



University of  
Sri Jayewardenepura  
Sri Lanka

FACULTY OF  
MANAGEMENT STUDIES AND COMMERCE

FACULTY OF  
MANAGEMENT STUDIES  
AND COMMERCE

**PROSPECTUS 2021**



## **Faculty of Management Studies and Commerce**

UNIVERSITY OF SRI JAYEWARDENEPURA

PROSPECTUS 2021

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University of Sri Jayewardenepura

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## MESSAGE from the Vice Chancellor

The University of Sri Jayewardenepura, situated in the administrative capital of the country, is complete with eight faculties namely, the Faculty of Humanities and Social Sciences, Faculty of Applied Sciences, Faculty of Management Studies and Commerce, Faculty of Medical Sciences, Faculty of Graduate Studies, Faculty of Engineering, Faculty of Technology and Faculty of Allied Health Sciences.

The University of Sri Jayewardenepura guided by its motto: *'Vijja Uthpata than setta'* (Among all that arise, knowledge is the greatest) as quoted from the Dhammapada which was written 2500 years ago has long set its path to facilitate those who seek knowledge. Its contribution to the education of this country can be traced back to its 145-year-old history when it was first established by Rev. Hikkaduwe Sri Sumangala Thero as Vidyodaya Pirivena.

Today the university stands strong with eight strong and recognized faculties that are committed to producing high-quality graduates. Being the facilitator of 27 Research centres operating under the purview of the University's Research Council, it is in the forefront of promoting innovation and venture creation.

Research is being conducted in highly demanding and necessary areas such as Covid-19, Cancer, Dengue, Nano Technology, Robotics, Herbal Products etc. The university has collaborated with acclaimed local and foreign companies such as the British Council, Moody's, Deloitte, Siddhalepa etc. The University has also signed over 60 Memoranda of Understanding and other collaborations with world-class universities worldwide such as Oxford, Cambridge, Monash etc.

The University's latest addition; the Invention, Innovation and Venture Creation Council has taken measures to introduce some of the latest inventions to the country. Furthermore, the council presently holds over 25 registered entrepreneurs.

Thus, as a University, we are moving rapidly in keeping up with upcoming trends and

focusing on research and innovations that will help develop not just the University but also the country. The Faculty of Management Studies and Commerce is a highly dynamic partner of this journey. It is widely acclaimed to be the bench-mark of Management Studies and Commerce in the country. Being recognized as the largest and the most prestigious Faculty of Management Studies and Commerce in the country; the Faculty is committed to providing its students with a wholesome educational experience.

The Faculty is reputed for producing skilled graduates who have excellent knowledge, adaptability and professionalism. The Faculty focuses not only on academic prowess of the undergraduates within their faculty, but also in building their personalities so that they would be valuable citizens that will continue to work for the development of the University, their motherland and the world.

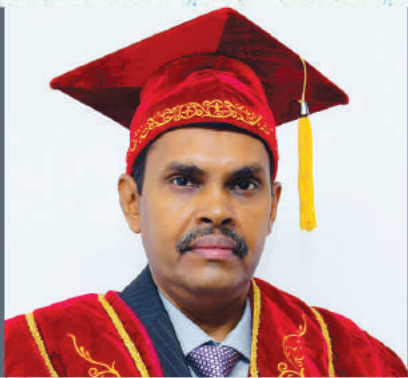
The Faculty offers degrees from 12 areas of specialization along with an array of extra-curricular activities, schemes of professional guidance, industry engagement and community development projects. The Faculty shares in the University's mission: "Develop globally competent citizens through our education for a sustainable future, drawing inspirations from our cultural heritage and wisdom."

Finally, I take this opportunity to graciously welcome you to the university. I am sure you will find that this journey you have begun will be enjoyable, challenging and satisfying. I wish you all the very best and invite you to join us on this journey to build our mother nation. It is my sincere hope that with the guidance offered by the Faculty you will make the most of this journey and will make the Faculty of Management Studies and Commerce and the University of Sri Jayewardenepura proud.

**Senior Professor Sudantha Liyanage**

BSc (Hons) (USJ), PhD (Cardiff),  
C Chem, FRSC, FICChem C, FPRISL  
Vice - Chancellor





## MESSAGE from the Dean of the Faculty

Welcome to the Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura. Our Faculty, which has maintained its status quo as the 'Center of Excellence for Management Education in Sri Lanka,' is the pioneer and leader in management studies in the country and is the most sought-after seat of tertiary education in the discipline of Management in Sri Lanka by students who have obtained the highest results at the G.C.E. Advanced Level Examination, in the Commerce stream. It is the largest Faculty within the Sri Lankan university system in terms of its student population, and has an illustrious history of over 60 years dedicated to scholarship, research, landmark achievements, continued success and service to the nation.

The FMSC has 12 academic departments that offer unique undergraduate Honours (Special) Degree programmes which cater to the current educational and industrial needs, in both the private and public sectors. The Faculty also conducts postgraduate courses which include PhD, MPhil, MSc, MBA and PGD programmes, external general degree programmes, certificate courses and diploma programmes in the field of Management. The Faculty has a highly qualified academia that is equipped to stimulate your minds with high quality teaching and research within this multidisciplinary environment. The FMSC is also dedicated to impart specialized knowledge, skills and required practical training that would equip you to venture into challenging arenas both locally and internationally, with poise and competence, thereby preparing you to face future challenges in both academic and professional contexts. The high demand for our graduates, their higher rate of employment and the incredible stories of our alumni stand as testimonies in this

regard. In addition, the Faculty provides a plethora of valuable opportunities and experiences to enrich your personal qualities, in your journey to becoming a responsible citizen of this country. It is my wish that you will make the most of the opportunities provided by this prestigious Faculty.

So, as you embark on this great and wonderful, yet challenging voyage at the FMSC, I hope that it would, someday, bring back fond memories as being the best years of your life that opened up new vistas in providing opportunities, exposure and invaluable experiences in moulding you to become a 'complete' human being that your family, the FMSC, the university and our nation could be proud of.

Congratulations on choosing the FMSC to pursue your higher education and I wish you all the very best in your future endeavours.

### **Prof. P.D. Nimal**

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

Dean

Faculty of Management Studies and Commerce



## 1.1. University of Sri Jayewardenepura

Located in a beautiful setting at Gangodawila, Nugegoda, fifteen kilometers away from Colombo, the University of Sri Jayewardenepura is one of Sri Lanka's foremost state universities. The history of the University goes back to 1883 when the Venerable Hikkaduwe Sri Sumangala Thero established the Vidyodaya Pirivena (a centre of learning for Buddhist monks) at Maligakanda. The University Act No. 45 of 1958 elevated the Vidyodaya Pirivena to University status. With this transformation, the University was shifted to its present location at Gangodawila, Nugegoda.

On the 1<sup>st</sup> of January, 1979 exactly 20 years after its inauguration, the Vidyodaya University was renamed as the University of Sri Jayewardenepura (USJP) in accordance with the University Act No. 16 of 1978.

Today the University is one of the largest university campuses in the country spreading over 55 acres of land and comprising of seven faculties: Humanities and Social Sciences, Applied Sciences, Management Studies and Commerce, Medical Sciences, Graduate Studies, Engineering, and Technology.

# INTRODUCTION

1





## 1.2. Faculty of Management Studies and Commerce

### Vision

The vision of the University of Sri Jayewardenepura: '*Prosper Lives through Education*'; founded upon the tenet *Vijja upp thathan settha* ("Among all that arise knowledge is the greatest")

### Mission

The mission of the Faculty of Management Studies and Commerce (FMSC) is: *To be the prime center of excellence in Management Education in South Asia*; We are committed to shaping the minds and hearts while strengthening the hands of value-centered future leaders who will make a global impact.

### Core Values

The FMSC is committed to pursuing the mission, which embodies the following six core values that are aligned with the vision of the university.

#### 1. *Wisdom:*

Encouraging the best use of knowledge and experience to make sound decisions and exercise good judgment while being wise in conduct

#### 2. *Morality:*

Inculcating ethical and moral values while developing a profound character informed by reason, intuition, heart, and spirit

#### 3. *Excellence:*

Fostering a culture of commitment to achieve the highest standards and deliver results beyond expectations

#### 4. *Diversity:*

Accommodating diverse voices and multiple perspectives while ensuring serious and disciplined behavior that commands equality and respect for others

#### 5. *Accountability:*

Holding oneself accountable for one's own actions to have a sense of responsibility with unreserved commitment

#### 6. *Freedom of Intellectual Thought:*

Nurturing minds by promoting academic freedom, creativity, innovation, critical inquiry, and intellectual discourse





INFORMATION T  
FACULTY OF MAN  
UNIVERSITY

ITRC  
INFORMATION TECHNOLOGY RESOURCE CENTRE  
FACULTY OF MANAGEMENT STUDIES & COMMERCE





### 1.2.1 Overview

The Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura (USJP) has been the gateway to success for over 50,000 students. In its illustrious history of over 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. 12 academic departments of the Faculty offer more than 250 course units for their respective internal students through 12 special degree programmes covering a range of Management and Accounting related disciplines. 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 realize the vision of the University and its mission whilst furthering the management education of the country.

### 1.2.2 Evolution

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







**1959/60**

The first two management programmes of management study; Business Administration and Public Administration were commenced respectively under the Department of Economics and the Department of Business and Public Administration of the Faculty of Arts under the visionary leadership of late Weliwitiye Sri Soratha Nayaka Thero.



**1968**

-The Department was reconstituted as the Department of Management studies under Faculty of Arts.  
-A PhD programme and an MBA programme in management were commenced under the Faculty of Arts.



**1972**

Under the reorganization of the university system, the Department of Management Studies was elevated to Faculty status and the Faculty of Management Studies and Commerce (FMSC) was established with two Departments, namely, the Department of Management Studies, and the Department of Commerce.



**1973**

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



**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.



**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, Faculty of Management Studies & Commerce started a Master of Business

Administration Programme in 2009 with six specialization areas which 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 (BCU) was established.





**1973**

The degree programme in Estate Management and Valuation, established at University of Colombo in 1972, was transferred to University of Sri Jayewardenepura and a 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.



**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 accounting degree in Sri Lankan university system.



**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 started 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. Business Administration (Business Economics) (Special) degree was introduced.



**2010**

-Department 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 (LSU) was established under the Department of Commerce to service the law courses offered in the degree programmes.  
-Obtained the membership of the Association to Advance Collegiate Schools of Business (AACSB) which is a leading global accreditation institution for business schools.



**2017**

-Legal Studies Unit (LSU) was made operative as a separate Unit directly under the Faculty of Management Studies and Commerce since 6<sup>th</sup> November 2017.



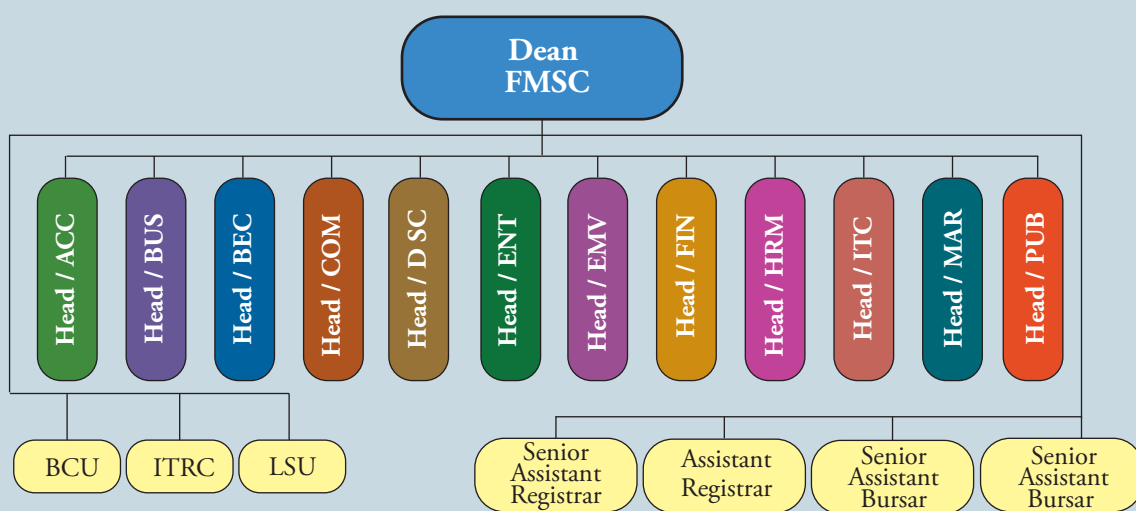
### 1.2.3 Structure

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 and Legal Studies

Unit and an academic support unit – Information Technology Resource Centre (ITRC), and each of these unit is headed by a coordinator. A Senior Assistant Registrar, Assistant Registrar, Deputy Bursar and a Senior Assistant Bursar operating under the Dean are responsible respectively for the administrative and the finance functions of the faculty. The organizational 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. in Business Information Systems (Special)
Marketing Management	MAR	B.Sc. Marketing Management (Special)
Public Administration	PUB	B.Sc. Management (Public) (Special)



*Figure 1.1: Organizational Structure of the FMSC*



## 1.2.4 Common Programme

All undergraduate students enrolled in the FMSC, except for some exceptions in the case of the B.Com (Special) Degree Programme, B.Sc. Estate Management and Valuation (Special), and B.Sc. Management (Public)(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.

### 1.2.4.1 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	Course Status	Contact Hours	Credit Hours
<b>Year I - Semester I</b>				
BUS 1340	Principles of Management	Core	45	03
DSC 1340	Business Mathematics	Core	45	03
ITC 1340	Introduction to Information Technology	Core	45	03
PUB 1240	Socio Political Environment	Core	30	02
COM 1240	Legal Environment	Core	30	02
BCC 1340	Business Communication I	Core	45	03
PUB 1341*	Political Science	Core	45	03
EMV 1040**	Soft Skills Development	Non-credit Compulsory	30	00
<b>Total No. of Credits – Semester I</b>				<b>16</b>
<b>Year I - Semester II</b>				
HRM 1340	Human Resource Management	Core	45	03
DSC 1341	Business Statistics	Core	45	03
BEC 1340	Microeconomics	Core	45	03
ACC 1340	Financial Accounting	Core	45	03
BCC 1341	Business Communication II	Core	45	03
COM 1341***	Microeconomics	Core	45	03
COM 1342***	Financial Accounting	Core	45	03
EMV 1041**	Soft Skills Development	Non-credit Compulsory	30	00
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>TOTAL CREDITS FOR THE FIRST YEAR</b>				<b>31</b>

**Notes:**

\* PUB 1341 Political Science is offered in the B.Sc. Management (Public) (Special) Degree Programme instead of courses PUB 1240 Socio Political Environment and COM 1240 Legal Environment.

\*\* EMV 1040 and EMV 1041 Soft Skills Development are offered only in the B.Sc. Estate Management and Valuation (Special) Degree Programme.

\*\*\* COM 1341 Microeconomics and COM 1342 Financial Accounting are offered in the B.Com (Special) Degree Programme instead of BEC 1340 Microeconomics and ACC 1340 Financial Accounting.



From the second year of study, the students are selected to follow the degree programmes offered in specialization 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 & Valuation (Special) and B.Sc. Management (Public) (Special). The selection policy and criteria of the FMSC in this respect are dealt in Section 4, selection and examination policies.

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 medium according to their preference during the common programme.

#### 1.2.4.2 Description of courses

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

##### **BUS 1340: PRINCIPLES OF MANAGEMENT**

This is an elementary course. It aims to provide a comprehensive introduction to the key elements of an organisation, its environment and the process of Management. Along with an introduction to historical evolution of Management, the Course will facilitate you to gain a basic knowledge of the concepts, models and the theoretical foundations of Management.

Therefore, knowledge gained through this Course will be beneficial for you to follow your Degree programme successfully.

##### **DSC 1340: BUSINESS MATHEMATICS**

This course, which is 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 1340: INTRODUCTION TO INFORMATION TECHNOLOGY**

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, Internet and World Wide Web and network and Internet Security. The practical module provides the knowledge and operational skills on word processing software, spread sheet software which are frequently used in an organizational environment.



**PUB 1240:****SOCIO-POLITICAL ENVIRONMENT**

Socio-political environment and profit-oriented businesses are inter-dependent. In one hand, businesses are influenced by the socio and political forces while on the other hand, socio-political environment is influenced by the businesses. Accordingly, this introductory course unit is designed for the Management undergraduates to gain fundamental understanding about social and political environment in which every business operates. As prospective professionals and citizens who will interact with the societal and political institutions, it is necessary for an undergraduate to learn civic, social and political dimensions. This course facilitates learners to identify and respond to various social trends and changes in the political milieu, focusing on the substance of culture, socialization, social trends, social institutions, government, democracy, and interactions between different agents in the society. Further, it discusses the government mechanism which is currently being practiced in Sri Lanka.

**COM 1240:****LEGAL ENVIRONMENT**

This course is intended to help undergraduates attain a basic understanding of the concept - Law and legal system in Sri Lanka particularly as it relates to business organisations. Undergraduates must be able to appreciate the very effect of the various areas of law in their work and life. This course prepares them for instances where they would encounter legal issues and in business/commercial formation issues throughout their career.

**BCC 1340:****BUSINESS COMMUNICATION I**

This course aims to help students reach the level of Band 4/5 of the UTEL. Upon completion of the course, students should be able 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.

**PUB 1341:****POLITICAL SCIENCE**

This course 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 behavior. The major topics 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.

**EMV 1040:****SOFT SKILLS DEVELOPMENT**

Objective of this course is to support new students to settle themselves in the university learning environment and to familiarize with the culture of the department and the study program.

**HRM 1340:****HUMAN RESOURCE MANAGEMENT**

An obvious interdependence exists between our society and organizations that produce goods and services in order to fulfill 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, management of discipline, safety, health and welfare administration, grievances handling and management of labour relations.

### **DSC 1341: BUSINESS STATISTICS**

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

### **BEC 1340: MICROECONOMICS**

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

### **ACC 1340: FINANCIAL ACCOUNTING**

This course aims at developing students' knowledge of accounting standards, and understanding of their application in the preparation and presentation of financial statements of a corporate entity. The areas covered are: overview of financial accounting; conceptual framework of financial reporting; presentation of financial statements; fair value accounting; accounting for assets; accounting for property, plant and equipment; accounting for investment property; accounting for borrowing costs; accounting for impairment of assets; accounting for liabilities; accounting for leases; accounting for revenue; and

consolidated financial statements. The Accounting subject of G. C. E. (Advanced Level) will provide the foundation for this course.

### **BCC 1341: BUSINESS COMMUNICATION II**

This course aims to help students reach the level of benchmark Band 5/6 of the UTEL. This course introduces the students to language skills required in different business situations. Upon completion of this course, students should be able 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.

### **COM 1341: MICROECONOMICS**

Microeconomics is concerned with the behavior of individual economic units and their interactions. This course unit is designed to provide the students with theoretical and analytical knowledge to analyse the behavior of individual economic units of an economy. It covers the intermediate theory of demand and supply, theories of consumer behaviour and production, various market structures, the factor market for labour, general equilibrium and welfare.

### **COM 1342: FINANCIAL ACCOUNTING**

This is an introductory level course which provides the knowledge on the concepts and techniques for financial reporting. The topics included are; analysis of financial statements, accounting environment, accounting for partnership, joint ventures, hire purchase, leases, basic level consolidated accounts and novelties in financial accounting.

### **EMV 1041: SOFT SKILLS DEVELOPMENT**

Objective of this course is to direct new students towards their study areas enabling them to design their study plans and targets.



## 1.2.5

### Coordinator of the Common Programme

The FMSC has appointed a coordinator to assist First Year undergraduates with their academic concerns and support them in obtaining student welfare and other university facilities by liaising and/or coordinating with relevant departments/parties as and when required.

Contact:

**Dr (Mrs.) M.G. Geetha Tharanganie**

*Senior Lecturer*

*PhD (University of Peradeniya); MBA (University of Colombo);*

*B. Sc. Public Administration (Special) (USJ)*  
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## 1.2.6

### 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 the respective year.

#### Venerable Prof. (Dr.) Walpola Sri Rahula Maha Thera Memorial Gold Medal

Venerable Prof. (Dr.) Walpola Sri Rahula Maha Thera Memorial Gold Medal is awarded to the most outstanding student who has recorded a highest Grade Point Average (GPA) among the top 15 graduates of the Faculty of Management Studies and Commerce while excelling in extra-curricular performance, on an annual basis at the University Convocation.

## 1.2.7

### Administrative, Academic Support, Non Academic Staff of the Faculty of Management Studies and Commerce

#### Administrative

**Ms. H. D. D. Hiranthi**  
(Senior Assistant Registrar)

**Mr. K. J. M. Nandana**  
(Senior Assistant Bursar)

**Ms. S. Walpola**  
(Senior Assistant Bursar)

**Ms. R.N. Neluwapathirana**  
(Assistant Registrar)

#### Academic Support

**Mr. W.H.S.D. Wickramasinghe**  
(Programmer Cum System Analysts)

**Mr. M. A. M. L. L. Karunarathna**  
(Assistant Network Manager)

#### Non Academic

**Mr. K. G. Wijebandara**  
(Technical Officer)

**Mr. R. D. S. Chandra Kumara**  
(Technical Officer)

**Mr. W. M. I. B. Wanasinghe**  
(Technical Officer)

**Ms. D. M. P. Jayaneththi**  
(Technical Officer)

**Ms. C. D. Senasinghe**  
(Senior Staff Management Assistant)

**Mr. W. P. T. Senadheera**  
(Staff Management Assistant)

**Mr. A. N. Nanayakkara**  
(Staff Management Assistant)

**Mr. W. W. S. K. Fernando**  
(Management Assistant)

**Mr. H. K. I. Udayanga**  
(Management Assistant)

**Mr. R. D. Suranga**  
(Management Assistant)

**Mr. M. M. D. Makandana**  
(Management Assistant)

**Mr. P. N. J. Gallage**  
(Management Assistant)

**Ms. Rushanthapriya Selvarajah**  
(Management Assistant)

**Ms. P. G. M. Piyathilaka**  
(Management Assistant)

**Ms. A. G. A. L. Balasinghe**  
(Management Assistant)

**Mr. U. N. T. Wijayawardene**  
(Management Assistant)

**Mr. N. A. S. N. Chithakshana**  
(Management Assistant)

**Ms. G. M. Gunawardhene**  
(Management Assistant)

**Ms. B. B. A. Subashini**  
(Management Assistant)

**Mr. L. R. C. Prasajith**  
(Management Assistant)

**Ms. D. D. S. M. Wickramaratne**  
(Management Assistant)

**Ms. K. M. P. W. I. Lakmini**  
(Management Assistant)

**Ms. R. M. Hettiarachchi**  
(Management Assistant)

**Ms. P. D. T. D. Kumari**  
(Management Assistant)

**Ms. U. C. D. Nanayakkara**  
(Management Assistant)

**Ms. P. P. S. P. Dias**  
(Management Assistant)

**Ms. G. A. N. Galagedara**  
(Management Assistant)

**Ms. A. L. C. Sandaruwani**  
(Management Assistant)

**Ms. K. D. S. S. Jayaweera**  
(Management Assistant)

**Mr. L. H. P. Wickrama**  
(Machine Operator)

**Mr. H. A. P. Hettiarachichi**  
(Works Aid)

**Mr. R. G. N. P. Rajapaksha**  
(Works Aid)

**Mr. R. K. S. S. Siri Arachchi**  
(Works Aid)

**Mr. R. I. B. S. A. Rathnamalala**  
(Works Aid)

**Mr. W. G. S. U. Nanadasiri**  
(Works Aid)



# 2

## DESCRIPTIONS OF DEGREE PROGRAMMES AND SUBJECTS

OFFERED BY  
THE ACADEMIC  
DEPARTMENTS  
AND UNITS





# ACC

## 2.1 B.Sc. Accounting (Special) Degree Programme



### 2.1.1 Evolution

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

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



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

The 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 Degree Programme by international professional accounting bodies. With the competitive position that it has achieved over the years, presently, the DA is working to realise the mission of "to be the premier centre of excellence in accounting education, research and industry engagement in South Asia" under its core values: wisdom; intellectual rigour; professionalism; truthfulness and ethical conduct; equality; and helpfulness and compassion.

DA celebrated its 25th Anniversary in 2016 marking a new era in university education in Sri Lanka. It also signifies 25 years of introduction of academic accounting education into the Sri Lankan University System. Hence, to coincide with the 25th anniversary, several notable activities were carried out by DA. These activities included improvement of the education process of the B.Sc. Accounting (Special) Degree Program, the introduction of Masters in Professional Accounting (MPAcc), and the expansion of community engagement activities of the Department.

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



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

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

### 2.1.3

#### **Skill Development Programme of Intern Accountants**

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

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

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

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

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

Knowledge Seeking and Learning to Learn Skills focus on the skills such as critical and creative thinking, analytical ability, enquiry and research orientation, and commitment to life-long learning. These skills are



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

## 2.1.4

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

The structure for years II to IV of 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
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
ACC 2245	Professional Communication and Academic Writing	Core	30	02
<b>Total No. of Credits – Semester I</b>				<b>17</b>
<b>Year II - Semester II</b>				
ACC 2342	Advanced Financial Accounting and Reporting	Core	45	03
ACC 2343	Accounting Information Systems	Core	45	03
COM 2343	Corporate Law	Core	45	03
ACC 2344	Computer Based Accounting	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>32</b>
<b>Year III - Semester I</b>				
ACC 3340	Auditing and Assurance Services	Core	45	03
ACC 3341	Corporate Reporting	Core	45	03
FIN 3340	Corporate Finance	Core	45	03
FIN 3341	Investment and Portfolio Management	Core	45	03
ACC 3342	Skill Development of Intern Accountants I <b>OR</b>	Elective	300	03
ACC 3343	Professional Development	Elective	45	03
<b>Total No. of Credits – Semester I</b>				<b>15</b>



<b>Year III - Semester II</b>					
ACC	3344	Advanced Management Accounting	Core	45	03
ACC	3345	Taxation	Core	45	03
ACC	3246	Accounting Modeling	Core	30	02
FIN	3343	Business Valuation Theory and Applications	Core	45	03
ACC	3347	Skill Development of Intern Accountants II	Core	300	03
		Elective Course ( <i>Ref. Table 2.1.2</i> )	Elective	45	03
<b>Total No. of Credits – Semester II</b>					<b>17</b>
<b>Total Credits Values for the Third Year</b>					<b>32</b>
<b>Year IV - Semester I</b>					
ACC	4340	Research Methodology	Core	45	03
ACC	4341	Advanced Accounting Theory	Core	45	03
ACC	4242	Corporate Governance and Ethics	Core	30	02
BUS	4340	Strategic Management	Core	45	03
ACC	4343	Skill Development of Intern Accountants III	Core	300	03
<b>Total No. of Credits – Semester I</b>					<b>14</b>
<b>Year IV - Semester II</b>					
ACC	4344	Strategic Management Accounting	Core	45	03
ACC	4345	Financial Statement Analysis	Core	45	03
ACC	4346	Skill Development of Intern Accountants IV	Core	300	03
		<i>Plus Option I or Option II</i>			
		<b>Option I:</b>			
ACC	4347	Research Project in Accounting	Core	45	03
		Elective Course ( <i>Ref. Table 2.1.2</i> )	Elective	45	03
		<b>Option II:</b>			
ACC	4648	Dissertation in Accounting	Core	90	06
<b>Total No. of Credits – Semester II</b>					<b>15</b>
<b>Total Credits Values for the Fourth Year</b>					<b>29</b>
<b>Total Credit Value for the programme</b>					<b>124</b>

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

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



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

Course Code	Course Title	Credit Hours
ACC 3348	Corporate Sustainability Accounting	03
ACC 3349	Advanced Auditing and Assurance Services	03
ACC 3350	Financial Statement Analysis	03
ACC 3351	Data Analytics in Accounting	03
ACC 3352	Enterprise Resource Planning Systems	03
BEC 3344	Project Management	03

### **Elective Courses - Year IV, Semester II**

Course Code	Course Title	Credit Hours
ACC 4349	Public Sector Accounting and Finance	03
ACC 4350	Enterprise Risk Management	03
ACC 4351	Artificial Neural Networks in Accounting and Finance	03
ACC 4352	Contemporary Issues in Accounting	03
ACC 4353	Forensic Accounting and Fraud Examination	03
ACC 4354	Advanced Taxation and Tax Planning	03

## **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 2340: MANAGEMENT ACCOUNTING**

This introductory level course provides basic knowledge and skills in relation to Management Accounting. It will enable students to understand salient principles, concepts and practices in Management Accounting as well as to develop requisite skills. The areas covered are: overview of Management Accounting; cost concepts, classifications and estimation; cost assignment; costing methods; Cost-Volume-Profit (CVP) Analysis; short-term decision making; capital investment decisions; budgeting; and standard costing.

### **ACC 2245: PROFESSIONAL COMMUNICATION AND ACADEMIC WRITING**

This course unit is designed with the intention of upgrading the communication skills of the students with a specific focus on academic writing. It focuses on improving reading, writing, listening and speaking skills of accounting students required for both professional and academic purposes. An interactive approach is adopted in the delivery of the course.

### **ACC 2342: ADVANCED FINANCIAL ACCOUNTING AND REPORTING**

This course enables students to understand advanced theoretical concepts and techniques of financial accounting and reporting relating to corporate entities including groups of companies. The following study areas are covered: financial reporting environment; relationship between conceptual



and regulatory frameworks of financial reporting; regulatory framework for corporate financial reporting in Sri Lanka; and preparation and presentation of financial statements of companies inclusive of groups of companies under complex group structures based on applicable LKAS and SLFRS.

### **ACC 2343: ACCOUNTING INFORMATION SYSTEMS**

This course familiarizes the students with IT based accounting information systems and their role in organizations, particularly in their use in strategic and operational decision-making as a supporting tool for managers. The areas covered are: role and purpose of Accounting Information Systems (AIS); professionalism, ethics and internal controls; transaction processing in the AIS; information technology (IT) and systems modeling techniques-flow charting, data flow programming and IT; business processes programming and IT; business processes (sales/collection, acquisitions/payments etc.); computer crimes and IT security; decision making models and knowledge management, e-business and enterprise resource planning (ERP) systems; and auditing and evaluating the AIS.

### **ACC 2344 : COMPUTER BASED ACCOUNTING**

This specialized course provides a comprehensive theoretical and practical knowledge in the application of a selected accounting software (Sage 50) in business data processing with a view to produce financial statements for both internal and external users of accounting information and to generate reports that will be of value for managers in the decision making process and hands on experience of codifying accounts appropriately and entering transactions into the accounting system through various modules namely general ledger, creditors,

debtors, inventory, payroll, fixed assets and budgets. Furthermore, the students are provided exposure to job costing using accounting software and to interpret the accounting reports. The integration of all the modules in the accounting system and personalization of accounting systems to suit the information needs of different types of organizations are also covered.

### **ACC 3340: AUDITING AND ASSURANCE SERVICES**

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

### **ACC 3341: CORPORATE 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 enable them to appraise and critically evaluate current practices adopted in corporate reporting. The following study areas are covered: corporate reporting environment; role of



corporate governance and ethical considerations in corporate reporting; social responsibility reporting, sustainability reporting, integrated reporting; accounting for financial instruments, share based payments, biological assets; and reporting on operating segments and financial performance based on applicable LKAS and SLFRS; and financial reporting in public sector organisations.

### **ACC 3342: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS I**

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

### **ACC 3343: PROFESSIONAL DEVELOPMENT**

This course unit is designed with the intention of upgrading the soft skills and developing the personalities of students. It focuses on the development of communication, leadership, management capability and networking skills of students and instilling business ethics in them. An interactive approach is adopted in the delivery of the programme.

### **ACC 3344 : ADVANCED MANAGEMENT ACCOUNTING**

This is an advanced level course, which deals with selected techniques and practices associated with Management Accounting. The emphasis is on modern applications and recent developments in the spheres of

management accounting. The areas covered are: evolution of management accounting; further aspects of capital investment decisions and pricing decisions; budgetary control and beyond budgeting; activity based management and distribution channel analysis; balanced scorecard; responsibility accounting; decentralization and related issues; transfer pricing; project management; management accounting research; service sector costing; and introduction to strategic management accounting.

### **ACC 3345: TAXATION**

This course provides students with a sound understanding of principles of taxation and enables them to apply theoretical knowledge in practice. The areas covered are: introduction to principles of taxation; liability to income tax; sources of income (employment income, income from property, dividend income, interest income, income from any other sources, trade business profession and vocation, income from any other source); capital allowances, total statutory income (TSI), assessable income (AI), taxable income, calculation of income tax of individuals, companies, charitable institutions, clubs, trade associations and co-operative societies, tax concessions, tax credits, calculation of income tax payable; payment of income tax under self-assessment system; appealing procedure, recovery of tax, tax refund, and value added tax (VAT).

### **ACC 3246: ACCOUNTING MODELLING**

This course familiarizes the students with IT based accounting information systems and their role in organizations, particularly in their use in strategic and operational decision-making as a supporting tool for managers. The following study areas are covered: spread sheet principals and auditing



tools; revision of spread sheet decision logic; important tools in spread sheet models; use of pivot table; case studies on accounting related spread sheet decision logics; modeling the accounting equation; financial functions; look up functions; sensitivity analysis; solver; macros; and product cost and CVP modelling.

### **ACC 3347: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS II**

This course, the second of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, and Communication Skills. These skills are developed through the Internship Programme in Accounting and Finance, and the communication skills development sessions conducted by the Skill Development Centre (SDC), the language laboratory of DA.

### **ACC 3348: CORPORATE SUSTAINABILITY ACCOUNTING**

This course enables the students to practically appreciate the concept of sustainability and its importance of accounting in striving towards corporate sustainable development. The areas covered are: new developments in accounting towards sustainability; environmental management accounting (scope, techniques, applications, drivers and roadblocks), accounting for the social dimension, integration of the three pillars of sustainability, sustainability reporting and theoretical aspects of sustainability. The course unit, while providing students with sound understanding in concepts and techniques related to the three pillars of sustainability, i.e. planet, people and profit, critically evaluates the role of accounting in a pragmatic approach.

### **ACC 3349: ADVANCED AUDITING & ASSURANCE SERVICES**

This course provides students with a sound conceptual understanding 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 areas covered are: 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; audit reporting; and sustainability audits and assurance. In the delivery of the course, the case study analysis is also adopted.

### **ACC 3350: FINANCIAL STATEMENT ANALYSIS**

This course is specially designed to cater for the B.Sc. Finance (Special) degree program. It provides students with a framework to analyze financial and non-financial information of a firm to evaluate the operations of the firm and to predict its future prospects leading towards the valuation of the organization. In this course, the students are required to understand the relationships 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.

### **ACC 3351: DATA ANALYTICS IN ACCOUNTING**

This course aims to equip the students with necessary skills and knowledge in using data analytics to identify, capture, evaluate



and resolve accounting and business-related issues and problems using appropriate data modeling and analytical tools. The students will be exposed on how data is collected, created, warehoused, and shared and will be able to recognize and evaluate the reliability of sources of structured and unstructured data for use in analysis. Then, the students will get an understanding on using data mining techniques to discover fraud and anomalies in accounting and financial data using simulation and stochastic modeling techniques with non-discrete inputs and outputs. Moreover, the students will gain insights on predictive analytics, optimization, correlation of metrics, and big data. In addition, the students will be able to use visualizations techniques of data in gaining insights into associations, outliers and other data anomalies. The course also will expose the students on business risks and ethical issues related to data gathering, storing, and usage.

### **ACC 3352: ENTERPRISE RESOURCE PLANNING SYSTEMS**

This course introduces the students to interdependent software modules with a common central database that support basic internal business processes for finance and accounting, human resources, manufacturing and production, and sales and marketing. Enabled data to be used by multiple functions and business processes for precise organizational coordination and control. The course is expected to cover Accounting, Stock Control, Assets Register, Payroll, HRM, Time Attendance and Point of Sales. This course emphasizes on Accounting module for students with a linkage for another modules.

### **ACC 4340: RESEARCH METHODOLOGY**

This course familiarizes the students with

the basic concepts, principles, methods and techniques of accounting research. The course emphasizes an applied research approach and focuses on problems in accounting, organizations and society. The areas covered are: introduction to research methodology: positivistic and post-positivistic research paradigms that could be used in accounting research; literature review; research methods used in accounting studies; and developing a research proposal.

### **ACC 4341: 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 areas covered are: the concepts of theory and accounting theory; evolution of accounting theory; accounting theory construction; financial reporting environment; international accounting; normative theories of accounting-measurement issues; effects of accounting for changing prices and changing business conditions, 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 4242: CORPORATE GOVERNANCE AND ETHICS**

This course provides the students with a sound understanding of the concepts and issues relating to corporate governance and



controls, risk management and ethics, and their interrelationships. This course covers philosophical basis of corporate governance and ethics, different regimes of corporate governance that exist in the world, types and sources of risks faced by an organization, and how these risks can be managed, controlled and mitigated, in the context of overall business strategy and governance structure of an entity. The course proceeds from the accounting and finance courses offered in the first, second and third years of the Degree Programme.

#### **ACC 4343: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS III**

This course, the third of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills and Communication Skills. These skills are developed through the Internship Programme together with other skill development activities.

#### **ACC 4344: STRATEGIC MANAGEMENT ACCOUNTING**

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

#### **ACC 4345: 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 areas covered are: 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 4346: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS IV**

This course, the fourth of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills and Communication Skills. These skills are developed through the Internship Programme together with other skill development activities.

#### **ACC 4347: RESEARCH PROJECT IN ACCOUNTING**

This course provides the students with a thorough understanding on addressing pragmatic issues in accounting and finance. The students will be able to develop 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 4648: DISSERTATION IN ACCOUNTING**

This course provides the students the opportunity to study in depth an issue in accounting or finance and write a dissertation on the study under the guidance of a research supervisor appointed by the Department. It has been designed to facilitate a student-centred approach to deep learning using positivistic or/and post-positivistic research paradigms. The dissertation in accounting will provide the student with a degree of academic self-confidence based on the experience of studying and researching an area independently.

### **ACC 4349: 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 aids 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 4350: ENTERPRISE RISK MANAGEMENT**

The course provides an understanding of the main areas of Enterprise Risk Management (ERM). ERM takes a broad perspective in identifying the risks and factors contributing towards those risks. The following study areas are covered: sources of risk (credit risk, interest rate risk, liquidity risk, foreign exchange risk, operational risk and reputational risk etc); identification of risks; risk management processes, strategies of managing risk in organizations {(together with Transference, Avoidance, Reduction or Acceptance (TARA) framework)}; and external risk frameworks. This course uses case studies from different business areas to illustrate the mounting importance of ERM in today's business world.

### **ACC 4351: 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 areas covered are: 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 artificial neural networks (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 4352: CONTEMPORARY ISSUES IN ACCOUNTING**

This course explores accounting and related concepts and policies by applying them to a range of contemporary issues. The topics discussed reflect the issues that are being considered in accounting practice such as approaches to measurement, fair value accounting, corporate governance, management accounting change, beyond budgeting, performance measurement systems, management control systems, management accounting in developing countries, stakeholder management, development of sustainability strategies, earnings management, and financial indicators of corporate collapse. This course provides the basis for students to use their accounting knowledge attained during their studies to discuss, analyze and critically evaluate a range of issues they are likely to deal with once they enter the profession.

### **ACC 4353: FORENSIC ACCOUNTING AND FRAUD EXAMINATION**

This course develops in students an appreciation of forensic accounting work, including the nature and extent of financial crime and financial dispute resolution. The course covers the identification of problematic situations and inherently weak systems in organizations, design and recommendation of solutions to minimise risks and the methodologies used by organizations and individuals in the management of risk associated with financial exposures.

### **ACC 4354: ADVANCED TAXATION AND TAX PLANNING**

This course develops the technical and conceptual skills of the students in relation to taxation in Sri Lanka. The areas covered are: 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.

### **2.1.6 Professional and Industry Links**

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



**Table 2.1.3: Exemptions Granted by Professional Bodies for the B.Sc. Accounting (Special) Degree Programme**

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

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

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

### 2.1.7 Employment Opportunities

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



## 2.1.8 Medals and Scholarships

The Department 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 by ACCA Sri Lanka Division.
- **Chartered Institute of Management Accountants (CIMA) Gold Medal:** Awarded to the student who had obtained the highest overall Grade Point Average (GPA) in the final year and the best student in the field of Management Accounting of the B.Sc. Accounting (Special) Degree Programme by CIMA Sri Lanka Division.
- **Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) Gold Medal:** Awarded to the best student in the field of Financial Accounting in the B.Sc. Accounting (Special) Degree Programme by CA Sri Lanka.
- **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 Sri Lanka, Chartered Accountants.

## 2.1.9 Student Associations

### Accounting & Financial Management Association (AFMA)

The Accounting & Financial Management Association (AFMA) is the student association of the Department. AFMA aim 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', 'Legacy English Day' and 'Chathurmaana' carrying out CSR projects such as 'Suwanda Hamana Daath', 'Supan Bindak', 'Nethu Pahan', 'Vivarana', 'Pan-naraya', conducting 'Esperanza' quiz programme for G.C.E. (Advanced Level) Commerce Stream students, compiling 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 and Research and Information Centre. Its office bearers are selected annually from among the second year-students of the Department.

### Alumni Association of Accountancy (AAA)

Upon graduation, students are expected to obtain membership of the AAA, which is active in a number of spheres. The activities of the AAA include raising funds to meet the needs of the Department and students, furthering academic and professional learning among its members, organizing social events, and exploring possibilities of obtaining further recognition to Accounting graduates in the business community. AAA



launched 'Prof. M W Wickramarachchi Student Development Fund' on 15th October 2015 with an initial investment of Rs.4 million to facilitate skill Development and welfare activities of current and future students of DA.

