University of
Sri Jayewardenepura
Sri Lanka

FACULTY OF MANAGEMENT STUDIES AND COMMERCE

PROSPECTUS 2026

Faculty of Management Studies and Commerce

UNIVERSITY OF SRI JAYEWARDENEPURA PROSPECTUS 2026
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MESSAGE
from the Vice-Chancellor

I am delighted to extend my warmest welcome to the newly enrolled students of the Faculty of Management Studies and Commerce (FMSC), University of Sri Jayewardenepura for the academic year 2026.

Our university, guided by the overarching vision, 'Prosper lives through education,' is dedicated to creating an academic environment that encourages not only quality teaching and learning but also encourages innovation in a multitude of disciplines. As one of the most populous universities in Sri Lanka, we are steadfast in our commitment to providing a high-quality educational experience to our diverse student body.

The Faculty of Management Studies and Commerce has been an integral part of our university's journey towards excellence. It has earned recognition as a national benchmark for Management Studies. Renowned as the largest and most prestigious faculty for management studies and commerce in the country, FMSC is dedicated to delivering a comprehensive educational experience.

At FMSC, we prioritize not only the academic success of our students but also their personal growth, preparing them to be responsible citizens who can contribute meaningfully to our university, our nation, and the global community. The faculty offers degree programs spanning distinct specializations, complemented by a rich array of extracurricular activities, professional mentorship, industry engagement, and community development initiatives. We continuously review and enhance our curriculum to produce graduates who are equipped with the knowledge and skills relevant to their chosen fields of study.

As the Vice-Chancellor, I am pleased to welcome each of you to our prestigious university. I am confident that the journey you embark upon will be a rewarding and enriching experience, notwithstanding the inevitable challenges you may encounter. I extend my heartfelt wishes to all of you and warmly invite you to join us on this great endeavor in making a sustainable future for Sri Lanka.

Senior Professor M. M. Pathmalal
Vice-Chancellor
University of Sri Jayewardenepura

MESSAGE
from the Dean of the Faculty

It is with great pleasure and a sense of pride that I warmly welcome you as you commence your academic journey at the Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura.

For more than six decades, FMSC has led the way in management education in Sri Lanka, consistently strengthening its reputation as the country's foremost institution for Management Studies. As the largest faculty within the Sri Lankan university system, FMSC continues to be the first choice of students who achieve the highest Z-Scores in the Commerce stream at the G.C.E. Advanced Level Examination. This achievement underscores our enduring commitment to excellence in teaching, research, and service to society.

The faculty comprises 12 academic departments, each offering specialized undergraduate Honours Degree Programmes recognized at Level 06 of the Sri Lanka Qualifications Framework (SLQF). These programmes are carefully structured to provide you with the knowledge, skills, and competencies required to succeed in both the public and private sectors. In addition, FMSC offers a wide range of postgraduate programmes, including PhD, MPhil, MSc, MBA, PGD programmes, as well as diploma and certificate courses in Management. To further enhance your academic journey, the faculty provides access to a range of dedicated support services, including the Business Communication Unit, Information Technology Resource Centre, Legal Studies Unit, and Student Support Centre. These facilities are designed to support your academic development and personal well-being, ensuring a holistic learning experience throughout your time at FMSC.

At FMSC, our vision goes beyond academic instruction. We are committed to nurturing a growth mindset and preparing you to meet the demands of an increasingly dynamic global economy. The strong demand for our graduates, together with their high employability and notable achievements, reflects our steadfast dedication to student success. Through experiential learning opportunities and exposure to real-world challenges, we aim to develop you into responsible, competent, and exemplary citizens.

As you enter FMSC in 2026, I hope this new phase of your life will be marked by meaningful learning, personal growth, and lasting memories. We seek to empower you to become a well-rounded individual, one who brings pride to your family, the Faculty, the University, and our nation.

