03	45
CEBM 1303	Introduction to Entrepreneurship & SMEs	03	45
CEBM 1304	Basic Business Functions	03	45
CEBM 1305	Business English	03	45
Semester 2			
CEBM 2301	Management Process	03	45
CEBM 2302	Accounting for Entrepreneurs - II	03	45
CEBM 2303	Fundamentals of Economics	03	45
CEBM 2304	Basics of Business Planning	03	45
CEBM 2305	Commerce for Entrepreneurs	03	45
Total		30	450

emphasized. It is specially recommended for those who have not received a sound education in the fields of management and commerce.

Contact Details:

Mr G.M.C.J.B. Gajanayaka
Coordinator - CEBM
Office: 011-2 758 807, 011 2 758 826
Mobile: 071 222 508 0
E mail: usjpchanna@gmail.com

7.2.4 Diploma in Entrepreneurial Business Management - (D EBM):

Diploma in Entrepreneurial Business Management (D EBM) intends to give the participants a wide and thorough knowledge relating to the fields of Entrepreneurship and Management as indicated in Table 7.2.4.1. This program is highly recommended for those who have received a formal education in the field of Business Management. The knowledge given at

Table 7.2.4.1 Programme Structure –D EBM

Code	Course Title	Credit	Contact Hours
Semester 1			
DEBM 1301	Entrepreneurship and SMEs	03	45
DEBM 1302	Marketing Management	03	45
DEBM 1303	Human Resource Management	03	45
DEBM 1304	Banking for Entrepreneurs	03	45
DEBM 1305	Economic for Entrepreneurs	03	45
Semester 2			
DEBM 2301	Legal Environment for Entrepreneurs	03	45
DEBM 2302	Operations Management	03	45
DEBM 2303	ICT for Entrepreneurs	03	45
DEBM 2304	Financial Accounting	03	45
DEBM 2305	Project Management	03	45
Total		30	450

the C EBM level will be further sharpened at this stage.

Those who possess following education qualifications are eligible to apply for this programme: (a) three passes at GCE (A/L) Examination; (b) successful completion of CEBM; and (c) any other equivalent qualification acceptable to the FMSC and the Senate of the University.

Contact Details:

Mr L.K.I. Rajapaksha
Coordinator - DEBM
Office : 011-2 758 807, 011 2 758 826

Mobile : 075 936 123 3
E mail : rajapakshaisuru@gmail.com

7.2.5 Advanced Diploma in Entrepreneurial Business Management - (AD EBM):

Advanced Diploma in Entrepreneurial Business Management is the level where the participants will be made thorough on the area of Entrepreneurship and Business Management. A profound knowledge on the above areas will be

Table 7.2.5.1 Programme Structure –AD EBM

Code	Course Title	Credit	Contact Hours
Semester 1			
ADEBM1301	Financial Accounting	03	45
ADEBM1302	Organizational Behavior	03	45
ADEBM1303	Contemporary Development Models	03	45
ADEBM1304	Business Law	03	45
ADEBM1305	Taxation	03	45
Semester 2			
DEBM2301	Strategic Management	03	45
ADEBM2302	Business Planning	03	45
ADEBM2303	Cost and Management Accounting	03	45
ADEBM2304	Management Information System	03	45
ADEBM2305	Auditing	03	45
	Total	30	450

given while improving the entrepreneurial skills of the participants as indicated in Table 7.2.5.1. To be eligible for the AD EBM program applicants should hold DEBM or an equivalent qualification.

Contact Details:

Mr Rukmal Weerasinghe
Coordinator/ AD EBM
Office : 011-2 758 807, 011 2 758 826, 011 3 182 691
Mobile : 071 813 0843
E mail : rukmal@sjp.ac.lk

7.2.6 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 program is one year (two semesters). The medium of instruction is English.

Contact Details:

Mr. Dilan Rathnayake
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Department of Marketing Management
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Telephone: +94-(0)112-758847
For further details:
<http://mgt.sjp.ac.lk/mar/diploma-programmes/>

7.2.7 Advanced Diploma in Marketing Management (ADMM)

The main objective of the program is to give an opportunity for higher education for the students who complete the Diploma in Marketing Management of the SJP. 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 Program are eligible for the ADMM course. The duration of the program is one year (two semesters). The medium of instruction is English.

Contact Details:

Mr. H.M. Aminda Lakmal,
Programme Coordinator- ADMM
Department of Marketing Management
Telephone: +94-(0)-112-802009
Telephone: +94-(0)-112-758851
For further details:
<http://mgt.sjp.ac.lk/mar/diploma-programmes/>

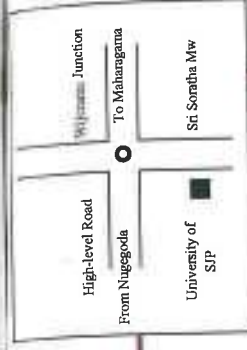
7.2.8 Diploma in Public Management

The Diploma in Public Management is offered as a one-year part time programme spread over two semesters and offers a mix of disciplines catering to the needs of both junior and middle-career public and private sector employees in Sri Lanka. At 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. Ultimately, this programme would help to produce individuals who are capable of contributing greatly to any segment of the society being well qualified both in academically and personally.

Contact Details:

Mr.W.G.T.S. Senanayaka
Coordinator

Map of the University of Sri Jayewardenepura



Legend

- 01. Dept. of Botany
- 02. Dept. of Botany
- 03. Dept. of Zoology
- 04. Dept. of Forestry
- 05. Dept. of Botany
- 06. Dept. of Zoology
- 07. Dept. of Chemistry
- 08. Dean's Office - Faculty Applied Sciences
- 09. Dept. of Mathematics
- 10. Dept. of Forestry
- 11. Dept. of Physics
- 12. Green House
- 13. Physics Computer Lab
- 14. Auditorium
- 15. Animal House
- 16. Dept. of Physics
- 17. Dept. of Estate Management & Valuation
- 18. Sri Soratha Mandiraya - Faculty of Management Studies and Commerce
- 19. New Art Theater
- 20. Prof. R A Perera Memorial Building
- 21. Sri Sumangala Building - Faculty of Arts

- 22. Bandaranayake Hall
- 23. Dancing Room
- 24. Dancing Room
- 25. Rathanasara Building
- 26. Graneshwara Building
- 27. Faculty of Medical Sciences
- 28. Dept. of Micro Biology
- 29. Dept. of Family Medicine
- 30. Faculty of Graduate Studies
- 31. Canteen
- 32. Career Guidance Building

- 33. Maintenance Unit
- 34. Gymnasium
- 35. Physical Education Unit
- 36. Boys Hostel
- 37. Rahula Girls Hostel
- 38. Darmapala Girls Hostel
- 39. Soratha Girls Hostel
- 40. Library
- 41. English Unit
- 42. Medical Center
- 43. Students' Union Office and Canteen

- 44. Sangawasaya -Bikkhu Hostel
- 45. Welfare Unit
- 46. Dr. Wimala De Silva Girls Hostel
- 47. Administrative Building
- 48. Cultural Center
- 49. Quarters
- 50. Open Air Theater

Designed by: Dept. of EMV