### 2.1.10 Student Resource Centres

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

#### Accounting Resource Centre (ARC)

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

#### Skill Development Centre (SDC)

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

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

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

#### Accounting Library and Archives

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

#### Research and Information Centre (RIC)

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



## 2.1.11 Head of the Department

**Prof. Harendra Kariyawasam**

## 2.1.12 Academic Staff

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### 2.1.14 Contact Details

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### 2.2.1 About Us

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

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



# (BUS

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



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

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

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

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



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

The members of the Department are active in research across broad areas of Management and Organisation Studies. In order to enrich the research culture of the Department, the Department has organised its research activities under three clusters: the Cluster for Organisation & Society (COS), the Cluster for Leadership & Strategy (CLaS), and the Cluster for Knowledge Management & Business Innovation (CKMBI). The research clusters provide a scholarly platform for local and global researchers as well as the members of the Department to share their ideas and work. Further, the clusters facilitate the members of the Department to engage mainly in collaborative research.

The Department offers a globally competitive four-year special degree in Business Management, B.Sc. Business Administration (Special) Degree, and a three-year external degree, B.Sc. Business Studies (General) External Degree - hitherto

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

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

## 2.2.2 Phases of the Degree Programme

**Table 2.2.1: Phases of the Degree Programme**

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

## 2.2.3 Objectives, Graduate Profile and Expected Learning Outcomes

### 2.2.3.1 Objectives

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

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

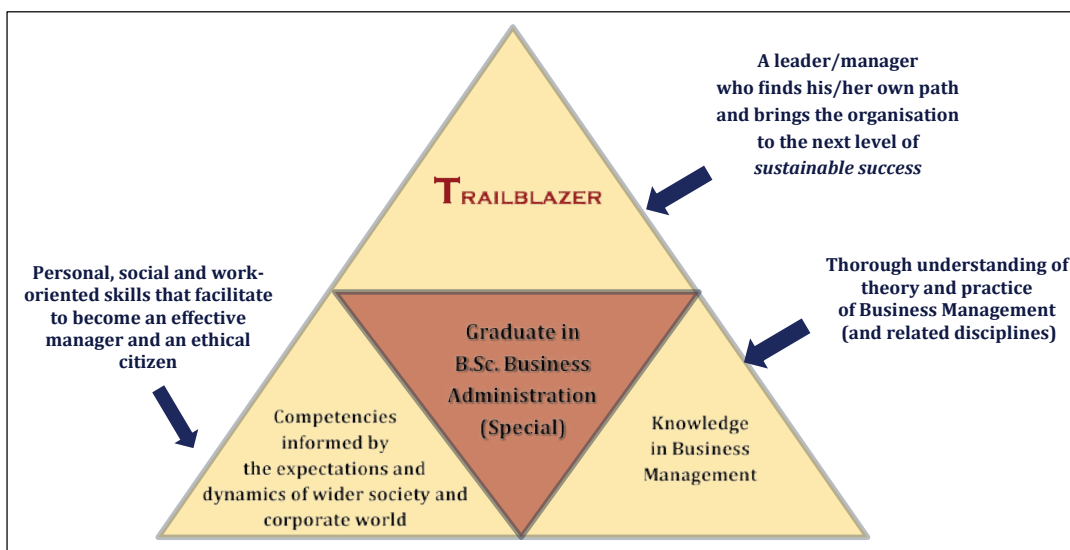


- b. create a challenging teaching and learning atmosphere within the structure of the Department, which would enable students to develop their academic and career interests and potential;
- c. provide support for students to develop interdisciplinary knowledge and analytical entrepreneurial, technical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

### 2.2.3.2 Graduate Profile

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

**Figure 2.2.1: Illustration of Graduate Profile**



#### 2.2.3.2.1 Graduate Attributes

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

**Table 2.2.2: Graduate Attributes**

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



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

**Work  
Oriented  
Competencies**

- a. having a capacity for analytical, critical, conceptual and reflective thinking.
- b. ability to demonstrate intellectual autonomy through independence of thought and openness to dissent and new ideas.
- c. ability to work within, and lead, an interdisciplinary team of managers as well as co-workers in a business organisation to achieve its goals effectively, efficiently and ethically.
- d. ability to effectively communicate, negotiate and build networks with internal and external 'interest groups'.
- e. ability to apply and use state-of-the-art technologies to manage businesses effectively.
- f. having a high level of agility - ability to learn from experience and remain resilient and innovative in the face of changes and challenges.

**Social  
Oriented  
Skills**

- a. having high respect for business ethics, human rights and equality.
- b. being a socially responsible citizen with good virtues, values and morality.
- c. having high commitment to create sustainable solutions for organisational, local and global level problems.

**Personal  
Skills/Lifelong  
Learning**

- a. ability to plan and achieve personal and professional goals through the life.
- b. ability to create entrepreneurial initiatives to address social, economic and environmental issues.
- c. ability to identify the need for and engage in independent and lifelong learning.

### 2.2.3.3 Expected Learning Outcomes

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

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



## 2.2.4 Programme Structure for Years II, III and IV

The structure of the years II to IV of B.Sc. Business Administration (Special) Degree Programme is shown in Table 2.2.3.

**Table 2.2.3: B.Sc. Business Administration (Special) Degree Programme Structure for Years II, III and IV**

Course Code		Course Title	Course Status	Contact Hours	Credit Hours
Year II - Semester I					
BEC	2340	Macroeconomics	Core	45	03
FIN	2340	Financial Management	Core	45	03
MAR	2340	Marketing Management	Core	45	03
BUS	2346	Managing Personal and Managerial Competencies	Core	45	03
ACC	2340	Management Accounting	Core	45	03
Total No. of Credits – Semester I					15
Year II - Semester II					
BUS	2341	Organisational Behaviour	Core	45	03
BUS	2347	Business in Society	Core	45	03
DSC	2344	Operations Management	Core	45	03
ENT	2344	Entrepreneurship and Business Development	Core	45	03
COM	2345	Business Law	Core	45	03
Total No. of Credits – Semester II					15
Total Credits Values for the Second Year					30
Year III - Semester I					
BUS	3352	Knowledge Management	Core	45	03
BUS	3353	Business Innovation	Core	45	03
DSC	3340	Operations Research	Core	45	03
COM	3347	New Dimensions in Business Law	Core	45	03
BEC	3340	Managerial Economics OR	Elective	45	03
DSC	3341	Statistical Data Analysis for Managers OR			
FIN	3341	Investment and Portfolio Management			
Total No. of Credits – Semester I					15
Year III - Semester II					
BUS	3347	Research Methodology (Option 01)(See Note 1)	Core	45	03
BUS	3348	Research Methods in Management (Option 02) (See Note 1)	Core	45	03
BUS	3354	Contemporary Issues in Management	Core	45	03
BUS	3355	Managing for Productivity and Quality	Core	45	03
BUS	3356	Leadership and Cross-Cultural Management	Core	45	03
BUS	3357	Business Ethics and Corporate Social Responsibility	Core	45	03
Total No. of Credits – Semester II					15
Total Credits Values for the Third Year					30



<b>Year IV - Semester I</b>					
<b>Option 01</b>					
BUS	4340	Strategic Management	Core	45	03
BUS	4962	Research Study (Dissertation)	Core	135	09
ITC	4345	Digital Economy and Future of Work	Core	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Option 02</b>					
BUS	4340	Strategic Management	Core	45	03
BUS	4663	Research Project in Management	Core	90	06
ITC	4345	Digital Economy and Future of Work	Core	45	03
		One elective course from the List of Courses provided in Table 2.2.4 (See, Note 2)	Elective	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
BUS	4343	International Business Management	Core	45	03
BUS	4365	Organisational Change and Development	Core	45	03
BUS	4670	Management Training	Core	90	06
		One elective course from the List of Courses provided in Table 2.2.5 (See Note 3)	Elective	45	03
<b>Total No. of Credits – Semester II</b>					<b>15</b>
<b>Total Credit Value for the Fourth Year</b>					<b>30</b>
<b>Total Credit Value for the Degree Programme</b>					<b>121</b>

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

The students are required to complete fifteen (15) credits (five (5) courses with three (3) credits each) in this Semester. Thus, in addition to the four (4) core courses in the Year III - Semester II, the students need to select either BUS 3347 Research Methodology (Option 01) or BUS 3348 Research Methods in Management (Option 02) to cover the fifteen (15) credits requirement. BUS 3347 Research Methodology Course (Option 01) is designed for the students who intend to undertake BUS 4962 Research Study (Dissertation) - i.e., a nine (09) credit course - in the Year IV - Semester I. The students who prefer to undertake BUS 4663 Research Project in Management in the Year IV - Semester I - i.e., a six (06) credit course - should undertake BUS 3348 Research Methods in Management Course (Option 02) in the Year III - Semester II.

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

In addition to the two (2) core courses in the Year IV - Semester I, the students who follow BUS 4663 Research Project in Management (Option 02) need to undertake one (1) elective course listed in Table 2.2.4 to cover the fifteen (15) credits requirement of the Semester (Please note that the Department has the final authority to determine the elective courses to be offered in this Semester based on the student demand for the courses).

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

Students are required to complete fifteen (15) credits in Year IV - Semester II. Thus, apart from the core courses listed in the Semester, the students are required to select one elective course provided in Table 2.2.5 (Please note that the Department has the final authority to determine the elective courses to be offered in this Semester based on the student demand for the courses).



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

YEAR IV – SEMESTER I			
Course Code		Course Title	Credit Hours
ENT	4344	Business Development : Formulation and Implementation I	03
BEC	4351	Development Economics	03
BEC	4352	Project Management	03
BUS	4364	Business Management Internship	03
DSC	4340	Service Management	03
FIN	4340	International Financial Management	03
MAR	4343	Sustainability Marketing	03

**Table 2.2.5: List of Elective Courses offered by the Department in Year IV – Semester II**

YEAR IV – SEMESTER II			
Course Code		Course Title	Credit Hours
BUS	4367	Indigenous Approaches to Management	03
BUS	4368	Organisation Theory	03
BUS	4369	Sustainability and Environmental Management	03
ENT	4346	Business Development : Formulation and Implementation II	03
HRM	4348	Human Resource Development	03

## 2.2.5

### DESCRIPTION OF THE COURSES OFFERED BY THE DEPARTMENT

A short description of the Courses offered by the Department in the Years I, II, III and IV of the B.Sc. Business Administration (Special) Degree Programme is provided below.

#### **BUS 1340: PRINCIPLES OF MANAGEMENT**

This is an elementary course. It aims to provide a comprehensive introduction to the key facets of an organisation, its environment and the process of Management. Along with an introduction to historical evolution of Management, the Course will facilitate participants to gain a basic knowledge of the concepts, models and theoretical foundations of Management. Therefore, knowledge gained through this Course will be beneficial for participants to follow their Degree programme successfully.

#### **BUS 2346: MANAGING PERSONAL AND MANAGERIAL COMPETENCIES**

This is a competency development course that covers both personal and managerial skills. Personal and managerial competencies facilitate managers to perform their multiple roles in work organisations effectively. Thus, managing personal and managerial competencies has been recognised as a vital aspect of the sustainable success of work organisations. However, in today's volatile environment, these competencies are being constantly challenged by multiple forces both in work organisations and wider society. As a result, identifying and developing 'appropriate' competencies among Business Management undergraduates - prospective managers - have become a requisite. In this context, this skills-oriented Course seeks to cultivate critical reasoning and thinking among the participants while facilitating them to identify and develop



their conceptual, inter-personal, technical and communicative skills in the broad area of Business Management. Also, this Course will help the participants to enhance their personal qualities, such as values, and thereby will facilitate them to develop their personality. After successful completion of the Course, it is intended that the participants will be able to 'mould' themselves to become effective and ethical managers in the World of Work.

### **BUS 2341: ORGANISATIONAL BEHAVIOUR**

This is a core course in the field of Business Management. It deals with understanding and managing human behaviour at work. It analyses and examines individual, group, and organisational processes. It recognises the fact that human beings are complex: The same person's behaviour changes in different situations. Two people are not alike and often act differently in the same situation. This complexity limits our ability to make simple predictions of human behaviour. Therefore, a systematic approach is required to understand and manage human behaviour at work. The basis for using the systematic approach to study human behaviour is the belief that behaviour is not random and that we can offer reasonably accurate explanation and prediction. With this background, the contents of the Course address the key issues and the dynamics of individual and group behaviour in organisational context. Thus, the students who follow the Course will be able to gain systematic knowledge and understanding about human behaviour at work from a broader perspective.

### **BUS 2347: BUSINESS IN SOCIETY**

Business in Society is an important foundation course of the Degree Programme. It aims at familiarising students in Business Management with some of the key concepts, issues and trends, such as Work, Organisation, Market, Capitalism,

Globalisation, Sustainability, Diversity, etc., that are central to understand the role of 'Business' in contemporary society. The Course addresses the fundamental questions of the existence of Business in Society. Thereby, it encourages the participants to go beyond the conventional understanding of Business in Society and facilitates them to critically reflect on how Business and Society interact in the contemporary market economy.

### **BUS 3352: KNOWLEDGE MANAGEMENT**

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

### **BUS 3353: BUSINESS INNOVATION**

This course aims to equip students with an understanding of the main issues in business innovation vis-à-vis the appreciation of the relevant competencies that are needed to manage innovation at strategic, business as well as operational levels. It provides evidence of different approaches based on



real-world examples and experiences of leading national and international firms. Further, this Course will enable students to develop an understanding of analytic frameworks for managing the innovation process. In particular, the students will be able to examine the patterns and sources of technological and other changes while understanding the mechanisms that enable them to capture the economic benefits from innovation. In doing so, the Course facilitates the students to identify the strategic and organisational challenges that are part of managing innovation.

### **BUS 3347: RESEARCH METHODOLOGY (OPTION 01)**

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

### **BUS 3348: RESEARCH METHODS IN MANAGEMENT (OPTION 02)**

This is a core course aimed at providing a clear guide on how to undertake a research project in Management. The Course will help students to familiarise themselves with the commonly used research methods in Management and to acquire knowledge and skills required to carry out Research Project in Management in their year IV - Semester I of the Degree Programme. At the end of the Course, students are required to prepare a research proposal based on the knowledge gained from the lecture series.

### **BUS 3354: CONTEMPORARY ISSUES IN MANAGEMENT**

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

### **BUS 3355: MANAGING FOR PRODUCTIVITY AND QUALITY**

This is an integrative skills-driven course on 'Productivity' and 'Quality'. It aims to provide a comprehensive knowledge and understanding of the fundamental concepts and issues of productivity and quality and to impart the knowledge, skills, and attitudes required to successfully improve productivity and quality in business organisations. Under this Course, the meaning, interdependence and interrelationship of the concept of productivity and quality, strategies and techniques for improving productivity and quality, and issues related to the productivity and quality are discussed in-depth. This Course intends to use several practical productivity and quality enhancement activities such as factory visits, article presentations, guest lectures, and productivity improvement projects as active learning methods to improve students' practical knowledge on productivity and quality.

### **BUS 3356: LEADERSHIP AND CROSS- CULTURAL MANAGEMENT**

This Course explores the effect of leadership



and cultural differences on managing people and organisation in global context. It exposes students to issues and problems that inevitably arise in global business when leaders/managers have to deal with culturally determined differences in values, attitudes and behaviours. The Course helps students in developing competencies of cross-cultural communication, management and negotiation skills to successfully solve problems in a multicultural environment. Specific topics include understanding the foundations of culture and cultural frameworks; cross-cultural verbal and non-verbal communication and communication styles; motivation, leadership and decision making across cultures; characteristics of global leaders negotiation and conflict resolution in global business settings; understanding organisational culture; managing and leading multicultural teams and culturally diverse organisations.

#### **BUS 3357: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

This is an advanced course aimed at cultivating the importance of becoming an ethical corporate citizen by adhering to Business Responsibilities, Business Ethics and Good Governance. Social responsibility encompasses a wide variety of concerns, such as ethical values in Business, welfare of society, awareness, respect, protection of the natural and built environment. This course will discuss the notions of social responsibility while examining how organisations have responded to the demand for ethical behaviour and, social and environmental responsibilities. Furthermore, it will examine how corporations can become more effective in managing their social impact and improving the reciprocal relationships with the stakeholders of the organisation.

#### **BUS 4340: STRATEGIC MANAGEMENT**

This is an advance and capstone course that draws upon knowledge of previous courses delivered at the first, second and third phases of the Degree Programme. The purpose of this Course is to deliver a holistic understanding of corporate and business strategy. As such, it ties previous disciplines

together at a strategic level, in determining the strategic direction of organisations in the context of the broad general and immediate competitive environment. Thereby, the Course exemplifies how successfully these strategies could be executed to ensure long term business survival and growth. The emphasis of the Course will primarily be on the analysis of the external and internal environment of various organisations and industries using appropriate models, frameworks, theories and approaches. Students will be provided with multiple perspectives to view organisations or industries. The students are taught to make the appropriate choice of future direction and alternative strategies to gain and retain competitive and corporate advantages.

#### **BUS 4962: RESEARCH STUDY (DISSERTATION) (OPTION 01)**

This Course fulfills the requirements of the Dissertation - i.e. the major independent research study component of the Degree with nine (09) credits - located in Year IV - Semester I of the Degree Programme. Thereby, during this Course, the students are required to conduct an in-depth study on a phenomenon and/or issue of the World of Work in a rigorous manner. The development of the Dissertation is under the supervision of at least one senior academic member of the Department who is responsible to guide the researcher to ensure the scholarship of the Dissertation development process. In order to undertake BUS 4962 Research Study (Dissertation), it is necessary that a student should successfully complete BUS 3347 Research Methodology.

#### **BUS 4663: RESEARCH PROJECT IN MANAGEMENT (OPTION 02)**

This is a six (06) credit research oriented course offered in Year IV – Semester I of the Degree Programme. Having a holistic view on any given situation/issue may facilitate a manager to make effective data collection, analysis and decision-making. Effective decision making can be identified as a vital process for the sustainability of any work organisation. Thus, cultivating and



developing analytical skills among Business Management undergraduates—prospective managers—to conceptualise organisational problems and to formulate pragmatic solutions in the field of Business Management can be identified as one of the essential requirements to be addressed in this Course. In this context, this Course directs the students to analyse a selected managerial problem by integrating diverse subject knowledge that they have gained during the earlier stages of the Degree Programme. While enhancing participants' investigative, explorative, analytical and synthesising skills, this Course will facilitate them to conceptualise managerial issues and create alternative solutions in the broad area of Business Management with proper application of research methods.

### **BUS 4343: INTERNATIONAL BUSINESS MANAGEMENT**

This is an advanced course that provides the knowledge in doing business in the globalised world. The Course is designed as a culmination of knowledge and skills from all management related subjects learned in the previous phases of the Degree Programme and how that knowledge could be profoundly applied in order to exploit the opportunities of globalisation and to successfully engage in overseas expansion. The major areas covered in this Course include analysing 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 business management. It also focuses on the ongoing and upcoming trends in global business management.

### **BUS 4365: ORGANISATIONAL CHANGE AND DEVELOPMENT**

This is an integrated course aimed at emphasising the importance of continuous change and persistent development needed to ensure business survival and growth, especially useful for organisations operating in highly volatile business environments. 'Change' is an ever-present feature of

organisational life. Hence, there is no doubt regarding the importance to any organisation of its ability to identify where it needs to be in the future, and how to manage the changes required in getting there. Starting with an initial historical perspective of the field, the Course explores the core organisational model of planned change followed by the various change interventions. The students reading for a degree in Business Administration are intended to become catalysts of change. For them to become successful change agents, this Course is structured around opportunities to put the diagnostic and prescriptive tools of organisational development into action.

### **BUS 4670: MANAGEMENT TRAINING**

This is a six (6) credit course offered in the Year IV – Semester II of the Degree Programme. Since the emerging trends in the World of Work compel undergraduates to absorb more professional – oriented skills, the Course provides them with an opportunity to be acquainted with real world business scenarios and practical management applications in Business Management and related areas by working as interns in private, public or third sector organisations. This also facilitates them in acquiring a deeper understanding, while visualising upon the practical applicability of theoretical and conceptual knowledge that they have gained throughout the Degree Programme. The management training and work policy of the Department spells out the specific guidelines on how to engage in practical training in management and what type of employment should be selected. The students are required to engage in Practical Training in Management in an organisation permitted by the Department during the semester (at least 500 training hours). The 'industrial mentors' and academic members of the Department continuously supervise the student's active engagement and improvement throughout the Course. Therefore, Management Training course as a whole lead the undergraduates to have the practical insight of the Degree Programme while becoming 'employable graduates' who are able to successfully forge ahead within their intended career.



### **BUS 4364: BUSINESS MANAGEMENT INTERNSHIP (ELECTIVE)**

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

### **BUS 4367: INDIGENOUS APPROACHES TO MANAGEMENT (ELECTIVE)**

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

### **BUS 4368: ORGANISATION THEORY (ELECTIVE)**

This advanced course in Business Administration is designed to facilitate students to explore, understand and re-frame 'Organisation' theoretically. The Course will revisit the classical organisation theories, such as structural contingency theory, in the western scholarly tradition and discuss how these theories can be used to understand and re-frame contemporary organisations—their nature, issues and trends. Simultaneously, it will provide a forum to students to familiar with the recent developments in the field of Organisation Theory and encourage them to critically reflect on contemporary organisations theories vis-à-vis their everyday realities as members of organisations. Therefore, the Course as whole will elaborate the role of 'theory' in re-designing as well as re-framing organisations effectively.

### **BUS 4369: SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT (ELECTIVE)**

The objective of this Course is to address the question of how to become a successful business organisation while protecting the natural environment and the society at large. The term 'Sustainability' expresses the significance of not harming the environment or depleting natural resources, and thereby, supporting the long term ecological balance of the earth. Hence, the Course will help the students to learn how to create a better environment for the society through sustaining biodiversity and natural resources. Further, they will acquire the necessary knowledge and problem-solving skills which are needed to confront existing and future environmental issues. The main areas explored by the Course are the social, economic, and environmental implications which arise due to our decisions and attempts to find sustainable solutions to the environmental problems. In addition, the Course will give an in-depth understanding of the natural environment, the human-environment interactions and, knowledge of local and global environmental issues, environmental policies and how these policies help to overcome the environmental challenges.



### 2.2.6 Professional and Industry Links

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

### 2.2.7 Employment Opportunities

Being the pioneer Department in the field of Business Administration, over the past 60 years, the Department has produced a number of eminent professors, and prominent business leaders, politicians and entrepreneurs in Sri Lanka. Moreover, enumerable executive and managerial level positions in the public and private sector organisations in our country are held by the graduates produced by the Department of Business Administration. There are more than 5000 Business Administration Graduates who are holding responsible managerial and top leadership positions in the private and public local and international organisations. Enormous job opportunities are available for our graduates, since the expanding modern-day business organisations are now looking for competent management graduates with interdisciplinary knowledge, entrepreneurial flavour, productivity and quality consciousness, leadership and strategy orientation.

### 2.2.8 Student Association (ABA)

The Association of Business Administration (ABA) was established in 1986 as the formal student association of the Department of Business Administration. The main objective of the association is to engage in activities which enhance students' knowledge and skills and the activities which support for the betterment of the Department. Its membership is open to all the internal students of the Department. The office bearers are appointed on annual basis according to the Constitution of the Association. An advisory board which consists of the academic staff of the Department oversees and coordinates all activities of ABA.

ABA organises and conducts many extra-curricular activities, such as religious activities, field tours, outbound trainings, guest lectures, sports, entertainment and talent stimulation activities. "Sanda Kirana" (Sarva Rathirika Pirith Pinkama), "Business Night" (Welcome and Going-Down Ceremony of the students of the Department) "J'Pura Premier League" (Inter-University Cricket Tournament), "Chala Roo" (Art Exhibition) and "Temptation Night" (Talent Show) are the main regular events organised by ABA each year. Moreover, ABA publishes the student magazine, titled "Biz Track", annually.

### 2.2.9 Student Resource Centre

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

### 2.2.10 Medals and Scholarships

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



## 2.2.11 Head of the Department

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# BEC

2.3

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



### 2.3.1 Evolution

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

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



## 2.3.2 Objective and the Graduate Profile of the Degree Programme

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

The successful completion of this degree programme provides the undergraduates with a firm base in economic theory and skills in management which enable them to perform better in the decision making process in any organisation. The Department facilitates the development of the undergraduates' skills in research, analysis, communication, teamwork and decision making in order to enhance personal, social and national development.

### Graduate Profile

The B.Sc. Business Administration (Business Economics) (Special) Degree Programme is a blend of Management and Economics disciplines. A graduate of this degree programme is well equipped with theoretical knowledge of Economics and Management and have enhanced necessary skills to apply such knowledge in real life scenarios.

Upon the completion of the degree, the graduate would be able to develop a set of skills to be an outstanding personality. Analytical thinking, rational decision-making, communication skills in English, leadership and teamwork are the skills this degree programme develops during the undergraduate life.

An integral part of the degree programme is the research project which involves building up a research culture among the

undergraduates. This would in turn contribute to nation's development as well as the world's, by disseminating knowledge emerged from researching on contemporary issues.

Finally, all these would lead to a graduate who is excelled in the pillars of knowledge, skills and attitudes, which would enhance them to become responsible citizens with self-discipline and professional ethics.

### Experience of the Best Student

My selection of the B.Sc. Business Administration (Business Economics) (Special) Degree Programme was a career defining decision for me. The unique combination of Management and Economics disciplines offered through this programme allows its graduates to pursue a range of career opportunities in the fields of business analysis, management, banking, research, and policy analysis. The richness of this programme has enabled its undergraduates to follow diverse careers in the corporate sector, public sector, and even international organisations. The academic structure of the programme is well organised to suit the growing needs of the industry through workshops, seminars, guest lectures, and industry visits. The student life is further enriched from the practical experiences offered through the Business Economics Students' Association (BIZCON). These experiences allow the students to polish up their professional skills, while enabling them to develop the much needed networks for a successful career. I am extremely grateful to the eminent panel of lecturers of the department for their support and commitment towards ensuring a fulfilling student experience throughout this degree programme.

**Mr. Asel Devjith Hettiarachchi**

Highest GPA Holder of the FMSC (2014/15 Batch)



### 2.3.3 Programme Structure for Years II, III and IV

At the beginning of the second semester of the third year the students following this degree programme are required to select one specialisation area out of the following two options.

#### 1. Development Studies (DS)

This is an interdisciplinary study area which trains the students to understand the complex processes of economic development and to solve development problems. It deals with theoretical, empirical, as well as practical dimensions of economic development. The students who specialise in this area will be equipped with the skills of policy studies, policy making, analysis and evaluation. Additionally, this study programme offers many options at the postgraduate level for the students who are willing to engage in advanced studies. The employment opportunities are enormous at many local and international institutions, such as the Central Bank of Sri Lanka, World Bank, International Monetary Fund, Asian Development Bank, United Nations, etc.

#### 2. Banking (BNK)

This study area encompasses a range of disciplines in bank management, central banking, monetary policy analysis, financial system analysis, etc. At the end of this study programme students should be able to gain the expertise to manage a firm mitigating the risks in the financial system. The specialised nature of this area makes the students able to hold top-level management positions at institutions specially in the banking and finance sector such as the Central Bank of Sri Lanka, Securities and Exchange Commission, commercial banks and other financial institutions.

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

The structure for years II to IV of the 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) (Special) Degree Programme Structure for Years II, III and IV**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BEC 2041	Career Development Training	Non-Credit	45	00
BEC 2001	English for Business Economics Part I	Non-Credit	30	00
<b>Total No. of Credits – Semester I</b>				<b>15</b>



Year II - Semester II					
BEC	2343	Mathematical Methods for Economics	Core	45	03
BUS	2341	Organisational Behaviour	Core	45	03
BEC	2344	Advanced Economic Theory	Core	45	03
ENT	2341	Introduction to Entrepreneurship and SMEs	Core	45	03
ITC	2340	Computer Applications for Managers	Core	45	03
BEC	2045	Career Development Training	Non-Credit	45	00
BEC	2002	English for Business Economics Part II	Non-Credit	30	00
Total No. of Credits – Semester II					15
Total Credit Value for the Second Year					30
Year III - Semester I					
DSC	3340	Operations Research	Core	45	03
BEC	3340	Managerial Economics	Core	45	03
ITC	3340	Management Information Systems	Core	45	03
BEC	3341	Monetary Economics	Core	45	03
BEC	3350	Econometrics	Core	45	03
BEC	3001	English for Business Economics Part III	Non-Credit	30	00
Total No. of Credits – Semester I					15
Year III - Semester II					
BEC	3344	Project Management	Core	45	03
BEC	3345	Economic Thought	Core	45	03
BEC	3346	Financial Economics	Core	45	03
BEC	3347	Labour Economics	Core (DS)	45	03
FIN	3343	Business Valuation Theory and Applications	Core (BNK)	45	
BEC	3348	Asian Economics	Core (DS)	45	03
FIN	3346	Bank Management	Core (BNK)	45	
BEC	3002	English for Business Economics Part IV	Non-Credit	30	00
Total No. of Credits – Semester II					15
Total Credit Value for the Third Year					30
Year IV - Semester I					
BEC	4351	Development Economics	Core	45	03
BEC	4341	Research Methodology	Core	45	03
BUS	4340	Strategic Management	Core	45	03
BEC	4342	International Economics	Core	45	03
BEC	4343	Environmental Economics	Core (DS)	45	03
FIN	4345	Risk Management and Insurance	Core (BNK)	45	
BEC	4001	Academic Writing	Non-Credit	30	00
Total No. of Credits – Semester I					15
Year IV - Semester II					
BEC	4645	Independent Study on Business Economics	Core	90	06
BEC	4646	Practical Training	Elective	90	06
BEC	4647	Social Development Project	Elective		
BEC	4349	Regional Economics	Core (DS)	45	03
BEC	4348	Money and Banking	Core (BNK)		
Total No. of Credits – Semester II					15
Total Credit Value for the Fourth Year					30



### 2.3.4 Description of Courses

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

#### **BEC 2340: MACROECONOMICS**

This course intends to provide students with the basic understanding of the aggregate economic system: 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 models and modern approaches.

#### **BEC 2343: MATHEMATICAL METHODS FOR ECONOMICS**

Mathematical Methods for Economics, apply mathematical methods to investigate economic theories and scrutinise issues in Economics. The course permits formulation and derivation of key relationships in a theory with clarity, generality, rigor, and simplicity. This course covers economic models, linear and non-linear models, differential calculus, integration, differential equations, matrix algebra, and continuous time models.

#### **BEC 2344: ADVANCED ECONOMIC THEORY**

This course covers advanced theories in Microeconomics and Macroeconomics. The section of the course on Microeconomics

includes topics in demand and supply, theory of consumer behaviour, theory of factor pricing, asymmetric information and general equilibrium analysis. The section on Macroeconomics covers tools for building and solving macroeconomic models, with applications to growth, fiscal policy, inflation and business cycles. By the end of the course students should have enhanced their ability to understand and critically assess contemporary advanced economic theory across a broad spectrum of microeconomic and macroeconomic topics.

#### **BEC 3340: MANAGERIAL ECONOMICS**

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

#### **BEC 3341: MONETARY ECONOMICS**

The course focuses on the issues of monetary policy implementation in the context of closed and open economies. It covers topics of money creation and monetary transmission mechanisms, inflation and expectations, and neutrality of money. Further, it examines the term structure of the interest rates and extends discussion to the international dimension. The most important topics of open monetary economics are introduced; the interest rate and purchasing power parity conditions, and the exchange rates regimes.

#### **BEC 3344 / BEC 4352: PROJECT MANAGEMENT**

This course provides the students with advanced knowledge and skills on Project Management in business organisations or



entirely project based organisations. This course covers the theoretical foundation of Project Management techniques, software training and practical elements of real-world projects undertaken by the students. 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.

**Note:** BEC 4352: *Project Management is being offered by the Department to the undergraduates of the Department of Business Administration in the year IV, semester I.*

### **BEC 3345: ECONOMIC THOUGHT**

The primary goal of this course is to provide an insight into economic thought in order to understand the evolution of Economics. The subject concentrates on different thinkers and, at the same time traces the development of economic theories and ideas from the earliest times to the present while examining major contributions made to the field of Economics during the main periods in the history of Economics namely Pre-classical, Classical, Marginal Revolution, Neoclassical, Keynesian Revolution and Formalist economist. By the end of this course, students should be able to develop an overview of the main approaches which contribute to the historical development of economic thought and also analyse, synthesise and make a critique on economic principles and theories.

### **BEC 3346: FINANCIAL ECONOMICS**

This course provides the students with an understanding of the principles and

applications of financial markets. Further, it aims to provide comprehensive knowledge of financial markets and it is useful in business decision-making. It takes into analysis the financial system, behaviour of interest rates, risk and term structure, theories of term structures, foreign exchange market, monetary policy, interest rate risk, and exchange rate risk with an emphasis on financial institutions.

### **BEC 3347: LABOUR ECONOMICS**

Labour Economics is a combination of both theoretical and empirical analysis of labour market dynamics, wage setting and employment determination. The specific topics to be analysed include 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.

### **BEC 3348: ASIAN ECONOMICS**

Asia, especially in political and economic aspects, has been one of the most important parts of the world today that makes a considerable contribution to the world economy. Therefore, this subject emphasises the contributions of Asian economies to global economy and academia at large. The teaching and learning process includes lectures, discussions, guest lectures, study tours and supervised academic write-ups. At the end of this course, students should be able to understand the application of Asian development models and its different adaptations to pursue sustainable growth.

### **BEC 3350: ECONOMETRICS**

This course provides students with an introduction to the theory and practice of Econometrics, and experience in estimating econometric models with actual data. The course mainly focuses on techniques for estimating regression models, problems



commonly encountered in estimating such models, and on interpreting the estimates from such models. It covers the basic econometric concepts, simple and multiple regression analysis, basic econometric problems, simultaneous-equation models, panel data regression models, and time series econometrics. The course will be taught through lectures, practical sessions and tutorials. Software packages will be used in practical sessions.

#### **BEC 4341: RESEARCH METHODOLOGY**

This course introduces a complete set of techniques and concepts in conducting a scientific enquiry. This subject 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 4342: 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, gains from trade, Ricardian Model, Heckscher-Ohlin Theory, standard and new trade theories, tariff and non-tariff barriers, and economic integration. 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 4343: ENVIRONMENTAL ECONOMICS**

Environmental Economics will consider market failure (particularly externalities and common property resources), and the economic valuation of environmental amenities such as clean air, wilderness and ecological systems. This course aims at equipping students with economic methods and tools to analyse basic environmental issues. This course combines theoretical analysis with discussions on specific environmental policies as applied to water, air pollution, energy, climate change and human health issues. In addition, the concepts of sustainability, microeconomic analysis of environmental regulation, the problem of social cost, policy instrument choice, and estimating costs and benefits of environmental improvements will be delivered.

#### **BEC 4645: INDEPENDENT STUDY ON BUSINESS ECONOMICS**

The objective of this compulsory course is to guide the students to apply the underlying principles in research methodology in Business Economics at individual, group and institutional levels. This research is an independent study carried out by an undergraduate under the supervision of an academic member or a person nominated by the Department. At the end, the undergraduates should submit the final report on or before the deadline declared by the Department.

#### **BEC 4646: PRACTICAL TRAINING**

This course intends to equip the undergraduate with the employability skills required as he/she graduates. The students are encouraged to add value to their CVs throughout the study period. Then, they are guided to present it competitively with well-recognised employers such as



government institutes, multinational corporate establishments, private firms, international organisations and NGOs as per their career progression plans. The Department contentiously supports the students from CV preparation until evaluation of the course. There are well-established strong networks and alumni links of the Department in support of uplifting the students' capacity to match the local as well as global labor market demands with this course.

### **BEC 4647: SOCIAL DEVELOPMENT PROJECT**

This course unit requires the students to carry out a rigorous and a comprehensive individual project which addresses a contemporary national economic issue. The projects are supervised and if required funding arrangements are made by the Department depending on the availability of such funds. This course unit covers six credits and is expected to develop the problem solving, intellectual and analytical skills of the students.

***Note:** BEC 4646: Practical Training and BEC 4647: Social Development Project are two elective courses out of which the students should select one according to their preference.*

### **BEC 4348: MONEY AND BANKING**

The course unit, Money and Banking, is designed to provide an advanced knowledge of the economic principles applied to the monetary policy analysis and to the banking system. It also examines the impact of the monetary policy on 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 4349: REGIONAL ECONOMICS**

This course explores the importance of location in everyday choices we make from the optics of Economics: how economic activity is spread across space and implications of space in economic decision making. The course extends the traditional theoretical bases of economic analysis by introducing the regional aspects to supply, demand, and market forces. First, the course will try to answer general questions such as, why do cities exist? Why do people live in cities? How do firms decide where to locate? What determines the location, growth and size of a city? Which policies can modify the shape of a city? Having discussed why we live in cities, the course will analyse the economic problems of living in cities. Regional and urban economies in Asia will be used as practical case studies to test the real-world potential of the theoretical bases of economics of location.

### **BEC 4351: DEVELOPMENT ECONOMICS**

The objective of this course is to provide students with a comprehensive knowledge of Development Economics that is useful in policy making and strategic business decisions. It encompasses, inter alia, areas of economic development, characteristics of developing nations, theories of economic development and growth, poverty, and income distribution. The major focus is on the Sri Lankan economy.

### **BEC 2041/ BEC 2045: CAREER DEVELOPMENT TRAINING (Non-Credit)**

This is a course which provides the students with soft skills that need to be acquired by a professional. The main objective of this course is to develop an individual well-equipped with professional skills and positive attitudes. It also aims to develop a balance personality with higher social and career prospects. Methods of instruction are



mainly interactive sessions, guest lectures, discussions, lectures and workshops covering areas of personal grooming, etiquette, planning self-presentation at different occasions, and effective interpersonal skills. The two-day Outward Bound Training Programme is one of the main events organised under this course. This career development training would be offered in two semesters as Part I, BEC 2041: Career Development Training in the year II, semester I and Part II, BEC 2045: Career Development Training in the year II, semester II.

### **SPECIAL ENGLISH LANGUAGE PROGRAMME (SELP) (Non-Credit)**

This is a Special English Language Programme introduced by the Department for the improvement of English language competence of the students, in addition to the credit courses in the degree programme. The programme has specially been designed 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. This is a five-semester programme which offers the course units; BEC 2001: English for Business Economics Part I, BEC 2002: English for Business Economics Part II, BEC 3001: English for Business Economics Part III, BEC 3002: English for Business Economics Part IV and BEC 4001: Academic Writing.

#### **BEC 2001:**

##### **English for Business Economics Part I**

The BEC 2001 course on English for Business Economics is designed with the aim of enhancing the competency skills of reading, listening, writing and speaking skills of the students in the field of Business Economics. The courses have been formulated according to the UTEL Benchmark Band 6, which will develop the skills of the students to comfortably reach the Benchmark Band 7, thus the course will proceed in a gradual and an incremental manner. The courses of BEC 2001 and BEC 2002 would provide the students the opportunity to develop their English language skills while gaining increased confidence and competence in social and professional contexts. The courses will cover the areas of vocabulary, grammar,

reading comprehension, presentation skills, letter writing, summarising, business correspondence and preparation for a meeting/interview.

#### **BEC 2002:**

##### **English for Business Economics Part II**

The BEC 2002 course on English for Business Economics is an extension of the skills based learning series formulated for the first year. By the end of the respective course, the students will be expected to have been equipped with the competency of reaching the UTEL Band 8. In BEC 2002 the course will concentrate on more advanced proficiency of the skills of writing, speaking, listening and reading. In addition to the proficiency of these skills, their presentation skills and confidence would also be boosted accordingly. This course will cover a more advanced level of grammar, reading comprehension, business correspondences, etc.

#### **BEC 3001:**

##### **English for Business Economics Part III**

This course is an extension of BEC 2001 and 2002 Courses. This is designed with the intention of further enhancing reading, writing, listening and speaking, skills of students in the field of Business Economics and this has been formulated according to the UTEL Benchmark Band 8. This course focuses on level-appropriate grammar, vocabulary specific to various business domains, reading comprehensions related to field of business, presentation skills, letter writing skills and summarising skills. This course also aims to familiarise students with finer points of business etiquettes and business correspondence. These aims will be achieved through a series of lectures conducted weekly within the semesters developing proficiency of students in Business English.

#### **BEC 3002:**

##### **English for Business Economics Part IV**

This course is a further extension of the skills based learning series of BEC 3001 and formulated according to the UTEL Benchmark Band 9. This is designed with the intention of improving students'



English proficiency in core areas such as reading, writing, listening and speaking, while reviewing key areas of Business Economics. This course focuses more on advanced professional writing and speaking skills which will allow them to face the English-speaking business world with confidence and in an assertive manner. Sharpening the reading and listening skills are also focused in this series of lectures through advanced materials from real business world. These aims will be achieved through a series of lectures conducted throughout the semester in a gradual and incremental manner.

### **BEC 4001: Academic Writing**

The course unit aims to give the students a concise knowledge of writing dissertations at the Bachelor's degree level. The course focuses on providing them the necessary writing skills, as well as referencing and note taking skills required for the successful compilation of dissertation paper writing. The course structure focuses on exploring accurate referencing methodology, evaluating text, elements of writing with the intention of helping them maximise their academic writing and research competency.