Congratulations on gaining admission to FMSC. I wish you every success in the years ahead.

Professor Dushan Jayawickrama
Dean
Faculty of Management Studies and Commerce

1 INTRODUCTION

1.1. University of Sri Jayewardenepura

The University of Sri Jayewardenepura is one of the foremost state universities in Sri Lanka with its main campus located in a beautiful setting at Gangodawila, Nugegoda, fifteen kilometers away from Colombo. The history of the University dates 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 1st of January, 1979 exactly 20 years after its inauguration, the Vidyodaya University was renamed as the University of Sri Jayewardenepura (USJ) in accordance with the University Act No. 16 of 1978.

Today the University is one of the largest universities in the country spreading over 95 acres of land and comprising of eleven faculties: Humanities and Social Sciences, Applied Sciences, Management Studies and Commerce, Medical Sciences, Graduate Studies, Engineering, Technology, Allied Health Sciences, Dental Sciences, Urban and Aquatic Bioresources, and Computing.

1.2 Faculty of Management Studies and Commerce

Preamble

The Faculty of Management Studies and Commerce (FMSC) takes inspiration from the University's Vision:

"Prosper lives through Education"

to promote and position itself to:

"Prosper lives through Management Education"

Mission

The mission of the Faculty of Management Studies and Commerce (FMSC) is to develop value-centered professionals and leaders who make a positive contribution to the world through management education, research and innovation.

Core Values

The Faculty of Management Studies and Commerce (FMSC) is committed to pursuing the mission of the FMSC which embodies the following core values which 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. Excellence:
Promotion excellence in education, research, innovations and all aspects of our endeavors.

3. Morality:
Inculcating ethical and moral values to develop both a profound accountable character who is informed not only by reason, but also by heart and spirit.

4. *Diversity:*
Accommodating diverse voices and multiple perspectives while ensuring self-disciplined behavior that commands equality and respect for all.

5. Collegiality:
Nurturing a community of scholars who value consensus, shared power, consultation, and collective responsibility.

1.2.1 Overview

The Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura (USJ) has been the gateway to success for over 50,000 students. In its illustrious history of over 65 years of academic excellence, we have spearheaded the development of management education in Sri Lanka through our programmes designed to meet the needs of its 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 and globally. 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 demonstrate our leadership in management education in the country. Therefore, we offer learning, heightened by cutting-edge research and innovation with a rare combination of practical and relevant knowledge and transferable skills, which are essential for teamwork, communication and leadership to build your career.

FMSC is a dynamic, forward looking and modern faculty. Irrespective of whether one intends to study at undergraduate level (internal or external) or postgraduate level, at the FMSC you will find intellectual challenge and stimulation in a highly competitive environment. The FMSC is committed to realise the vision and the mission of the university whilst furthering the management education of the country.

1.2.2 Evolution

The management education at USJ has a history of over 65 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 studies 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 the 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 the Department of Commerce.

1973

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

1980

The Department of Management Studies was split into two departments namely, the Department of Business Administration and the 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 the Sri Lankan university system.

1994

Introduced a degree programme in Marketing Management under the Marketing Unit, which functioned under the Department of Business Administration.

1994

The 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

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

-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.

2001

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 the Department of Accountancy and the 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.

2007

The 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

The 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, the Faculty of Management Studies and Commerce started a Master of Business Administration Programme in 2009 with six specialisation 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.

2010

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

2013

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

2014

-The 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

-The Legal Studies Unit (LSU) was made operative as a separate unit directly under the Faculty of Management Studies and Commerce from 6th November 2017.

2019

The Extension Programme Unit (EPU) was established in the FMSC to offer Certificates, Diploma and Advanced Diploma programmes previously offered by respective departments of the Faculty.

2021

The Postgraduate Centre of Business Studies (PCBS) was established to offer Postgraduate taught management programmes previously offered by the Faculty of Graduate Studies.