### **2.3.5 Professional and Industry Links**

The Department has established strong relationships with the leading organisations with the intension of uplifting the delivery process of the B.Sc. Business Administration (Business Economics) (Special) Degree Programme. Such relationships include the Central Bank of Sri Lanka, Colombo Stock Exchange, Chamber of Commerce, Board of Investment of Sri Lanka, Centre for Poverty Analysis, Institute of Policy Studies of Sri Lanka and all the leading private and public banks and financial institutions. Furthermore, government sector institutions, such as the Timber Corporation, Social Security Board and Export Development Board further strengthen the department links and its output.

Apart from that, many private and public sector organisations are in touch to absorb the graduates produced by the

Department. The Department is focusing on continuous improvement of the industry links for the graduates to have better opportunities in prospering their career and lifelong learning.

### **2.3.6 Employment Opportunities**

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

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

### **2.3.7 Medals and Scholarships**

#### **Gold Medal**

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



## 2.3.8 Student Associations

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

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

### **Sri Lanka Forum of Junior Business Economists (SLFJBE)**

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

The association annually organises the SLFJBE Economic Summit under a carefully selected theme related to a contemporary issue of local or global interest. It is expected to accommodate up-surging interest among the Business Economics undergraduates in bringing issues to lime light

while creating a platform to share knowledge and understanding leading to fruitful discussion over the selected theme. The summit may persuade the participants to put their skills and expertise to work in creative ways by participating array of competitive activities. Furthermore, the summit hosts an industry forum where renowned experts will share their story over one aspect aligned to the theme of the summit.

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

### **Alumni Association of the Department of Business Economics**

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

## 2.3.9 Student Resource Centre

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

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

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



## 2.3.10 Head of the Department

**Dr. (Ms.) D. R. J. Siriwardhane**

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### 2.4.1 Evolution

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

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



# COM

## 2.4 B.Com (Special) Degree Programme



(Special) degree program in Sinhala and English medium with students initially allocated from among those sent to the Faculty of Management Studies and Commerce and afterward directly from the University Grants Commission. The Department currently conducts its program in the English medium only. Presently, it has a total of over 500 undergraduate

students. In 1992 a major curriculum revision was implemented to give students an opportunity to specialize in one of the subject areas 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.



To achieve the expectations of the rapid expanding socio-economic structure, the Department of Commerce has restructured its degree program in 2015/2016. The department has identified its mission as *to be the center of excellence in commerce education in University level in Sri Lanka*. It is committed to *the higher standard of learning and teaching, promotion of scholarship and research, and integration of theory and practice by encouraging professional training in private and public sectors, and through interaction with the corporate and state sectors and wider civil society*.

In addition to the internal degree 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 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 six of them are Senior Lecturers with postgraduate qualifications and extensive teaching and research experience. The full time academic staff of the Department is supplemented by a team of visiting lecturers holding higher academic and professional qualifications with 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 Objective and Graduate profile of the degree programme

### 2.4.2.1 Objective

The objective of the B. Com (Special) 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

The Bachelor of Commerce (special) degree program introduced in 1973 and aims at producing graduates to succeed in this complex and competitive global world for future challenges through intellectual autonomy, personal development and lifelong learning. Graduate of Commerce should be competent individual who is well proficient in a body of knowledge, including an understanding of broad conceptual and theoretical elements and international perspective in the field they study. Also, commerce graduate should have the capacity for critical, conceptual and reflective thinking and inquiry including an ability to evaluate and apply underlying assumptions and theories, identifying problems, develop appropriate processes for their solution and apply the processes of strategic decision making. The degree is a program of four year duration including an extensive internship for period of six months and a research dissertation at the final year to encompass both knowledge and practical exposure. The curriculum of the Bachelor of Commerce (special) degree provides a carefully blended subject combination in economics, accountancy, management, decision sciences, information technology, banking, insurance and commercial law. This holistic approach in the curriculum enables the graduates to secure managerial and executive positions in local and foreign organizations. The program is appropriate for those who possess strong determination to be successful in a variety of complex, competitive and dynamic global business environments.



## 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
<b>Year II - Semester I</b>				
COM 2340	Macroeconomics	Core	45	03
COM 2341	Cost and Management Accounting	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
FIN 2340	Financial Management	Core	45	03
BCC 2240	Business Communication III	Core	30	02
<b>Total No. of Credits – Semester I</b>				<b>17</b>
<b>Year II - Semester II</b>				
COM 2342	Auditing and Assurance	Core	45	03
COM 2343	Corporate Law	Core	45	03
COM 2344	Computer Based Accounting	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
ITC 2340	Computer Application for Managers	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>32</b>
<b>Year III - Semester I</b>				
COM 3340	Management Science	Core	45	03
COM 3341	Advanced Financial Accounting and Reporting	Core	45	03
COM 3342	Taxation	Core	45	03
COM 3343	Managerial Economics	Core	45	03
ITC 3340	Management Information Systems	Core	45	03
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year III - Semester II</b>				
COM 3344	International Trade	Core	45	03
COM 3345	Research Methodology	Core	45	03
COM 3346	Project Management	Core	45	03
BUS 3345	International Business Management	Core	45	03
ITC 3347	Digital Business	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Third Year</b>				<b>30</b>



<b>Year IV - Semester I</b>					
COM	4340	Development Economics	Core	45	03
COM	4341	International Finance	Core	45	03
COM	4342	Banking	Core	45	03
FIN	4345	Risk Management and Insurance	Core	45	03
BUS	4340	Strategic Management	Core	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
COM	4643	Independent Study	Core		06
COM	4644	Internship	Core		06
<b>Total No. of Credits – Semester II</b>					<b>12</b>
<b>Total Credits Values for the Fourth Year</b>					<b>27</b>
<b>Total Credit Value of the Program</b>					<b>120</b>

## 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 2340 : MACROECONOMICS**

This course is designed to give students a basic understanding of the behaviour of an economy as a whole. The key variables of this course include total output in the economy, the aggregate price level, employment and unemployment, interest rates, wage rates and foreign exchange rates. The main objective of this course unit is to provide the students a theoretical framework of understanding and analysing major macro economic issues and policies of an economy.

### **COM 2341 : COST AND MANAGEMENT ACCOUNTING**

This course is designed with the intention of providing the knowledge and skills for Cost and Management Accounting. The topics covered are; cost concepts, classification, elements, analysis of overheads, costing methods, short term and long term decision making, budgeting, standard costing and variance analysis.

### **COM 2342 : AUDITING AND ASSURANCE**

This course 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 2344 : COMPUTER BASED ACCOUNTING**

This course provides a comprehensive theoretical and practical knowledge of a selected accounting package in data process for internal and external reporting. The students would be able to handle an accounting system on their own and develop a personalized accounting systems as required.

### **COM 3340 : MANAGEMENT SCIENCE**

This course provides an overview of the nature and applications of Management Science / Operations Research (MS/OR). After surveying a variety of practical



problems using Management Science techniques and methods will enable students to formulate mathematical models of practical problems, then to solve them and finally to interpret the results, as they might have to do as managers and business executives of enterprises making decisions. 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, decision theory and dynamic programming (DP) are covered.

### **COM 3341 : ADVANCED FINANCIAL ACCOUNT- ING AND REPORTING**

This is an advanced course that deals with financial reporting concepts and practices. The topics covered are, the conceptual framework, regulatory framework, accounting for group of companies, mergers and acquisitions and accounting standards.

### **COM 3342 : TAXATION**

To develop the technical and conceptual skills of the students in relation to comprehensive income tax computation for partnership and taxable persons such as individuals, companies (resident or non-resident), charitable institutions, clubs and trade associations, NGOs, receivers, executors and trustees. The Tax Concessions prevailing in Sri Lanka, and administrative provisions in the Inland Revenue Act such as Returns and Assessments, Appeals, Payments, Recovery, Tax-refunds, Search and Inspection, will also be covered.

### **COM 3343 : MANAGERIAL ECONOMICS**

This course unit is organized to provide the students with the understanding of the

application of economic theory in order to achieve organizational objectives most efficiently and effectively. This course unit encompasses business objectives, optimization techniques, optimal input and output decisions and game theory. At the end of the course unit, students will be able to understand how economic techniques can be applied to analyse issues faced by business organizations and apply the knowledge so gathered to make recommendations to improve business decision making.

### **COM 3344/ 4345 : INTERNATIONAL TRADE**

This course unit is designed to provide a basic knowledge of international trade theories and policies. International trade theory deals with basis of and the gains from trade, the modern theories of international trade, offer curves, Heckscher-Ohlin theory and economic integration. International trade policy examines the reasons for and the effects of trade restrictions and trade protectionism. The main objective of this course is to present a comprehensive, up to date and clear composition of the theories and policies of international trade that are essential for understanding and evaluating international economic problems and issues at present.

### **COM 3345 : RESEARCH METHODOLOGY**

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 Business. On the completion of the course, students are required to compile a research proposal which serves as a working plan for COM 4643 – Independent Study (research project) in the fourth year. The topics covered include introduction to research in commerce and management, the research process, the research proposal, selection and



formulation on a research problem, theoretical framework and hypotheses development, research design, sample design, questionnaire design, data collection methods, measurement and scaling techniques, data analysis and interpretation and the research report.

### **COM 3346 : PROJECT MANAGEMENT**

In today's competitive and complex business environment, irrespective of one's profession, one will need to either participate in a project or lead a project. Project management is all about dealing with cross-functional teams and achieving the pre-set objective(s), using money, time and resources. The students who successfully complete this module are expected to have understood the basics of project management. The course will be conducted through the use of formal lectures, class room discussions, group discussions, case studies on failed projects and case simulation and final exam.

### **COM 4340 : DEVELOPMENT ECONOMICS**

This course unit is aimed to provide students an overall understanding of Development Economics and familiarize them with the related concepts, principles, strategies and techniques of development. It provides students with an understanding of economic theories and analysis in the field of Development Economics. The course covers development theories and applications, international dependence, contemporary models of development and underdevelopment, poverty, inequality and development, human capital, agricultural transformation and rural development. The objective of this course is to provide students with a comprehensive knowledge of Development Economics that is useful in business decision making.

### **COM 4341 : INTERNATIONAL FINANCE**

This course is designed to provide a basic knowledge of financial aspects relating to international trade. This course encompasses the study of foreign exchange markets, foreign exchange rates, exchange rate determination, international parity conditions, managing foreign exchange risks and exposure, optimal policy tools to manage balance of payment and current issues in international financial environment. At the end of the course unit, students will be able to analyse and explain international financial issues in a significant way and apply the knowledge on decision making process.

### **COM 4342 : BANKING**

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

### **COM 4643 : INDEPENDENT STUDY**

This is a research project which requires students to undertake a research study on a topic in the field of commerce and management. It is a compulsory course and students taking Independent Study are required to submit a report / dissertation. Both theoretical and empirical studies pertaining to any area of significance to industry and the economy are accommodated. A lecturer is appointed as a supervisor to provide academic guidance from formulation of the problem to report writing. To prepare students on the fundamentals



of a research project, a preparatory course on research methodology is given in the third year and a tentative research proposal which serves as a working plan of this course unit is prepared by students.

### COM 4644 : INTERNSHIP

Internship or practical training provides an opportunity to complete training in an organization approved by the Department. This course component intends to provide a supervised learning and work experience in areas pertaining to the general field of Commerce and Management with a view to promoting the overall quality of the program of study and enhancing the employability of students reading for the B.Com (Special) degree.

### 2.4.7 Professional and Industry Links

B.Com (Special) Degree Programme of the Department has a wide recognition worldwide. The department maintains close relations with organisations in the private and public sectors. Most of these industrial relationships have offered internship placements for the B.Com. final year undergraduates. 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 University of Sri Jayewardenepura are preferred over those with other qualifications in the industry both private and public sectors. The Internship programme of the Department in the final year has broadened scope of opportunities for 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 Hema Wijewardena, the founding Head of the Department, a former Dean of the FMSC and a former Professor in Commerce at the USJP. He was a Professor in Accounting and 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.
- **Best Student Award – B.Com (Special) Degree Part I, II, III and IV**  
This award is annually awarded to students who had obtained the highest marks for their End Semester Examinations for the subjects offered by the Department of Commerce.



## 2.4.9 Students' Associations

### Commerce Society (COMSO)

Commerce Society is the student association affiliated to the Department of Commerce. The society operates under the direct purview of the department by a committee elected annually from among the members of the society. Membership is open to students registered in the Bachelor of Commerce (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. They are advising, monitoring and coordinating all activities of COMSO.

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

### Alumni Association of Commerce

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

programme by creating corporate sector links with the department. Weblink to access the Alumni Association of Commerce is <http://mgt.sjp.ac.lk/com/alumniassociation>

## 2.4.10 New developments of the Department

### Proposed Master of Commerce (M.Com) Degree

The department has completed its initial steps to start Master of Commerce (M.Com) programme in coming year. The proposed M.Com Degree programme contains two distinct modes under which a prospective student could complete the M.Com degree programme namely; Master of Commerce (One year) and Master of Commerce (Two years). Master of Commerce (One year) programme offered upon the successful completion of course work in the first academic year of the programme. Master of Commerce (Two years) Degree offered upon the successful completion of taught courses as well as the research component.



## 2.4.11 Head of the Department

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### 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



# DSC

2.5

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



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 4.1.1.

## 2.5.2 Programme Objectives

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

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

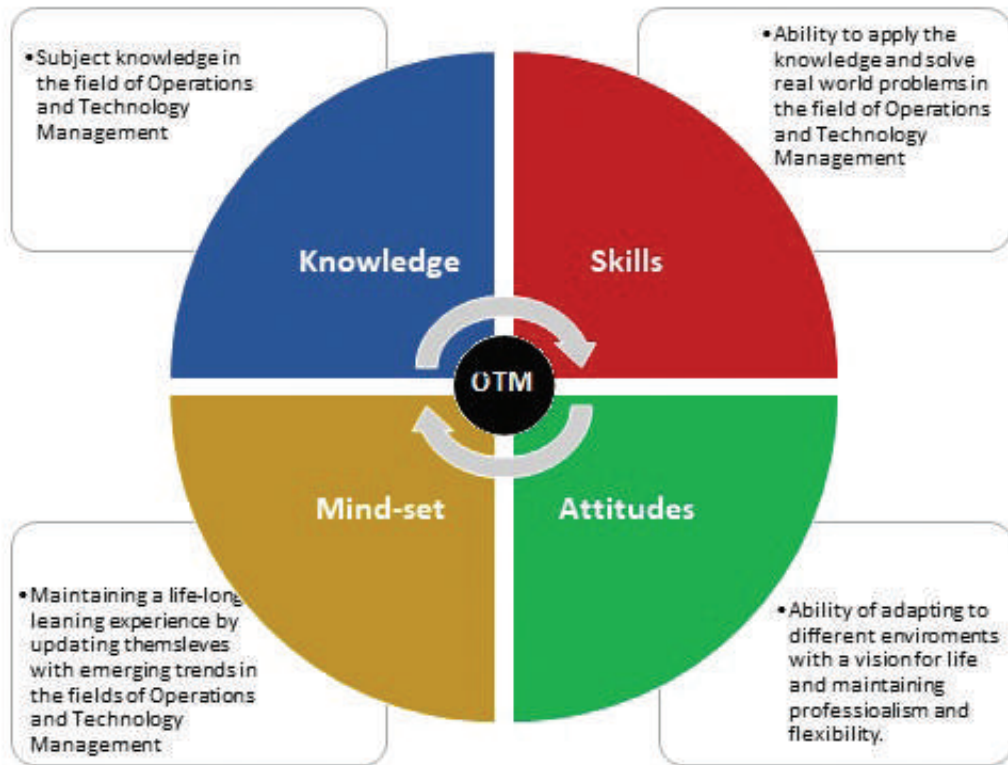
implementing appropriate technologies, increasing productivity, managing projects, planning and scheduling productions, and constructing models to facilitate decision making to improve profits or reduce costs. With these skills, Operations and Technology Management graduates will be in a better position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

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



The B.Sc. Operations and Technology Management (Special) Degree Programme fulfils the requirements of the Level 6 of Sri Lanka Qualification Framework (SLQF-2015)

with 121 credits of teaching and learning workload. The graduate profile of the degree programme is illustrated in Figure 2.5.1 in consistent with the main domains of learning introduced by the SLQF-2015.



**Figure 2.5.1: The Graduate Profile**

### **Aims of the Degree Programme**

In consistence with the Subject Benchmark Statement in Management developed by the Quality Assurance and Accreditation Council of Sri Lanka, the main aims of the B.Sc. Operations and Technology Management (Special) Degree Programme are:

- To produce a knowledgeable, well accomplished, skilled and contented student with the appropriate attitudes to face the challenges in achieving excellence with factual thinking, creativity, innovation, and research with appropriate entrepreneurial ability of national and international relevance in the field of Operations and Technology Management.
- To produce readily employable graduates with appropriate managerial knowledge in the field of Operations and Technology Management together with required skills and attitudes.
- To develop a range of transferable skills in students that will be of value for employment and also entrepreneurial pursuits.
- To provide students with analytical skills and an ability to develop simplified frameworks for studying the real world.
- To provide training within an intellectually sound physical and social environment to achieve excellence in Operations and Technology Management skills.



- f) To develop a student to achieve the status of a leading consultant and a provider of advanced consultancy services to the public and the private sector for improving productivity and quality of goods and services.
- g) Contribute to the government policy making process and national development in building a production based economy in Sri Lanka.

## Programme Learning Outcomes

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

PLO-1. Express sufficient subject and theoretical *knowledge* in the core area, Operations and Technology Management.

PLO-2. Demonstrate adequate *practical knowledge and application* in the areas in sub-areas such as, operations systems design, operations planning and controlling, supply chain management, quality management, and technology management.

PLO-3. Employ *communication* skills to convey own views and attitudes to help themselves in social interactions.

PLO-4. Practice *teamwork and leadership* skills in working with peers for projects, training programmes, and various assignments.

PLO-5. Apply *creativity and problem-solving* skills in both theoretical and practical scenarios.

PLO-6. Use *managerial and entrepreneurship* skills not only limiting to the subject knowledge to search for employment opportunities, but also to be innovative in creating new business opportunities.

PLO-7. Demonstrate *information usage and management* skills during the learning process as well as in working environment.

PLO-8. Apply *networking and social* skills not only in the university, but also at working places for an effective involvement in assigned responsibilities.

PLO-9. Demonstrate *adaptability and flexibility* to various changes in the practices of Operations and Technology Management and show the ability to absorb new trends.

PLO-10. Demonstrate *good attitudes, values and professionalism* in practicing knowledge gained from the degree programme and utilize them for the achievement of organizational excellence.

PLO-11. Create *vision for life* in searching for career opportunities and during the progression of career path.

PLO-12. Choose *self-updating and lifelong learning* strategies in personal development with a vibrant set of goals.

### 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
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340 / DSC 2344	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
CDB 2001	Certificate in Professional Communication	Optional	45	00
<b>Total No. of Credits – Semester I</b>				<b>15</b>



Year II - Semester II					
ITC	2340	Computer Applications for Managers	Core	45	03
ENT	2341	Introduction to Entrepreneurship and SMEs	Core	45	03
BUS	2341	Organizational Behaviour	Core	45	03
DSC	2342	Supply Chain Management	Core	45	03
DSC	2343	Technology Management	Core	45	03
Total No. of Credits – Semester II					15
Total Credits Values for the Second Year					30
Year III - Semester I					
DSC	3340	Operations Research	Core	45	03
ITC	3340	Management Information Systems	Core	45	03
BEC	3340	Managerial Economics	Core	45	03
DSC	3341	Statistical Data Analysis for Managers	Core	45	03
DSC	3342	Total Quality Management	Core	45	03
HRM	3343	Employee Health and Safety Management OR	Elective	45	03
DSC	3343	Project Management	Elective	45	
Total No. of Credits – Semester I					18
Year III - Semester II					
DSC	3344	Research Methods for Operations Management	Core	45	03
BUS	3345	International Business Management	Core	45	03
DSC	3345	Logistics and Distribution Management	Core	45	03
ITC	3347	Digital Business	Core	45	03
DSC	3346	Advanced Operations Research	Core	45	03
DSC	3347	Operations System Design and Management	Core	45	03
Total No. of Credits – Semester II					18
Total Credits Values for the Third Year					36
Year IV - Semester I					
BUS	4340	Strategic Management	Core	45	03
DSC	4340	Service Management	Core	45	03
DSC	4341	Operations Planning and Control	Core	45	03
DSC	4342	Personality and Skill Development	Core	45	03
Total No. of Credits – Semester I					12
Year IV - Semester II					
DSC	4643	Independent Study in Operations Management OR	Core		06
DSC	4644	Project in Operations Management	Core		
DSC	4645	Internship OR	Core	90	06
		Two Electives* Offered only for differently abled students			
Total No. of Credits – Semester II					12
Total Credits Values for the Fourth Year					24
Total Credit Value for the Programme					121



## 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 (Special) Programme is provided below.

### **DSC 1340 : BUSINESS MATHEMATICS**

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

### **DSC 1341 : BUSINESS STATISTICS**

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

### **DSC 2340 / 2344 : OPERATIONS MANAGEMENT**

This course, which is 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 2241 : 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 trigonometric which are essential for students following the above mentioned degree programme are also taught in this programme.

### **DSC 2342 : 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 2343: 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 3340 : 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 3341 : STATISTICAL DATA ANALYSIS FOR MANAGERS**

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 3342 : 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 3343 : PROJECT MANAGEMENT**

Project Management is recognized as one of the fastest growing professions today. This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. This course provides students with the opportunity to apply project management principles to real-world problems.

### **DSC 3344 : RESEARCH METHODS FOR OPERATIONS MANAGEMENT**

Even though this course has been designed as a prelude to DSC 4643, 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 3345: LOGISTICS AND DISTRIBUTION MANAGEMENT**

This module provides an overview of logistics management in organisations based on the concept of supply chain management (SCM). This course takes an in-depth look at each of the traditional fields of logistics: sourcing and procurement, storage, distribution and reverse logistics from the knowledge of the logistical implications in the functions of the organisation. Further, it analyses the different logistics strategies and basic tools commonly used for design and management.

### **DSC 3346 : ADVANCED OPERATIONS RESEARCH**

This is an extension of course DSC 3340 – 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 3347 : OPERATIONS SYSTEMS DESIGN AND MANAGEMENT**

This course unit aims to develop learners' understanding of the issues and dynamics associated with the design and management of modern operations systems of both service and manufacturing organizations. This module explains the techniques available for the effective design and management of operations systems. Topics include design of production and operations layouts, job designs, work measurements,

group technology, work cells, and cellular manufacturing, automation and robotics. Applications of information systems to design are also explored in the course. Special attention is paid to Lean Manufacturing Systems during this course.

### **DSC 4340 : SERVICE MANAGEMENT**

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

### **DSC 4341 : OPERATIONS PLANNING AND CONTROL**

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

### **DSC 4342 : PERSONALITY AND SKILL DEVELOPMENT**

This course is designed to enhance the personality and soft skills of the students of



the department through recognizing their importance to become dynamic and successful managers in the business world. This includes practical and theoretical exposed to personality theories, business etiquette, public speaking, physical and mental fitness, personal development and leadership. Outward bound training (OBT programme) which comes under this course unit is one of the annual events organized by the department for the students' personal development.

#### **DSC 4643 : INDEPENDENT STUDY IN OPERATIONS MANAGEMENT**

Under this course students are required to conduct an independent study on an Operations Management topic. Students are required to conduct the research study under the supervision of a lecturer of the department. Students are expected to carry out a professional research project by using the methods and technologies learned in DSC 3344 –Research Methods for Operations Management and are expected to submit a report at the end of the semester.

#### **DSC 4644 : PROJECT IN OPERATIONS MANAGEMENT**

Under the project the students are required to analyse an Operations Management problem in an organization and to provide with a solution for the selected problem. Students are required to conduct the project under the dual supervision of a lecturer of the department and a practising Operations Manager from the selected organization. This project helps students to put knowledge and skill acquired so far into practice and to apply the techniques in a practical setting so that they gain much needed practical exposure. Students are expected to submit a report at the end of the semester.

#### **DSC 4645 : 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.

#### **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.S.M. Amarasena**

## 2.5.10 Academic Staff

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

*Senior Professor in Decision Sciences  
BSc Maths.(Special) (SJP); MBA (Leuven)*

**Prof. S.T.W.S. Yapa**

*Professor in Decision Sciences  
BSc Industrial Management (Special) (Kelaniya);  
MBA (PIM- SJP); PhD (Sheffield Hallam)*

**Prof. T.S.M. Amarasena**

*Professor in Decision Sciences  
B.Sc. Mgt(Pub) (Special) (SJP); MBA (Int. Bus.)  
(AIT/Oxford); PhD (Management) (Malaysia)*

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

*Senior Lecturer  
BSc Maths. (Special) (SJP); MSc (App. Stat)  
(Colombo)*

**Ms. D. M. Endagamage**

*Senior Lecturer  
BSc Maths. (Special) (SJP); MSc (App. Stat)  
(Colombo)*

**Ms. M.W.A. De Silva**

*Senior Lecturer  
BSc Maths (Special) (SJP); MSc (App. Stat) (SJP)*

**Mr. L.H.T. De S. Wickramasuriya**

*Senior Lecturer  
BCom (Special) (SJP); PGD (Bus. Stat) (SJP);  
MCom(Kelaniya)*

**Dr. (Ms.) N. W. K. Galahitiyawwe**

*Senior Lecturer  
BSc Marketing Management (Special) (SJP);  
MSc (Management) (SJP);PhD (Malaya)*

**Dr.(Ms.) C.W.C. Silva**

*Senior Lecturer  
BSc Statistics (Special) (SJP); MBA  
(MOT)(Moratuwa) PhD (Massey, NZ)*



**Mr. S. R. Ginige**

*Senior Lecturer*

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

**Mr. A. N. Wickramasekara**

*Senior Lecturer*

*BSc Statistics (Special) (SJP); MSc (Operations Research) (Moratuwa)*

**Ms. N.P. Parameswara**

*Senior Lecturer*

*BSc (Management and IT)(Special) (Kelaniya); BIT(Colombo); MBA(MOT)(Moratuwa)*

**Ms. H.D.H.C. Dassanayake**

*Lecturer*

*BSc Operations and Technology Management (Special) (SJP); MBA (Colombo) CIMA (Passed Finalist)*

**Ms. G.M.J. Patabandige**

*Lecturer – Probationary*

*B.Sc. Operations and Technology Management (Special) (SJP); Int.Dip.SCM(ITC); MBA (PIM-SJP)*

**Mr. K.A.D.I. Sudeeptha**

*Lecturer – Probationary*

*B.Sc. Operations and Technology Management (Special) (SJP); MBA (PIM-SJP)*

**Ms. K.T.G.P. Madhusanka**

*Lecturer – Probationary*

*B.Sc. in Industrial Management and Statistics (Joint Major) (WUSL); Master of Management Science (XJTU, China)*

**Ms. N.W.G.S. Madushani**

*Temp. Asst. Lecturer*

*B.Sc. Operations and Technology Management (Special) (SJP)*

**Ms. R. B. M. J. Ranasinghe**

*Temp. Asst. Lecturer*

*B.Sc. (Honours) in Applied Sciences (Extended year in Statistics) (SJP)*

**Ms. B. J. Liyanapathirana**

*Temp. Asst. Lecturer*

*B.Sc. (Honours) Special in Mathematics(SJP)*

**Ms. W. K. S. Madushika**

*Temp. Asst. Lecturer*

*B.Sc. (Honours) Special in Mathematics(SJP)*

**2.5.11 Non Academic Staff****Ms. R. A. U. Rangani**

*Management Assistant*

**Mr. M.S.G. Mendis**

*Work Aid*

**2.5.12 Contact Details****Head,****Department of Decision Sciences,**

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### 2.6.1 Evolution

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

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



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2.6

## B.Sc. Entrepreneurship (Special) Degree Programme



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

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



### Strategic Goals of the Department:

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

### Value System of the Department:

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

## 2.6.2 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 excellence”.

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 seeking job opportunities.

### Programme Outcomes

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

- i. 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.
- ii. Recognize environmental opportunities and, exploiting these to innovate new products, processes or organizations that would lead ultimately to the betterment of the society.
- iii. Evaluate business projects and produce business plans for their ventures.
- iv. 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.
- v. Organize the resources of the business displaying a maximum level of expertise for getting the optimal use of them.
- vi. 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.
- vii. Possess good moral and intellectual values with exemplary personality and lead the rest.



This is a newly established degree programme in the FMSC of USJP. Target group of the programme is those who are planning to start their own businesses: the entrepreneurs 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 focuses on inculcating the necessary knowledge, skills and attitudes that are required to be successful entrepreneurs.

The structure for year II to IV of B.Sc. Entrepreneurship (Special) Degree Programme is depicted in Table 2.6.1.

**Table 2.6.1: B.Sc. Entrepreneurship (Special) Degree Programme Structure for Years II to IV**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ENT 2345	Introduction to Entrepreneurship	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC C001	Certificate in Professional Communication	Optional	45	00
<b>Total No. of Credits – Semester I</b>				<b>18</b>
<b>Year II - Semester II</b>				
ENT 2342	Managing Creativity and Innovations	Core	45	03
ENT 2343	New Venture Creation	Core	45	03
ITC 2340	Computer Applications for Managers	Core	45	03
COM 2346	Commercial Law	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
ENT 2046	Introduction to Personal Branding	Non- Credit Compulsory	45	00
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>33</b>
<b>Year III - Semester I</b>				
ENT 3340	Business Plan Development – I	Core	45	03
ENT 3341	Professional Skills Development -I	Core	45	03
BEC 3340	Managerial Economics	Core	45	03
DSC 3341	Statistical Data Analysis for Managers	Core	45	03
ITC 3340	Management Information Systems	Core	45	03
ENT 3342	Intelligence and Belief Management	Core	45	03
<b>Total No. of Credits – Semester I</b>				<b>18</b>



<b>Year III - Semester II</b>					
ENT	3343	Business Plan Development – II	Core	45	03
ENT	3344	Managing Entrepreneurial Growth	Core	45	03
ENT	3345	Competitive Strategies for SMEs	Core	45	03
ITC	3347	Digital Business	Core	45	03
ENT	3346	Research Methods in Entrepreneurship	Core	45	03
ENT	3347	Global Business Management	Core	45	03
<b>Total No. of Credits – Semester II</b>					<b>18</b>
<b>Total Credits Values for the Third Year</b>					<b>36</b>
<b>Year IV - Semester I</b>					
ENT	4340	Contemporary Issues in Entrepreneurship	Core	45	03
ENT	4341	Research Study in Entrepreneurship*	Core	45	03
ENT	4342	Professional Skills Development -II	Core	45	03
BUS	4340	Strategic Management	Core	45	03
BEC	4351	Development Economics	Core	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
ENT	4643	Internship in Entrepreneurship	Core	90	06
<b>Total No. of Credits – Semester II</b>					<b>06</b>
<b>Total Credits Values for the Fourth Year</b>					<b>21</b>
<b>Total Credit Value of the Programme</b>					<b>121</b>

\* Please note that the course unit ENT 4341 Research Study in Entrepreneurship will be extended throughout Semester II of Degree part IV as well.

## 2.6.4 Description of Courses

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

### ENT 2345: INTRODUCTION TO ENTREPRENEURSHIP

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship. This course is aimed at improving knowledge and skills of the students to initiate their career as an entrepreneur or an entrepreneurial manager through establishing correct mindset. It discusses the meaning and definitions of entrepreneur, characteristics of an entrepreneur, entrepreneurship and intrapreneurship, the nature, characteristics and behaviour of the entrepreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, influences on entrepreneurship for development of the country. This course provides the basic foundation for the courses: Managing Creativity and Innovation, New Venture Creation, Intelligence and

Belief Management, Business Plan Development, Managing Entrepreneurial Growth, Competitive Strategies for SMEs and Contemporary Issues in Entrepreneurship which will be delivered in next semesters of the Degree Program.

### ENT 2340 / 2341: INTRODUCTION TO ENTREPRENEURSHIP AND SMEs

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



### **ENT 2342 : MANAGING CREATIVITY AND INNOVATIONS**

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

### **ENT 2343 : NEW VENTURE CREATION**

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

### **ENT 2344 : ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT**

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

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

### **ENT 2046: INTRODUCTION TO PERSONAL BRANDING**

This is an intermediate level course that help undergraduates to explore themselves and set a positive brand which is an integral part of success. Consequently, the course unit involves such topics as understanding the meaning of personal branding and its significance as a vital strategy for success as an entrepreneur, fixing a strategic direction for life, identifying unique personality characteristics and the value system that define the brand and required for standing against the crowd, know how to use social media to build the personal brand and managing the brand through a crisis. This is a Non-Credit course with two-hour class room discussions per week. Learning captured throughout the semester will be assessed with multiple evaluation techniques on continuous basis, but without end-semester written examination. Marks earned through continuous evaluation will be transferred to the **ENT 3324: Intelligence and Belief Management**, and will take 30% weight.

### **ENT 3340 : BUSINESS PLAN DEVELOPMENT - I**

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 business plans etc. There are four major plans demonstrating how the nature of a business and the target audience for the plan affect the content. A business owner should have a handle on



what information his or her business plan needs to contain to make it the best possible plan in this stage. Further, it develops necessary knowledge and skills in opportunity identification, feasibility analysis and preparation of the business plan. Student evaluation includes development of a business plan for a selected business.

### **ENT 3341 : PROFESSIONAL SKILLS DEVELOPMENT – I**

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

### **ENT 3342 : INTELLIGENCE AND BELIEF MANAGEMENT**

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

### **ENT 3343 : BUSINESS PLAN DEVELOPMENT – II**

A business plan is an essential roadmap for business success. It is always easier to write if it has a clear picture of what the finished product should look like. At the first stage, i.e. under Business Plan Development – I,

students learn how to make the business plan stand out. At the second stage, in Business Plan Development – II, more concern is paid to editing and finalizing the business plan and practical views for the effective business plan. The coverage includes concepts of evaluation methods of business plan, elements of managing systems for an effective plan, operational network relations, ethics of business development stages and public relations in marketing. A wide array of teaching and learning methodologies such as case studies, workshops, video film discussions, oral and written presentations, debates, team work, field visits, etc. would be used in developing the best possible business plan.

### **ENT 3344 : MANAGING ENTREPRENEURIAL GROWTH**

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

### **ENT 3345 : COMPETITIVE STRATEGIES FOR SMEs**

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

### **ENT 3346 : 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 oral presentations.

### **ENT 3347 : GLOBAL BUSINESSES MANAGEMENT**

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

### **ENT 4340 : CONTEMPORARY ISSUES IN ENTREPRENEURSHIP**

This course aims to develop the human analytical capacity and their sensitivity to the surroundings where the businesses operate. The course involves discussing issues and problems, contemporary issues of the present context, significance of the issues, how those issues create problems to the entrepreneurs and strategies for solving such problems. The ultimate objective of the course is to make student thoroughly aware of the present issues and to impart knowledge as to how to critically respond to such changes in a way that the business will survive and prosper amidst challenges with innovative business solution for the development of the nation and betterment of the human kind. Lectures along with management games and workshops with brain storming will be used as the basic techniques in changing traditional framework of thinking and developing the necessary skills.

### **ENT 4341 : 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 4342 : PROFESSIONAL SKILLS DEVELOPMENT - II**

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

### **ENT 4643 : INTERNSHIP IN ENTREPRENEURSHIP**

This course is aimed at exposing the students to the real world of work and to learn by first-hand experience. The student is expected to start his own venture from the knowledge gathered throughout the degree programme and to produce a portfolio of learning experience in a form specified by the Department and face a viva at the end of the semester. The Department will assign a faculty member for counselling on the matters relating to the internship. In addition to that, this course requires the students to develop a case on a selected management problem that the students actively engaged in as a seeding entrepreneur. Students who fail to start own ventures are given the chance to work in the capacity of a management trainee in an entrepreneurial firm or a firm operates for providing business development support services under the guidance of the department to gain the said exposure.

### **ENT 4344: BUSINESS DEVELOPMENT: FORMULATION AND IMPLEMENTATION I (ELECTIVE)**

This is one of the elective courses offered in Year IV – Semester I. This advanced course will provide specialised knowledge and skills required to exploit the identified business opportunities (in the Course of



Fundamentals of Business Development) as a business venture. The Course also covers the business development process, legal framework, financial rules and regulations, government policies, alternative forms of Business and best practices in hiring, training, motivating and rewarding employees along with career development. Hence, this Course is delivered through classroom discussions, seminars, case studies, videos, and factory visits. At the end of the Course, the students are required to develop their own business venture. The students who prefer to undertake ENT 4344 Business Development: Formulation and Implementation I in the Year IV – Semester I should undertake ENT 4645 Business Development: Formulation and Implementation II—i.e. a six (06) credit Course—in the Year IV – Semester II.

#### **ENT 4645: BUSINESS DEVELOPMENT: FORMULATION AND IMPLEMENTATION II (ELECTIVE)**

This Course will apply the knowledge and skills that the students have gained from ENT 4344 Business Development: Formulation and Implementation I Course, in Year IV – Semester I in particular and the overall knowledge that they have gained being students in Business Management in general to set up/run their own business ventures. Therefore, the Course will facilitate the students to find creative solutions to the issues that are part of their businesses in order to ensure their success in a volatile socio-economic context. As such, at the end of the Course, the students are required to develop a report that reflects their active involvement in the business as an undergraduate in Business Management as well as an entrepreneurial leader.

### **2.6.5 Professional and Industry Links**

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

### **2.6.6 Employment Opportunities**

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

### **2.6.7 Medals and Scholarships**

#### **The Gold Medal Awarded by the Department of Entrepreneurship**

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

### **2.6.8 Students Associations**

#### **Centre for Entrepreneurship – Student Wing**

Centre for Entrepreneurship – Students' Wing, abbreviated as "CEFEN Students' Wing" is the Students' Association of Department of Entrepreneurship. All the students who are registered for the 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 few years the members of CEFEN Students' Wing revolutionized the university system by launching the "Sinha Raathriya" – a patriotic musical evening - and the "Fashion Fiesta" - a pageant for selecting J'Pura Princes and Prince. Both of these events were the first of such events that ever held in the Sri Lankan university system and will be taken as annual events in the future. Furthermore, the programmes such as Business Fair, Saubhagya, Nawa Arunalu etc. are organised by this student's wing time to time.



## 2.6.9 Students Resources Centers

### Centre for Entrepreneurship - CEFEN

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

The staff of the centre will consist of academics and professionals working 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.

## 2.6.10 Chamber of Small and Medium Enterprise - COSME

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

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

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

## 2.6.11 Small and Medium Enterprise Development Support Unit (SMEDSU)

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

- Certificate in Entrepreneurial Business Management-(C EBM)
- Diploma in Entrepreneurial Business Management – (D EBM)
- Advanced Diploma in Entrepreneurial Business Management – (AD EBM)
- Postgraduate Diploma in Entrepreneurial Business Management – (PGD EBM)
- Master of Entrepreneurship - (MEntr.)

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



## 2.6.12 Head of the Department

**Dr. M. V. S. S. Udayanga**

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**Ms. B. D. U. Rashini**

*Clerk (Trainee)*

**Mr. I. W. H. P. Nalaka**

*Office Assistant*

## SMEDSU UNIT

**Ms. T. T. K. Neranjana**

*Clerk (Temporary) / M.Entr.*

**Ms. U. D. T. S. Udahage**

*Clerk (Temporary) / SMEDSU*

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# EMV

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. With the establishment of Royal Institution of Chartered Surveyors in

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

Later a degree programme was commenced in the University of London. During the



British colonial period the valuation officers in Sri Lanka were Europeans, trained in the United Kingdom. After Independence in 1948, Sri Lankan staff was trained by sending them to the United Kingdom. The first attempt to train the staff locally was made in the early part of 1950's with the establishment of the Diploma Programme in Valuation in the Ceylon Technical College. Subsequently, this programme was 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 commenced firstly in the University of Colombo in 1972 and one year later this programme was transferred to the USJP. The Degree programme was functioned by a separate unit attached to the Department of Business Administration until the Department of Estate Management and Valuation was established in 1986.

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

## 2.7.2 Programme 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 fields aforesaid.

## 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 (Special) Degree programme was designed to provide theoretical knowledge, technical skills and practical exposure. Each student is required to complete an independent research study in the final year of the programme on any of the fields such as Valuation, Estate Management, Urban and Land Economics, and Urban and Regional Planning. In addition, each student has to prepare a non - statutory valuation report for mortgage purpose in the third year and a statutory valuation report in the final year. Further, valuation report on agricultural property is also done.

Students also undergo practical training in the third and the final years of the programme. The training given to the students is of three methods. One stream of training has been designed by linking the programme with the industry. Accordingly, students in the third year of the programme undergo practical training in the Government Valuation Department. 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. Third mode of the training is a compulsory industrial training component in the 2nd semester of the final year.

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



## 2.7.4 Programme Structure for Years II, III and IV

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

Table 2.7.1. (Structure of the year I is described under the common programme)

**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
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
DSC 2241	Quantitative Techniques	Core	30	02
EMV 2240	Natural Resource Management	Core	30	02
ENT 2340	Introduction to Entrepreneurship and SMEs	Core	45	03
EMV 2241	Surveying and Levelling I (Theory & Practical*) (*Contact hours for Practical- 75)	Core	30	02
EMV 2442	Building Construction I (Theory & Practical**) and Computer Aided Designing*** (**Contact hours for Practical- 60) (*** Contact hours for Computer Aided Designing - 30)	Core	60	04
BCC C001	Certificate in Professional Communication	Optional	45	
<b>Total No. of Credits – Semester I</b>				<b>16</b>
<b>Year II - Semester II</b>				
EMV 2343	Law of Contract and Tort	Core	45	03
EMV 2344	Land Economics	Core	45	03
EMV 2345	Principles of Valuation	Core	45	03
EMV 2246	Surveying and Levelling II (Theory & Practical*) (* Contact hours for Practical - 75)	Core	30	02
EMV 2347	Building Construction II (Theory & Practical**) & Computer Aided Designing*** (**Contact hours for Practical - 45) (***Contact hours for Computer Aided Designing - 30)	Core	45	03
EMV 2248	Building Cost Estimation	Core	30	02
EMV 2045	Soft Skills Development	Non-Credit Compulsory	30	00
<b>Total No. of Credits – Semester II</b>				<b>16</b>
<b>Total Credits Values for the Second Year</b>				<b>32</b>
<b>Year III - Semester I</b>				
EMV 3340	Property Law	Core	45	03
EMV 3341	Geographic Information Systems (Theory and Practical)	Core	45	03
EMV 3342	Urban and Regional Planning 1	Core	45	03
EMV 3243	Real Estate Finance	Core	30	02
EMV 3244	Real Estate Marketing	Core	30	02
EMV 3345	Advanced Valuation (Theory and Practical Report)	Core	45	03
EMV 3351	Real Estate Project (to be Continued)	Core	120	-
<b>Total No. of Credits – Semester I</b>				<b>16</b>



<b>Year III - Semester II</b>					
EMV	3346	Construction Project Management	Core	45	03
EMV	3247	Local Government Administration	Core	30	02
EMV	3448	Urban & Regional Planning II (Theory and Practical)	Core	60	04
EMV	3349	Agricultural Valuation (Theory and Practical Report)	Core	45	03
EMV	3350	Applied Valuation I	Core	45	03
EMV	3351	Real Estate Project (Continued from Semester 01)	Core	120	03
<b>Total No. of Credits – Semester II</b>					<b>18</b>
<b>Total Credits Values for the Third Year</b>					<b>34</b>
<b>Year IV - Semester I</b>					
EMV	4340	Research Methods	Core	45	03
EMV	4341	Urban Economics	Core	45	03
EMV	4342	Real Estate Development and Management	Core	45	03
EMV	4443	Applied Valuation II (Theory and Practical Report)	Core	60	04
EMV	4544	Independent Research Report (to be Continued)	Core	225	-
<b>Total No. of Credits – Semester I</b>					<b>13</b>
<b>Year IV - Semester II</b>					
EMV	4544	Independent Research Report (Continued from semester 01)	Core	225	05
EMV	4645	Industrial Training	Core	540	06
EMV	4046	Professional Development & Ethics	Non-Credit Compulsory	30	00
<b>Total No. of Credits – Semester II</b>					<b>11</b>
<b>Total Credits Values for the Fourth Year</b>					<b>24</b>
<b>Total Credit Value for the Degree Programme</b>					<b>121</b>

## 2.7.5 Description of Courses

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

### EMV 2240: NATURAL RESOURCE MANAGEMENT

The real estate deals with land and buildings. Land includes everything in terms of natural resources thus dealing with land either directly or indirectly affect the natural resource base of any country. The subject Natural Resource Management provides the basic knowledge relating to the value of natural resources and the ways in

which managing them in a sustainable manner. This course relates with the core subjects of the degree programme like Valuation, Real Estate Management, Urban and Regional Planning.

### EMV 2241: SURVEYING AND LEVELLING I (THEORY AND PRACTICAL)

This course covers introductory concepts of Surveying and Levelling. It focuses on both the theoretical and practical knowledge of Surveying and Levelling. There is a compulsory practical component for this course. Contact hours for practical is 75 hours.



### **EMV 2442: BUILDING CONSTRUCTION I (THEORY AND PRACTICAL) AND COMPUTER AIDED DESIGNING**

The course provides knowledge of location-al, 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 2343: LAW OF CONTRACT AND TORT**

Knowledge of law of contract and English law of Tort is vital in land contract and building contract. Valuer can identify the validity of land transaction in order to ascertain the interest in land required for the valuation. The course provides knowledge in order to understand the effect of nuisance and human acts on the value of the property.

### **EMV 2344: LAND ECONOMICS**

This course is included in the program as a fundamental knowledge component. It focuses on the application of theory of Economics to the problems related to the use of land. It begins with some of the concepts relevant to land and its unique characteristics while it moves to the areas of land planning and management. The course provides the knowledge on land and related issues, which serves as a foundation to core courses in the degree program.

### **EMV 2345: PRINCIPLES OF VALUATION**

This is the foundation course on property valuation. The course covers an introduction to key concepts and theories related to property valuation. It focused on regulatory framework on valuation including interest

of the property, role of the valuation and valuer in an economy, and different concepts of value. Further course introduces various approaches and methods of valuation, the applicability of each method in valuation context and examines the limitations of each method.

### **EMV 2246: SURVEYING AND LEVELLING II (THEORY AND PRACTICAL)**

This course provides the knowledge and application of advanced techniques related to Surveying and Levelling applicable in real estate development and management, valuation and planning. 75 contact hours added as practical component of the course.

### **EMV 2347: BUILDING CONSTRUCTION II (THEORY AND PRACTICAL) AND COMPUTER AIDED DESIGNING**

This course provides knowledge of building construction especially 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. The course on Computer Aided Designing focuses on enhancing the skills in relation to the construction/project related analysis.

### **EMV 2248: BUILDING COST ESTIMATION**

Building cost estimation, which is a part of the course, provides the knowledge of building estimation and cost variations in the construction industry in Sri Lanka. This course covers the basics of Initial (preliminary) estimate of the project costs at the different stages of the project, preparing the BOQ, Pricing different work items etc.



### **EMV 2045: 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, behavioral characteristics, etc. that enable them to effectively suits their social and business environment through grooming their people skill, social skills, character traits, career attributes and emotional intelligence.

### **EMV 3340: PROPERTY LAW**

This course covers area of Law relating to property. It aims at the application of the principle of Law in the issues of legal interest in land, ownership, acquisition, conveying and compensation etc. This course focuses on the application of Property Law knowledge in other disciplines including valuation and planning.

### **EMV 3341: GEOGRAPHIC INFORMATION SYSTEMS (THEORY /PRACTICAL)**

This course focuses on principles, techniques, and applications of Geographic Information Systems (GIS). It combines lectures with substantial amount of practical component. Practical component of this course directly related to application of Urban and Regional Planning I, II, Valuation and Real Estate Development & Management. In addition, knowledge acquired to this course is useful for the Real Estate Project and other practical component of the degree programme.

### **EMV 3342: URBAN AND REGIONAL PLANNING I**

This is an introductory course of urban and regional planning which is useful for professionals in real estate management and valuation. It aims to enhance knowledge on the concepts of urban and regional planning. The course covers aspects namely historical evolution of urban planning (global and local), types of plans and important key concepts. No need of pre requests.

### **EMV 3243: REAL ESTATE FINANCE**

The course Real Estate Finance focuses on fundamentals of finance on development process of real estate. The course focuses on basic steps of real estate development and introduces how cash flow and residual methods applied on real estate development option evaluation. The latter section of the course emphasis into financial analysis areas on residual and DCF valuations and sensitivity analysis to development appraisals in the context of different forms of funding options available to developers. The last section of the course discusses the application of risk analysis and management in appraising investment opportunities.

### **EMV 3244: REAL ESTATE MARKETING**

The term marketing generally connotes with the marketing of goods and services produced to various customers. Even though the principles and concepts are the same, marketing real properties takes a different perspective due to special characteristics of real estate or real property.

The real estate marketing therefore, significantly differs from marketing of other goods and services. It is not a story about the customer and the seller or the marketer.



Real estate marketing deals with many other actors who are professionals in their own fields but has a role to play in transaction of properties in the market. However, principles of marketing equally apply to market real properties under salient characteristics of the real property market and its related functions.

Marketing of real properties takes a key role in real estate development. The knowledge and skills in marketing provide many additional advantages to the professionals in the field, which they will be able to handle multiple professionals such as a valuer, broker or estate agent or as a developer.

#### **EMV 3345: ADVANCED VALUATION (THEORY AND PRACTICAL REPORT)**

Valuation of real property is one of the key courses in the degree program. The course covers an advanced treatment of mainly the five standard methods of valuation applied in property valuation. The course discusses the risk and uncertainty valuation of freehold and leasehold interest, determining the appropriate years purchase, and deriving the market value under each method. In addition, the students are trained on writing report specifically focusing on non-statutory valuations particularly for mortgage purpose.

#### **EMV 3346: CONSTRUCTION PROJECT MANAGEMENT**

This course provides a special 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 3247: LOCAL GOVERNMENT ADMINISTRATION**

This course aims to educate students on the legal and institutional set up and the finance system of local government system in Sri Lanka. Secondly the role of local authorities in planning and management of their area of authority and handling property assessments to improve the quality of living environment are also discussed.

#### **EMV 3448: URBAN & REGIONAL PLANNING II (THEORY AND PRACTICAL)**

This course is a continuation of the previous course of urban and regional planning I. This aims to analyse issues and challenges of Urban and Regional Planning, and to give knowledge on institutional and legal framework related to planning in Sri Lanka. This course also provides the required skills to assess the land requirements for urban planning and real estate development/ management/ valuation such as density measurements, layout design.

#### **EMV 3349: AGRICULTURAL VALUATION (THEORY AND PRACTICAL REPORT)**

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 3350: 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, and incremental analysis. 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 3351: REAL ESTATE PROJECT**

Aim of this course is to encourage students to develop their basic skills and knowledge through practical applications. This exercise continues throughout the academic year and students' work will be evaluated at the end of Second semester. Group projects are designed by the department and evaluated by a group of supervisors. Special guidelines are provided at the beginning of the semester.

### **EMV 4340: RESEARCH METHODS**

This course provides a comprehensive introduction to research proposal writing, research methodologies, and foundational research theories and protocols. Students will learn about the cyclical nature of social science research and the iterative process of research writing. This course teaches students how to write a proposal, conduct independent studies, and work collaboratively with a supervisor. The curriculum is sequential, helping students to identify a study topic, formulate inquiry questions, organize literature review, and select appropriate research designs and methodologies. Students use the proposal, they developed to establish the foundation of the research that they are supposed to complete in the final year.

### **EMV 4341: URBAN ECONOMICS**

Urban Economics is the study of the behavior of choice of location for firms and households. Urban Economics also examines the urban problem and state policies. This course includes a set of topics that are related with the real estate sector in urban areas. In general, EMV final year students are equipped with concepts/models/theories and practical examples in connection with urban economics enabling them to analysis economic contexts of urban areas in property development, management and valuation.

### **EMV 4342: REAL ESTATE DEVELOPMENT AND MANAGEMENT**

The scope of Real Estate Development and Management (REDM) is wide as it is multi-disciplinary in nature. This course covers some selected areas and shows the inter-relationship of this course with the rest of courses of the degree program. The general objective of this course is to provide the overall understanding of the discipline of real estate development & management and its relationship with value of real estates for EMV undergraduates.

### **EMV 4443: APPLIED VALUATION II (THEORY AND PRACTICAL REPORT)**

This course is offered as an advanced treatment of Applied Valuation I with the view to produce graduates suitable especially for the profession of Valuation. Thus, it provides students with a comprehensive knowledge and basic practical aspects needed to prepare statutory valuation for payment of compensation for properties acquired by the state, assessment of annual value of properties for levying rates by the local authorities, assets valuation for financial



accounting purposes, valuation for stamp duty purposes particularly to develop skills to defend state valuations at the Land Acquisition Board of Review.

#### **EMV 4544: INDEPENDENT RESEARCH REPORT**

The objective of this course is to introduce and develop the required skills and knowledge of conducting a research on real estate particularly in areas covered by the degree program. Research Methodology course and seminars/workshops organized by the department are prerequisites for this course. Each individual student is supervised by a senior academic member of the Department. This course continues throughout the final year. Duly completed research reports with the supervisor's approval will be evaluated and the students are supposed to face for a viva-voce examination as a part of the final evaluation. Special guidelines are provided at the beginning of the final year.

#### **EMV 4645: INDUSTRIAL TRAINING**

It is expected to expose undergraduate for relevant "Field Experience" through working with Real Estate Professionals (such as Valuers, Realtors, Developers, Planners, Managers etc.). Students should maintain proper records of their work experience such as property visits, data collection and analysis, writing reports etc. Guidelines and field record books are provided. Individual supervisors monitor the training and a panel of interviewers evaluate the training component based on the evaluation of the supervisors and a VIVA examination.

#### **EMV 4046: PROFESSIONAL DEVELOPMENT AND ETHICS**

This course aims to develop competent graduates for special professions in the real estate sector such as real estate valuers, real estate managers etc. Accordingly, the prospective graduates have to work as (and along with) such professionals locally and internationally. Hence, this course expects to aware final year students about the industry where they will be in near future and ethics, code of conduct, standard etc. related with their future careers.

### **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 B.Sc. Estate Management and Valuation (Special) degree has been accredited by the Royal Institution of Chartered Surveyors (RICS).



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



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

Career opportunities available for the 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.

### **Memorandum of Understanding (MoU) with Government Valuation Department**

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

## **2.7.7 Awards and Scholarships**

### **Gold Medals**

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

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

### **Merit Awards**

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

Core subjects for Merit Awards given below

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



## Scholarships

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

- **Estate Management and Valuation Alumni Association Scholarships**

These scholarships are awarded on the basis of merit and or financial difficulties of the students.

- **S.N. Wijepala Memorial Scholarship**

This scholarship scheme has been established to pay homage to the late Mr. S.N. Wijepala who had made pioneer contribution for the development of B.Sc. EMV degree programme and the valuation profession in the country. Under the scheme, selected EMV students are awarded with financial scholarship annually.

### 2.7.8 Student Association

#### **Estate Management and Valuation Students' Association- EMV CREW**

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

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

#### **Objectives:**

- To enhance the value of the members of the Association by increasing their interest in studies

- To facilitate career development of the members through effective links with the industry
- To ensure the social harmony and welfare of the members
- To educate members to be good citizens

#### **Annual activities:**

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

#### **EMV RCB - CLUB**

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

### 2.7.9 EMV Resource Centres

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



research and project work of the undergraduates. Student work is further facilitated by the Information Resource Centre at the Department which houses a considerable volume of relevant books, magazines, journals project reports, etc. The Department is equipped with the required tools to carry out practical work related to building construction and surveying and levelling.

### 2.7.10 Centre for Real Estate Studies (CRES)

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

### 2.7.11 International Conference of Real Estate Management and Valuation (ICREMV)

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

### 2.7.12 Head of the Department

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

### 2.7.13 Academic Staff

**Prof. R. G. Ariyawansa**

*Senior Professor (Chair) of Estate Management and Valuation*

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

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

*Professor in Estate Management and Valuation*

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

**Dr. (Mrs.) N. C. Wickramaarachchi**

*Senior Lecturer*

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

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

*Senior Lecturer*

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

**Dr. Prathap Kaluthanthri**

*Senior Lecturer*

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



**Mr. W. H. T. Gunawardhana***Senior Lecturer**B.Sc. Est. Mgt. & Val. (Special) (SJP); MSc. in REMV (SJP); MSc. in PM (UOM); PhD (RMIT) (Candidate); AITVSL(Probationary) (SL)***Dr. Chameera Udawattha***Senior Lecturer**B Arch Hons Architecture (UOM); Phd Civil Engineering (UOM); Chartered Architect AIA (SL); GREENSL® AP***Dr. (Mrs.) H.M. Lakshi Karunaratne***Lecturer-Probationary**B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP); MEM (Colombo); PhD (UNSW)***Ms. Hashini Wickremasinghe***Lecturer (Probationary)**B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP) (Candidate)***Mr. Lasika Madhawa Munasinghe***Lecturer (Probationary)**B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Phil (SJP) (Candidate); PG Ex. Dip. Bank Mgt. (IBSL); DABF (IBSL); GREENSL® AP***Ms. Yasheema Kumuduni***B.Sc. Est. Mgt. & Val. (Special) (SJP); MSc. in REMV (SJP) (Candidate)***2.7.14 Non Academic Staff****Mr. Manjula Pushpakumara***Office Assistant***Mrs. Manoja Ranasinghe***Technical Officer***Mr. L.C.J Edirisinghe***Working Assistant***2.7.15 Contact Details****Head,****Department of Estate Management and Valuation**

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### 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.



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## 2.8 B.Sc. Finance (Special) Degree Programme



### 2.8.1.1 Graduate Profile

The intent of the Department of Finance is to produce graduates with a good knowledge in the areas of finance, banking and insurance. They must have the ability to analyze relevant issues, consider options, and make informed decisions using

supportive knowledge of IT, quantitative models and research methods. Their interpersonal skills, self-discipline, multicultural and language competencies, moral and ethics are also emphasized. More specifically, the expected academic and personal competencies are given below.



## Academic Competencies

- Overall knowledge and skills in the areas of finance, banking and insurance
- Critical thinking in concepts and issues in finance, banking and insurance
- Knowledge in analysis of financial information for financial decision making
- Scientific, analytical, and quantitative reasoning in relation to finance, banking and insurance
- IT and computer based capabilities
- Communication and presentation skills
- Innovation and enhancement of financial and capital market products
- Interdisciplinary knowledge and skills in Management
- Research skills

## Personal Competencies

- Moral and ethics
- Self-management and motivation
- Community engagement
- Fairness and equal treatment
- Interpersonal skills
- Lifelong learning
- Thorough understanding of the university values

### 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 appropriate for those who possess a strong competency in Economics, Mathematics and Accounting. Pedagogical methodologies include lectures, case studies, individual and group assignments, presentations, computer based practical sessions and seminars. It also incorporates current developments in the field through a series of guest lectures that runs throughout the programme. Hence, the programme is rich in content and intends to develop capable graduates with enhanced analytical skills, critical thinking skills, problem solving skills, communication skills, and skills to apply theory into practice for prospective careers in finance.

#### 2.8.3.2 Research

The Department of Finance consists of qualified internal academic staff and finance practitioners who serve as visiting lecturers. Our academic staff members conduct research in the areas of financial markets, financial securities, corporate finance, international finance, asset pricing, corporate governance and real estate finance. A strong research culture is promoted and academics are supported in



order to actively participate and present their research findings at conferences and publish them in leading journals.

The Department provides research training to produce graduates who are eligible to investigate and solve complex real world finance related problems. To facilitate this research training, the B.Sc. Finance (Special) Degree Programme offers research methodology in Finance to all undergraduates of the Department. Once the students are equipped with this methodological understanding, they are given the opportunity to conduct an independent research under a selected theme in finance with the supervision and guidance of an academic staff member.

### 2.8.3.3 Practical Training

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 for students in finding suitable internship placements related to the field of finance. 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 academic staff members 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
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
	Certificate in Professional Communication	Optional	45	-
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
BUS 2341	Organizational Behaviour	Core	45	03
ITC 2340	Computer Applications for Managers	Core	45	03
FIN 2341	Financial Mathematics	Core	45	03
COM 2343	Corporate Law	Core	45	03
ENT 2341	Introduction to Entrepreneurship and SMEs	Core	45	03
<b>Total Credit Hours</b>				<b>15</b>



<b>Year III - Semester I</b>					
ITC	3340	Management Information Systems	Core	45	03
BEC	3340	Managerial Economics	Core	45	03
FIN	3340	Corporate Finance	Core	45	03
FIN	3341	Investment and Portfolio Management	Core	45	03
BEC	3350	Econometrics	Core	45	03
		One Elective Elective 1		45	03
<b>Total Credit Hours</b>					<b>18</b>
<b>Year III - Semester II</b>					
FIN	3343	Business Valuation Theory and Applications	Core	45	03
FIN	3344	Research Methodology in Finance	Core	45	03
FIN	3345	Financial Derivatives	Core	45	03
FIN	3346	Bank Management	Core	45	03
ACC	3350	Financial Statement Analysis	Core	45	03
FIN	3025	Skill Development	Non-credit	30	00
		One Elective Elective 2		45	03
<b>Total Credit Hours</b>					<b>18</b>
<b>Year IV- Semester I</b>					
BUS	4340	Strategic Management	Core	45	03
FIN	4348	Financial Modeling and Forecasting	Core	45	03
FIN	4340	International Financial Management	Core	45	03
		One Elective Elective 3	Core	45	03
<b>Total Credit Hours</b>					<b>12</b>
<b>Year IV- Semester II</b>					
<b>Option 1</b>					
FIN	4341	Corporate Governance and Business Ethics	Core	45	03
FIN	4642	Independent Research Study in Finance			06
		One Elective Elective 4	Core	45	03
<b>Total Credit Hours</b>					<b>12</b>
<b>Option 2</b>					
FIN	4341	Corporate Governance and Business Ethics	Core	45	03
FIN	4343	Independent Project in Finance			03
FIN	4644	Internship in Finance			06
<b>Total Credit Hours</b>					<b>12</b>
<b>Option 3</b>					
FIN	4341	Corporate Governance and Business Ethics	Core	45	03
FIN	4343	Independent Project in Finance			03
		Two Electives Elective 4		60	06
<b>Total Credit Hours</b>					<b>12</b>



### Elective 1

FIN 3347	Real Estate Finance
DSC 3340	Operations Research
ACC 3341	Corporate Reporting

### Elective 2

FIN 3348	Financial Analysis
BEC 3344	Project Management
BEC 3348	Asian Economics
ACC 3345	Taxation
ACC 3344	Advanced Management Accounting

### Elective 3

FIN 4345	Risk Management and Insurance
BEC 4342	International Economics
BEC 4351	Development Economics

### Elective 4

FIN 4346	Contemporary Issues in Finance
FIN 4353	Entrepreneurial Finance
BEC 4348	Money and Banking
ACC 4349	Public Sector Accounting and Finance

## 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 2340: FINANCIAL MANAGEMENT

This course provides an introductory level understanding of a range of major concepts and techniques in Financial Management. This course is 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, risk and return, security valuation, cost of capital, capital budgeting, capital structure, dividend policy and working capital management.

### FIN 2341: FINANCIAL MATHEMATICS

This is an introductory course in Financial Mathematics and it is compulsory for all the finance undergraduates. This course extends the discussion of Business Mathematics into its application in Finance. Though the Financial Mathematics is a very broad and expanding area, the focus of this course is limited to the mathematics related to the time value concept, probability and expected value, contingent payments, life annuities and insurance and financial derivatives, which involves differential equations and matrices. This course further provides awareness on modern applied mathematics in finance.

### FIN 3340: CORPORATE FINANCE

This is an advanced course in Financial Management. The major areas covered include; however 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, financial distress and restructuring. The course provides necessary knowledge in evaluating different corporate finance decisions and their influence on corporate performance and value. Students get the opportunity to analyse cases using concepts and techniques of corporate finance to address problems faced by finance managers.

### FIN 3341: INVESTMENT AND PORTFOLIO MANAGEMENT

This course is designed to provide students with basic concepts, theories and practices in understanding, analyzing and making decisions in investment and portfolio management. The course discusses investor behaviour, capital markets, risk and return, portfolio analysis, capital asset pricing model, factor models, arbitrage pricing theory, valuation and analysis of fixed



income and variable income securities, financial derivatives and their use for hedging portfolio risk, portfolio performance evaluation and international investment. It also discusses empirical findings on these topics to understand the application of them in practice.

### **FIN 3343: BUSINESS VALUATION THEORY AND APPLICATIONS**

This is an advanced course in the theory and practice of valuation of business and equities. The major areas to be covered include free cash flow valuation, dividend discount based valuation, economic profit valuation, adjusted present value method, relative valuation and contingent claim valuation. It focuses on reorganizing financial statements, analysing business performance and competitive position together with their forecasts in order to use for different purposes such as investments, acquisitions and takeovers.

### **FIN 3344: 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 discusses research articles specially related to finance. At the end of the course students are required to prepare a research proposal based on the knowledge gathered from the lecture series.

### **FIN 3345: FINANCIAL DERIVATIVES**

This course introduces the principles, concepts, and theories that are necessary to

understand and analyse the available financial derivatives in the market. We develop knowledge on the basic mathematical tools necessary for analysis, designing, pricing, and implementation of derivatives in a managerial context. The course further discusses the characteristics and pricing of various derivatives (e.g., forward, future, option and swap contracts) and provide an overview of how they are used by hedgers, speculators and arbitrageurs. It also intends to discuss the important lessons for users of derivatives.

### **FIN 3346: 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 analyze the performance of a selected commercial bank in Sri Lanka as a case study and provide a report as a group on their analysis.

### **FIN 3025: SKILL DEVELOPMENT**

This course mainly focuses on enhancing the soft skills of the students of the Department with the broad intention of developing graduates to match the requirements of the business world. This includes practical exposure to business etiquette, public speaking, physical and mental fitness, personal grooming, personal development, and leadership.

### **FIN 4340: INTERNATIONAL FINANCIAL MANAGEMENT**

This is a specialized course to provide a clear knowledge and understanding of how the financial management principles and



techniques are applied to a firm operated in an international context under risk and dynamic environment. The course intends to provide basic knowledge that managers need to understand the implications of changes in the international business environment. This course covers international financial system, foreign exchange market, exchange rate determination, international parity conditions, foreign exposure management, international cost of capital, multinational capital budgeting and international working capital management.

#### **FIN 4348: FINANCIAL MODELING AND FORECASTING**

This course is designed to provide an understanding of how information and communication technology can be used in modern finance, Excel and VBA. 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 4341: CORPORATE GOVERNANCE AND BUSINESS ETHICS**

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 4642: INDEPENDENT RESEARCH STUDY IN FINANCE**

This course mainly focuses on the application of research methodology and techniques to carry out a research on a research problem in finance identified by the student. Thus students are required to engage in a research study and write a report under the guidance of an academic supervisor assigned by the department. Report should be prepared according to the specifications given by the department and should consist of an introduction to the problem identified, a critical literature review and an analysis using appropriate methodology followed by a discussion of the findings and a conclusion. This course carries a weight of six credits.

#### **FIN 4343: INDEPENDENT PROJECT IN FINANCE**

This course focuses on the study of a managerial issue of an organization related to the finance discipline. Students are required to analyze the situation to come out with solutions to overcome the identified issue based on the theories and practices learned during the degree program. The report should consist of an introduction, organization, background of the issue and its context, related literature review, synthesis and conceptualization, data, analysis, discussion and suggested solutions. This course carries a weight of three credits.

#### **FIN 4644: INTERNSHIP IN FINANCE**

This course provides an opportunity for students to gain a considerable practical



knowledge and experience in the area of finance while applying their conceptual and theoretical understanding. 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 second semester, students are required to submit a written report with evidence and the extent of the exposure gained. The performance of the student is reviewed by a panel of lecturers at a viva voce examination.

### **Elective 1**

#### **FIN 3347:**

#### **REAL ESTATE FINANCE**

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

### **Elective 2**

#### **FIN 3348:**

#### **FINANCIAL ANALYSIS**

This course introduces techniques of financial information analysis, investments and market analysis covering an essential skill for a financial analyst. The course focuses

on a major role of many finance related occupations in the areas of wealth management, corporate finance, banking and financial markets today. It discusses the financial data analytics, multivariate models, time series analysis for forecasting, and risk methodologies. The course presents financial tools, techniques and applications in technical analysis, wave theories, sentiment and charting. It aims to guide managing the performance and direction of investments.

### **Elective 3**

#### **FIN 4345:**

#### **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. This course further provides an introduction to the insurance industry, insurance regulations and financial assessment, pricing of insurance and legal aspects of insurance contracts.

### **Elective 4**

#### **FIN 4346:**

#### **CONTEMPORARY ISSUES IN FINANCE**

This course consists of discussions on contemporary issues and emerging topics in finance with an emphasis on both Local and Global context. This will consist of discussions on research papers, guest lecturers and presentations on current issues and topics in finance and also will make use of relevant case studies to link theory and practice. Discussions will also be organized with experts in both academia and the corporate sector to enlighten students on current topics in finance.



## **FIN 4353: 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 in relation to SMEs. 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.

### **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 pave 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.

## **CFA Recognition**

B.Sc. Finance (Special) Degree Program has been accepted into the CFA Institute University Recognition Program. This status is granted to institutions whose degree program(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

## **ACCA Accreditation**

B.Sc. Finance (Special) Degree Program has been accredited by Association of Chartered Certified Accountants (ACCA) and accordingly the students receive the following exemptions at ACCA examinations.

F1 Accountant in Business

F2 Management Accounting

F3 Financial Accounting

F4 Corporate and Business Law

F5 Performance Management

## **CIMA Accreditation**

B.Sc. Finance (Special) Degree Program has been accredited by Chartered Institute of Management Accountants (CIMA) and accordingly the students receive the following exemptions at CIMA examinations.

C01 Fundamentals of Management Accounting

C02 Fundamentals of Financial Accounting

C03 Fundamentals of Business Mathematics

C04 Fundamentals of Business Economics

E1 Organizational Management

## **CISI Accreditation**

B.Sc. Finance (Special) Degree Program has been accepted by Chartered Institute for Securities and Investment (CISI) through their acceptance of the University of Sri Jayewardenepura as its partner university in management education.



## 2.8.7 Employment Opportunities

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

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 (SEC) to the student who has excelled in academic performance in the capital market related subjects (highest average marks) securing a First class or Second class (upper) division pass in the B.Sc. Finance (Special) Degree Programme.

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

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

## 2.8.9 Student Associations

### Students' Association of Finance (SAF)

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

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

The annual activity plan of *SAF* includes organizing a sports event, an annual get-together, the '*Snehadhara*' Project, University Investment Day, the '*Nada*' Talent Show, publishing the 'Financial Explorer' magazine and the inter-University Debating competition. The sports event and annual get-together are aimed at enhancing the interaction and building a good relationship among the undergraduates of the Department. The '*Snehadhara*' Project is a community service where a school from a rural area is selected and several needed resources are provided to that school. As a part of that project the students conduct a



survey to assess the level of awareness regarding the financial literacy of the people in the area the CSR project is conducted. The “University Investment Day” is a programme organized to create awareness of the capital markets of Sri Lanka among the interested parties not restricted to university boundary. The Department obtains the contribution from various high profile resource persons of the finance industry for this event by way of guest lectures, presentations and interactive sessions. The ‘Nada’ Talent Show is an annual event organized by the SAF providing an excellent platform for the undergraduates of the Department and all the undergraduates of the University to enhance their aesthetic skills and to promote harmony among them while developing their leadership skills and event management skills. The ‘Financial Explorer’ is the official magazine of SAF commenced with an aim of replenishing the readers thirst for financial knowledge. The magazine targets all who have an interest in the world of finance and its development. It updates the current trends and issues arising in both local and global financial markets and adds knowledge on novel theories of finance. The “Inter-university Debating Competition” is an annual event organized by the Department of Finance since 2016 to enhance the knowledge of the participants, and the university students regarding the capital markets of Sri Lanka in particular and to educate the public in general. Nearly all the universities that offer a degree in the field of finance participate in the competition

### 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. (Ms.) P. A. N. S. Anuradha**

## 2.8.11 Academic Staff

### Prof. W. M. A. Bandara

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miyuki@sjp.ac.lk***Mr. R. M. R. P. Wijesooriya***Assistant Lecturer - Temporary**B.Sc. Fin. (Special) (SJP)  
ruwangawijesooriya@sjp.ac.lk***2.8.12 Non Academic Staff****Mr. H.C. Ekanayake***Computer Application Assistant***Mr. K.Y.P. Perera***Labourer***2.8.13 Student Profile**

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

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

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

**Punsalani Dias***Unit Manager - Group Corporate Planning and Strategy - Dialog Axiata PLC**B.Sc. Finance (Special) - First Class**ACMA, CGMA**CFA Final Level***2.8.14 Contact Details****Head, Department of Finance,***University of Sri Jayewardenepura, Gangodawila, Nugegoda, Sri Lanka.**Tel/Fax: +94112801118 - Extension: 8801**E-mail: head.finance@sjp.ac.lk, finance@sjp.ac.lk**Web: www.sjp.ac.lk/mgt/fin*



# HRM

## 2.9 B.Sc. Human Resource Management (Special) Degree Programme



### 2.9.1 Evolution

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

Departments of the Faculty by teaching HRM and Personal and Social Responsibility.

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



field has to be developed within the Sri Lankan context and managers need to be knowledgeable in the subject area of HRM.

HRM education has become one of the top priority areas of the University. The Department endeavours to supply a pool of HRM graduates of high calibre to the country. Though the Department has a fairly short history, it has already achieved the status of the most highly respected University Department in teaching, researching, publishing and consulting in the area of HRM in Sri Lanka. It aims at maintaining and enhancing this status and also at becoming a highly respected university department in Asia.

## 2.9.2 Objectives and Graduate Profile of the Degree Programme

### 2.9.2.1. Objectives

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

1. A graduate who will become a good citizen of Sri Lanka.
2. A graduate who values excellence, productivity, integrity, expertise and job and business performance.
3. A graduate who has the potential to become an effective and efficient professional in the field of human resource management.

4. A graduate who is a person of good character.
5. A graduate who can make a significant and unique contribution to human and institutional development in Sri Lanka.
6. A graduate who has a passion as well as a mental and physical preparedness for continuous learning and self-development.
7. A graduate who is special, giving from his/her heart, making the world a better place for those whose lives he/she touches.

### 2.9.2.2 Graduate Profile

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



## 2.9.3 Programme Structure for Years II, III and IV

The structure for years II to IV of B.Sc. Human Resource Management (Special) Degree Programme is depicted in Table 2.9.1.



**Table 2.9.1 B.Sc. HRM (Special) Degree programme Structure for year II to IV**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
HRM 2340	Human Resource Planning and Staffing	Core	45	03
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
ITC 2340	Computer Applications for Managers	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
HRM 2341	Performance Evaluation and Management	Core	45	03
HRM 2342	Self and Professional Development	Core	45	03
HRM 2343	Personal and Social Responsibility	Core	45	03
<b>Total No of Credits – Semester II</b>				<b>15</b>
<b>Total Credit Value for the Second Year</b>				<b>30</b>
<b>Year III - Semester I</b>				
HRM 3340	Work Psychology and Counselling	Core	45	03
HRM 3341	Compensation Management	Core	45	03
HRM 3342	Human Resource Development	Core	45	03
HRM 3343	Employee Safety and Health Management	Core	45	03
HRM 3344	<b>Elective 01</b> HRM: Buddhist Approaches	Elective	45	03
HRM 3345	<b>Elective 02</b> HRM: Religious Perspectives	Elective	45	
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year III - Semester II</b>				
HRM 3346	International HRM	Core	45	03
BEC 3347	Labour Economics	Core	45	03
HRM 3347	Labour Law and Industrial Relations	Core	45	03
HRM 3348	Human Resource Information System	Core	45	03
HRM 3349	<b>Elective 01</b> High Performance Work Systems	Elective	45	03
HRM 3350	<b>Elective 02</b> Innovation and Change for HRM	Elective	45	
<b>Total No of Credits – Semester II</b>				<b>15</b>
<b>Total Credit Value for the Third Year</b>				<b>30</b>
<b>Year IV - Semester I</b>				
BUS 4340	Strategic Management	Core	45	03
HRM 4340	Contemporary HRM	Core	45	03
HRM 4341	Human Relations: Interpersonal Competencies	Core	45	03
HRM 4342	Research Methods in HRM	Core	45	03
HRM 4343	Internship in HRM – I	Core		03
<b>Total No of Credits – Semester I</b>				<b>15</b>



<b>Year IV - Semester II</b>					
HRM	4344	Advanced HRM	Core	45	03
HRM	4345	Sri Lankan Application in HRM and IR	Core	45	03
HRM	4346	Internship in HRM - II	Core		03
HRM	4647	Independent Research Study	Core		06
<b>Total No of Credits – Semester II</b>					<b>15</b>
<b>Total Credit Value for the Fourth Year</b>					<b>30</b>
<b>Total Credit Value of the Program</b>					<b>121</b>

## 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 2340: HUMAN RESOURCE PLANNING & 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 job design, job analysis, human resource planning, recruitment, selection, hiring and induction; legal aspects and managerial aspects of managing probationary employees will also be covered. In addition to the above, development of reward schemes is required in order to build skills which one of specialized nature.

### **HRM 2341: 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 2342: SELF AND PROFESSIONAL DEVELOPMENT**

This course is a non-traditional course, which aims at developing self so as to produce successful professionals. An active role is played by the student who will have to formulate several plans about his/her personal and professional life. Aspects of self and professional development of an undergraduate which will be covered during the course include developing several skills: 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 2343: 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 principles in professional work and general social conduct. Therefore, the main objective of this course is to provide a systematic and rational understanding of personal and social responsibility through conceptual and application-oriented understanding. On completing this course, participants will have a firm foundation upon which to further study personal and social responsibility, and live as a personally and socially responsible citizen. This course addresses areas such as character development, time management, important aspects of industrial psychology, solutions for student conflicts, social responsibility, business ethics, anger management and positive thinking.

### **HRM 3340 / 4349 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 3341: 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. This subject further focuses on theories on compensation and Total Reward Strategy.

### **HRM 3342 / HRM 4348: HUMAN RESOURCE DEVELOPMENT**

The main objective of this specialized course is to provide a systematic and rational understanding of the development of human resources at work, both a conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in HRD with especial reference to the Sri Lankan context. Micro HRD topics include HRD context; training (T); definition, nature and significance (need and purposes); the psychology of learning (L): definition of L, functions of psychology of L, L curves, types of L, factors affecting L, theories of L, and L principles; orientation: T for new employees; methods of T; T process; identification of T needs and prioritizing T needs; establishment of T /instructional objectives; setting T evaluation criteria and standards; designing the T programme and



implementation; evaluation of T; responsibilities for T; trainers and T styles; post training support for improved performance at work; T centres and like institutions; instructional technology; analysis of syllabus knowledge and skills; expatriate T; HR development today; the HR development process; development needs analysis and succession planning; planning and choosing a development approach; management development; careers and career planning; individual issues; and self-development, some macro issues such as human resources and economic development, global trends and HRD environment, approaches in HRD, basic education, adult education, technical and vocational education, higher education, environmental education, entrepreneurial skills for the poor and unemployed, and the role of non-government organizations in HRD.

### **HRM 3343: EMPLOYEE SAFETY AND HEALTH MANAGEMENT**

The success and progress of any organization largely depends on the quality of the human resources it has and managing soundly the 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 3344: HRM: BUDDHIST APPROACHES (ELECTIVE 01)**

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

### **HRM 3345: HRM: RELIGIOUS PERSPECTIVES (ELECTIVE 02)**

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



### **HRM 3346:**

#### **INTERNATIONAL HRM**

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 3347/4350**

#### **LABOUR LAW AND INDUSTRIAL RELATIONS**

Managing people at work needs to be done in compliance with all the relevant labour laws imposed by the government to better the employment relationship at work. This is a specialized course, which provides conceptual and practical aspects of employment law and employee relations with special reference to Sri Lankan business organizations, and human resource management policies and practices. The objective of this course is to impart the student 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 3348:**

#### **HUMAN RESOURCE INFORMATION SYSTEM**

The purpose of this course in Human Resource Information System is to provide an in-depth overview of essential Human Resource Information modern concepts and practices in organizational assessment, analysis and development of modern Human Resource Management System Technologies. The course will include fundamental relational database characteristics, information system and management process, system analysis and human resource management system needs assessment and change management. Topics include SHRM, Staffing System, Reward System, Human Resource Technology.

### **HRM 3349:**

#### **HIGH PERFORMANCE WORK SYSTEMS (ELECTIVE 01)**

The objectives of this course are to develop insight into the HRM-firm performance debate, acquire knowledge of the theories and elements of high performance work systems (HPWS) and develop skills to critically reflect on the literature and research on HPWS. The much-debated relationship between HRM-firm performance has



moved beyond universal best practice, and in recent years academics tend to analyse the chain of links inside the 'black box' of HRM. However, this 'black box' issue is not decided and it is unclear how does HRM contribute to firm performance. The main questions for both academics and practitioners are: which work system performs in which context and why? How managers envisage HRM? How they interpret and enact? How it affects the psychological and social climate inside the organization and for whom it performed? This course focuses on the effects that high performance work principles, policies and practices have on various HR outcomes and on organizational performance. We consider the important construct of fit and try to conceptualize this and make it operational for research as well as practice.

### **HRM 3350: INNOVATION AND CHANGE FOR HRM (ELECTIVE 02)**

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

### **HRM 4340: CONTEMPORARY HRM**

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 analyse 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 4341: HUMAN RELATIONS: INTERPERSONAL COMPETENCIES**

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 4342: RESEARCH METHODS IN 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 4343: INTERNSHIP IN HRM – I**

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 4344: ADVANCED HRM**

The importance of HRM in relation to the overall effectiveness of an organization has increased considerably and over the last forty years or so, new techniques, activities, approaches to managing people have been developed as a result of the research and experiences in the field. The main objective of the course is to provide a systematic and rational approach to the analysis and

handling of issues/problems in advanced HRM, and hence leads toward the achievement of the purpose of educating participants to become specialists rather than generalists. The course addresses two main areas of advanced HRM. First, management of HR strategically is examined. The main objective of this module is to provide a systematic and rational understanding of HRM from a strategic perspective. Secondly, the selected topics in HRM are discussed. The main objective of the module is to provide an in-depth knowledge as well as skills in some selected topics in HRM.

#### **HRM 4345: SRI LANKAN APPLICATION IN HRM & 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 4346: INTERNSHIP IN HRM – II**

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 4647: 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 Medals and Scholarships**

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

## **2.9.7 Student Association**

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

## **HR Dialogue**



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



## International HR Conference



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

## HRM Scintilla Night



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

## HR Ape Iskole



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



## 2.9.8 Head of the Department

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2.10

## B.Sc. in 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 are desired by the industry to meet the national requirement. The launch of a new Special degree programme named B.Sc. in Business

Administration (Information Systems) (Special) by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura in 2001 was aimed to meet this demand. This programme was the first of its kind in Sri Lanka that combined Management and Information Technology disciplines for students in the Advanced Level commerce stream. The Department of Information Technology and Decision Sciences (IT & DS) was established in the Faculty to provide the organizational infrastructure for the degree programme.