1.2.3 Structure

The FMSC is headed by the Dean. All academic and administrative activities within the faculty are coordinated by the Dean's office. Presently, FMSC consists of twelve academic departments which offer twelve bachelors honours degree porgrammes (Refer Table 1.1), and each academic department is headed by a Head. 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 units is headed by a coordinator. The Senior Assistant Registrar, Assistant Registrar, Deputy Bursar, and the Senior Assistant Bursar operating under the Dean are respectively responsible 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	BSc Honours in Accounting
Business Administration	BUS	BSc Honours in Business Administration
Business Economics	BEC	BSc Honours in Business Administration in Business Economics Degree Programme
Commerce	COM	BCom Honours Degree Programme
Decision Sciences	DSC	BSc Honours in Operations and Technology Management
Entrepreneurship	ENT	BSc Honours in Entrepreneurship
Estate Management and Valuation	EMV	BSc Honours in Real Estate Management and Valuation
Finance	FIN	BSc Honours in Finance
Human Resource Management	HRM	BSc Honours in Human Resource Management
Information Technology	ITC	BSc Honours in Business Information Systems
Marketing Management	MAR	BSc Honours in Marketing Management
Public Administration	PUB	BSc Honours in Management and Public Policy

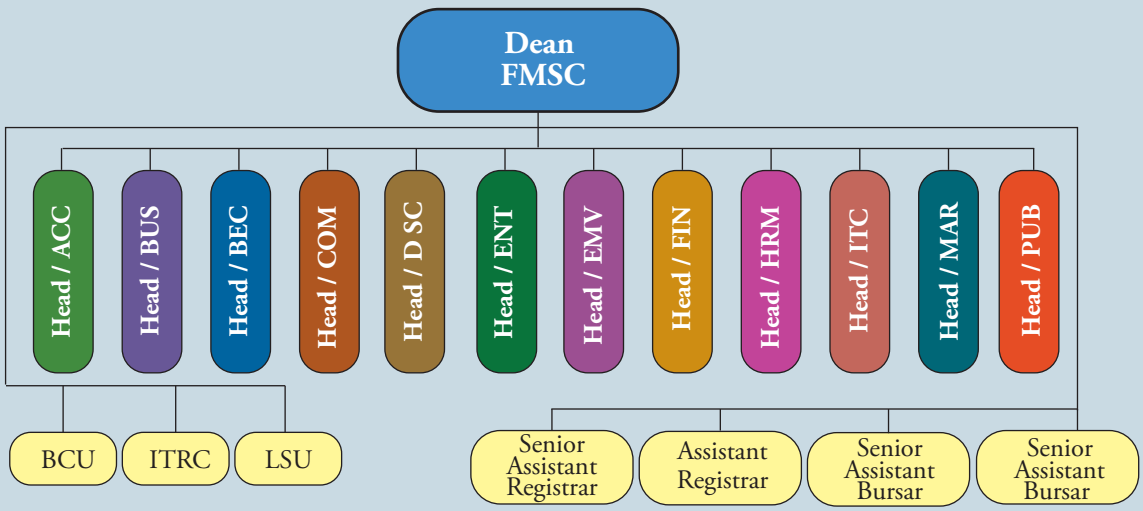

Figure 1.1: Organizational Structure of the FMSC

1.2.4 Common Programme

All undergraduates enrolled in the FMSC are required to follow a common curriculum in management in their first year of study. This intends to provide 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	Notional Hours	Credit Hours
Year I - Semester I				
BUS 1370	Principles of Management	Core	150	03
DSC 1370	Business Mathematics	Core	150	03
ITC 1370	Information Technology for Business	Core	150	03
PUB 1270	Socio - Political Environment	Core	100	02
LAW 1270	Legal Environment	Core	100	02
BCC 1370	Business Communication I	Core	150	03
PUB 1370*	Political Science	Core	150	03
COM 1170**	Managerial Skills Development I	Core	50	01
Total No. of Credits – Semester I				**16**
Year I - Semester II				
HRM 1370	Human Resource Management	Core	150	03
DSC 1371	Business Statistics	Core	150	03
BEC 1370	Microeconomics	Core	150	03
ACC 1370	Financial Accounting and Reporting	Core	150	03
BCC 1371	Business Communication II	Core	150	03
COM 1371***	Microeconomics*	Core	150	03
COM 1372***	Financial Accounting	Core	150	03
EMV 1170	Introduction to Real Estate****	Core	50	01
ITC 1171	Computational Thinking for Problem Solving*****	Core	50	01
Total No. of Credits – Semester II				**15**
TOTAL CREDITS FOR THE FIRST YEAR				**31**

Notes:

*PUB 1370 Political Science is offered in the BSc Honours in Management and Public Policy Degree Programme instead of courses PUB 1270 Socio-Political Environment and LAW 1270 Legal Environment.