In December 2007, the Department (IT & DS) was split into two separate departments, namely Information Technology and Decision Sciences to facilitate the development of the separate disciplines. Subsequently, the existing degree programme offered by the Department of Information-Technology was renamed as 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

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

### 2.10.3 Graduate Profile

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

#### Graduate Attributes

The attributes of a B.Sc. in BIS graduate is based around four main domains of learning, as highlighted below. They represent the clusters of generic capabilities which the department seeks to foster in all graduates

through the teaching and learning experiences of its degree programme.

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

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

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

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

### 2.10.4 Programme Learning Outcomes

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

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

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

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

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

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

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

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

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

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

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

### 2.10.5 Programme Structure for Years II, III and IV

The curriculum of the B.Sc. in Business Information Systems (Special) degree has been designed to meet the requirement of



SLQF Level 6. The study programme consists of 121 credits and it includes both an internship training programme and a research study. The programme covers four academic years of learning. An academic year consists of two semesters. Evaluations are based on several assessment strategies as specified in a below section. Table 2.10.1. lists the course modules included in the study programme and it illustrates how

each of the course module aligns with the program learning outcomes.

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC 2340	Business Communication III	Core	45	03
<b>Total No of Credits – Year II Semester I</b>				<b>18</b>
<b>Year II - Semester II</b>				
ITC 2340	Computer Applications for Managers	Core	45	03
ITC 2342	Programming Concepts	Core	45	03
ITC 2343	Systems Analysis and Design	Core	45	03
ITC 2344	Database Design and Development	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
ENT 2341	Introduction to Entrepreneurship and SMEs	Core	45	03
<b>Total No of Credits – Year II Semester II</b>				<b>18</b>
<b>Total Credit Value for the Second Year</b>				<b>36</b>
<b>Year III - Semester I</b>				
ITC 3340	Management Information Systems	Core	45	03
ITC 3342	Information Technology Project Management	Core	45	03
ITC 3343	Software Engineering	Core	45	03
ITC 3352	Information and Communication Networks	Core	45	03
DSC 3340	Operations Research	Core	45	03
<b>Electives : One of The Following Two Courses</b>				
ITC 3344	Object Oriented Programming with C#	Elective	45	03
ITC 3345	Object Oriented Programming with Java	Elective	45	03
<b>Total No of Credits – Year III Semester I</b>				<b>18</b>
<b>Year III - Semester II</b>				
ITC 3346	Personality and Skills Development	Core	45	03
ITC 3347	Digital Business	Core	45	03
ITC 3349	Research Methodology	Core	45	03
ITC 3350	Software Quality Assurance	Core	45	03
ITC 3351	Web-based Application Development	Core	45	03
ITC 3353	Professional Ethics and Responsibility	Core	45	03
<b>Total No of Credits – Year III Semester II</b>				<b>18</b>
<b>Total Credit Value for the Third Year</b>				<b>36</b>



<b>Year IV - Semester I</b>					
ITC	4340	Independent Research Study	Core	45	03
ITC	4341	Information Systems Development Project	Core	45	03
BUS	4340	Strategic Management	Core	45	03
<b>Total No of Credits – Year IV Semester I</b>					<b>09</b>
<b>Year IV - Semester II</b>					
ITC	4342	Business Process Management	Core	45	03
ITC	4343	Enterprise Resource Planning Systems	Core	45	03
ITC	4344	Internship in Information Systems	Core	420	03
<b>Total No of Credits – Year IV Semester II</b>					<b>09</b>
<b>Total Credit Value for the Fourth Year</b>					<b>18</b>
<b>Total Credit Value for the programme</b>					<b>121</b>

### 2.10.6 Descriptions of Courses

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

#### **ITC 2340 : COMPUTER APPLICATIONS FOR MANAGERS**

In today's business environment, software applications may provide managers with the required knowledge to take swift business decisions. This course builds upon the knowledge disseminated in ITC 1340 course offered in first year to provide the knowledge and skills required to use application software for organizational productivity and decision making. The course focuses on four areas: using spreadsheets as a decision-making tool, using databases for business intelligence, using online applications for information retrieval and information dissemination on the World Wide Web, and using Software Applications for collaboration in the workplace.

#### **ITC 2342 : PROGRAMMING CONCEPTS**

This course introduces the basic theoretical and practical knowledge required to follow a course in Object-Oriented Programming. The course consists of two modules. Module - I is theoretical and builds upon the basic concepts of programming logic and design required for Object-Oriented Programming through the fundamentals of control structures, classes, and the OOP

paradigm. The course covers an overview of computers and logic, OOP language fundamentals, classes and objects, decision structures, loops and files, methods, arrays, text processing and wrapper classes, and object-oriented programming. Module-II is the practical component and involves in the design and development of effective functional and Object-Oriented software modules.

#### **ITC 2343 : SYSTEMS ANALYSIS AND DESIGN**

This course provides the knowledge and skills to analyze the business problems and formulate the suitable information system based solutions using both the structured and object-oriented system analysis and design tools and techniques. Major topics covered in this course include: The Context of Information Systems Development, Systems Analysis, Fact-Finding Techniques for Requirements Discovery, Data Modeling, Process Modeling, Feasibility Analysis, Systems Design, Modeling System Requirements with Use Cases, Object-oriented Analysis and Modeling using the UML and Object-oriented Design and Modeling using the UML. The practical component in this course provides the skills to apply the Microsoft Visio 2016 tool to support the system analysis and design.

#### **ITC 2344: 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 3340 : MANAGEMENT INFORMATION SYSTEMS**

This is an advanced course that deals with usage and application of information systems. This course covers information systems in global business today; e-business; information systems, organization and strategy; ethics and social issues in information systems; foundations of business intelligence; securing information systems and building information systems.

### **ITC 3342 : INFORMATION TECHNOLOGY PROJECT MANAGEMENT**

This course provides the opportunity to learn how to apply the project management theories and techniques for information technology (IT) projects. This course content is based on the project management framework and its applications to IT projects. The main topics include Introduction to IT Project Management, The Project Management and Information Technology Context, Project Management Process Groups and Project Management Knowledge Areas such as Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management and Project Quality Management. The practical component in this course provides the skills to apply the Microsoft Project 2016 tool to support the IT Project Management.

### **ITC 3343 : 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 3344 : OBJECT ORIENTED PROGRAMMING WITH C#**

The objective of this course is to offer in-depth theoretical and practical knowledge in the area of object-oriented programming and extends the knowledge and skills acquired during the course of "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 designed and development of software for console and web. This includes user-defined classes, methods, objects, interface, inheritance, polymorphism, operator overloading, delegates and events, console I/O operations, handling errors and exceptions, multithreading and GUI applications. Module-II, the practical component, involves the design and development of effective fully-fledged software system.

### **ITC 3345 : OBJECT ORIENTED PROGRAMMING WITH JAVA**

The objective of this course is to offer in-depth theoretical and practical knowledge of JAVA in object-oriented programming and extends the knowledge and skills acquired through the course of "Programming Concepts". The course consists of two modules. Module-I is theoretical and covers Inheritance, Exceptions and Advanced File I/O, Recursion, Multithreading, Databases, Graphical User Interfaces and GUI Applications needed for designed and development of software for console and web. Module-II, the practical component, involves the design and development of effective fully-fledged software system.



### **ITC 3346 : PERSONALITY AND SKILLS DEVELOPMENT**

This course is designed to enhance the personality and soft skills of the students of the department through recognizing their importance to become dynamic and successful managers in the business world. This includes practical and theoretical content exposed to personality theories, business etiquette, public speaking, physical and mental fitness, personal development and leadership. Outward bound training (OBT programme) which comes under this course unit one of the annual events organized by the department for the students' personal development.

### **ITC 3347 : DIGITAL BUSINESS**

This is an advanced course that deals with the concepts and practice of digital business. The major topics covered in this course include: introduction to e-business and e-commerce, market place analysis for e-commerce, e-environment, e-business strategy, supply chain management, e-marketing and customer relationship management.

### **ITC 3349 : RESEARCH METHODOLOGY**

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, and methods of data collection, analysis and interpretation of data, formulating the research proposal, and writing the research report.

### **ITC 3350 : 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 3351: WEB-BASED APPLICATION DEVELOPMENT**

This is a specialized course that provides a comprehensive theoretical and practical knowledge in the area of web based applications. The course consists of two modules: 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 3352 : 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 3353: 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 4340: INDEPENDENT RESEARCH STUDY**

This course required students to conduct



an independent, in-depth research study in an area related to information systems under the close supervision of research supervisor appointed by the department. This provides an opportunity for students to understand nature and scope of information systems related research, research process, research methodologies and use of different research tools through active learning cycles with a research supervisor. The research report developed based on the study is the main outcome of the course.

#### **ITC 4341: INFORMATION SYSTEMS DEVELOPMENT PROJECT**

This course provides the opportunity for students to apply their conceptual knowledge obtained from the courses followed such as Systems Analysis and Design, Database Management Systems, Computer Programming, IT Project Management and Web-based Application Development etc. into practice. In this project, students have to select a problem from any organization and to develop an information system to solve the identified problem. At the end students are required to demonstrate the system developed and submit a report on it.

#### **ITC 4342 : BUSINESS PROCESS MANAGEMENT**

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

#### **ITC 4343 : ENTERPRISE RESOURCE PLANNING 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 learn to integrate the business activities in an organization in order to utilize organizational resources effectively and efficiently. 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.

#### **ITC 4344 : 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 the practical environment. The department prefers the students to have a supervised learning and work experience preferably related to information systems, which enriches the degree programme.

#### **ITC 4345: DIGITAL ECONOMY AND FUTURE OF WORK**

The ever-increasing digitalisation of economy and the rapid change in (information and digital) technology have threatened prevailing business and employment models. Yet, these developments are also creating opportunities for Business while compelling business leaders to craft new business and employment models that can be used to capitalise on those opportunities. In this context, alongside an introduction to Business Information Systems, this advanced course in the Degree Programme aims at giving participants a strategic insight into the digitalisation of economy and its impact on the prevailing business and employment models. The Course will address the emerging trends and issues of the digitalisation, such as digital disruption (of business), automation, AI, robotics and future employment models, new markets and new forms of work in digital economy, cyber security, and digital economy and



(graduate) un-employment. In doing so, the Course seeks to create a deep awareness of the digital economy and the future of work among the participants and facilitates them to face the challenges of new job models in the digital economy effectively.

### **2.10.7 Teaching and Learning Methods and Strategies**

Study programme utilizes a variety teaching and learning strategies to make the teaching and learning process an effective process. They include: Large group teaching, Small group teaching, Demonstrating in computer labs, Team-based learning, Case studies, Role-plays, Problem-based learning, Work-based learning (industrial training) and Active learning (self-learning)

### **2.10.8 Assessment Methods and Strategies**

Study program utilizes several assessment strategies to measure the performance of students. They include: Examinations (Mid-semester, and End-semester), Group work, Presentations, Dissertations and projects, Software projects, Continuous assessments (e.g. in-class Assessments), and Viva.

### **2.10.9 Practical Training**

Practical training is a compulsory component in the degree 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.

### **2.10.10 Professional Links**

The department has signed a Memorandum of Understanding with Microsoft Sri Lanka (Pvt) Ltd., which has enabled the Department to get the membership of the Microsoft Developer Network Academic Alliance Programme. Under this

programme, students of the department are provided with selected Microsoft Software free of charge for research purposes. The department also maintains close links with several other private sector organizations, which has allowed the department to nominate selected students for industrial placements. Links have also been established with the key Professional Associations which are related to IT Industry.

### **2.10.11 Employment Opportunities**

Graduates of this degree programme have two main avenues to choose for their career paths. They can decide either to select information systems field or to select the general management field. Graduates who opt for a career in information systems can expect to commence his/her career in a position such as Business Analyst, Systems Analyst, IS Manager, IT/ERP Consultant, Quality Assurance Manager or Project Manager. With further enhancements of Information Technology related knowledge and skills, a graduate can focus on positions such as Software Engineer, Database Administrator and Network Administrator.

Graduates who are willing a career in general management can find job positions in any of the functional areas such as Accounting, Marketing, Finance, Human Resource Management, Production Operations Management etc. Their skills in logical thinking, problem solving and IT applications should help them to perform better than others in those positions. Further studies in the relevant field and other professional qualifications will support their career enhancement and personal development in the long run.

### **2.10.12 Awards and Scholarships**

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



### 2.10.13 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.

### 2.10.14 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.

### 2.10.15 Facilities at the Department

The Department is located at the Soratha Building of the university. The department office is equipped with necessary infrastructure, furniture, and other equipment to provide support to both lecturers and students of the department. Each staff member has his/her room with necessary facilities for studying, research, and meeting with students. Students have a resource centre which they use for group activities, and also for various activities performed by their Students' Association. In addition, the department has its own Computer Lab with thirty state of the art workstations for exclusive use by students of the department. Students can use this lab freely for their software development, Internet access and other research work. In addition, students of the department utilize the IT Resource Centre of the FMSC for their regular lecture/practical sessions.

### 2.10.16 Head of the Department

**Dr. W. Mahesh N. Fernando**

### 2.10.17 Academic Staff

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# MAR

## 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 Faculty of Management Studies and Commerce in 1994 in order to offer a B.Sc. degree in Marketing Management. The marketing unit was

then promoted to the departmental status as the Department of Marketing Management in 1996. The degree program was renamed as the 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 program, presently,



'B.Sc. in Marketing Management (Special Degree)' is retained 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 of the Department and Programme Outcomes

#### Our Mission

The Department of Marketing Management is committed to develop innovative, dynamic young professionals with state of the art competencies making them change agents in the organizational and societal level. Our philosophy is to disseminate knowledge, attitudes and skills to cater the needs of the industry.

The department endeavor to promote research and consultancy in marketing with proactive approaches to issues arising from practice.

#### Outcomes of the Study Programme

##### Knowledge Based Outcomes

On completion of the B.Sc. Marketing Management (Special) Degree, a graduate should be able to:

1. Demonstrate the knowledge in relevant principles, concepts, theories and models of marketing
2. Demonstrate the knowledge of other functional areas of an organization such as operations, finance and human resources management
3. Demonstrate the knowledge pertaining to root disciplines of marketing such as economics, sociology, mathematics, and statistics to develop an inter-disciplinary understanding of organizational and environmental issues.
4. Integrate and contextualize theoretical knowledge in practical scenarios in the field of marketing
5. Manage cross-functional interfaces of organizations assimilating the knowledge of both functional and other root disciplines
6. Analyze and reflect on contemporary marketing practices and issues to develop innovative and sustainable solutions pertaining to both business and social contexts.

##### Skill Based Outcomes

On completion of the B.Sc. Marketing Management (Special) Degree, a graduate should display:

1. Communication and negotiation skills that are necessary to be an effective conveyor at the personal, organizational and social levels
2. Creative, analytical and critical thinking skills to be an outside-in thinker in a dynamic environment
3. Leadership and teamworking skills required for synergistic outcomes in current and future working environments
4. Discerning research and independent judgments skills in decision-making to solve problems innovatively and sustainably
5. Technological skills required to perform in IT based and digitally enabled working environment
6. Adaptability skills to reflect a smart practitioner (resilient person) in the dynamic environment

##### Attitude Based Outcomes

On completion of the Degree Programme, a graduate shall be able to:

1. Develop positive attitudes about the Marketing discipline
2. Develop positive attitudes towards entrepreneurship and intrapreneurship
3. Develop understanding about the scarcity of resources and concern for quality

##### Mindset and Paradigm

On completion of the Degree Programme, a graduate shall be able to:

1. Develop enthusiasm for lifelong learning
2. Respect the diversity and develop harmony among the multi-cultural/ multi-ethnic/ multi-religious communities
3. Cope up with the national conflict situations
4. Develop professionalism in his/her conduct



## 2.11.3 Graduate Profile

### Graduate Profile

The graduate who successfully completes the B.Sc. Marketing Management (Special) Degree offered by DMM, FMSC, USJP, possesses personal capabilities, discipline-specific competencies, professional skills, ethical and social values, to act as a **Catalyst** by challenging the status quo to bring about sustainable changes at individual, organizational and social levels.

<b>Personal Capabilities</b>	The graduate of DMM is an initiative, dynamic, self-disciplined, self-motivated and resilient individual who has wisdom to make sound decisions and exercise good judgment while being wise in conduct.
<b>Discipline-Specific Competencies</b>	The graduate of DMM can appreciate Marketing as a managerial function, an overall business philosophy and as a skill while recognizing its' role as a broader social process. The graduate possesses a sufficient breadth and depth (comprehensive) of understanding of marketing and related disciplines. In turn, the graduate is competent to analyze the contemporary marketing issues and to develop innovative and sustainable solutions pertaining to both business and social contexts.
<b>Professional Attributes</b>	The graduate of DMM is a smart practitioner being an outside-in thinker (a market sensor), an effective communicator, a network builder, a good team player and skilled project manager with excellent analytic and creative skills who serves best to the interest of the customer, organization and the society at large.
<b>Ethical &amp; Social Attributes</b>	The graduate of DMM displays a high ethical, moral and principle based conduct reflecting fairness, respect and accountability in decision making while being able to critically evaluate conventional marketing practices in light of broader social, environmental and ethical concerns.

Upon completion of the degree, the graduate will possess the necessary foundation to pursue postgraduate studies in the field of management and marketing. The graduate will gain skills and experience that will prepare them for executive/managerial level careers in the fields of branding, marketing communication, supply chain management, marketing research, sales management or to be an entrepreneur.

## 2.11.4 Programme Structure for Years II, III and IV

The programme curriculum has been designed to help students to learn the essential concepts and practices of modern marketing in an analytical and practical way. It provides fresh insights into the latest marketing developments. The 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 follow subjects from other departments of the Faculty such as Information Technology and Decision Sciences, Human Resource Management, and Finance. The Table 2.11.1 depicts the course content of the degree for year II, III, and IV.

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC C001	Certificate in Professional Communication	Optional	45	00
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
MAR 2441	Fine Arts	Core	60	04
BUS 2341	Organizational Behaviour	Core	45	03
MAR 2342	Advanced Marketing Management	Core	45	03
MAR 2443	Integrated Marketing Communication	Core	60	04
HRM 2343	Personal & Social Responsibility	Core	45	03
<b>Total No of Credits – Semester II</b>				<b>17</b>
<b>Total Credit Value for the Second Year</b>				<b>32</b>



<b>Year III - Semester I</b>					
ITC	3340	Management Information Systems	Core	45	03
MAR	3340	Sociology & Psychology	Core	45	03
MAR	3341	Services Marketing	Core	45	03
MAR	3342	Digital Marketing	Core	45	03
COM	3247	Legal aspects in Marketing	Core	30	02
BEC	3340	Managerial Economics	Core	45	03
<b>Total No of Credits – Semester I</b>					<b>17</b>
<b>Year III - Semester II</b>					
MAR	3343	Product and Brand Management	Core	45	03
MAR	3344	Marketing Research	Core	45	03
MAR	3345	Consumer Behaviour	Core	45	03
MAR	3346	Advanced Services Marketing	Core	45	03
MAR	3347	Sales Management and Retail Marketing	Core	45	03
MAR	3348	Personality and skill development	Core	45	03
<b>Total No of Credits – Semester II</b>					<b>18</b>
<b>Total Credit Value for the Third Year</b>					<b>35</b>
<b>Year IV - Semester I</b>					
MAR	4340	Strategic Marketing	Core	45	03
MAR	4341	Analytical Tools for Marketing Research	Core	45	03
MAR	4342	International Marketing	Core	45	03
MAR	4343	Sustainability Marketing	Core	45	03
<b>Total No of Credits – Semester I</b>					<b>12</b>
<b>Year IV- Semester II</b>					
MAR	4644	Research (Independent Study)	Core		06
MAR	4545	Internship	Core		05
<b>Total No of Credits – Semester II</b>					<b>11</b>
<b>Total Credit Value for the Fourth Year</b>					<b>23</b>
<b>Total Credit Value of the Programme</b>					<b>121</b>

## 2.11.5 Description of the Courses

### MAR 2340: MARKETING MANAGEMENT

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 analysing marketing opportunities.

### MAR 2441: FINE ARTS

The objective of this course is to help students to relax mentally, develop creativity, and improve concentration and soft skills which are essential to become a good marketer. This course provides opportunities for students to learn music, dancing or art. Further this course provides insights for the students to cope with mental stress thus enabling them to develop emotionally balanced personalities.

### MAR 2342: ADVANCED MARKETING MANAGEMENT

The objective of this course is to provide students with practical and specialized knowledge on marketing management, application of marketing strategies, planning the marketing programmes and managing the marketing effort, with special reference to their application in the Sri Lankan context.

### MAR 2443: INTEGRATED MARKETING COMMUNICATION

The purpose of this course is to enable students to build a sound theoretical and practical understanding of the integrated aspects of marketing communication. Further it focuses on the formulation of marketing communication strategy and the management of marketing communication efforts. This course covers an introduction to integrated marketing communication, integrated marketing programme, situation analysis, analysing communication process, objectives and budgeting for IMC



programmes, developing an IMC programme, monitoring, evaluation and control of IMC.

### **MAR 3340: SOCIOLOGY AND PSYCHOLOGY**

The purpose of this course is to enable students to look at the characteristics of and relationship between individuals, group and whole societies. Studying sociology provides students with a critical perspective and range of key analytical skills which enables them to identify and think through problem thoroughly. Students will be able to become proficient in understanding and explaining how societies work, how identities and divisions are established and reproduced, how social problems arise and how social change comes about.

Psychology is the scientific study of the mind and behaviour. Students will be able to know how and why humans and other species behave in the ways they do, and be able to identify the processes driving these behaviours. With its focus on individual and social behaviour, psychology links naturally with other disciplines such as biology, philosophy and sociology and also it integrates with subjects valued in the workplace.

### **MAR 3341: SERVICE MARKETING**

This course provides an introduction to service marketing and its application to the service industry including the application of basic marketing concepts and strategies. 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 3342/4346 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 search engine optimization techniques, social media, social networking, web site development etc. are of high concern by present markets and organizations. Therefore, the purpose of this course is to provide a sufficient knowledge on digital marketing to grab the opportunities in the field of marketing.

### **MAR 3343/4347 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 areas such 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 3344: MARKETING RESEARCH**

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 research techniques 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 3345: CONSUMER BEHAVIOUR**

This course imparts knowledge and understanding of the concepts and theoretical foundations of consumer behaviour. It covers areas such as the evolution of the field of consumer behaviour, consumer decision-making process, socio-cultural and psychological factors that influence consumer behaviour. Further it enables students to apply the concepts and terms in related subjects such as Marketing Communication, Product and Brand Management, and Services Marketing, etc.

### **MAR 3346: ADVANCED SERVICE MARKETING**

This course unit aims to provide an understanding of the theories and practices in managerial aspects of service organizations. Specifically, this course unit deals with the role of service in the economy, the service concept and competitive strategy, structuring the service enterprise, managing service options and quantitative models with service applications. Further it discusses the techniques which will be important to managers in improving quality and efficiency in a service organization.



### **MAR 3347: SALES MANAGEMENT AND RETAIL MARKETING**

The objective of this course is to impart foundation of knowledge of sales management and retail marketing. It includes formulation of strategic sales programmes, implementation of the sales programme and evaluation and the control of the sales programme. It also includes planning and implementing basic retailing strategies and programmes.

### **MAR 3348: PERSONALITY AND SKILL DEVELOPMENT**

This course unit is designed to enhance the personality and soft skills of the students of the department through recognizing their importance to become dynamic and successful marketers in the business world. This includes practical and theoretical exposure to personality theories, business etiquette, public speaking, physical and mental fitness, personal development, and leadership. Outward Bound Training (OBT Programme), which comes under this course unit is one of the annual events organized by the department, for the students' personal development.

### **MAR 4340: 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 4341: ANALYTICAL TOOLS FOR MARKETING RESEARCH**

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 4644).

### **MAR 4342: 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 4343: SUSTAINABILITY MARKETING**

The course aims mainly to provide students with opportunities to gain knowledge on sustainability marketing and the core environmental, social and economic principles of sustainability. This course focuses on the role of marketing by examining how marketers create values and build sustainable thinking and processes into their marketing activities and strategies from ethics, social responsibility, and ecological aspects. Sustainability marketing requires a rethinking of the assumptions that underlie traditional marketing practices and thus, this course presents a new paradigm through a holistic approach which lays an emphasis on social, environment and economic concerns in the development of marketing strategies.

### **MAR 4644: RESEARCH (INDEPENDENT STUDY)**

Students are required to write a research report based on an independent study of selected marketing related issues. A supervisor is appointed for each student.

### **MAR 4545: 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.

## **2.11.6 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 5 credits for internship programme.



## 2.11.7 Professional Links

### Links with professional bodies in education field

The Department maintains close links with the Chartered Institute of Marketing (CIM), the Sri Lanka Institute of Marketing (SLIM) and the Association of Certified Professional Marketers. The Sri Lanka Institute of Marketing (SLIM) offers a gold medal to the best student of the Marketing Management Department in each year while CIM awards a gold medal to the student with the most outstanding achievements in studies and extra-curricular activities in the 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 3348: Personality and Skill Development.

### MOU with Ogilvy & Mather

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

- Ogilvy Group will provide research opportunities for students and lecturers upon agreed areas.
- Ogilvy will provide internship/training and employment opportunities for the undergraduates and graduates of the Department of Marketing Management.
- Industry experts from the Ogilvy Group may be invited to conduct guest lectures for the undergraduates of the Department of Marketing Management under agreed areas.

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

### MOU with Hemas Manufacturing (Private) Limited

The Department of Marketing Management has signed a Memorandum of Understanding (MOU) with Hemas Manufacturing (Private) Limited which is a leading company in the field of consumer products. The prime objective of this MOU is to bridge the gap between the industry and academia while facilitating students to gain corporate exposure and recognition during their study period. Accordingly, followings are awarded by Hemas to the undergraduates of the department.

- Award for the best student (second year) based on their academic performance
- Award for the best student (third year) based on their academic performance
- Award for the best group performance
- Gold Medal for the best dissertation

Further, Hemas has agreed to;

- Conduct a Student Mentoring Programme to improve the skills and competencies of the second year and third year undergraduates of DMM-USJP
- Provide selected executives of Hemas to facilitate the Student Mentoring Programme
- Offer internship opportunities
- Facilitate factory visits
- Be a main partner of Simulation Game organized under the subject: Product and Brand Management

### MOU with Unilever Sri Lanka Limited

The Department of Marketing Management signed a Memorandum of Understanding (MOU) with Unilever Sri Lanka Limited as a joint academic cum industry membership programme. Unilever Sri Lanka attached to the multi-national company of Unilever PLC is renowned for the manufacturing of consumer products. The prime objective of this MOU is developing accredited graduates of highest caliber incorporating industry knowledge enabling lifelong learning. Accordingly, following benefits are being offered to the undergraduates of the Department by Unilever Sri Lanka Limited.



- Providing ten to twenty internship opportunities to the undergraduates of the Department for a minimum of six-month period within a year.
- Training sessions for the undergraduates of the Department preparing them to work better of future corporate assignments.
- Industry experts from the Unilever Sri Lanka may be invited to conduct guest lectures for the undergraduates of the Department under agreed areas.
- Opportunities for the academic staff of the Department in engaging in knowledge sharing sessions, providing industry inputs and curriculum development.
- Mentoring opportunity for five chosen students over a period of three months with the consent from the Department.

**Table 2.11.2 Exemptions Granted by Professional Bodies for the B.Sc. Marketing Management (Special) Degree**

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

### 2.11.8 Employment Opportunities

Marketing is a very broad area with a wide array of activities involving the analysis, planning, implementation and control of marketing 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.

### 2.11.09 Awards and Scholarships

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

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

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

#### Chartered Institute of Marketing (CIM) Gold Medal

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

### 2.11.10 Student Associations

#### Marketing Management Association (MMA)

Marketing Management Association (MMA) is the official students' Association



of the Department of Marketing Management and it is one of the strongest students' Associations within the Faculty with a high recognition. Its office bearers are selected from among students of the department on an annual basis. Marketing Management Association is a very innovative, creative and proactive student body. The main objective of the MMA is to enhance the skills and talents of the students to face the challenges and difficulties of dynamic marketing environment by 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 moulded in marketing undergraduates. MMA can be viewed as the congregation of marketing undergraduates who seek to set trends and do everything in an extraordinary way with the motto of "Dare to be different".

The Department and the Marketing Management Association (MMA) annually 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.

### Marketing Alumni Association

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

## 2.11.11 Facilities at the Department

### Students' Resource Centre

The Department of Marketing Management has established its own Resource

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

### Research Library

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

### Business Incubator Centre

The Department has established a Business Incubator Centre funded by the World Bank ELTA/ELSE project which was a competitive grant won by the Department of Marketing Management. The incubator provides a Model Business contributing as a platform for the undergraduates to practice theories learned in the classroom in a real business context. The profit of the business is used for students' co-curricular and extra-curricular activities.

### Digitalized Library

The Department has its own Digitalized Library funded by the World Bank ELTA/ELSE project bringing undergraduates one step closer to the digitalized learning. This acts as a knowledge hub where undergraduates can make use of the resources productively to learn and explore things related to the academic activities. It is in a fully air-conditioned space that provides students a comfortable ambiance equipped with fifteen desktop computers, while providing access to e-books/resources, contemporary software needed for modern marketing context, softcopies of the outstanding research thesis.

### English Language Centre

The English Language Centre funded by the World Bank ELTA/ELSE project was established by the Department of Marketing Management facilitating the undergraduates in enhancing their English Language Skills. It is in a fully air-conditioned space that provides students a comfortable ambiance equipped with self-learning facilities. Further, the center would facilitate the students in arranging and participating in interactive sessions to improve their skills in English language.



## 2.11.12 Head of the Department

**Prof. (Ms.) P. G. S. Amila Jayarathne**

## 2.11.13 Academic Staff

**Prof. (Dr.) B. N. F. Warnakulasooriya**

*Senior Professor in Marketing  
B.Com. (Special) (Colombo); MBA (Colombo);  
PhD (Pune)*

**Prof. (Ms.) D. S. R. Samarasinghe**

*Professor in Marketing  
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keting (PIM); M.Sc. Bus. Admin. (SJP); EPPG.  
Dip. in Marketing of Services (MSM – Nether-  
lands), Executive Dip in Mktg of Sustainability  
(MSM-Netherlands), PhD (SJP)*

**Prof. (Ms.) P.G.S. Amila Jayarathne**

*Professor in Marketing  
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**Asso. Prof. (Ms.) M.A.A. Malkanthie**

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**Dr. K. P. L. Chandralal**

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**Mr. Dilan Rathnayake**

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**Ms. Sachithra Somasiri**

*Senior Lecturer  
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**Mr. H. M. Aminda Lakmal**

*Senior Lecturer  
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**Ms. V. G. Pavani Lakshika**

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**Mr. B. T. K. Chathuranga**

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B.Sc. Mkt. Mgt. (Special) (SJP); Reading for  
MBA in Marketing (UOC); AMSLIM*

## 2.11.14 Non Academic Staff

**Ms. Wasana Thilakarathne**

*Clerk*

**Mr. Chanaka Perera**

*Labourer*

## 2.11.15 Contact Details

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# (PUB

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



### 2.12.1 Evolution

The Department of Public Administration has gained eminent recognition with distinguished, residual memories over the past five decades. The Department is the pioneer in the field of Public Management that produces a large number of graduates. The B. Sc. Management (Public) (Special) Degree Programme has its roots in the

B. Sc. Public Administration (Special) Degree, which the Department conducted earlier.

At the outset, a Degree in Public Administration has been offered by the Department of Economics in Vidyodaya University, since the academic year 1959/1960 and later it was by the Department of Public



and Business Administration. In 1968 that Department was reconstituted as the Department of Management Studies and in 1980, the Department of Management studies was converted into two separate Departments, called Public Administration and Business Administration. With the establishment of the Department of Public Administration in 1980, it received an independent recognition at the University of Sri Jayewardenepura as it is currently known. The Department then took over the responsibility for the study programme leading to the B.Sc. Public Administration (Special) Degree, which was later renamed as the B.Sc. in Management (Public) (Special) Degree in 1993 and in 2001 as B.Sc. Public Management (Special) Degree. Commencing of the academic year in 2015/2016, the B.Sc. Management (Public) (Special) Degree has been offered by the Department.

### 2.12.2 Programme Learning Outcomes (PLOs)

The programme attempts to integrate Management and Administration theories with the realities of policy formulation and implementation, and is structured to provide a foundation that is intensive, wide in scope and multidisciplinary in nature. It is aimed at developing students' knowledge and managerial skills required in both public and private sector organizations. Thus, this programme is designed to equip students with the skills needed to apply this managerial knowledge to real world decision-making in the capacity of professional managers and administrators in both public and private sector institutions. Hence, upon successful completion of the programme graduate will be able to:

- Understand basic theories and concepts in Management particularly in Public Management
- Apply Management knowledge in the context of public and business environment
- Develop managerial, leadership and entrepreneurial skills in order to be a successful manager/administrator

- Have creative and effective decision-making skills necessary to take new challenges throughout their career
- Improve networking and public relations with effective communication skills
- Apply information and communication technology effectively
- Respond to vibrant environments in adaptable and flexible manner
- Demonstrate positive attitudes, values and professionalism in their professional and personal life
- Possess life-long learning to acquire novel knowledge and skills
- Develop and reflect a vision for life

### 2.12.3 Graduate Profile

The Department dedicates to develop Public Management graduates who acquired both theoretical and practical knowledge in the sphere of Management specialized in Public Management. They possessed skills including managerial, leadership, entrepreneurial, decision making, creativity, communication, networking, public relations and information communication technology. Thus, the graduates are more adaptable to vibrant environment, demonstrating positive attitudes, values and professionalism while serving as a professional to meet the challenges in public, private and non-governmental organizations locally and globally. They are passionate about life-long learning as to accomplish their professional and personal vision.

### 2.12.4 Programme Structure

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

In this programme, lectures and tutorial/practical sessions are used as the principal means of instruction. Workshops, seminars, guest lectures, etc. are used as supplementary tools. Course-work assignments and field/project works are used to help the students to develop an appreciation for the application of knowledge to real world situations.



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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC C001	Certificate in Business Communication	Optional	45	-
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
ITC 2340	Computer Applications for Managers	Core	45	03
PUB 2340	Sociology and Psychology	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
PUB 2341	Theory and Practice of Public Administration	Core	45	03
PUB 2342	Public Finance	Core	45	03
<b>Total No of Credits – Semester II</b>				<b>15</b>
<b>Total Credit Value for the Second Year</b>				<b>30</b>
<b>Year III - Semester I</b>				
ITC 3340	Management Information Systems	Core	45	03
PUB 3340	Procurement Management	Core	45	03
PUB 3341	Public Management	Core	45	03
PUB 3342	Development Administration	Core	45	03
<i>Only one subject from the following elective subjects</i>				
DSC 3340	Operations Research	Elective	45	03
DSC 3341	Statistical Data Analysis for Managers	Elective	45	
ACC 3340	Auditing and Assurance Services	Elective	45	
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year III - Semester II</b>				
PUB 3343	Research Methodology	Core	45	03
PUB 3344	Policy Analysis and Decision Making	Core	45	03
PUB 3345	Public Sector Project Management	Core	45	03
PUB 3346	Constitutional and Administrative Law	Core	45	03
PUB 3347	Managing Rural Development	Core	45	03
<i>Only one subject from the following elective subjects</i>				
PUB 3348	Managerial Skills and Competencies	Elective	45	03
PUB 3349	Disaster Management	Elective	45	
ACC 3345	Taxation	Elective	45	
<b>Total No of Credits – Semester II</b>				<b>18</b>
<b>Total Credit Value for the Third Year</b>				<b>33</b>



Year IV - Semester I					
BUS	4340	Strategic Management	Core	45	03
PUB	4340	E-Governance	Core	45	03
PUB	4641	Independent Study (Research)	Elective	90	06
PUB	4342	Independent Study (Project)	Elective	45	
Select one from the following two subjects if one selects independent study (project)					
PUB	4343	Comparative Public Administration	Elective	45	
PUB	4344	Environmental Management	Elective	45	
Select one from the following electives					
PUB	4345	Empirical Policy Analysis	Elective	45	03
PUB	4346	Contemporary Issues in Development	Elective	45	
PUB	4347	Public Sector Accounting and Finance	Elective	45	
Total No of Credits – Semester I					15
Year IV - Semester II					
PUB	4348	International Relations	Core	45	03
PUB	4349	Development Policy and Management	Core	45	03
PUB	4650	Internship	Elective	90	06
Select two of the following subjects, if one does not select internship					
PUB	4351	Conflict Resolution and Mediation	Elective	45	
PUB	4352	Public Relations	Elective	45	
PUB	4353	Managing Local Government	Elective	45	
Total No of Credits – Semester II					12
Total Credit Value for the Fourth Year					27
Total Credit Value for the programme					120

## 2.12.5 Description of the Courses

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

### **PUB 1240 : SOCIO-POLITICAL ENVIRONMENT**

Socio-political environment and profit-oriented businesses are inter-dependent. In one hand, businesses are influenced by the social and political forces while on the other hand, socio-political environment is influenced by the businesses. Accordingly, this introductory course unit is designed for the Management undergraduates to gain fundamental understanding about social and political environment in which every

business operates. As prospective professionals and citizens who will interact with the societal and political institutions, it is necessary for an undergraduate to learn civic, social and political dimensions. This course facilitates learners to identify and respond to various social trends and changes in the political milieu, focusing on the substance of culture, socialization, social trends, social institutions, government, democracy, and interactions between different agents in the society. Further, it discusses the government mechanism which is currently being practiced in Sri Lanka.

### **PUB 1341 : POLITICAL SCIENCE**

This course is designed to provide the students with an understanding of the political environment within which a manager/



administrator works and to enable them to appreciate the various political factors affecting their behaviour. The major topics covered include both general theoretical concepts of nation, state, rights, liberty and equality as well as the 'political institutions' with special reference to Sri Lanka. Attention is paid to constitutional developments in Sri Lanka as well as to the evolution of party and electoral politics.

### **PUB 2340 : SOCIOLOGY AND PSYCHOLOGY**

Sociology is a discipline that looks at the characteristics of relationship between individuals, groups and whole society. Sociologists are interested in individuals and collective ways of living and thinking how they came into being, what the connections between them and how they might change over time. Studying Sociology provides students with a critical perspective and a range of key analytical skills which enable them to identify and think through problems thoroughly. Students will be able to become proficient in understanding and explaining how societies work, how identities and divisions are established and reproduced, how social problems arise and how social change comes about. Psychology is the scientific study of the mind and behaviour. Students will be able to know how and why human and other species behave in the ways they do, and be able to identify the processes driving these behaviours. With its focus on individual and social behaviour, Psychology links naturally with other disciplines such as Biology, Philosophy and also it integrates with subjects valued in the workplace.

### **PUB 2341 : THEORY AND PRACTICE OF PUBLIC ADMINISTRATION**

This course is designed to enhance basic knowledge of the principles and practice of

Public Administration both in general and with particular reference to the administrative system prevailing in Sri Lanka. Thus, various central concepts and theories as bureaucracy and its control and accountability, efficiency and effectiveness of public administration, regional administration, and administrative reforms will be discussed. In addition, it is expected to discuss the application of such theoretical knowledge into public administrative system in Sri Lanka. Finally, the combined theoretical and practical knowledge would facilitate the students to develop into matured individuals who can contribute greatly to administrative system of the public sector.

### **PUB 2342 : PUBLIC FINANCE**

This course focuses on the application of Microeconomics framework to the analysis of the issues relating to public expenditure and taxation. While attempting to equip students with a set of analytical tools, the course tries to introduce real world issues in the arena of Public Finance with special reference to Sri Lanka. After completion of the course, students should be able to analyse the issues pertaining to Public Finance using Microeconomics theoretical framework.

### **PUB 3340 : PROCUREMENT MANAGEMENT**

This course is designed to provide in depth understanding of procurement management in both public and private sectors. At the end of this course unit, 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 3341 : PUBLIC MANAGEMENT**

This course provides an introduction to fundamental issues that underlie the field of Public Management. The main focus of this course unit is to examine how to improve performance and productivity in the public sector organizations. The emphasis is on the 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. Other topics included are changing role of the government, public management functions including strategic management in public services, leadership in the public service, key challenges to public service delivery, ethics and accountable public services and public management reforms under the new paradigm.

### **PUB 3342 : DEVELOPMENT ADMINISTRATION**

The basic objective of this course is to provide the students an understanding of the global issues and challenges of development with special reference to Sri Lanka. The subject deals with the evolution of Development Administration, the impact of colonization and other links between developed and developing countries, the causes of poverty and inequality, administrative reforms, the administrative capacity and set-up in Sri Lanka and other related aspects of Development Administration.

### **PUB 3343 : RESEARCH METHODOLOGY**

This course 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 3344 : POLICY ANALYSIS AND DECISION MAKING**

This course 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 3345 : PUBLIC SECTOR PROJECT MANAGEMENT**

This course is based on implementing public sector programmes more effectively through applications of project management. The course focuses on the project knowledge areas and stages of project life cycle including identification, planning, execution, scheduling, monitoring and controlling, project quality and selected contemporary practices in public sector projects. The students will learn to successfully manage projects in the dynamic environment.



**PUB 3346 :  
CONSTITUTIONAL AND  
ADMINISTRATIVE LAW**

The course considers the two branches of public law namely, constitutional law and administrative law. The constitutional law component focuses mainly on sources of supreme power, legislative, executive, judicial, constitutional reforms, fundamental rights and elections. The section on administrative law covers organizational powers and duties of central and local authorities and other statutory bodies and judicial and other control of such public authorities.