**COM 1170 Managerial Skills Development I, is offered in the BCom Honours Degree Programme in addition to the common courses mentioned above.

***COM 1371 Microeconomics and COM 1372 Financial Accounting are offered in the BCom Honours Degree Programme instead of BEC 1370 and ACC 1370 codes.

****EMV 1170 Introduction to Real Estate is offered in the BSc Honours in Real Estate Management and Valuation degree programme in addition to the common courses mentioned above.

*****ITC1171 Computational Thinking for Problem Solving is offered in the BSc Honours in Business Information Systems degree programme in addition to the common courses mentioned above.

From the second year of study, the students are selected to follow the degree programmes offered in specialization areas of Accounting, 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 BSc Honours in Business Information Systems, BCom Honours Degree Programme, BSc Honours in Real Estate Management and Valuation and BSc Honours in Management and Public Policy. The selection policy and criteria of the FMSC in this respect are described 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

A brief description of each course offered in the common programme is provided below.

BUS 1370:
PRINCIPLES OF MANAGEMENT

This is an elementary course which aims to provide a comprehensive introduction to the key facets of an organisation, its environment, the process of management and new trends in Business Management. Along with an introduction to the historical evolution of management, the course facilitates participants to gain a basic knowledge of the concepts, models, theoretical foundations of management, and the role of management in organisations and society. Thereby, the course provides the students with a profound knowledge and management skills vis-à-vis planning, organising, leading, controlling and organisational decision making while making them socially responsible towards the environment. The knowledge gained through this course will be beneficial for participants to follow their degree programme successfully.

DSC 1370:
BUSINESS MATHEMATICS

This course, as the first course in mathematics, the students to basic principles, laws and rules that are necessary to develop an overview of application capabilities of the subject matters in the field of business and economics. Business Mathematics 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, the topics such as profit maximizations, cost minimizations, elasticity of demand, and marginal analysis are included. 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 1370:
INFORMATION TECHNOLOGY FOR BUSINESS

Information technologies and systems are transforming the business environment, and most of us are connected to them in multiple ways. The course provides theoretical knowledge and practical skills relating to information technology and information systems. The theoretical module discusses the importance of information systems, elements of information systems, applications of information systems for organization effectiveness and

efficiency. The practical module provides the knowledge and operational skills in word processing applications, spreadsheet applications, presentation applications and online communication technologies which are frequently required in an organizational environment.

PUB 1270:
SOCIO-POLITICAL ENVIRONMENT

Socio-political environment and profit-oriented businesses are interdependent 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 social 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.

LAW 1270:
LEGAL ENVIRONMENT

Legal Environment is a core subject offered by the Legal Studies Unit for first-year undergraduates of the Faculty of Management Studies and Commerce. Upon completing this course, undergraduates are expected to be in a position where they can appreciate the varied effects of different areas of law and be adequately prepared to face legal issues they may encounter throughout their careers. For this purpose, the course is designed under three major topics i.e. Introduction to Law, Legal System of Sri Lanka, and Law of Obligations which together cover a spectrum of laws affecting businesses. The course incorporates new legal developments in important fields such as white-collar crimes and anti-bribery & corruption to train undergraduates to understand their role and responsibility within the ever-changing business environment. A sound knowledge of the legal environment is required to effectively eradicate uncertainties of conducting business and management. Arming students with the ability to manage legal risks when making decisions at different organisational levels is the main objective of this course. The course is further aimed at encouraging undergraduates to make ethical decisions in their future work environments to ensure more disciplined economic development within the country. Undergraduates will hone their skills of logical reasoning and problem-solving for better evaluation of the legal, regulatory, and ethical concerns and be able to incorporate the knowledge gained from this course into their business and managerial decision-making.

BCC 1370:
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.

PUB1370:
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 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.

COM 1170:
MANAGERIAL
SKILLS DEVELOPMENT I

This course is designed to upgrade the soft skills and develop the personalities of students. This course focuses on developing communication skills, time management, learning to learn skills, network building, organizing, positive attitude and self-confidence. This course will also help students in career visioning and planning, the course is conducted in an interactive manner, which gives ample scope for the students to interact with each other and face a wide variety of issues, topics, and situations that they are likely to come across as an employee.

HRM 1370:
HUMAN RESOURCE MANAGEMENT

An obvious interdependence exists between our society and organizations that produce goods and services in order to fulfil our needs. The standards of living and even survival of people in society depend on the goods and services of the organization. Thus, any society/nation wants organizations that need people to achieve organizational objectives. Human Resource Management (HRM) is managing these people in organizations. The main objective of this course is to provide a systematic and rational understanding of HRM, both conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in HRM with special 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 1371:
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 of data, organization of data and statistical summary measures. Three important theoretical distributions, namely, Binomial, Poisson and Normal distributions are discussed under probability distributions. The major topics under inferential techniques include sampling, sampling distributions, estimation and hypothesis testing. Correlation and regression theories are also introduced in this course.

BEC 1370:
MICROECONOMICS

This basic course is designed to introduce the microeconomic theories, tools, and methods of analysis that are useful in the study of various economic issues in micro-level decision-making. This is a compulsory course that covers the intermediate theory of demand and supply, theories of consumer behaviour, short-run and long-run cost and its behaviour, production in the short run and in the long run, market structures and competition, factor market for labour, general equilibrium, and welfare. At the end of the course, students

will be able to explain microeconomic concepts and apply microeconomic principles in day to day and business decision making. The pre-requisite for this course is Business Mathematics.

ACC 1370:
FINANCIAL ACCOUNTING AND REPORTING

This course aims at developing students' knowledge and understanding of accounting standards, and their application in the preparation and presentation of financial statements of a corporate entity. The areas covered are: overview of financial accounting and reporting; conceptual framework for financial reporting; reporting information through financial statements; fair value accounting; impairment of assets; overview of accounting for assets; property, plant and equipment; inventory; intangible assets; investment property; borrowing cost; liabilities; leases; and revenue. An understanding of the financial accounting content covered in the G. C. E. Advanced Level (A/L) Accounting subject is essential to follow this course.

BCC 1371:
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 1371:
MICROECONOMICS

This course discusses the terminology, concepts, theory, and methodology in microeconomics. This introductory course explores the principles of production, exchange and consumption of goods and services – in a market economy. The course considers the operation of a market economy and the problem of how best to allocate society's scarce resources. It concerns the behaviour of consumers and producers in the market, and how markets work to promote economic efficiency, and why markets sometimes fail. This course covers laws of supply and demand and introduces the theory of the firm, and its components, production and cost theories and models of market structure. The various causes of market failure are assessed, and consideration is given to public policies designed to correct this market failure.