**PUB 3347 :  
MANAGING RURAL DEVELOPMENT**

This course provides the strategic perspective to understand the theories and practices of Rural Development in order to reshape the role of public managers to create value. The course focuses on the strategic impact and social value that can be achieved through addressing basic issues in rural sector. In addition this offers the opportunities to explore experiences and prospects of Rural Development particularly in Sri Lankan context.

**PUB 3348 :  
MANAGERIAL SKILLS AND  
COMPETENCIES**

The objective of the course is to enhance the confidence of students to perform effectively in the modern office environment by making them well-equipped with necessary managerial skills and competencies. It is a highly interactive module and mainly touches upon practical aspects of Management. The key areas to be covered in the course are written and verbal communication, interpersonal skills, time and stress management, filing and records management, team building, technological competencies, office etiquettes and proper

attitudinal development. Apart from that students are trained to sit for the competitive examinations in the public sector organizations.

**PUB 3349 :  
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 are properly managed in order to mitigate the adverse consequences of a disaster.

**PUB 4340 :  
E-GOVERNANCE**

This course is designed to provide both theoretical and practical knowledge on E-Governance. Thus, this course examines how people interact with the government by using internet technologies to provide information and services to the public. Students are also encouraged to obtain practical knowledge on E-government, E-Business and on-line applications in delivering public services. Upon completion of this course, the students will be able to obtain basic knowledge and skills on how to manage government organizations and also the governance process by using internet and related technologies.

**PUB 4641 :  
INDEPENDENT STUDY (RESEARCH)**

The students are required to study a problem related to the field of management or



public administration through the use of collected data. The ability to specify the research problem and its significance, to move from the specific to the general and vice versa, to present things logically and clearly and to work towards conclusions and recommendations will be developed in this course. The research report is prepared under the guidance of a supervisor of the academic staff.

### **PUB 4342 : INDEPENDENT STUDY (PROJECT)**

The objective of this course is to educate students on how to apply theoretical knowledge to effectively address managerial/administrative issues faced by organizations. The students are expected to identify such an issue faced by an organization, collect data, perform an analysis, propose possible remedies to address the issue and evaluate the expected outcome of the proposals. Finally, the students will prepare a policy document by adhering to standard academic writing guidelines and do a presentation based on that.

### **PUB 4343 : COMPARATIVE PUBLIC ADMINISTRATION**

This course is designed to provide a sound theoretical and practical knowledge of public administration in the global context with special reference to India, Japan, the USA and the UK. The topics include the basic features of the constitutional framework, administrative mechanism, role of the civil service and contemporary issues in public administration.

### **PUB 4344 : ENVIRONMENTAL MANAGEMENT**

The purpose of the course is to provide an overview of the environment related theories

and contemporary issues in order to inculcate greater understanding of the subject in providing public value. It mainly focuses on managing renewable and non-renewable resources and the green concept. The course also examines the environmental accounting, relevant policies on environment in Sri Lanka and contemporary issues in environment.

### **PUB 4345 : EMPIRICAL POLICY ANALYSIS**

This course focuses on the sensible application of Economics and statistical analyses to empirical problems in public policy analysis. STATA statistical software is extensively used throughout the course to analyse data of related policy variables and to generate evidence-based results in a more convincing way. Upon the completion of the course, students will be able to design policy-related research appropriately and to work more comfortably with large-scale data sets, including island-wide household surveys. Issues with regard to diverse policy topics, including health and education are empirically analysed using the modelling techniques discussed in the course.

### **PUB 4346 : CONTEMPORARY ISSUES IN DEVELOPMENT**

The aim of this course 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 4347 :  
PUBLIC SECTOR  
ACCOUNTING AND FINANCE**

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

**PUB 4348 :  
INTERNATIONAL RELATIONS**

This course is designed to provide students with an understanding of the political aspects of the subject and to attempt a general survey of International Relations as a whole. The concept of national interest, the nature of international politics, the threat and the use of force in international relations, the role of aid and trade as levels of influence and instruments of cooperation and the functions and role of international institutions are among the subjects discussed.

**PUB 4349 :  
DEVELOPMENT POLICY  
AND MANAGEMENT**

This course aims at creating awareness among students regarding main development issues faced by developing countries, alternative policies available and how the

policy regimes should be managed. Students will be encouraged to examine issues and remedies critically, drawing examples and experiences from both developed and developing nations, in the light of emerging global developments. At the end of the course, students will be able to assess key development issues in a balanced manner and propose ways and means of ensuring sustainable policy regimes.

**PUB 4650 :  
INTERNSHIP**

The purpose of this internship program is to provide an exposure to the practice of management in public, private or non-government sector organizations. Students are required to learn practical aspects of Management and Public Administration in selected organizations for a period of minimum four months under a supervision of senior manager / administrator / executive officer in respective organizations. During this internship period, students should be able to develop managerial skills. Namely; technical skills, interpersonal relations skills, communication skills and conceptual skills.

**PUB 4351 :  
CONFLICT RESOLUTION  
AND MEDIATION**

This course provides an introduction to the theory and practice of Conflict Resolution and Mediation. It examines Conflict Resolution and Mediation from Communication, Psychology, Sociology and Legal theories. Topics to be covered include contextualizing conflict resolution, understanding how to negotiate and mediate, determining the role of the negotiator/mediator, understanding the importance of a theory-informed practice, and reviewing the current state of mediation and conflict resolution.



## **PUB 4352 : PUBLIC RELATIONS**

This course unit introduces strategic issues and effective practices of communication between organizations and their stakeholders. The main objective of the course unit is to educate students for effective and ethical public communication on behalf of related organizations. It generally covers the study of public opinion research, media relations, public communication campaigns, and ethical considerations for public relations. At the end of the unit, the students will be able to write news releases, conduct public surveys, develop public campaigns, produce service announcements, and conduct news conferences.

## **PUB 4353 : MANAGING LOCAL GOVERNMENT**

This course provides an understanding about 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.

### **2.12.6 Practical Training**

Being well equipped with the multi-disciplinary knowledge, the students of the Department have the choice of an internship in the government sector or corporate sector organizations in their final year. This internship programme facilitates the practical exposure in the real work-setting.

### **2.12.7 Undergraduate Research Day**

The Department initiated the Undergraduate Research Day with the intention of promoting research culture among the

undergraduates. It grooms the young undergraduates to engage in research in the field of Social Sciences. It serves as a platform to showcase their researching skills through publishing their research article based on their dissertation. The proceeding of the Undergraduate Research Day is subjected to a peer reviewing process.

### **2.12.8 Professional Links**

The Department of Public Administration has been maintaining strong links with leading public and private sector institutions in the country. Also, it connects with other universities and foreign institutions.

#### **Professional Links within the Country**

The Department has strong relationships with professional and regulatory bodies in the country such as the Ministry of Public Administration, Ministry of Finance, Ministry of Provincial Councils and Local Government, Ministry of Labour, Ministry of Women's Affairs, Central Bank of Sri Lanka, Sri Lanka Institute of Development Administration, Hector Kobbekaduwa Agrarian Research and Training Institute, Rural Development Training and Research Institute, University of Moratuwa, General Sir John Kotelawala Defence University and Open University of Sri Lanka, etc.

#### **Professional Links Overseas**

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

The Department of Public Administration was granted institutional membership of NAPSIPAG for ten years with effect from the year 2013. The objective of NAPSIPAG is to enhance the quality of governance and public administration in the Asia-Pacific region by building the capacities of its national governments to promote good governance, through practical, relevant, and responsive training, education, and research. With this institutional membership, the academic members of the department are eligible to receive the following benefits:



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

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

Snr. Prof. R. Lalitha S. Fernando has been elected as the new Secretary General of the NAPSIPAG at the General Meeting in the 12 NAPSIPAG Conference held at Vishakhapatnam, Andhra Pradesh, India on 22 November, 2015.

### **Academic Collaboration with Tohoku University in Japan.**

The Department has developed an academic collaboration with the International Graduate School of Accounting Policy (IGSAP) of Tohoku University in Japan. This collaboration helps both partner institutes to organize international symposia, seminars, international programmes, industry visits and research collaborations. Presently, the IGSAP offers a master's degree programme run jointly by universities and partner business professional institutions in Japan and overseas. Once students of the Department of Public Administration complete the degree with good GPA, they are encouraged to apply for the full scholarships offered by the Tohoku University to proceed with master degree in one of three subject areas namely, Accounting System Design, Finance of SMEs and Modern Public Policy. In addition, the Department has taken initiative steps to introduce a joint master degree

programme in Public Accounting Policy by collaborating with the IGSAP. The courses are to be delivered as cyber courses by the Tohoku University, and class room discussion by the Department of Public Administration.

### **2.12.9 Employment Opportunities**

A degree in Public Administration 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.

### **2.12.10 International Journal of Governance and Public Policy Analysis**

The International Journal of Governance and Public Policy Analysis is the official journal of Department of Public Administration, University of Sri Jayewardenepura in Sri Lanka. This journal aims to publish collections of world-class research articles related to governance and public policy. The journal serves as the platform to foster collaboration between public administrators, policy makers, government agencies, non-governmental sector, and academics to realize results in the empirical world.

### **2.12.11 Awards and Scholarships**

#### **2.12.11.1 Awards**

The department recognizes the outstanding performance of the students by awarding four gold medals at the University Convocation and the Annual General Meeting (AGM) of Alumni Association of Public Administration.



### **Public Administration Alumni Association Gold Medal**

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

### **Ramanie Samaratunga Gold Medal**

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

### **Prof. Ariyapala Ekanayaka Memorial Gold Medal**

The Alumni Association of Public Administration introduced Prof. Ariyapala Ekanayaka Memorial Gold Medal as to appreciate the contribution made by late Prof. Ariyapala Ekanayaka who was the founder of Department of Public Administration and the first member of the Alumni Association of Public Administration. This is awarded to the student who had obtained satisfactory academic performance together with good records of extra curricula activities at the University during his or her study period. Presently, this is awarded at the Annual General Meeting of the Alumni Association of Public Administration being subject to selection criteria stipulated.

### **2.12.11.2 Scholarships**

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

#### **W.A. Wijewardaena Public Management (Merit) Scholarship**

This scholarship has been instituted by Dr. 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.

#### **'Arunodaya' Scholarship**

This scholarship has been instituted by the graduates (2007/08 batch) of the Department of Public Administration. The scholarship is offered to the needy students with satisfactory academic performance.



## APA Scholarship

This scholarship is instituted by the Association of Public Administration to facilitate studies of the needy students of the Department of Public Administration.

## Other Scholarships

In addition to the above scholarships, various scholarships are offered to students attached to the Department by various stakeholders of the Department of Public Administration.

## 2.12.12 Student Associations

### Association of Public Administration (APA)

The Association of Public Administration represents the total student community in the Public Management study programmes of the University. It was established in the early 1980s and is regulated by its constitution. The main purpose of the APA is to promote the field of Public Administration and the affiliated areas. APA is meant solely for the betterment of Public Management students. With the aim of developing mutual relationships among themselves, the association annually organizes several programmes such as publishing “Classic”, an educational magazine, “Lohitha Puja”, a blood donation camp, sports days, religious activities, entertainment activities etc. All students are encouraged to join as active participants; the opportunities are available for them to develop their knowledge, skills and research abilities.

### Alumni Association of Public Administration (AAPA)

Graduates 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.

## 2.12.13 Resource Centre

The resource centre of the Department 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.

## 2.12.14 Master Degree Programmes

The Department offers two master programmes; Master of Public Management (one-year) and M.Sc. in Public Policy and Management (two-year).

### Master of Public Management (M PM)

This programme is designed for those who are aspiring a career in management in the government and non-government sectors. This is a one-year programme consisting of 30 credits.  
(For further details please refer Section 6 of this prospectus)

### Master of Science in Public Policy and Management MSc (PPM)

This degree programme is designed for middle level managers and policy professionals who are pursuing their career in the sphere of public policy and management in the government, non government sectors and international organizations. This is a two-year programme consisting of 60 credits including a research component of 15 credits.  
(For further details please refer Section 6 of this prospectus)



## 2.12.15 Head of the Department

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## 2.12.16 Academic Staff

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## 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 the development of language and communication skills. As the volume of work performed by the Unit increased, four more lecturers were recruited in 2013, and three instructors were recruited in 2018. 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 the confidence and the 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-centred 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.

### 2.13.2 Courses Offered

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

### Credit Courses

Year & Semester	Course Code & Title	Status	Department/Programme
1st Year: Semester I	BCC 1340: Business Communication I	Credit	Common Programme
1st Year: Semester II	BCC 1341: Business Communication II	Credit	Common Programme
2nd Year: Semester I	BCC 2340: Business Communication III	Credit	IT
	BCC 2240: Business Communication III	Credit	COM

### Certificate Courses

Year & Semester	Course Title	Department/Programme
2nd, 3rd & 4th Years: Semester I	Certificate in Professional Communication	Any
2nd, 3rd & 4th Years: Semester II	Certificate in Academic Writing	Any

### 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 conducted prior to the orientation programme, consists of two important components required by an undergraduate - General English Language Skills and Study Skills.

These two important components concentrate 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 1340: BUSINESS COMMUNICATION I

Refer Section 1.2.4 on Common Programme for details.

#### BCC 1341: BUSINESS COMMUNICATION II

Refer Section 1.2.4 on Common Programme for details.



### **BCC 2340/BCC 2240: BUSINESS COMMUNICATION III**

The objective of this course is to help students further develop their communication and business skills in order to use English for business communication confidently and effectively. The following areas will be covered: 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.

### **CERTIFICATE IN PROFESSIONAL COMMUNICATION**

This is a top-up course for the students who have completed Business Communication I and II courses. The objective of this course is to help students to speak, write, and listen with increased confidence and competence in social and professional contexts, enhance leadership skills, provide career opportunities, develop personal presence and greater self-trust, and help learn in a supportive environment. The following areas will be covered in the course: small talk & socializing; personality development & business etiquette; presentation skills; job interviews & preparation of CVs; telephoning; meetings & discussions; negotiating; public speaking; products & processes; business correspondence. This course will be offered in the first semester of each academic year, and the students are allowed to take the course during second, third, or fourth year.

### **CERTIFICATE IN ACADEMIC WRITING**

This course is designed to address problems that students encounter with communicating their ideas in a well-organized and structured manner in an academic context,

and more specifically to prepare students to undertake research in the third and final years. The objective of this course is to help students develop their academic writing skills, thus facilitating them in maximizing their academic and research potential. The following areas will be covered in the course: types of academic writing; evaluating texts; elements of writing; stages of writing; accuracy in writing; constructing a research topic/thesis statement. This will be offered in the second semester of each academic year, and the students can follow this course either in the third year or the final year.

In addition to these main courses, the Unit also conducts a 'Complementary Course in English' 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 can accommodate 50 students at a time and consists of computers and self-learning language software, audio-visual equipment, films, textbooks etc.

### **Activity Room**

Students can visit the Activity Room 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 promote the use of the Language Lab and the Activity Room 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

**Dr. (Ms.) Lishanthi Wijewardene**

### 2.13.6 Academic Staff

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# The Legal Studies Unit

## Evolution

The Legal Studies Unit (LSU) was established on 21st May, 2014, attached to the Department of Commerce in response to the need of advancing undergraduate knowledge of Law and regulatory systems. Since the 6th of November, 2017, the LSU has functioned as a separate, independent Unit under the Faculty of Management Studies and Commerce (FMSC). It currently acts as a service providing Unit for the Faculty in particular and the entire University at large. The Unit has a strong network with links to the business community and industry as well as the legal field while being home to renowned legal academics and practitioners in Sri Lanka.

Currently, the Unit caters to the legal studies requirements of more than 1200 undergraduates of the FMSC each Semester by offering courses such as Legal Environment, Business Law/Commercial Law, and Corporate Law while also providing many other services within and outside the University. The courses offered by the Unit are aimed to provide students with a solid understanding of the fundamental legal concepts and statutory controls in business and social contexts. The significance of the Unit's independent character is that it adds extra value and recognition to the undergraduates' qualifications since the law-related subjects are taught by academics from the legal field itself.

The Unit has also designed 8 new courses which it plans to offer in the near future. These courses will cover useful new subjects from the cutting edge of the legal field such as International Trade and Investment Law, Construction Law, Commercial Administrative Law, and The Law of Obligations. Adopting a holistic approach towards legal studies, the Unit attempts to train undergraduates in the essential arts of critical analysis and logical thinking, which are the cornerstones of the legal discipline.

## 2.14.2 Courses Offered

### COM 1240: LEGAL ENVIRONMENT

This course is intended to help undergraduates attain a basic understanding of the legal environment in Sri Lanka. Undergraduates must be able to appreciate the varied effects of different aspects of law in their professional lives so that they may be fully prepared for both business issues as well as legal issues they encounter throughout their career. For this purpose, this course is designed to cover topics such as a basic introduction to law and the legal system of Sri Lanka, contract law, sale of goods, negotiable instruments, intellectual property, environment law, hire purchase and leasing, insurance, and consumer protection.

### COM 2345: BUSINESS LAW

The aim of this course is to provide undergraduates with an overview of the legal regulations within which a business must operate in Sri Lanka. Further, it addresses various moral issues that will be encountered in the functions of marketing and management of a business. For this purpose, the course is designed to cover topics such as the law of agency, the law relating to partnerships, international trade law, ICT law, property law, law relating to marketing, consumer protection, law of delict, and Alternate Dispute Resolution (ADR). The students are expected to be aware of the legal and social costs associated with non-compliance with legal as well as moral requirements in the course of business.

### COM 2346: COMMERCIAL LAW

This course is designed to acquaint the student with legal principles, statutory controls, rules and regulations governing companies, securities such as stocks, bonds and unit trusts in Sri Lanka and to enable the students to apply that knowledge in different situations. The major topics covered in the course include law of agency, partnership and legal basis of corporate existence, formation of a company, share capital and debentures, corporate governance, securities and market, and the relevant statutes and circulars in this area. The students are expected to be familiar with the provisions in the Companies Act No. 07 of 2007 and be able to apply them to corporate legal issues.

### COM 2343: CORPORATE LAW

Undergraduates who take this course will be acquainted with the legal principles, statutory controls, and other rules and regulations governing companies in Sri Lanka. They will be introduced to different forms of business organisation, the law of agency, and the law applicable to partnerships. The bulk of this course will focus on company law, covering topics such as types of companies, incorporation of companies, articles of association, pre-incorporation contracts, the prospectus, capital, company meetings and resolutions, and the dissolution of companies. In addition, undergraduates will learn about the rights and responsibilities of key actors in a corporation including directors, shareholders, company secretaries, and auditors. By the end of this course, undergraduates will have a solid understanding of the provisions of the Companies Act No. 07 of 2007 and be able to apply them to corporate legal issues they may encounter in their professional careers.



## COM 3350: CORPORATE LAW

This course is designed to acquaint the student with legal principles, statutory controls, rules and regulations governing companies, securities such as stocks, bonds and unit trusts in Sri Lanka and to enable the students to apply that knowledge in different situations. The major topics covered in the course include legal basis of corporate existence, formation of a company, share capital and debentures, corporate governance, securities and market and relevant statutes and circulars. The students are expected to be familiar with the provisions in the Companies Act No. 07 of 2007 and be able to apply them to corporate legal issues.

## COM 3247: LEGAL ASPECTS IN MARKETING

This unique course is intended to assist students who have selected the field of marketing to obtain a comprehensive awareness of the relevant laws and ethics. The course is arranged in a manner that would provide a comprehensive understanding about the law relating to marketing and advertising including an introduction to the legal system of Sri Lanka, Fundamental Rights, contract law, law of agency, company law, employment law, law of delict and product liability, consumer protection law, intellectual property law, ICT law, distance selling, law of insurance, law relating to negotiable instruments, and international trade law. In addition, this course offers undergraduates the opportunity to acquaint themselves with certain aspects of moral philosophy that are applicable in the world of business as well as newly emerging areas of law relating to marketing. The knowledge gained from this course will enable students to successfully overcome both legal and ethical challenges they face in the field of marketing.

## COM 3347: NEW DIMENSIONS IN BUSINESS LAW

This course intends to provide undergraduates with an overview of the new developments in the area of business law which every businessman should be aware of. For this purpose, the course is designed to cover topics which are not included in the elementary study of business law. It will provide a comprehensive understanding of various new trends such as distance selling, e-commerce, privacy and technology policy concerned with business, and Corporate Social Responsibility (CSR). It will also explore the latest developments in the fields of media law, environmental law, intellectual property law, and corporate governance. In addition, students will also be introduced to certain aspects of gender law applicable in the field of business as well as the moral and ethical issues which arise in the course of business dealings. A sound understanding of these topics will enable a student to successfully adapt to the ever-changing business climate.

## SUBJECTS OFFERED FOR EXTENSION COURSES

Along with the subjects offered to the internal Degree courses, the Unit also caters to the legal studies requirements of the external Degree courses and Diploma courses. The Unit offers Commercial Law (COM 1506), Commercial Law (COM 1505) and Industrial Law (COM 104) to the Bachelor of Commerce (General) External Degree; Business Law (BME 1506) for B.Sc. Business Administration (General) External Degree; Business Law (ADEBM 1304) for Advanced Diploma in Entrepreneurial Business Management, and, Legal Environment for Entrepreneurs (DEBM 2301) for the Diploma in Entrepreneurial Business Management.

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**Mr. G. D. Gunawardena**

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LLB (Honours) (KDU)  
nathgunawardena1388@gmail.com*

### 2.14.5 Visiting Academics

**Ms. Bhagya Wickramasinghe**

*LLB (Honours) (Colombo); LLM (Colombo); LLM in Environmental Law and Policy (UCL,UK); Attorney-at-law*

**Mr. J.M. Wijebandara**

*LLB (Honours) (OUSL); LLM in Administrative and International Law (Colombo); BA (Honours) (Colombo); Dip. in Humanitarian Law (National Law School of India); Attorney-at-Law*

### 2.14.6 Non Academic Staff

**Ms. M. A. S. Rathnayake**

*Management Assistant (Grade III)*

### 2.14.7 Contact Details

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# 3

## ACADEMIC AND STUDENT SUPPORT



## Section 3

### Academic and Student Support

This section provides details as to academic and ancillary support units available for the students of the FMSC.

#### 3.1

### Information Technology Resource Centre (ITRC)

#### 3.1.1

#### Introduction

The 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 USJP 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 postgraduate programmes conducted by the FMSC.

- Provides computer facilities and internet access to students to engage in learning activities.
- Serves as the IT consultant of the FMSC.

#### 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 except public holidays.

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 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 students’ personal user accounts for ITRC computer system are linked with a Microsoft Office 365 subscription and all undergraduates can use it on up to 5 their own devices with well-known applications such as Microsoft Word, Excel, OneNote, Publisher, PowerPoint and Outlook. ITRC also provides Microsoft Office 365 accounts for the academic and administration staff of faculty.



For the requirement of Department of Information Technology ITRC facilitate Microsoft Imagine Academy to the undergraduates and the staff of the faculty. Imagine Academy enables to offer training not only on fundamental technology skills, but also technical courses for students, faculty plus staff who are interested in pursuing a career in IT after graduation. Imagine Academy is a complete technology education solution connecting staff, teachers, students, employers and local communities through leading-edge technology skills development that leads to certification

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 Staff

#### **Dr. Amitha Padukkage**

*Coordinator/ Senior Lecturer  
B.Com. (Special) (SJP); MBA in Information Technology (Moratuwa); PhD (IS) (New Zealand)  
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#### **Mr. K. L. S. L. Abeywickrama**

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#### **Mr. V. G. C. Thushara**

*Computer Instructor  
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#### **Mr. K. G. Kuruppu**

*Computer Instructor  
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#### **Ms. R. A. P. D. Rajapaksha**

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#### **Ms. M. M. N. Prasadinie**

*Computer Instructor (Temporary)  
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#### **Ms. W.G.D.I. Wickramage**

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#### **Mr. H.R.S.Madhushanka**

*Computer Instructor (Temporary)  
B.Tech in Software Technology (UoVT)  
suresh.itrc@mgt.sjp.ac.lk*

### 3.1.5 Non-Academic Staff

#### **Mr. D. T. L. T. Kaluthanthri**

*Management Assistant*

#### **Mr. M. N. Rabel**

*Work Assistant (Special Grade)*

### 3.1.6 Contact Details

Coordinator,

Intercom: 8772, 8773

Phone: +94112758772/3

Email: itrc@sjp.ac.lk

Web : <http://itrc.sjp.ac.lk>



## 3.2 Examination Unit

The FMSC has established a separate Examination Unit to carry out registration of course units, scheduling and conducting of examinations and issuing results of end semester and final examinations of the undergraduate students. This unit has established a web-based examinations system and each student has a separate account which provides students easy access.

It is compulsory for all undergraduate students of the faculty to activate his/her account after receiving his/her index number from the faculty. If you are a first year student and accessing your account for the first time, you can activate your account using the website [exam/fmcs.sjp.ac.lk](http://exam/fmcs.sjp.ac.lk) and your username and password are your index number and registration number, respectively.

Once you access the account for the first time, change your password. Be careful to remember the new password. Provide your email address in order to obtain a new password in case you forgot your password. For this, select the user account command on the student menu.

Students can use the faculty web-based system for the following tasks:

- Verify the accuracy of the student information
- Apply for an academic department after the common programme (except the students of COM, EMV, IT and PUB) and check the department that you have been assigned into
- Get registered for the course units at the beginning of each semester
- Apply for repeat examinations
- Check the eligibility for the course units to sit at the semester-end examinations
- Check examination results
- Obtain examination related information:
  - Examination time tables
  - Examination rules and regulations
  - Examination related notices
  - Download applications/vouchers
  - Application to submit medical certificates
  - Application for transcripts
  - Payment vouchers

Detailed result sheets/ duplicate result sheets will be issued only on Wednesdays. For queries related to the examination unit, contact the Senior Assistant Registrar of the Faculty. The students are not allowed to directly contact the examination unit.

## 3.3 The Library

### 3.3.1 Introduction

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

### 3.3.2 Facilities

Library collection is housed under 3 main loan categories; Permanent Reference (PR), Scheduled Reference (SR) and Lending Collection. PR books are only for reference. SR books are issued for overnight reference and Lending books are issued for a period of two weeks for students and one month for academic staff. Bibliographic details of all the books in the library can be browsed using the Online Public Access Catalogue (OPAC) and it is available via <http://opac.lib.sjp.ac.lk>. Apart from books there is a Periodical Division which contains serial publications in print. Availability of print journal issues can be checked using Visible Index at Periodicals Division or through computer catalogue. Library subscribes a few electronic databases in addition to the databases get through UGC, covering many of the subject disciplines. All these databases and other free resources are listed under e-resources in the library website ([www.lib.sjp.ac.lk](http://www.lib.sjp.ac.lk)). These e-books and e-databases can be accessed even remotely.

Apart from this, many e books were added to the collection under the AHEAD Project related to the field of management. Federated search facilities are also available through the library website. Interactive study area in the library supports users to access to electronic databases, e-journals and internet. The attractive 'English Learning Zone'



comprises with Simple English Story books and leveled books. Laptop lending facility is available for users to borrow laptops to use inside the library. User education and Research Support units provide facilities such as guiding users on accessing library resources efficiently, citation styles and information literacy sessions.

“Sri Lanka Collection” 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 only for reference purpose.

Preservation and Conservation Unit is for preserving and the conservation of library materials including palm-leaf manuscripts. 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 and emailing it to ‘illusjp@sjp.ac.lk’. This Document Delivery Service is extended even getting down articles from the British Library.

### 3.3.3 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.

### 3.4

#### FMSC Students Mentoring Programme and Students Support Centre

FMSC wishes to have pleasant and energetic academic environment for 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 issues that seem to hinder their studies such as psychological, personal or economical in nature. If a student wishes to seek help regarding such matters, there is a team consisting of both academic staff members and professional counselors attached to the center. Students can contact the center through:

#### Dr. Dushan Jayawickrama

Coordinator- Students Mentoring Programme and Students Support Centre  
Faculty of Management Studies and Commerce  
dushan@sjp.ac.lk /0714011489

#### FMSC Students Support Centre

Room No. A10, 3rd Floor, Sri Soratha Mandiraya. TP 011-2758801, EXT 8303

Following Professional Counsellors are available to help students any time:

#### Ms. B. P. U. Lakmali

071 5735470

#### Ms. J. K. Kalyani P. Jayasinghe

071 4402430

Following academic members are coordinating faculty and department level facilities to help students:

#### Department of Accounting

##### Prof. Harendra Kariyawasam

Professor in Accounting - 0777315396

##### Dr. (Mrs.) D.N. Samudrage

Senior Lecturer - 0715331870

##### Dr. Roshan Ajward

Senior Lecturer - 0714837303

#### Department of Business Administration

##### Dr. (Mrs.) Rupika Senadeera

Senior Lecturer - 0750103479

##### Mrs. Ayesha Kotuwage

Senior Lecturer - 0766782507

##### Ms. Kalani Maduwanthi

Temporary Assistant Lecturer - 0715977484

##### Ms. Hiranya Bandara

Temporary Assistant Lecturer - 0778631195

#### Department of Business Economics

##### Ms. Tilini Saparamadu

Senior Lecturer - 0718506082

#### Department of Commerce

##### Dr. (Mrs.) E.A.G. Sumanasiri

Senior Lecturer - 0713499908

##### Dr. (Miss) K.M.V. Sachithra

Senior Lecturer - 0776018957

##### Miss. D.M.S. Dissanayaka

Lecturer (Probationary) - 0763266969

##### Miss. D.N. Pandithasekara

Lecturer (Probationary) - 0763266969



**Department of Decision Sciences****Mrs. Deleepa Wedage**

Senior Lecturer - 0714497670

**Department of Entrepreneurship****Mr. M. H. D. N. Perera**

Temporary Assistant Lecturer - 0779175075

**Ms. H.N.R. Gunawardene**

Temporary Assistant Lecturer - 0779036181

**Department of Estate Management & Valuation****Snr. Prof. R. G. Ariyawansa**

0718190712

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

0718178138

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

Senior Lecturer

**Department of Finance****Prof. (Ms) Champa Rajapaksha**

0710656751

**Ms. I.G.S.M. Illubethanne**

Senior Lecturer - 0718463176

**Ms. U.G. Kaushalya**

Lecturer (Probationary) - 0777671827

**Ms. T.M.S. Peries**

Lecturer (Probationary) - 0779892107

**Department of Human Resource Management****Dr (Mrs) M.G.G. Tharanganie**Coordinator - Common Program  
Senior Lecturer, Department of Human Resource Management - 0710417109**Dr. (Ms.) U.K. Thalgaspitiya**

Senior Lecturer - 0714467388

**Dr. N. W. K. D. K. Dayarathna**

Senior Lecturer - 0776707607

**Ms. M.L.U.K. Piyasena**

Lecturer - 0713504546

**Department of Information Technology****Dr. K. M. S. D. Kulathunga**

Senior Lecturer

**Dr. (Mrs.) S. M. Samarasinghe**

Senior Lecturer - 0718018548

**Miss. G.D.T.D. Chandrasiri**

Lecturer (Probationary) - 0712636590

**Department of Marketing Management****Prof. (Mrs.) D.S.R. Samarasinghe**

0770880360

**Dr. (Mrs.) B.S. Galdolage**

Senior Lecturer - 0718216616

**Miss. V. G. Pavani Lakshika**

Department of Marketing - 0711517090

**Department of Public Administration****Dr. (Ms) L. A. Pavithra Madhuwanthi**

Senior Lecturer - 0718607710

**Dr. (Mrs) R.P.C.K. Jayasinghe**

Senior Lecturer - 0771071920

**Ms. A. Muthulingam**

Senior Lecturer - 0767232000

**Mr. H. Harshana Madhubasha**

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**Business Communication Unit****Dr. F. M. Irshad**

Senior Lecturer - 0718025781

**Dr. (Mrs) Lishanthi Wijewardene**

Senior Lecturer - 0717441188

**Legal Studies Unit****Mr. Nath Gunawardana**

Student Support Center - 0772131822

**3.5****Career Guidance Unit**

The Career Guidance Unit (CGU) of the University of Sri Jayewardenepura was established in 1998 to be a service center of quality and excellence, while also being a role-model for the Sri Lanka University System, supporting the university in its objective of helping produce capable, employable and satisfied graduates and potential leaders empowered to contribute positively to their own well being, to the economy within the context of an ever-changing macro environment.

The main objectives of the Career Guidance Unit are,

- To provide a service in Career Education, Career Guidance & Career Management.
- To support the students for employability skills development.



- To help the graduating students in their job search & career projects as well as prospective employers through recruitment related services.
- To be a partner for undergraduate for preparing their life and work.
- To enhance entrepreneurship & innovation among undergraduates

To achieve the above objective, CGU conducts the workshops, seminars, training on skills development in collaboration with the private sector. Apart from that, it provides job training opportunities such as internships and management trainings conducting the annual career fair with private sector organizations. All the students are encouraged to visit CGU for the consultant services on career guidance and counseling.

The Gavel Club and the Career Skills Development Club are functioning under the Career Guidance Unit to provide more opportunities for the students to enhance their employability skills.

### **Gavel Club**

The educational meetings held in the Gavel Club encourage members to improve their speaking skills through each session of the meeting. The meetings also enable students to inspire, persuade and entertain others and in return to be inspired, persuaded and entertained by the other members throughout the sessions. The educational meetings are held every Tuesday and Thursday, from 04.30 pm - 06.30 pm. The Gavel Club also organizes several notable events.

### **Vorbitor - Intra University Best Speaker Competition**

“Vorbitor” is an Intra-University Best Speaker Competition organized by the Gavel Club of University of Sri Jayewardenepura. It provides a platform for undergraduates to showcase their talents. Being one of the main events conducted by the Club, it provides a platform for students within the University to showcase their talents irrespective of the year of study or the faculty. The Club highly motivates and encourages undergraduates to partake in this event which provides an invaluable opportunity to improve their public speaking and communication skills.

### **Speech Master - Inter-University Best Speaker Competition**

Also organized by the Gavel Club is the Speech Master Inter University Best Speaker

Competition, which is considered the biggest university-level best speaker competition across the whole island. Speech Master, from its inception, has been emulating to great heights, discovering the new dimensions of public speaking abilities. The event builds a platform for youth to showcase their talents and focuses on developing public speaking and leadership skills required to raise their voices to become future leaders.

### **Smart Speakers**

Smart Speakers is a workshop series on public speaking organized to enhance the public speaking skills of the University Undergraduates.

### **Tharanaya**

CSR project of the Gavel Club, consists of a one-day program for an under-privileged school within the Colombo suburbs, which includes sessions of team building, motivation and soft skills development and an on-going project in which, students from the Department of English visit the school every Saturday to help improve students' English knowledge.

### **Career Skills Development Society (CSDS)**

CSDS is one of the main students' societies belonging to CGU. This society is formed to give a practical training for its members to enhance the soft skills such as team working, organizing, communication, negotiation, problem solving and decision making to be an employable and capable graduate in the future. The CSDS in collaboration with CGU, annually organizes diverse activities to enhance the employability skills of undergraduates.

### **Touch the Peak - J'pura Annual Job Fair and Workshop Series**

“Touch the Peak” is a programme that is specifically designed to provide an opportunity for undergraduates to engage with state and private sector organizations. This programme intends to develop employability skills, personality and qualities of graduates while introducing them to the world of work. The programme consists of an Annual Job Fair and a series of workshops on Leadership & Communication Skills, CV Writing, Employer Expectation & Interview Facing, Personal Grooming & Etiquette, HR Forum & CV Clinic and Mock interviews. All the recently passed out graduates are registered for this workshop.



## **JESA - J'pura Employability Skills Awards**

Introduced in 2015, J'pura Employability Skills Awards (JESA) focuses on recognizing the accomplishments of skillful undergraduates who have occupied the university space to reach beyond the expected; thus, capitalizing on their youthful years as an undergraduate. It thereby evaluates contestants under five avenues: Leadership, Creativity, Communication, Team Work and Innovation and a student from each of the six Faculties will be recognized as the "BESA - Best Employability Skills Achiever", together with 3 Silver Medalists.

## **Donate Happiness - Cancer Hospital Project**

"Donate Happiness" project is conducted help the children residing in Cancer Hospital, Maharagama. This program is organized annually at this hospital, providing every child a valuable gift. This programme also intends to develop social responsibility skills among the members of CSDS.

## **Arunella - Career Guidance Program for School Children**

The "Arunella" program is conducted to introduce career guidance to the schools and to guide Advanced Level students to plan their future. This program was inaugurated in 2014 and was successful in making students aware about the career planning after the A/L examination and being qualified graduates in the future

## **Shadow of Success**

Shadow of Success is a workshops series that feature noteworthy personalities of the country - who have thrived as professionals in their respective fields, gaining much respect and admiration. This program aims to provide a sense of direction to our students guiding them in making advantageous career choices with more conviction.

## **CSDS FLAIR - Creative and Performing Arts Circle**

"Flair", the talent forum, is a club which was formed with the objective of acquiring and showcasing skills and fine tuning diverse talents of undergraduates. With a series of workshops to improve these capabilities and skills, the end of the year is marked with a competition carrying the motive of appreciating and encouraging the members to pursue their talents. Students

who are interested in improving or discovering their skills can join the club and gain its benefits, while engaging in the activities conducted by the CGU.

## **CGU Staff**

**Director: Prof. Sudath Manjula Amarasena**  
*PhD (MSU, Malaysia). MBA (Int. Bus. Mgt.) (AIT, Thailand & ESCP-EAP Oxford U.K), Dip. in Bus. Admin.(Colombo), B.Sc. (Pub. Admin.Special) (SJP)*  
0777216953

**Career Advisor: Mr. Sameera Jayawardene**  
*Senior Treasurer & Club Advisor - Gavel Club Job & Career Transition Coach (JCTC) Job & Career Development Coach (JCDC - Singapore) Member of Career Development Network - USA*  
0714478761

**Career Advisor: Mrs. Chathuranagani Thennakoon**  
*Senior Treasurer & Club Advisor - CSDS (Career Skills Development Society) Member of Sri Lanka National Institute of Professional Counsellors*  
0715243744

## **Contact:**

**Career Guidance Unit**  
TP (011) 2801088  
Email: [careers@sjp.ac.lk](mailto:careers@sjp.ac.lk)  
Web: <http://career.sjp.ac.lk/>

## **Faculty of Management Studies and Commerce Alumni Association**

The FMSC has produced a vast number of graduates who are contributing to the national and global development as leading personnel in the local as well as the global economies. The FMSC has always cherished its own output with a sense of pride that it wishes to strengthen the network for better cohesion. The Faculty of Management Studies and Commerce Alumni Association (FMSCAA) is formed in the sole objective of enriching the fellowship among Graduate and Undergraduate Community to initiate and hold responsibility to en route the development of FMSC in achieving highest educational, professional and ethical standards by acting as an independent entity. FMSCAA has created a platform for students who have obtained graduate or postgraduate degree offered by the faculty, staff members and Diploma/Certificate holders to build up a network which is mutually beneficial. (<http://fmscalumni.sjp.ac.lk>)





# 4

## SELECTION AND EXAMINATION POLICIES



## Section 4

### Selection and Examination Policies

#### 4.1 Student Admission Policy

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

- (a) Business Studies; Economics and Accounting  
or
- (b) At least two subjects from the subjects given in (a) above; and the third subject from the following;
  - Agricultural Science
  - Business Statistics
  - Combined Mathematics
  - Elements of Political Science
  - English
  - French
  - Geography
  - German
  - History
  - Information & Communication Technology
  - Logic & Scientific Method
  - Physics

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

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

#### 4.1.1 Selection for Degree Programmes

The FMSC offers twelve degree programmes. The selection to four of them is made at university entrance and the selection to the other eight programmes is made during the second semester of the first year. The selection criteria for these degree programmes is summarised and presented in Table 4.1.1.

**Table 4.1.1: Criteria for Selection for Degree Programmes of FMSC**

No:	Degree Programme	Selection Criteria
1	B.Sc. in 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. Management (Public) (Special)	
5	B.Sc. Accounting (Special)	Students are firstly selected to the FMSC under the heading of 'Management' and thereafter, in the year one, second semester of the common programme, the students are selected to these programmes based on criteria given in page 184.
6	B.Sc. Business Administration (Special)	
7	B.Sc. 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)	



## 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 that determines the quota for each specialization area.

Further, in selecting students to the B.Sc. Entrepreneurship Degree programme, an interview is held. Interview would focus on willingness to be an entrepreneur or entrepreneurial manager, creativity of the applicant, willingness to work hard, achievement orientation and intrinsic motivation. Only those who could show these characteristics will be selected to follow this degree programme.

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

**Table 4.1.2: Maximum Number of Students Allocated for each Degree Programme**

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. in 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. Management (Public) (Special)	90



## 4.2 Examination Policies, Regulations and by-Laws

### 4.2.1 Introduction

These examination regulations provide the criteria and other conditions relating to examinations leading to the all degree programmes conducted by the FMSC. Any interpretations of these regulations shall be submitted to the Senate and the decision of the Senate shall be final. These regulations shall be effective for the new entrants of the academic year 2014/2015 and thereafter. Any exceptions to the above shall be approved by the Faculty Board and the Senate.

### 4.2.2 Structure of the Degree Programme

The academic programmes of the FMSC shall be full time degrees organized on a

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

### 4.2.3 Credit Hours

#### Relationship between Class Hours and Credit Hours

The unit of measure for academic credit purposes is the semester hour. One semester hour is normally equivalent to one hour of classroom work per week per semester. A course that meets for four hours a week is worth four semester hours. On that basis, the number of credit hours given for a particular course is indicated in Table 4.2.1.