COM 1372:
FINANCIAL ACCOUNTING

This course aims to develop the conceptual and technical proficiency of students in financial accounting and reporting. It builds on competencies already acquired by the students in studies. It focuses on developing financial reporting related fundamental skills and competencies, including accounting standards along with best practices. The areas covered are: an overview of financial accounting; the conceptual framework for financial reporting; preparation and presentation of financial statements for a limited liability company (single entity); accounting for assets, Property, Plant and Equipment (PPE), investment property, borrowing costs, impairment of assets, intangible assets, liabilities, revenue, leases, sale and leaseback agreements and consolidated financial statements. After successful completion of the course, students will be able to appreciate the role and function of financial accounting within an entity as expected from a keen manager.

EMV 1170:
INTRODUCTION TO REAL ESTATE

The course aims to introduce fresh undergraduates towards the discipline of real estate management and valuation. This includes awareness of the graduate profile and required professional competencies, the background of the real estate industry, and general soft-skills necessary for effective EMV undergraduates.

This course intends to develop the analytical skills of the students. The course is focused on developing and improving the problem-solving skills which are essential in developing computer-based software solutions. This course consists of data management methodologies in programming, using programming constructs for real world problem solving and implementing solutions for problems using the fore mentioned techniques using generic syntax of design techniques.

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.

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1.2.6 Awards and Scholarships

Dean's Award

The Dean's award is awarded to a maximum of ten outstanding students from each batch of the Faculty who have earned the highest GPA of or above 3.70 by successfully completing all academic requirements, including all compulsory and elective courses for the considered academic year. The recognised students will be provided with the opportunity to serve as Student Ambassadors extending assistance for faculty-level quality assurance initiatives and representing the University at national/international events when requested by the Vice-Chancellor.

Faculty of Management Studies and Commerce Excellence Awards

The Faculty of Management Studies and Commerce Excellence Awards (FMSC-Excellence Awards) are granted annually to the top 5% of the undergraduates from each batch who have achieved a GPA of 3.30 or higher and demonstrated exceptional performance in the areas including leadership, commitment to community service and good studentship, outstanding sportsmanship, exceptional aesthetic or technical skills, outstanding contribution to research or pursuing new knowledge. The awardees will be provided with the opportunity to serve as Student Ambassadors extending assistance for faculty-level quality assurance initiatives and representing the University at national/international events when requested by the Vice-Chancellor.

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

Administrative Staff

Mr. K. J. M. Nandana
(Deputy Bursar)
Mr. S. Sirimanna (Contract Basis)
(Senior Assistant Bursar)
Ms. R. N. Neluwapathirana
(Senior Assistant Registrar)
Ms. W. A. Viraji Erandima
(Assistant Registrar)

Academic Support Staff

Mr. W. H. S. D. Wickramasinghe
(Programmer Cum System Analyst)
M. A. M. L. L. Karunarathna
(Assistant Network Manager)

Non-Academic Staff

Mr. K. G. Wijebandara
(Technical Officer)
Mr. R. D. S. Chandra Kumara
(Technical Officer)
Mr. W. M. I. B. Wanasinghe
(Technical Officer)
Mr. P. G. P. Perera (Contract Basis)
(Technical Officer)
Ms. T. S. Gallage
(Senior Staff Management Assistant)
Mr. W. P. T. Senadheera
(Senior Staff Management Assistant)
Ms. G. P. G. M. Shamali
(Senior Staff Management Assistant)
Ms. B. K. C. Lakmali
(Senior Staff Management Assistant)
Mr. A. N. Nanayakkara
(Senior Staff Management Assistant)
Mr. W. W. S. K. Fernando
(Staff Management Assistant)
Mr. H. K. I. Udayanga
(Staff Management Assistant)
Mr. R. D. Suranga
(Management Assistant)
Ms. M. A. R. L. Praggnarathna
(Management Assistant)
Mr. M. M. D. Makandana
(Management Assistant)
Mr. P. N. J. Gallage
(Management Assistant)
Ms. N. I. Udayangani
(Management Assistant)
Ms. Rushanthapriya Selvarajah
(Management Assistant)
Ms. A. G. N. Sudharika
(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. S. Chithakshana
(Management Assistant)
Ms. B. B. A. Subhashini
(Management Assistant)
Ms. D. D. S. M. Wickramarathne
(Management Assistant)
Ms. K. M. P. W. I. Lakmini
(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. J. S. Dissanayake
(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. Sisira Siri Arachchi
Works Aid
Mr. K. 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 BSc Honours in Accounting 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 BSc Honours in Accounting 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 BSc Honours in Accounting 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 30th anniversary in 2022, marking a new era in university education in Sri Lanka. Therefore, it now signifies 33 years since academic accounting education was introduced into the Sri Lankan university system.