**Table 4.2.1: Relationship between Class Hours and Credit Hours**

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

### 4.2.4 Grading Scale

Student performance is graded on a

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

**Table 4.2.2: Grading Scale**

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



## 4.2.5

### **End-Semester Examinations and Continuous Evaluation**

#### 4.2.5.1

Unless otherwise approved by the Faculty Board and the Senate, each course requires a final examination at the end of each semester. End-semester examination will be held during the final examination period. The duration of the examination can vary depending on the requirements for each course. Normally, they are of three-hour duration.

#### 4.2.5.2

In addition, each course conducted by the FMSC shall carry a continuous evaluation component. The method of continuous evaluation may include term and research papers, case studies, presentations, practical reports, critical incidents, skill builders, class participation etc.

When a student has not completed continuous assessments during the year with valid reasons given in 4.2.9, he/she may be allowed to participate in the continuous assessments held in the succeeding year. If it is not possible a special continuous assessment may be held for those students.

#### 4.2.5.3

The overall grade for a course is based on the performance of all graded assessments for that course.

## 4.2.6

### **Eligibility Requirements to Sit for an End-Semester Examination**

#### 4.2.6.1

No student shall be permitted to sit for an examination unless the Head /Heads of the relevant Department / Departments has /have certified that he/she has completed the courses of study for the examination.

#### 4.2.6.2

Students shall be admitted to the final examination only if they have complied with the attendance requirements and other regulations specified by the respective lecturer, Department, the Faculty and the University.

#### 4.2.6.3

Failure to fulfil the attendance requirements disqualifies a candidate from sitting for that examination, but it is treated as an attempt. Such candidate/s shall repeat the course and shall be required to pay the examination fees as stipulated by the regulations.

#### 4.2.6.4

Unless the Senate decides otherwise, a candidate shall present himself/herself for each examination on the first occasion on which the examination is held after the completion of the course of studies for the examination.



#### 4.2.6.5

Students who fail to sit for an examination without authorization or without good cause shall be given a symbol of 'AB' (Absent) for that examination. This symbol is equivalent to a failing grade (E).

### 4.2.7 Guidelines for the Calculation of Final Marks for the Courses

#### 4.2.7.1

The end-semester examination carries a weight not less than 60% and not more than 75% of the final marks assigned to a course. Any exceptions to the above shall be approved by the Faculty Board and the Senate.

#### 4.2.7.2

The continuous evaluation component carries a weight of not more than 40% and not less than 25% of the final mark assigned to a course. This may comprise marks from one or more of the continuous evaluation modes such as mid-semester examinations/tests/quizzes, term and research papers, case studies, presentation, practical reports, skill builders, and class participations.

When a candidate has not completed all the continuous assessments required for a course, the final marks shall be calculated based on the total marks allocated for the continuous assessments. For example, in a situation where 10 marks have been allocated for each of the 4 continuous assessments scheduled and the candidate has completed only 2 continuous assessments and earned 12 marks his final marks for the continuous assessments for that course shall be 12/40.

#### 4.2.7.3

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

A student who gets absent for the mid semester exam /test/quizzes (one day exam) with valid reasons given in Section 4.2.9 will be given the opportunity to do the exam /test/quizzes or the continuous assessment in the succeeding academic year. If the absence is without a valid reason the student will be given a "00" (Zero) mark.

#### 4.2.7.4

Students those who have re-sit for a course (Failed or Absent without valid reasons) are not allowed to re-sit for the mid semester examination/test/quizzes. The final mark calculates using final examination mark with 100% weight but the maximum is 40%.

#### 4.2.7.5

Students those who have re-sit for a course (Medical or Absent with valid reasons) final mark calculates considering the carried forward continuous evaluation/ end semester marks. They can sit for the repeat exam with privileges.

#### 4.2.7.6

When the course content is exclusively practical (e.g. Practical training), the evaluation shall be conducted according to guidelines prepared by the department of study and approved by the Faculty Board and the Senate.



#### 4.2.7.7

Research and research methodology course units shall be evaluated according to guidelines prepared by the department of study and approved by the Faculty Board and the Senate.

### 4.2.8

#### **Passing or Failing a Course**

#### 4.2.8.1

A candidate shall be deemed to have passed in a course if he/she obtains an overall average (weighted average marks of continuous evaluation and end-semester examination) of 40% or above for that course.

#### 4.2.8.2

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

**4.2.8.2.1** Absent due to medical reason, which has been approved by the Senate, will be given the symbol of "MC" (Medical). Refer Section 4.2.9.2.

**4.2.8.2.2** Absent due to valid reasons, which have been approved by the Senate, will be given the symbol of "DFR" (Deferred). Refer Section 4.2.9.3.

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

### 4.2.9

#### **Valid Reasons for Absence from an Examination**

#### 4.2.9.1

Excuse will be granted only if the absence is due to a grave cause such as the student's serious ill health, or death of some member of the immediate family or any other cause which is accepted by the Faculty Board and approved by the Senate. If excuse is granted to a student, he/she can sit the examination on the next immediate occasion with privileges i.e. without any restriction of marks.

#### 4.2.9.2

A candidate who is absent at examinations due to medical reasons shall submit a medical certificate obtained from a Government Registered Medical Officer. The University Medical Officer shall endorse this medical certificate. This must be submitted to the Senior Assistant Registrar of the Faculty within two weeks after holding the examination for the particular paper to be presented to the Faculty Board and the Senate for approval. In that event, the student will receive a symbol of 'MC' for that course.

#### 4.2.9.3

Absence of a candidate from an examination on account of bereavement in the family (death of parent brother or sister, and if married, spouse or child) will be excused if approval is obtained from the Faculty Board and the Senate by submission of the death certificate and appropriate proof of relationship. In that event, the student will receive a symbol of 'DFR' for that course.



#### **4.2.10 Withdrawal for Medical Reasons**

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

#### **4.2.11 Repeating a Course**

##### **4.2.11.1**

A student who obtains a grade of 'D' or 'E' shall repeat that course by registering in that course in a subsequent semester.

##### **4.2.11.2**

A student who obtains a grade of 'C-' or 'D+' may repeat that course by registering in that course in a subsequent semester.

##### **4.2.11.3**

A candidate who repeats course/s of an examination shall not be eligible to obtain more than 40% (minimum mark given for a 'C' grade) for each of the course/s, which he/she has repeated irrespective of the actual marks obtained. The maximum grade given for a repeated course is C.

##### **4.2.11.4**

If the student obtains a lower grade at a repeat attempt than a grade received in earlier attempts, the better grade shall be retained.

#### **4.2.12 Repeating Continuous Evaluation of a Course**

A candidate, who is absent with an acceptable reason in Section 4.2.9 at a mid-semester examination/test/quizzes must be given another opportunity to undertake the said evaluation in the succeeding semester without any restriction of marks.

#### **4.2.13 Repeating End-Semester Examination of a Course**

##### **4.2.13.1**

No repeat examination will be conducted by the FMSC for end semester examination. If a student fails an examination or was unable to sit for the examination due to ill health or any other valid reason in Section 4.2.9 he/she has the opportunity to sit for such examination when it is conducted during the next academic year.

##### **4.2.13.2**

A candidate who is absent from end-semester examination with a valid reason given in Section 4.2.9 above and which has been furnished by the candidate and accepted by the Faculty Board and the Senate, has to be treated as if he/she has not used the initial opportunity. Such candidate has to sit for the end-semester examination of that course by registering in that course during the next academic year with privileges. Such candidate has to sit that course in the subsequent academic year unless a written approval is obtained for an extended time period on the basis of the valid reason.



#### 4.2.14 Absentees at End-Semester Examinations

A candidate who has been absent from a whole end-semester examination shall be treated as he/she has used an occasion, unless a valid reason has been furnished by the candidate and accepted by the Faculty Board and the Senate. A candidate with an accepted valid reason, eligible to take the whole end-semester examination on the next immediate occasion and get grading for courses without any restriction. If a candidate avoids taking the whole end-semester examination on the next immediate occasion without furnishing a valid reason, it shall be treated as a used attempt.

#### 4.2.15 Guidelines for the Calculation of Grade Point Average

The Grade Point Average (GPA) is a numerical representation of a student's

overall academic achievement. The GPA is the quotient obtained by dividing the total number of grade points earned by the total number of credit hours in which a student receives a 'letter' grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

**The formula for GPA calculation is given below**

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

$$GPA = \frac{\sum_{i=1}^N (\text{Credit Hours})_i \times (\text{Grade Point})_i}{\sum_{i=1}^N (\text{Credit Hours})_i}$$

where, i = course number, and N = the total number of courses considered

The maximum possible GPA is 4.00 while the minimum is 0. Table 4.2.3 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the degree programme.

**Table 4.2.3: Illustration of GPA Calculation**

Course Code	Grade Earned	Credit Hours	Grade Points	Number of Grade Point Values Earned = Credit Hours X Grade Point
BCC 1322	A+	3	4.00	12.00
ACC 1320	A -	3	3.70	11.10
BUS 1320	B +	3	3.30	9.90
DSC 1320	C	3	2.00	6.00
ITC 1320	D	3	1.00	3.00
<b>Total</b>		<b>15</b>		<b>42.00</b>

$$GPA = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}} = \frac{42.00}{15} = 2.80^*$$

\* Decimals beyond two places are truncated, not rounded, in computing the GPA.


#### 4.2.16 Release of Examination Results

Results of the semester examinations will be published on the FMSC web site. The GPA will be reported to the candidates at the end of each year with the grade earned by the

candidate for each course as indicated in the grading scale given in Table 4.2.2. The results sheet will be issued to each candidate after the release of results of Semester II of each year. A specimen of the results sheet is shown in Table 4.2.4.



**Table 4.2.4: Examination Results Sheet**

 <p><b>University of Sri Jayewardenepura</b>  <b>Faculty of Management Studies and Commerce</b>  <b>&lt;Degree Programme&gt;</b>  <b>Examination Result Sheet - &lt; Year I/ II/ III/ IV&gt;</b></p>					
Full Name					
Registration Number					
Index Number					
<b>Semester I (Month/Year)</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Grade Obtained</b>		
BUS 1340	Principles of Management	3			
DSC 1340	Business Mathematics	3			
ITC 1340	Introduction to Information Technology	3			
PUB 1240	Socio - Political Environment	2			
COM 1240	Legal Environment	2			
BCC 1340	Business Communication I	3			
EMV 1340	Course Title	3			
EMV 1341	Course Title	3			
<b>Semester II (Month/Year)</b>					
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Grade Obtained</b>		
HRM 1340	Human Resource Management	3			
DSC 1341	Business Statistics	3			
BEC 1340	Microeconomics	3			
ACC 1340	Financial Accounting	3			
BCC 1341	Business Communication II	3			
EMV 1342	Course Title	3			
EMV 1343	Course Title	3			
EMV 1344	Course Title	3			
EMV 1345	Course Title	3			
<b>Grade Point Average :</b>		<b>&lt;PASS/ FAIL/ HOLD/ MCHOLD/ DFR&gt;</b>			
The above results are subject to confirmation by the Senate					
Date :                      Authorized Officer: Deputy/Senior/Assistant Registrar, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka					
<b>Grading System</b>					
<b>Range of Marks</b>	<b>Grade</b>	<b>Grade Points</b>	<b>Range of Marks</b>	<b>Grade</b>	<b>Grade Points</b>
85 - 100	A+	4.00	45 - 49	C+	2.30
70 - 84	A	4.00	40 - 44	C	2.00
65 - 69	A-	3.70	35 - 39	C-	1.70
60 - 64	B+	3.30	30 - 34	D+	1.30
55 - 59	B	3.00	25 - 29	D	1.00
50 - 54	B-	2.70	0 - 24	E	0.00
<i>Note: MC - Medical, AB - Absent, INC - Incomplete, P - Pass, F - Fail</i>					



#### 4.2.17 **Passing a year of a Degree Programme**

A candidate shall be deemed to have passed any year of the degree programme, if he/she has earned a minimum GPA of not less than 2.00 for the year and has no fail grades (D or E).

#### 4.2.18 **Passing Referred subjects in Semester Examinations**

A candidate who has failed to fulfil the requirements given in Section 4.2.17 above shall sit for failed course/s (all 'D' and 'E' grades) and pass those courses under the relevant restrictions given in Section 4.2.11 above. If a candidate has earned a GPA less than 2.00 s/he shall sit for the courses with C- and D+ and earn a minimum GPA of not less than 2.00, under the relevant restrictions given in Section 4.2.11 above.

#### 4.2.19 **Completion of Degree: Requirements for Graduation**

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

- Completed the minimum number of semester hours prescribed for the relevant degree programme, and
- Earned a minimum GPA of not less than 2.00 for each year, and
- A minimum overall GPA of 2.00 for the entire degree programme, and
- No fail grades (D or E), and
- Fulfilled all the requirements given above, within a maximum of 7 academic years from the academic year of original enrolment in the University other than approved valid reason.

However, when a student reaches his/her last attempt of the degree programme 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.

- i. 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.
- ii. 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.

#### 4.2.20 **Award of Classes**

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

##### 4.2.20.1 **First Class Standing**

- The student shall have earned an overall GPA of 3.70 or above in the entire degree programme.



- The student shall have earned grades of A or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned grades below C.
- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

#### 4.2.20.2 **Second Class (Upper Division) Standing**

- The student shall have earned an overall GPA of 3.30 or above in the entire degree programme.
- The student shall have earned grades of A- or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.
- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

#### 4.2.20.3 **Second Class (Lower Division) Standing**

- The student shall have earned an overall GPA of 3.00 or above in the entire degree programme.
- The student shall have earned grades of B+ or better in the course units covering at least half of the total credit hours in the degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.

- The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

#### 4.2.21 **Web-based Examination System**

It is compulsory for all students of the Faculty to register on the web-based examination system. When the first year students have received their index numbers from the Examinations Unit, they should access the system via the internet and activate their account using their index number and registration number.

#### 4.2.22 **Effective Date of the Degree**

The effective date of the degree shall be the next date after the last date of the stipulated examination period on which the Year IV Semester II Examination concludes. To be eligible for this effective date, a candidate shall submit the completed research report, if required by the respective degree, before the date specified by the relevant department.

### 4.3 **The Plagiarism Policy of the FMSC**

The FMSC considers plagiarism as a serious academic offence and the plagiarism policy of the FMSC could be accessed via <http://mgt.sjp.ac.lk/student/plagiarism-policy>





5

## RESEARCH CULTURE



## Section 5

### Research Culture

#### 5.1 Overview

The 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 inculcating 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 note 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), research symposiums and the research journals published by the departments of study.

#### 5.2 The Research Center for Management Studies and Commerce (RC-MSC)

The Research Center for Management Studies and Commerce (RC-MSC) is established recently in the faculty dedicated to management related research work. The Research Center promotes and addresses academic as well as national issues in the field; establishes strong links between the FMSC and the industry in terms of research; and in general contributes actively to the economic development of the country. Consequently, the center provides opportunity for industry research in a variety of research projects in the field. It also offers a unique opportunity for post-graduate research candidates, faculty from visiting institutions, or post-doctoral students to further their studies and engage in collaborative research efforts with the

faculty on their request. In addition, visiting scholars are expected from local as well as from foreign countries.

#### Main Objectives of the center

- a. The purpose of research center is to promote and facilitate the development of new research initiatives including sub-research centers and to enhance broad-based and collaborative research efforts through single or multi-disciplinary fields.
- b. Establishing strong links between the FMSC and the industry in terms of research, undertaking consultancies from the government and private sector organizations including the SME sector.

#### Ancillary Objectives

- c. Self-generating funds through direct grants and through related programs, workshops, etc. and benefits for researchers, FMSC and the University.
- d. Contribute actively to the economic development of the country.

#### The Board of RC-MSC

Faculty Research Committee (FRC) will be the Board of RC-MSC. The FRC appoints two external members to the board. The board should mandatorily consist of a senior professor and the Dean of the FMSC.

Dr. K.P.L. Chandralal is now working as the Director for Faculty Research Center (FRC) for a period of two years, while Dr. K.M.V. Sachithra was appointed as the Secretary to the FRC by the FMSC.

The Faculty Research Center has unit heads of the following research clusters:

- Accounting and Managerial Finance  
- Dr. A G Dayananda
- Business Strategy, Competition, Ethics and Social & Environmental Responsibilities -  
Dr. K A S K Kariyapperuma/  
Dr. M D Pushpakumari



- Economics, Trade and Commerce - Dr. P P Lalanie
- Entrepreneurship and Business Creation - Dr. R N Weerasinghe
- Finance, Financial Markets and Institutions - Prof. A G C Gunathilaka
- Human Resource Management and Organizational Behavior - Dr. N W K D K Dayaratna
- Indigenous Knowledge and Sustainable Development - Prof. U Anura Kumara
- Information Technology and Information Systems - Dr. K S L Gunawardane
- Innovation, Operations & Quality and Information Management - Dr. N W K Galahitiyawa
- Marketing - Dr. J W D Chaminda
- Public Policy and Governance - Dr. M. H. A Sisira Kumara
- Real Estate and Property Development - Dr. (Mrs) N C Wickramarachchi

For more information, please contact [rcmsc@sjp.ac.lk](mailto:rcmsc@sjp.ac.lk).

### **Dr. K.P.L Chandralal**

Director

The RC-MSc

Faculty of Management Studies and Commerce  
University of Sri Jayewardenepura

Nugegoda, Sri Lanka.

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## **5.3 Other Research Centers, Clusters and Initiatives**

### **Department of Marketing Management**

The department is actively engaged in research activities in different scales. Conducting a research dissertation, mostly an applied research, is a compulsory requirement of the degree programme that needs to be fulfilled by the undergraduates at the final year. On top of that, the research projects are required to be carried out by the

students in the fee-levying courses offered by the department for instance Postgraduate Diploma in Marketing Management programme. In turn, burning issues in the corporate sector are being addressed up to a certain level through the above noted research activities of the department mainly contributed by the students at both undergraduate and postgraduate levels.

In addition, the department undertakes several research projects of the corporate sector representing a range of industries such as banking, advertising and Fast Moving Consumer Goods (FMCG), either with or without MOUs. Research projects carrying out by the staff of the department under research grants obtained through different sources also disclose the active contribution of the department representing the FMSC.

### **Department of Business Administration - Research Clusters**

The Department equips with three research clusters. The clusters provide a scholarly platform for local and global researchers as well as the members of the Department to share their ideas and work.

#### *The Cluster for Organisation & Society (COS)*



The Cluster for Organisation & Society (COS) creates a scholarly forum for the members of the Department of Business Administration, whose research interests focus on Organisation and Society - their issues, developments, and dynamics in the neoliberal era. The Cluster aims to address and examine the issues, developments, and dynamics vis-à-vis the dialectical relationship between (multiple forms of) Organisation and Society in the Global South. The



Cluster welcomes different and alternative methodological and epistemological approaches to social research. It promotes critical scholarship in Management and Organisation Studies.

**Members:**

Yasanthi Alahakoon  
 Pivindi Alwis  
 Dr. Hemamalie Gunatilake  
 Risini Ilangasinha  
 Bhagya Jayasekera  
 Dr. Dhammika Jayawardena  
*(Cluster Chair)*  
 Dr. Kalyani Kariyapperuma  
 Vasana Kaushalya  
 Pathum Kodikara  
 Ayesha Kotuwage  
 Dr. Pushpa Maldeniyage  
 Nayomi Peiris  
 Dr. U.B. Ramanayake  
*(Visiting Academic)*  
 Gayani Samarakoon  
 Vidya Samarasinghe  
 Dr. Rupika Senadheera  
 Jeevanie Senevirathne  
 Nikeshala Weerasekera

**Contact:** cos@sjp.ac.lk

***The Cluster for Leadership & Strategy (CLaS)***



*The Cluster for Leadership & Strategy (CLaS)* is inspired by research and related activities carried out by the members of the Department of Business Administration on leadership and strategy. In a globally competitive business environment, the role of the manager in the strategy process has become complex and challenging. The Cluster therefore aims to widen its knowledge of the local and global realities of leadership and strategy process in the competitive

business environment. It will facilitate the members of the Department to explore the role played by managers - as the articulators and owners of strategy - in the strategy making and implementation process in the contemporary corporate world.

**Members:**

Hiranya Bandara  
 Nirmal Chathuranga  
 Thushara Dassanayake  
 Denanjalee Gunaratne  
 Dr. Hemamalie Gunatilake  
 Marlon Gunasekera  
 Risini Ilangasinghe  
 Bhagya Jayasekera  
 Dr. Kalyani Kariyapperuma  
 Dr. Seshika Kariyapperuma  
 Ayesha Kotuwage  
 Pradeep Kumara  
 Kalani Madhuwanthi  
 Dr. Pushpa Maldeniyage  
*(Cluster Chair)*  
 Dr. U.B. Ramanayake  
*(Visiting Academic)*  
 Gayani Samarakoon

**Contact:** clas@sjp.ac.lk

***The Cluster for Knowledge Management & Business Innovation (CKMBI)***



The contemporary socioeconomic developments highlight the need for rapid innovation in systems and subsystems in order to interrupt the traditional business processes, practices, and mindsets of people. In this context, our team expects to use 'research as a tool' to create and discover new opportunities for innovation and company growth. We believe that the research output of the Cluster will enable its members to reframe existing organisational challenges in new and exciting ways. We hope to work collaboratively with industry practitioners to develop research that expands their products and services, business models and people engagement strategies. Facilitation of the research-led teaching culture within the Department is one of the prime objectives



of the cluster. We expect to achieve this with the collective effort of academics in related disciplines and industry partners.

**Members:**

Yasanthi Alahakoon  
Pivindi Alwis  
Thushara Dassanayake  
Dr. Seshika Kariyapperuma  
(*Cluster Chair*)  
Pradeep Kumara  
Nayomi Peiris  
Dr. Rupika Senadheera

**Contact:** ckm@sjp.ac.lk

**Center for Entrepreneurship and Business Creation**

This center, which is attached to the Research Center of Faculty of Management Studies and Commerce, University of Sri Jayewardenepura aims at helping entrepreneurs, entrepreneurial institutions and the private, government and non-government organizations to address the concurrent issues through research and consultancy services. The center employs experienced and reputed resource persons in the University as well as industry with rapidly growing research and innovation infrastructure in the university system. Being the pioneering department in this sector in the Sri Lankan university system, the Department of Entrepreneurship of the Faculty of Management Studies and Commerce takes the main responsibility to undertake the research and consultancy work with the proven successful track records. Several institutions both local and foreign are already connected with the Faculty and the Department and have completed several projects in the recent past. The center has understood the importance of research based findings for the development of entrepreneurship which will lead to the sustainable economic development. Accordingly, a knowledge spillover from the university sector to the practitioners in the industrial sector is essential for the development of entrepreneurial culture. Hence, this center will work as a knowledge intermediate between the university system (where the new knowledge is created) and

the industry (where the knowledge is applied). This center is more open and ready to join hands with all the interesting parties for the benefits of all.

**Coordinator:**

**Mr. Rukmal Weerasinghe**

Senior Lecturer

Department of Entrepreneurship

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**Department of Information Technology  
-Research Clusters**

**Cluster 1: IT/IS, Strategy and Organization**

To create wealth, organizations continuously adopt emerging information technologies and thus IT and IT-enabled organizational innovations continue across all organizational functions as well as all industry sectors. Successful technological transformation requires a new set of strategy, leadership and governance. Organizations need continuous adoption of new strategies and both business and IT/IS strategies should also be well aligned to support the overall organizational vision. Therefore, it is not only changing the way we perceive IS and its potentials, but also the way the potentials are realized. The aim of this cluster is to create a forum to share the research ideas in IT/IS, Strategy and organizational areas.

Research areas:

- Strategic Alignment
- Impact of ICT on organizations
- Strategic use of ICT in organizations
- ICT and organizational change
- Strategic implementation of ICT in organizations
- The evolving role of information systems and technology in organizations

**Cluster 2: ICT for Education**

Information and Communication technologies (ICTs) have become a significant factor in all aspects of our life. Education is a very socially oriented activity and quality education has traditionally been associated with strong teachers having high degrees of personal contact with learners.



Currently, ICTs are being used in education to assist learners to learn more effectively by providing teachers with access to a wide range of new pedagogies. These technologies are also being used to enable teachers to do administrative tasks more efficiently. Hence, it empowers teachers and learners, transforming teaching and learning processes from being highly teacher-dominated to student-centered. Further, this transformation will result in increased learning gains for students, creating and allowing for opportunities for learners to develop their creativity, problem-solving abilities, informational reasoning skills, communication skills, and other higher-order thinking skills. The aim of this cluster is to create a forum to share the knowledge and skills regarding the following research areas related to ICT for education.

Research areas:

- Impact of ICT in education
- Research and innovation for ICT in education
- Enhancing ICT Usage in Education
- Challenges / Issues in usage of ICT in Education
- e-Learning
- Personalization of Learning
- Learning Management Systems

#### **Research Center of Governance and Public Policy**

The Research Center of Governance and Public Policy was established in January 2018 with the aim of promoting and enhancing a dynamic and open research culture in the public sector. The Centre undertakes individual and group researches, consultancies, facilitates for publications and obtaining research grants and conducting research training. Snr. Prof. Lalitha Fernando is the Director of the Centre.

#### **Research Center for Business Economics and Development Studies (RCBEDS)**

The Department of Business Economics established the Research Center for Business Economics and Development Studies

(RCBEDS) in 2020 with the aim of facilitating, promoting, and sustaining research culture among the educators, researchers, policy makers, practitioners, and students. Especially, this center expects to disseminate and share knowledge on contemporary issues in economics within the university system and among the local and foreign communities.

#### **Director:**

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

Senior Lecturer, Department of Business Economics

E-mail: rcbeds@sjp.ac.lk

### **5.4 International Conference on Business Management (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 years it has progressed and at present, it is a much sought after event by both members of the academic community as well as industry. ICBM was held for the 17th consecutive time in 2020. 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. Web: icbm.sjp.ac.lk

### **5.5 Faculty Research Session**

In addition to the ICBM, research papers are also presented by the academics of the FMSC at the semi-annual Faculty Research Sessions. This has become an internal forum for FMSC academics 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 academics to present their research work.



## Research Conferences Organized by Departments

### Department of Decision Sciences

Department organizes Operations and Technology Management Research symposium (OTMRS) annually to encourage and promote research among students, staff and the industry. This event was commenced in 2016 and it was seen as a successful event. Further, staff of the department are engaged in research supervision at both post graduate and undergraduate levels.

### Department of Estate Management and Valuation

1st and 2nd EMV National Symposium was one and only forum in the country opened to share knowledge and experience in the field of Real Estate Management and Valuation. With the experience of two successful symposiums, department had started to organize the 1st real estate conference as an International Forum in 2017 as it is an unfulfilled need within the South Asian Region.

### Department of Public Administration



### *Undergraduate Researches*

Undergraduate research day is organized to promote research culture of the Department while promoting the research interest among the undergraduates.

These research papers are written by the fourth year undergraduates of the Department as a byproduct of the researches undertaken by the students. These research students are supervised by the academic members of the Department, and papers are written under the guidance of the academic members. Full papers are published in the conference proceedings.

### Department of Entrepreneurship

A research day is organized by the Department of Entrepreneurship annually from 2018 onwards to provide a platform for the entrepreneurial researchers, academics and internal and external students of the Department to share their research findings in the field of entrepreneurship. Accordingly, the first Research Day in Entrepreneurship under the theme of “Beyond the Horizon: Conceptualizing the Entrepreneurial Endeavours” was held on 05th July 2018 at the Faculty of Management Studies and Commerce, University of Sri Jayawardenepura. Along with the Research Day, a Research Proceeding Book was also published under the same theme.

### Department of Marketing Management

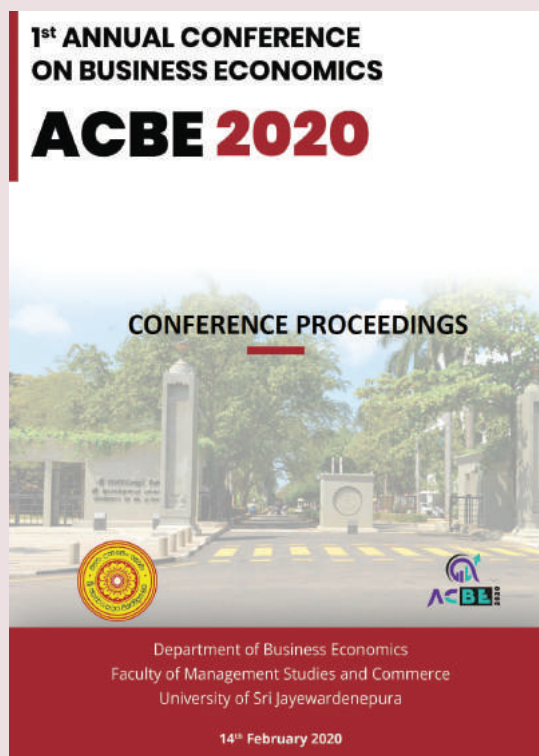
The Department of Marketing Management annually organizes the Research Day to mould graduates to act as Catalyst in the corporate sector and in the society. The purpose of the Research Day is to provide a platform for the final year undergraduates to showcase their capability in conducting a research to their peers, junior students and academics.

In 2018, twenty one research papers, co-authored by the final year students and the respective supervisors, were presented and all the abstracts were published as a proceeding book (ISSN 2659-2142). The presented research papers were selected based on their rigor and they were reviewed by the academics of the Department. The published studies have comprehensively investigated current and critical real-world scenarios based on theoretical frameworks and implications are discussed for the corporate and public sector and the policy makers employing various research



methods. These studies were in diverse specialization areas in marketing, namely, consumer behaviour, marketing communication, services marketing, sustainability marketing, digital marketing, and hospitality.

### Annual Conference on Business Economics (ACBE)



The Annual Conference on Business Economics (ACBE) was inaugurated in 2020 and it provides a scholarly platform for the Business Economics students as well as the members of the Department to share and discuss different viewpoints on contemporary economic issues at both the local and global levels. The aim of the conference is to enrich and inculcate the research culture among the students of the department. The objectives of the conference are;

- to bring together all other Business Economics students (undergraduate and postgraduate) in the university system to share their knowledge,
- to encourage students to address the needs and demands of the country in fostering academic research, and

- to provide an interdisciplinary platform for the policy makers, top managers, researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns in the field of Business Economics.

All manuscripts submitted to the conference are subject to a double-blind peer review process and the full papers selected for the presentation are published in the conference proceedings as abstracts.

## 5.7 Research Journals and Proceedings

### Vidyodaya Journal of Management (VJM)



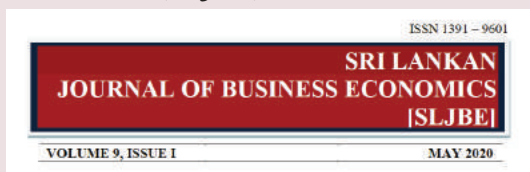
The FMSC has always strived to create a sustainable research culture in management discipline in Sri Lanka, and Vidyodaya Journal of Management (VJM) is one of the attempts that FMSC has taken to uplift the University to become a ranked university in Asia Pacific region. VJM is a double-blind peer reviewed semi-annual journal. VJM disseminates and shares new knowledge among academics, professionals and other pertinent parties by publishing high quality research papers in the areas of business, management and relevant multi-disciplinary studies.

VJM was first published in July 2015 and continuing to be publish semi-annually. Accordingly, the latest publication was Vol 04, Issue 01, which comprises research articles from academics in various local and international universities. The editorial board of VJM consists with academics from renowned universities in the world, and currently, Dr. L.A Pavithra Madhuwanthi and Dr. Vilani Sachithra are working as Co-Editors-in-Chief. The VJM is an open access online journal, and the whole volumes are available on the web link: <http://journals.sjp.ac.lk/index.php/vjm>



## Other research journals published by the academic departments of FMSC

### Sri Lankan Journal of Business Economics (SLJBE)



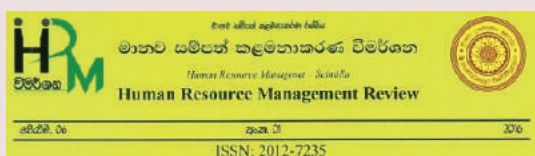
The SLJBE is a peer-reviewed refereed journal published biannually by the Department of Business Economics. It serves as a forum for the dissemination of knowledge and understanding of Business Economics and related disciplines through the study of economic issues and problems related to business enterprises employing both theoretical and empirical enquiry. In achieving this, SLJBE promotes multi-disciplinary research and encourages international scientific cooperation and understanding among its main audiences: educators, researchers, policymakers, practitioners, and graduate students.

### Sri Lankan Journal of Human Resource Management



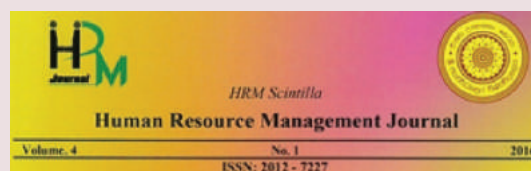
Sri Lankan Journal of Human Resource Management is a refereed journal published annually by the Department of Human Resource Management. It is the journal of the university that is devoted to the promotion of systematic and scientific research studies of the theory and practice of human resource management, particularly in Sri Lanka.

### HRM Review



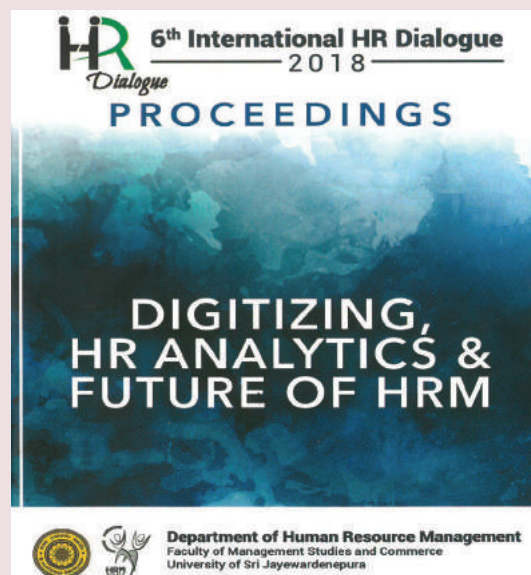
HRM Review is the scholarly journal which is published annually with the contribution of Sinhala articles produced by the final year HRM graduates. The main purpose is to enrich the existing knowledge of HRM in Sinhala language.

### 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 International HR Conference



The Proceedings of International HR 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 Lanka Journal of Real Estate

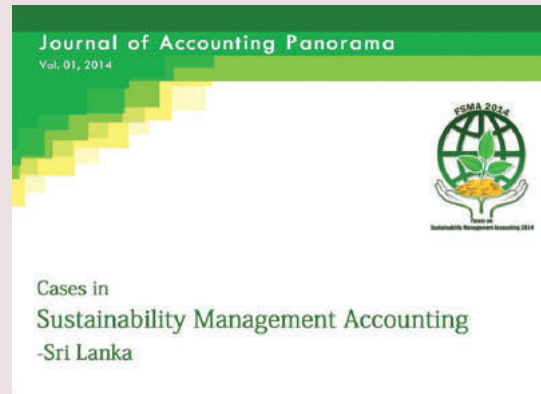


This is a refereed journal published by the Department of Estate Management and Valuation biannually. Papers received on or before 15th of March and 15th of October in every year are considered for the publication

of the year. The Department and the Editorial Board reserve the right to determine the format and the style of the journals. Each prospective article will be blind reviewed. The Department will commit to publish only the original contributions to the field of real estate by respective authors from Sri Lanka and other countries. Details are available at:

<http://journals.sjp.ac.lk/index.php/SLJRE>

### 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 on focusing on 'Sustainability Management Accounting'. The second issue of this Journal focussed on the 'Regulatory and Non-regulatory Accounting Professional Practice in Sri Lanka'. The third issue is currently being compiled.





6

## POSTGRADUATE COURSES



## Section 6

### Postgraduate Courses

This section presents an overview of post-graduate courses conducted by the FMSC. These programmes are conducted by the FMSC under Faculty of Graduate Studies (FGS) of the University.

#### 6.1 PhD Program in Management

Showing the academic orientation, the FMSC commenced the PhD in Management Program with the intention to enhance boundaries of knowledge creation and dissemination. PhD Program in Management aims at finding (systematically and 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 broader objectives of the PhD program 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 and the promotion of a culture conducive to high-quality research and scientific thinking in the public and private sectors in Sri Lanka. The structure of the program is as follows:

<b>Year 1</b>	<b>Semester 1</b> Course on Research Methodology (Compulsory for all the students.)
	<b>Semester 2</b> Develop the detailed research proposal with the assistance of the supervisor/s.
<b>Year 2</b>	<b>Semester 1</b> Proposal defence.
	<b>Semester 2</b> Proceed with their research work.
<b>Year 3</b>	<b>Semester 1</b> Proceed with their research work.
	<b>Semester 2</b> Proceed with their research work.

**Prof. R. L. S. Fernando**  
**Senior Professor & Chair**

Coordinator

PhD Program in Management Studies

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## 6.2

## Master of Business Administration (MBA)/ M.Sc. in Management (MSc)

MBA 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 dose 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 Business Administration (MBA)
- MBA (Accounting)
- MBA (Business Economics)
- MBA (Finance)
- MBA (Human Resource Management)
- MBA (Information Systems)
- MBA (Marketing)
- MBA (Operations Management)

### Contact Details:

#### Prof. Aruna S. Gamage

Coordinator,

MBA and MSc in Management

Telephone: +94 (0) 112 801616

For more details please see:

<http://graduate.sjp.ac.lk/>

## 6.3

## Master of Entrepreneurship (MEntr.)

Master of Entrepreneurship (MEntr.) is designed for students who are interested in becoming an entrepreneur assuming leadership positions in the corporate sector. The course enhances the knowledge, skills and competencies needed for starting and running an entrepreneurial venture in the dynamic business environment or revitalizing large organizations being intrapreneurs/corporate entrepreneurs 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.

### Objectives

- Launch and grow innovative enterprises
- Successfully commercialize new or improved products and services
- Lead and manage organizations for growth and development
- Revitalize the stagnating organizations through innovations
- Develop the know-how in obtaining funding
- Acquire business acumen and skills in leading businesses
- Achieve financial independence

### Professional and Employment Opportunities:

The main aim of this program is, persuading to start own business by transforming creative and innovative business ideas into commercially viable business. Besides, private sector as well as government sector organizations are looking for entrepreneurial talent at strategic positions to drive companies to new vistas. Hence, the improvement of entrepreneurial and managerial skills through the program ensures possibility of matching the graduates with top positions of any organization worldwide.

The course units offered in the MEntr. are given in Tables 6.3.1 and 6.3.2.



**Table 6.3.1 Master of Entrepreneurship (MEntr.) -Curriculum for Level 01(Year 1)**

Term 1	Course	Credits	Contact Hours	Notional Hours
MENTR 10201	Introduction to Entrepreneurship and SMEs	02	30	100
MENTR 10302	Managing for Creativity and Innovation	03	45	150
MENTR 10205	New Venture Creation and Business Plan Development	02	30	100
MENTR 10206	Human Resource Management	02	30	100
<b>Term 2</b>				
MENTR 10207	Project Management	02	30	100
MENTR 10208	Management Information Systems	02	30	100
MENTR 10309	Marketing Management	03	45	150
MENTR 10210	Statistical Analysis for Entrepreneurs	02	30	100
MENTR 10211	Financial Accounting	02	30	100
<b>Term 3</b>				
MENTR 10214	Contemporary Issues in Entrepreneurship in Sri Lanka	02	30	100
MENTR 10315	Financial Management for Entrepreneurs	03	45	150
MENTR 10216	Operations Management	02	30	100
MENTR 10317	Cost and Management Accounting	03	45	150
	<b>Total</b>	<b>30</b>	<b>450</b>	<b>1500</b>

**Table 6.3.2: Master of Entrepreneurship (MEntr.) Curriculum for Level 02 (Year 2)**

Term 1	Course	Credits	Contact Hours	Notional Hours
MENTR 20301	Research Methods	03	45	150
MENTR 20304	Strategic Management	03	45	150
MENTR 20305	Managing Entrepreneurial Growth	03	45	150
MENTR 20306	Organizational Behaviour	03	45	150
MENTR 20309	Strategic Entrepreneurship	03	45	150
<b>Term 2</b>				
MENTR 21508	Research Study *	15	-	1500
	OR			
MENTR 20817	Project Report / Business Project**	08	-	800
<b>And 7 or more credits from following</b>				
MENTR 20207	Auditing for Entrepreneurs	02	30	100
MENTR 20208	Taxation for Entrepreneurs	02	30	100
MENTR 20311	Development Economics and Managing Global Businesses	03	45	150
MENTR 20212	Strategy for Entrepreneurs	02	30	100
MENTR 20213	Ethics and Sustainability	02	30	100
MENTR 20214	Commercial Law	02	30	100
MENTR 20215	Electronic Business	02	30	100
MENTR 20318	Managing Organizational Dynamics	03	45	150
MENTR 20221	Techno- Entrepreneurship	02	30	100
<b>Total</b>		<b>30</b>	<b>225/ 330</b>	<b>2250/1900</b>



\*/\*\* A student is given 6 months period to submit the Research Study (MENTR 21508) and 3 months period to submit the Project Report/ Business Report (MENTR 20817) after completion of other course work.

#### Contact Details:

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Program Coordinator- MEntr.  
Department of Entrepreneurship  
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Office: +94 112758807  
Email: hksri@sjp.ac.lk

**Ms. P.T.D. Liyanage**  
Assistant Coordinator - MEntr.  
Office: 011-2 758 807, 011 2758823  
Mobile : 071 7429115  
E mail : pubudinil@sjp.ac.lk

For further details:  
<http://mgt.sjp.ac.lk/ent/programs/master-of-entrepreneurship/>

## 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 (PG Dip. in REMV) are postgraduate programs offered by the Department of Estate Management and Valuation in collaboration with the Faculty of Graduate Studies of the University of Sri Jayewardenepura. M.Sc. in Real Estate Management and Valuation is a two-year degree programme consists with course-work and the M.Sc. thesis. 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 Programs**

	Subject Code	Subject	No of Credits	Contact Hours	Status
<b>Year 01</b>					
<b>Term I</b>	REMV 5112	Real Estate Economics	2	30	Core
	REMV 5123	Principles of Valuation	3	45	Core
	REMV 5133	Law of property and Obligation	3	45	Core
	REMV 5142	Quantitative Techniques for Decision Making	2	30	Core
<b>Term II</b>	REMV 5212	Research Method	2	30	Core
	REMV 5223	Real Estate Business Fundamentals	3	45	Core
	REMV 5232	Thesis/Project Proposal Seminar/ PG DIP Report/ PGC report	2	30	Core
	REMV 5243	Advanced Valuation	3	45	Core
<b>Term III</b>	REMV 5312	Real Estate Development & Management	2	30	Core
	REMV 5323	Real Estate Information System & GIS (Theory + Practical)	3	60	Core
	REMV 5332	Applied Valuation	2	30	Core
	REMV 5342	Applied Valuation Practical Report (Only For M.Sc. Programme)	3	30	Core
	REMV 5442	*Special Study Report- PGDip – in RE	6	45	Core
	REMV 5457	** Special Project Report –M.Sc. RE- One Year		3 months	Core
	REMV 6121	Research Proposal ( M.Sc.in REV- Two Year)	2		
<b>Year 02</b>					
<b>Term IV*</b>	REMV 6112	Environmental Valuation	2	30	Core
	REMV 6122	Real Estate Investment & Market Analysis	2	30	Core
	REMV 6132	Urban Planning & Policy	2	30	Core
	REMV 6142	Business Valuation	2	30	Elective
	REMV 6152	Land Development & Policy	2	30	Elective



<b>Term V**</b>	REMV 6212	Professional Development & Ethics (Case Study)	2	30	Core
	REMV 6222	Real Estate Project Management	2	30	Elective
	REMV 6232	Plant & Machinery Valuation	2	30	Elective
	REMV 6242	Sustainable Construction & Maintenance	2	30	Elective
	REMV 6252	Special Property Valuation	2	30	Elective
<b>Term VI</b>	REMV 6312	Thesis	17	6 Months	Core
		Total	60	2 years	

\* Term IV - Candidate must obtain 08 credits from 03 (three) core components and 01 (one) elective component

\*\* Term V - Candidate must obtain 04 credits only from 01 (one) core component and 01 (one) elective.

#### Contact Details:

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

Program Coordinator

Office: 0094112802004

Web: <https://mgt.sjp.ac.lk/emv/postgraduate-degree-programmes/>

6.5

### M.Sc. in Applied Finance and Postgraduate Diploma in Applied Finance

M.Sc. Degree and Postgraduate Diploma in Applied Finance are practitioner and career oriented programmes specially designed for graduates, executives and professional in the discipline of finance. Situated in Sri Lankan capital, with access to the country's largest management faculty, the programme sets the foundation for a successful career in finance. These may include opportunities in a wide variety of industries from insurance, banking, financial services, Government departments, corporate and industrial sectors, business, and stock brokering. There are many career possibilities available to applied finance post-graduates, such as corporate finance consultants, investment managers and advisors, bankers, business consultants, financial advisors, analysts and underwriters and wealth managers.

The main objective of these programs is to produce graduates with sound knowledge in applied finance. Upon successful completion, the graduates will be able to:

- 1) Identify, analyze, interpret and critically assess financial problems and demonstrate a comprehensive understanding of the fundamental principles of finance
- 2) Analyze the global trends in finance, risks and challenges of financial management and markets and make optimum investment and finance decisions
- 3) Apply the techniques necessary to analyze and interpret data in financial practice and investments
- 4) Solve problems in corporate finance and financial markets, including those involving derivative assets and the operation of the markets
- 5) Make optimum corporate finance decisions and apply finance strategies in financial markets
- 6) Describe the main results of the applied research in the field of finance

#### 6.5.1 Program of the Study

The program 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 Program. The M.Sc. in Applied Finance Degree Program 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.



## 6.5.2 Programme Structure

**Table 6.5.1: Year I: PGD in Applied Finance (1st Year of M.Sc.)**

Trimester	Course Code	Course	No. of Credits	Contact 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
		-Theory	2	30	
	LAW 5101	- Practical	2	30	Elective
		Business Law			
	MGT 5101	-Theory	2	30	Elective
		-Case Analysis	2	30	
	MGT 5101	Business Forecasting			Elective
		-Theory	2	30	
		-Practical	2	30	
	FIN 5103	Financial Mathematics and Statistics	3	45	Compulsory
III	MGT 5000	Management & Organizational Behaviour	3	45	Compulsory
		One elective			
	FIN 5105	Bank Management	3	45	Elective
	FIN 5106	Ethical and Professional standards	3	45	Elective
	FIN 5107	Corporate Governance	3	45	Elective
	FIN 5104	Research in Finance	3	45	Compulsory
		Plus Term Paper	2		
Total Credits			30	420	

**Table 6.5.2: Year II: M.Sc. in Applied Finance (2nd Year of M.Sc.)**

Trimester	Course Code	Course	No. of Credits	Contact Hours	Status
<b>IV</b>	FIN 8101	Corporate Finance	3	45	Compulsory
	ECO 8101	Econometrics	3	45	Compulsory
	FIN 8103	Investment Management Strategies	3	45	Compulsory
<b>V</b>	FIN 8301	E -Finance and Banking	3	45	Compulsory
	MGT 8002	Strategic Management	3	45	Compulsory
	FIN 8105	Financial Information Analysis	3	45	Compulsory
<b>VI</b>	<b>Option 1 - Coursework</b>				
	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
	<b>Option 2 - Research</b>				
	FIN 8108	Dissertation	15		Compulsory
	FIN 8109	Viva Voce			Compulsory
Total Credits			33	450	



### Contact Details:

#### Prof. Chandana Gunathilaka

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Web: <http://www.sjp.ac.lk/mgt/fin/postgraduate-programmes>

## 6.6

### Master of Professional Accounting (MPAcc) Degree programme

The Master of Professional Accounting (MPAcc) is a one-year postgraduate degree programme launched by the Department of Accounting of FMSC, which is offered through the Faculty of Graduate Studies. This postgraduate Degree Programme attempts to deliver a comprehensive contemporary education in accounting encompassing accounting theory and practice as well as knowledge of ancillary disciplines with a managerial emphasis. Further,

this programme covers knowledge and competency and attitudinal aspects from both theoretical and practical points of view that are of relevance for managerial effectiveness and efficiency in organizations. The key benefits of the MPAcc programme include enhancing career prospects of accounting professionals, serving as an entry level qualification for advanced academic studies in accounting, enhancing the career progression of public sector accounting professionals and providing a chance to get more exemptions towards the prompt completion of international professional accounting programs or/and serving as an entry level qualification for those programmes. The MPAcc programme will provide an opportunity to study contemporary issues in accounting, finance and business management with an underlying emphasis on IT applications. As such, the programme will offer number of core courses and electives of practical significance and a compulsory research project on a topic of current economic/business relevance as indicated in table 6.6.1 given below. This programme was launched in October 2016.

**Table 6.6.1: Programme Structure – Master of Professional Accounting**

Year/ Semester	Course of study	No. of credits	Contact hours	Notional hours
<b>Semester I</b>				
MPACC 1301	Contemporary Issues in Financial Reporting	3	45	150
MPACC 1302	Strategic Management Accounting	3	45	150
MPACC 1303	Research Methods	3	45	150
	Elective 1*	3	45	150
<b>Semester II</b>				
MPACC 1304	Business Strategy	3	45	150
MPACC 1305	Contemporary Issues in Auditing and Assurance	3	45	150
MPACC 1306	Corporate Governance and Ethics	3	45	150
	Elective 2*	3	45	150
MPACC 1607	Project Report **	6		600
	<b>Total</b>	<b>30</b>	<b>360</b>	<b>1,800</b>



\*A student is required to select one elective in each semester from the following courses:

MPACC 1308: Project Management  
 MPACC 1309: Taxation Law and Practice  
 MPACC 1310: Enterprise Resource Planning Systems  
 MPACC 1311: Public Sector Accounting and Finance  
 MPACC 1312: Investment and Portfolio Management  
 MPACC 1313: Enterprise Risk Management  
 MPACC 1314: Business Valuation  
 MPACC 1315: Corporate Sustainability Accounting  
 MPACC 1316: Contemporary Issues in Management Accounting  
 MPACC 1317: Accounting Information System  
 MPACC 1318: Financial Statement Analysis  
 MPACC 1319: Forensic Accounting

\*\* A student is given 2 months period to submit the project report after completing the course work.

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## 6.7

### Postgraduate Diploma in Marketing Management (PGDMM)

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 two 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.

The structure of the programme is as follows:

**Table 6.7.1: Structure of the PGDMM programme**

Semester I
PGDMM 1031 Marketing Theories and Practices
PGDMM 1032 Consumer Behavior
PGDMM 1033 Integrated Marketing Communication and Sales Management
PGDMM 1034 Financial Management, Economics and Management for Marketing
PGDMM 1035 Marketing Research
Semester II
PGDMM2031 Product and Brand Management
PGDMM2032 Analytical Tools for Marketing
PGDMM2033 Strategic Marketing and Marketing Sustainability
PGDMM2034 Services Marketing
PGDMM2035 Independent Study



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6.8

## Master of Public Management (M PM)

The Master of Public Management Degree programme is designed for those who are aspiring a career in Management in the government and non-government sectors. The programme allows students to enhance their understanding of the theory and practice of public management and boost their performance as a manager or as an administrator in their organizations. The programme is offered by the Department of Public Administration in collaboration with the Faculty of Graduate Studies. It is a one-year programme consisting of 30 credits.

### Medium of Instruction

The medium of instruction of the programme is English.

## Programme Structure

Code	Subject	Status	No. of Credits	Contact Hours	Notional Learning Hours
<b>Year I : Term I</b>					
PPM 5301	Social and Political Analysis	Core	3	45	150
PPM 5302	Public Administration	Core	3	45	150
PPM 5303	Micro and Macro Economics	Core	3	45	150
<b>Year I : Term II</b>					
PPM 5304	Theory and Practice of Public Management	Core	3	45	150
PPM 5305	Development Policy and Management	Core	3	45	150
PPM 5306	Quantitative techniques for Policy Studies	Core	3	45	150
<b>Year I : Term III</b>					
PPM 5307	Public Policy Analysis	Core	3	45	150
PPM 5308	Research Methods	Core	3	45	150
PPM 5109	Academic Writing	Core	1	15	50
<b>One of the following electives</b>					
PPM 5510	Policy Paper	Elective	5	75	250
PPM 5511	Project Report	Elective	5	75	250
PPM 5512	Research Proposal	Elective	5	75	250
<b>Total</b>			<b>30</b>	<b>450</b>	<b>1500</b>

## Master of Science in Public Policy and Management MSc (PPM)

The Master of Science in Public Policy and Management programme is designed for middle level managers and policy professionals who are pursuing their career in the sphere of public policy and management in the government, non-government sectors and international organizations. This programme is practically oriented and allowed students to develop analytical and critical thinking for understanding the theory and practice of public policy analysis and management. The programme is offered

by the Department of Public Administration in collaboration with the Faculty of Graduate Studies. The M. Sc. (PPM) is a two-year programme consisting of 60 credits.

The courses are conducted by Senior academics in collaboration with experts in the industry. The program develops links with government, non-government and private sector experts for the purpose of conducting collaborative research. Upon completion of the programme, the students would be in a position to play effective leadership roles in policy making and implementation in government, non-government and international organizations.



## Medium of Instruction

The medium of instruction of the programme is English.

## Programme Structure

Code	Subject	Status	No. of Credits	Contact Hours	Notional Learning Hours
<b>Year I : Term I</b>					
PPM 5301	Social and Political Analysis	Core	3	45	150
PPM 5302	Public Administration	Core	3	45	150
PPM 5303	Micro and Macro Economics	Core	3	45	150
<b>Year I : Term II</b>					
PPM 5304	Theory and Practice of Public Management	Core	3	45	150
PPM 5305	Development Policy and Management	Core	3	45	150
PPM 5306	Quantitative techniques for Policy Studies	Core	3	45	150
<b>Year I : Term III</b>					
PPM 5307	Public Policy Analysis	Core	3	45	150
PPM 5308	Research Methods	Core	3	45	150
PPM 5109	Academic Writing	Core	1	15	50
<b>One of the following electives</b>					
PPM 5510	Policy Paper	Elective	5	75	250
PPM 5511	Project Report	Elective	5	75	250
PPM 5512	Research Proposal	Elective	5	75	250
<b>Year II : Term I</b>					
PPM 6301	Empirical Methods for Policy Analysis	Core	3	45	150
PPM 6302	Fiscal and Monetary Policies	Core	3	45	150
<b>One of the following electives</b>					
PPM 6203	Public Procurement Management	Elective	2	30	100
PPM 6204	Management Information Systems	Elective	2	30	100
PPM 6205	Decentralization and Local Governance	Elective	2	30	100
<b>Year II : Term II</b>					
PPM 6306	E - Governance	Core	3	45	150
<b>Two courses from following electives</b>					
PPM 6207	Constitutional and Administrative Law	Elective	2	30	100
PPM 6208	Contemporary issues in Development and Management	Elective	2	30	100
PPM 6209	Comparative Government and Politics	Elective	2	30	100
PPM 6210	Public Sector Accounting and Finance	Elective	2	30	100
PPM 6211	Conflict Resolution and Mediation	Elective	2	30	100
<b>Year II : Term III</b>					
PPM 6150	Dissertation and Viva	Core	15	225	1500
<b>Total</b>			<b>60</b>	<b>900</b>	<b>3000</b>

## Contact Details:

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6.9

## Master of Commerce (M.Com) Degree

The Department of Commerce has completed its initial steps to commence a Master of Commerce (M.Com) Degree programme in the coming year. The proposed M.Com Degree programme contains two distinct modes under which a



prospective student could complete the M.Com Degree programme namely; Master of Commerce (One year) and Master of Commerce (Two years). Master of Commerce (One year) programme offered upon the successful completion of course work in the first academic year of the programme; and the Master of Commerce (Two years) Degree offered upon the successful completion of taught courses as well as the research component.

## 6.10 Postgraduate Programmes in Business Economics

The Department of Business Economics offers four Postgraduate Programmes in Business Economics to expand its horizon to the postgraduate level. They have been especially designed for those who are employed in both public and private sector organisations, and for those who wish to be qualified in the field of Business Economics and acquire theoretical and analytical knowledge in Business Economics.

### Master of Philosophy in Business Economics (MPhil (BEc))

MPhil (BEc) is a two-year programme which is research-oriented and focuses firmly on the development of high-level independent research outcomes. Further, the programme allows graduates to enhance

their theoretical knowledge and analytical skills in Business Economics, supplemented by courses, seminars, and the oral defense of a dissertation (see Table 6.10.1).

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### Master of Science in Business Economics (MSc (BEc))

MSc (BEc) is a two-year Master's degree programme which offers two options for candidates; special degree and general degree. Under the special degree, there are four specialisations; Development Studies (DS), Policy Analysis (PA), Women's Studies (WS) and Banking (BN) which consist of course work and dissertation. The General degree programme (GN) consists of course works, overseas/domestic field works and a research project (see Table 6.10.2 to 6.10.4).

**Table 6.10.1: Programme Structure of MPhil (BEc)**

Course Code	Course Title	Notional Hours	Credits	Offering Semester
MBE 5104	Research Methods	150	3	Year I - Semester I
MBE 5105	Applied Econometrics	150	3	Year I - Semester I
MBE 6001	Graduate Seminar in Business Economics I	150	1	Year I - Semester II
MBE 6002	Graduate Seminar in Business Economics II	150	1	Year II - Semester II
MBE 6003	Dissertation		60	Throughout the 2 year period

**Table 6.10.2: Programme Structure of MSc (BEc) in Year I - Semester I (Common for All Options)**

Course Code	Course Title	Notional Hours	Credits	Course Status
MBE 5101	Strategic Management	150	3	Core
MBE 5102	Advanced Microeconomics	150	3	Core
MBE 5103	Advanced Macroeconomics	150	3	Core
MBE 5104	Research Methods	150	3	Core
MBE 5105	Applied Econometrics	150	3	Core
<b>Total No. of Credits: Year I - Semester I</b>			<b>15</b>	



**Table 6.10.3: Programme Structure of MSc (BEC) in Year I - Semester II**

Course Code	Course Title	Notional Hours	Credits	Options for which the course is Recommended	Options for which the course is Elective
MBE 5206	Development Economics	150	3	DS, PA & BN	WS & GN
MBE 5207	International Business	150	3	PA & BN	DS, WS & GN
MBE 5208	Legal and Regulatory Environment	150	3	DS, WS & BN	PA & GN
MBE 5209	Development Project Management	150	3	DS & PA	WS, BN & GN
MBE 5210	Advanced Econometrics I	150	3	DS, PA & BN	WS & GN
MBE 5211	Time Series Econometrics	150	3	DS & PA	WS, BN & GN
MBE 5212	International Trade and Financing	150	3	DS & PA	WS, BN & GN
MBE 5213	Gender and Development	150	3	WS	DS, PA, BN & GN
MBE 5214	Advanced Financial Management	150	3	PA, WS & BN	DS & GN
MBE 5215	Information Technology and Innovations	150	3	DS & BN	WS, PA & GN

*Note: For more information about the selection of recommended and elective course, please visit <http://mgt.sjp.ac.lk/bec/#>*

**Table 6.10.4: Programme Structure of MSc (BEC) in Year II**

Option	Semester	Course Code	Course Title	Notional Hours	Credits	Course Status
Development Studies	Semester I	MBE 6101	Strategies for Development	150	3	Core
		MBE 6102	Advanced Econometrics II	150	3	Core
		<b>Total No. of Credits: Year II - Semester I</b>			<b>6</b>	
	Throughout Year II	MBE 6201	Dissertation and Viva	1200	24	Core
		<b>Total No. of Credits: Year II - Semester II</b>			<b>24</b>	
Policy Analysis	Semester I	MBE 6102	Advanced Econometrics II	150	3	Core
		MBE 6103	Programme Evaluation Techniques	150	3	Core
		<b>Total No. of Credits: Year II - Semester I</b>			<b>6</b>	
	Throughout Year II	MBE 6201	Dissertation and Viva	1200	24	Core
		<b>Total No. of Credits: Year II - Semester II</b>			<b>24</b>	
Women's Studies	Semester I	MBE 6104	Feminist Economics	150	3	Core
		MBE 6105	Women in Asian Culture	150	3	Core
		<b>Total No. of Credits: Year II - Semester I</b>			<b>6</b>	
	Throughout Year II	MBE 6201	Dissertation and Viva	1200	24	Core
		<b>Total No. of Credits: Year II - Semester II</b>			<b>24</b>	
Banking	Semester I	MBE 6106	Financial System Environment	150	3	Core
		MBE 6107	Financial Analysis	150	3	Core
		<b>Total No. of Credits: Year II - Semester I</b>			<b>6</b>	
	Throughout Year II	MBE 6201	Dissertation and Viva	1200	24	Core
		<b>Total No. of Credits: Year II - Semester II</b>			<b>24</b>	
General	Semester I	MBE 6108	Overseas Field Works	300	6	Elective
		MBE 6109	Domestic Field Works	300	6	Elective
		MBE 6110	Workshops	300	6	Core
		MBE 6111	Individual Project	150	3	Core
		<b>Total No. of Credits: Year II - Semester I</b>			<b>15</b>	
	Semester II	MBE 6202	Research Project	750	15	Core
		<b>Total No. of Credits: Year II - Semester II</b>			<b>15</b>	

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**Master of Business Economics (MBEc)**

MBEc is a one-year degree programme which is mainly targeted at the private sector employees. This programme also acts as an early exit option for the students who enroll for the MSc (BEC) programme, but have been unable to complete the required number of credits by the second year.



**Table 6.10.5: Programme Structure of MBEC**

Course Code	Course Title	Notional Hours	Credits	Course Status
<b>Semester I</b>				
MBE 5101	Strategic Management	150	3	Core
MBE 5102	Advanced Microeconomics	150	3	Core
MBE 5103	Advanced Macroeconomics	150	3	Core
MBE 5104	Research Methods	150	3	Core
MBE 5105	Applied Econometrics	150	3	Core
<b>Total No. of Credits: Semester I</b>			<b>15</b>	
<b>Semester II</b>				
<b>Any four elective courses and MBE 5216 from the following list</b>				
MBE 5206	Development Economics	150 notional hours × 4 courses = 600 hours	3 credit hours × 4 courses = 12 credits	Elective
MBE 5207	International Business			Elective
MBE 5208	Legal & Regulatory Environment			Elective
MBE 5209	Development Project Management			Elective
MBE 5210	Advanced Econometrics I			Elective
MBE 5211	Time Series Econometrics			Elective
MBE 5212	International Trade and Financing			Elective
MBE 5213	Gender and Development			Elective
MBE 5214	Advanced Financial Management			Elective
MBE 5215	Information Technology and Innovations			Elective
MBE 5216	Research Paper in Business Economics	150	3	Core
<b>Total No. of Credits: Semester II</b>			<b>15</b>	

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**Postgraduate Diploma in Business Economics (PGDip (BEC))**

PGDip (BEC) is a one-year diploma programme which would be a bridging qualification for the candidates who do not possess entry qualifications to the MSc (BEC) or MBEC programmes.

**Table 6.10.6: Programme Structure of PGDip (BEC)**

Course Code	Course Title	Notional Hours	Credits	Course Status
PDE 5131	Intermediate Microeconomics	150	3	Core
PDE 5132	Intermediate Macroeconomics	150	3	Core
PDE 5133	Human Resource Management	150	3	Core
PDE 5134	Management	150	3	Core
PDE 5135	Basic Econometrics	150	3	Core
PDE 5136	Project Management	150	3	Core
PDE 5137	Quantitative Techniques for Economics	150	3	Core
PDE 5138	Entrepreneurship	150	3	Core
PDE 5139	Money and Banking	150	3	Core
<b>Total No. of Credits</b>			<b>27</b>	

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More information on entry qualifications, selection procedures, charges, etc. of the four programmes can be accessed through <http://mgt.sjp.ac.lk/bec/#>





## EXTENSION COURSES



## Section 7

### Extension Courses

This section presents the external degree programmes and extension programmes of the FMSC.

#### 7.1

### External Degree Programmes

#### 7.1.1

### B.Sc. Business Studies (General) External Degree Programme

Bachelor of Science in Business Studies (General) External Degree, previously known as B.Sc. Business Administration (General) External Degree, is a three-year general degree programme offered by the Department of Business Administration of the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura. This Degree was first introduced in 1997.

The main purpose of introducing this external Degree is to provide an opportunity for those who have passed the Advanced Level examination but could not enter the national universities to pursue a recognised 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.

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#### 7.1.2

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

B.Sc. Management (Public) General (External) Degree programme introduced in the year 1997 by the Department of Public Administration, the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura was revised and implemented by the Department in the year 2014 in line with the standards introduced by the separate administrative entity under the External Examination Branch, University of Sri Jayewardenepura. As a result, all the academic and administrative related activities in the degree programme are now in compliance with this separate entity of the External Degree and Extension Courses Unit.

The target group is those who have been unable to enter a national university as an internal candidate (but desired to do so) and seek opportunities for further studies in the respective academic disciplines, and the permanent employees in the government sector or private sector organizations with similar interests.

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### 7.1.3 B.Com (General) External Degree

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 USJP. 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.

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## 7.2 Certificate Courses, Diploma and Advanced Diploma Programmes

A separate unit is established to coordinate the self-financed courses of FMSC.

### 7.2.1 Certificate Course to G.C.E. (Advanced Level) Accounting Teachers

Certificate Course for Advanced Level Accounting Teachers has been designed to improve the knowledge and understanding of accounting subject among the Advanced Level accounting teachers of the country. This course aims to bridge the gaps observed in relation to existing knowledge and understanding of the subject in areas of accounting among teachers and provide comprehensive understanding of the subject and improve the confidence of the teachers in classroom teaching.

A Memorandum of Understanding (MOU) will be signed between University of Sri Jayewardenepura and Ministry of Higher Education to facilitate the course. Under the MOU, the Ministry of Education handles the selection of process of the teachers for the course and provides the funds for the conduct of the course. Department of Accounting undertakes the responsibility to carry out the course by developing the lesson materials and conducting lectures. Lectures of the course will be held on Saturdays for six consecutive weeks and the intake per batch is 100 teachers.

### 7.2.2 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 minimum of three passes in the Commerce Stream including Accounting as a subject; A2 Examination of the AAT, Knowledge Level of ACCA (UK), Foundation Level Examination of CIMA (UK) or CMA Sri Lanka, Passed Executive Level of CA Sri Lanka or any other academic or professional qualification in IT or Accounting subject to the approval of the University Senate. The student intake per batch is 50.



### Conatct Details

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### 7.2.3

## 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 posses following education qualifications are eligible to apply for this programme: Diploma in Computer Based Accounting offered by Department of Accounting, University of Sri Jayewardenepura; A3 Examination of AAT; Business

Level of CA Sri Lanka; Operational Level Examination of CIMA (UK) or CMA Sri Lanka; Skills Level of ACCA (UK) or any other academic or professional qualification in IT or Accounting subject to the approval of the University Senate.

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### 7.2.4

## 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 7.2.4.1 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.

**Table 7.2.4.1: Programme Structure C EBM**

Code	Course Title	Credit	Contact Hours
<b>Semester 1</b>			
CEBM 1301	Introduction to Management	03	45
CEBM 1302	Accounting for Entrepreneurs - I	03	45
CEBM 1303	Introduction to Entrepreneurship and SMEs	03	45
CEBM 1304	Basic Business Functions	03	45
CEBM 1305	Business English	03	45
<b>Semester 2</b>			
CEBM 2301	Management Process	03	45
CEBM 2302	Accounting for Entrepreneurs - II	03	45
CEBM 2303	Fundamentals of Economics	03	45
CEBM 2304	Commerce for Entrepreneurs	03	45
CEBM 2305	Basics of Business Planning	03	45
	<b>Total</b>	<b>30</b>	<b>450</b>



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**7.2.5****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 7.2.5.1. This program is highly recommended for those who have received a formal education in the field of Business Management. The knowledge given at the C EBM level will be further sharpened at this stage.

**Table 7.2.5.1: Programme Structure - D EBM**

Code	Course Title	Credit	Contact Hours
<b>Semester 1</b>			
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
<b>Semester 2</b>			
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
	<b>Total</b>	<b>30</b>	<b>450</b>

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 C EBM;
- and
- (c) any other equivalent qualification acceptable to the FMSC and the Senate of the University.

**7.2.6****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

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Management. A profound knowledge on the above areas will be given while improving the entrepreneurial skills of the participants as indicated in Table 7.2.6.1. To be eligible for the AD EBM program applicants should hold D EBM or an equivalent qualification.



**Table 7.2.6.1: Programme Structure - AD EBM**

Code	Course Title	Credit	Contact Hours
<b>Semester 1</b>			
ADEBM1301	Financial Accounting for Entrepreneurs	03	45
ADEBM1302	Organizational Behaviour	03	45
ADEBM1303	Contemporary Development Models	03	45
ADEBM1304	Business Law	03	45
ADEBM1305	Taxation	03	45
<b>Semester 2</b>			
ADEBM2301	Strategic Management	03	45
ADEBM2302	Auditing	03	45
ADEBM2303	Cost and Management Accounting	03	45
ADEBM2304	Management Information System	03	45
ADEBM2305	Business Planning	03	45
	<b>Total</b>	<b>30</b>	<b>450</b>

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## 7.2.7 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 opportunities to enrich their theoretical and practical knowledge and to enhance 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.

The subjects offered by the programme is given in Table 7.2.7.1.

**Table 7.2.7.1: The Subjects offered by the DMM Programme**

<b>Semester I</b>
DM 1.1.1 Management Process
DM 1.1.2 Principles of Marketing
DM 1.1.3 Consumer Analysis
DM 1.1.4 Business Mathematics
DM 1.1.5 Computer Applications in Marketing
<b>Semester II</b>
DM 1.2.1 Fundamentals of Economics & Accounting
DM 1.2.2 Marketing Management
DM 1.2.3 Sales Management
DM 1.2.4 Statistics for Marketing
DM 1.2.5 Marketing Communication

**Contact Details:****Ms. V.G.P. Lakshika**

Programme Coordinator- DMM

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For further details:

<http://mgt.sjp.ac.lk/mar/diplomaprogrammes/>



## 7.2.8

## 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 University of Sri Jayewardenepura. Students who successfully complete all the subjects of the Diploma in Marketing Management

Course (minimum of 40 marks or GPA 2.00) with a minimum of 50 marks or GPA 2.33 as the overall average marks for the Diploma in Marketing Management Program are eligible for the ADMM course. The duration of the program is one year (two semesters). The medium of instruction is English.

The subjects offered by the programme is given in Table 7.2.8.1.

**Table 7.2.8.1: The Subjects offered by the ADMM Programme**

<b>Semester I</b>
ADMM 2131 Services Marketing
ADMM 2132 Marketing Research
ADMM 2133 Marketing Innovations
ADMM 2134 Human Resource Management
ADMM 2135 Personality & Skills Development
<b>Semester II</b>
ADMM 2231 Case Analysis and Marketing Planning
ADMM 2232 International Marketing
ADMM 2233 Financial Management
ADMM 2234 Project Management
ADMM 2235 Project Report

### Contact Details:

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<http://mgt.sjp.ac.lk/mar/diplomaprogrammes>

## 7.2.9

## Diploma in Public Management

The Diploma in Public Management (DPM) is offered as a one year programme spread over two semesters. The programme consists of 12 compulsory courses with a group project. The duration of each semester is 15 weeks. At the successful completion of the programme, the participants are expected to possess adequate

knowledge, skills, and positive attitudes in the field of both public and private management to secure entry-level career positions in Junior Management and Executive Levels. The programme would also help to continue their higher studies in the field of management in general and Public Management in particular. Upon completion of the programme, students will be awarded "The Diploma in Public Management" by the University of Sri Jayewardenepura.

**Table 7.2.9.1: Programme Structure - DPM - Semester I**

Course Code	Course Title	Credit
DPM 1201	Introduction to Public Management	02
DPM 1202	Fundamentals of Microeconomics	02
DPM 1203	Quantitative Techniques for Public Managers – Part 1	02
DPM 1204	Accounting for Public Managers	02
DPM 1205	Information Technology for Public Managers	02
DPM 1206	Introduction to Political Environment	02



**Table 7.2.9.2: Programme Structure - DPM - Semester II**

Course Code	Course Title	Credit
DPM 2201	Socio Psychological Aspects for Public Managers	02
DPM 2202	Economics for Public Managers	02
DPM 2203	Quantitative Techniques for Public Managers – Part II	02
DPM 2204	Public Sector Accounting	02
DPM 2205	Introduction to E- Governance and E- Business	02
DPM 2206	Introduction to Legal Environment	02
DPM 2207	Project Report (Group)	06

**Contact Details:****Ms. Aruna Muthulingam**

Coordinator, Diploma in Public Management

Department of Public Administration

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E-mail: [dpm@sjp.ac.lk](mailto:dpm@sjp.ac.lk)**7.2.10****A Training Programme on  
Computer Based  
Data Analysis**

This programme provides participants with an introduction to the management and analysis of quantitative data using an appropriate software package. The programme explores the nature of quantitative data, the relationship between quantitative analysis and theory building, and some of the major topic areas of statistical analysis. Knowledge of these allows for a more thorough understanding of others' research, especially as reported in journals and government publications. In addition, these techniques are used in a number of research settings, non-profit organizations, for-profit research institutes, and local, state and national governmental agencies. Revised programme in 2017 introduces two levels.

Level-1: Level one does not require the candidates with prior use of statistical software applications. Level one is focused on general-purpose statistical data analysis.

Level-2: Level two focuses more advanced applications in multivariate analysis. Therefore, the level two of the programme expects the candidates either to complete level one of this programme or to participate with equal prior experience with use of statistical software applications.

**Programme Content***CBDA Level 1: General-Purpose  
Statistical Analysis*

- Introduction to Statistical Software
- Descriptive Analysis of Data
- Fundamentals Inferential Statistics
- Comparison of Means
- Testing Associations between Variables
- Modelling Relationships between Variables

*CBDA Level 2: Multivariate Statistical  
Analysis*

- Introduction to Multivariate Analysis
- Analysis of Multivariate Responses
- Structural Equation Modelling (SEM)
  - o Covariance Based SEM (CB-SEM)
  - o Variance Based SEM (VB-SEM) (Partial Least Square SEM)

**Contact Details: Mr. S.R. Ginige**

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8

KEY  
OFFICIALS



## Section 8

### Key Officials

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**Prof. Aloka Pathirana**

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**Snr. Prof. M. M. Pathmalal**

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**Administration & Services**

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**Ms. H. D. D. Hiranthi**

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#### Assistant Registrar/ Faculty of Management Studies and Commerce

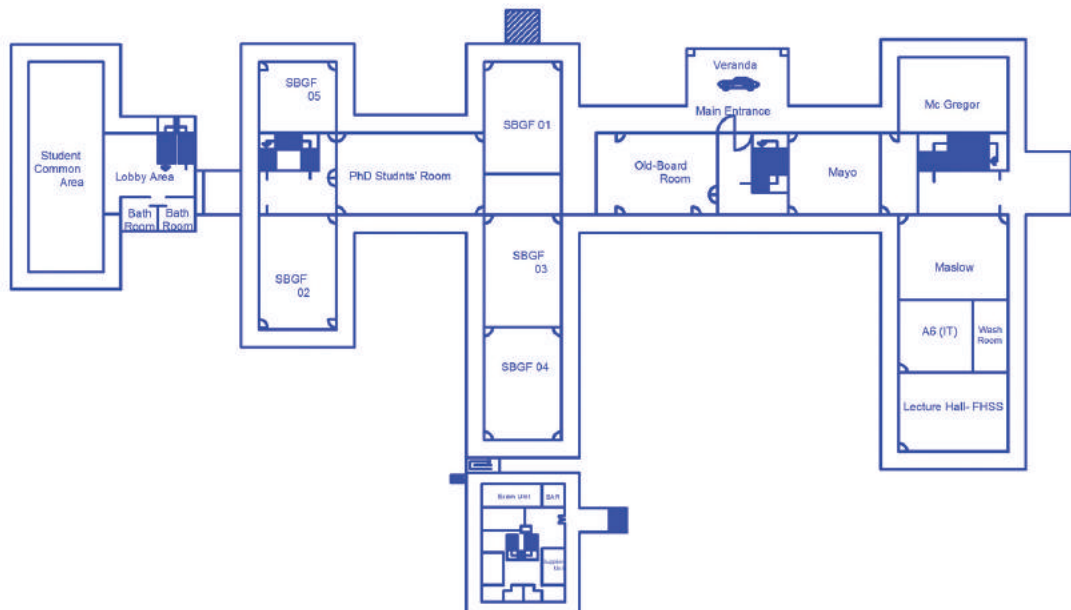
**Ms. R. N. Neluwapathirana**

*Ext: 3003 Office: 2803343*

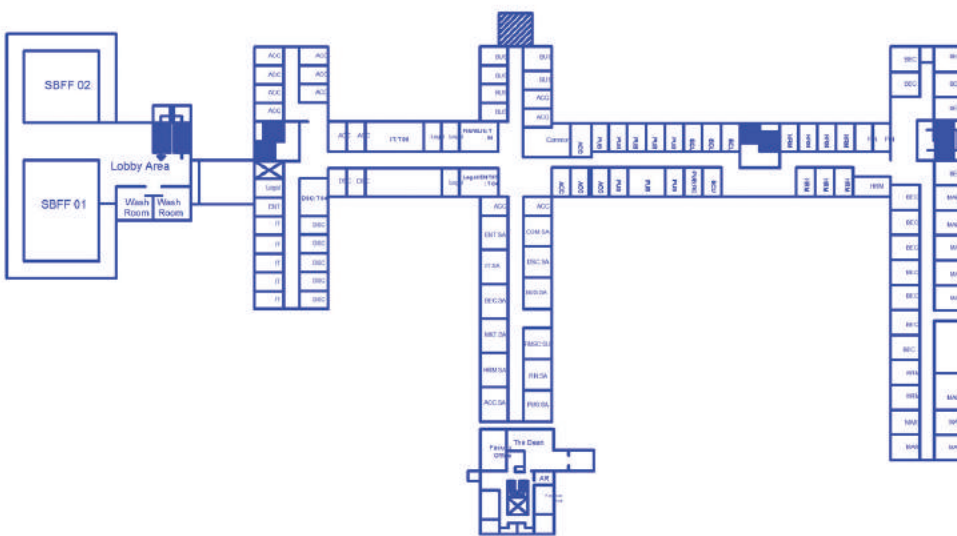
**Note: To reach the extension numbers, first dial the University general line 2758000**



# Floor Plan agement Studies Sri Soratha Building

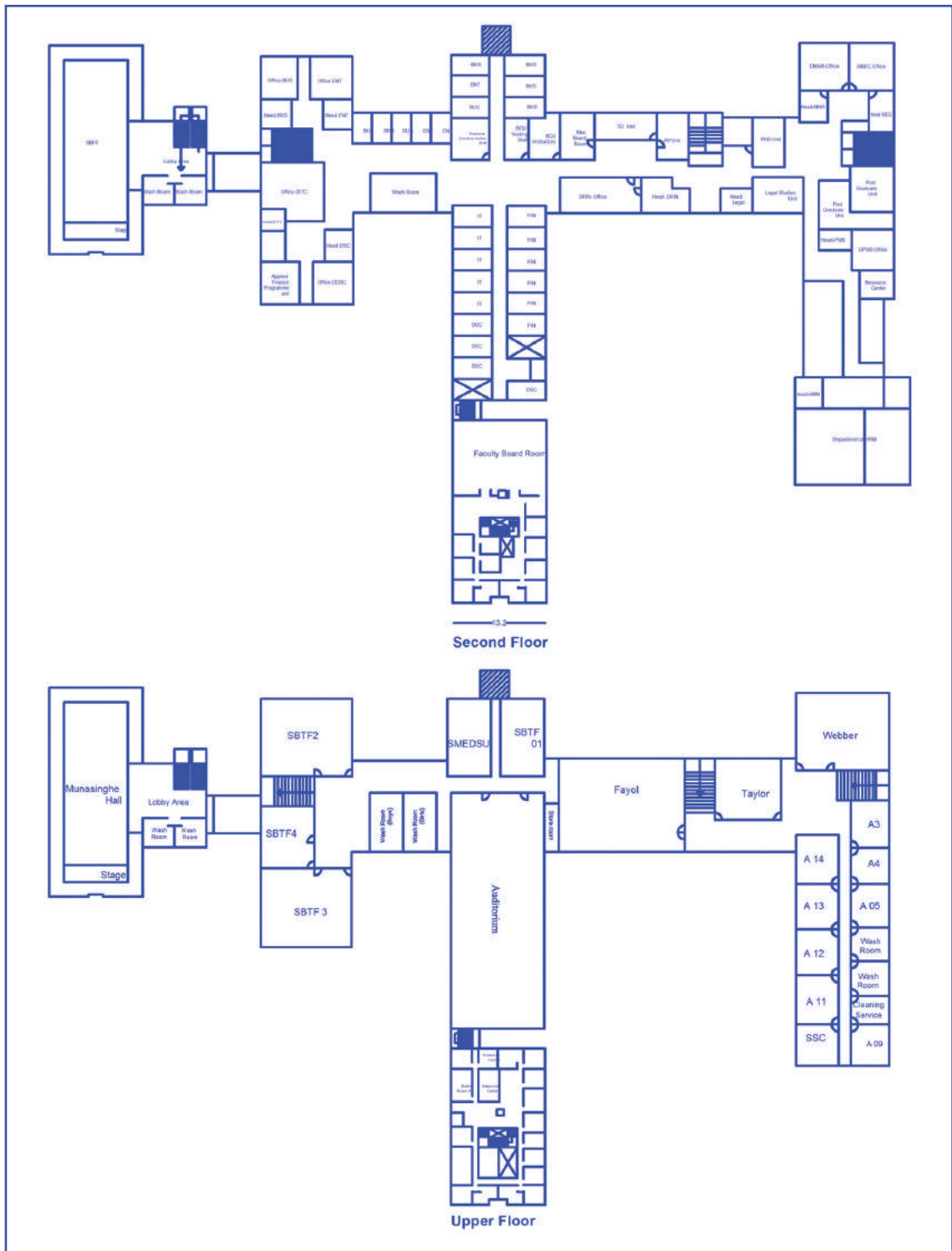


### Ground Floor



### First Floor







## 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. Rathnasara Building
- 26. Grameshwara 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. Rahuha Girls Hostel
- 38. Darnapala Girls Hostel
- 39. Soratha Girls Hostel
- 40. Library
- 41. English Unit
- 42. Medical Center
- 43. Students' Union Office and Canteen
- 44. Sangawasiya -Bikku Hostel
- 45. Welfare Unit
- 46. Dr. Wimala De Silva Girls Hostel
- 47. Administrative Building
- 48. Cultural Center
- 49. Quarters
- 50. Open Air Theater

Designed by: Dept. of EMV





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