2.1.2 Objective and the Graduate Profile of the Degree Programme

The BSc Honours in Accounting 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 the fields of accounting, finance and management;
- Appreciative of field-specific practices in its wider socio-political context;
- Enterprising with the adaptability to change;
- Critical thinkers with analytical and problem solving skills;
- Reflective seekers of knowledge with commitment to lifelong learning;
- Effective communicators on field-specific issues in professional and business contexts;
- Leadership acumen with self - awareness, interpersonal skills and an aesthetic sense; and
- Responsible citizenry with an ethical and professional outlook.

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 several course units in the second, the third and fourth years of the Degree Programme (Refer Table 2.1.1). The course units are designed to develop 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. The internship programme is offered as two courses - ACC 3475 Internship in Accounting and Finance I (Year 3) and ACC 4673 Internship in Accounting and Finance II (Year 4). Under this programme, the 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, Information Systems, and Management, enabling students to apply their theoretical and conceptual understanding in a real work setting.

Management and personal capacity skills include skills such as adaptability, negotiation, interpersonal, teamwork, time and stress management, problem-solving, and leadership, and qualities such as integrity and ethical conduct. These skills and qualities are developed through the projects organized by the Accounting and Financial Management Association (AFMA), the student body of the Department, the skill development workshops, reflective learning, and the development of a portfolio of learning experiences conducted under the course - ACC 2272 Personal and Professional Development (Year 2), and the work life at the organizations in which undergraduates undergo internship.

Communication skills mainly focus on reading, listening, writing, and speaking skills in the 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, and the English language and communication skills development sessions conducted under ACC 2272 Personal and Professional Development (Year 2).

Knowledge Seeking and Learning to Learn Skills focuses on skills such as critical and creative thinking, analytical ability, inquiry and research orientation, and commitment

to life-long learning. These skills are developed in conjunction with the research methodology (ACC 4372 Research Methodology and Proposal Writing) and research report/dissertation (ACC 4376 Research Report/ ACC 4677 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 research studies are published in the Journal of Contemporary Perspectives in Accounting and Digitalization (formerly the Journal of Accounting Panorama), the research journal of the Department.

2.1.4 Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Accounting Degree Programme is depicted in Table 2.1.1.

Table 2.1.1: BSc Honours in Accounting Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
ACC 2370	Management Accounting	Core	150	03
ACC 2475	Accounting Information Systems and ERP Applications (Continued to semester II, Year 2)	Core	100	*
ACC 2272	Personal and Professional Development (Continued to Semester II, Year 2)	Core	50	*
BEC 2370	Macroeconomics	Core	150	03
DSC 2370	Operations Management	Core	150	03
FIN 2370	Financial Management	Core	150	03
MAR 2370	Marketing Management	Core	150	03
Total No. of Credits – Semester I				**15**
Year II - Semester II				
ACC 2373	Advanced Financial Accounting and Reporting	Core	150	03
ACC 2276	Computerized Accounting	Core	100	02
ACC 2272	Personal and Professional Development (Continued from Semester I, Year 2)	Core	50	02
ACC 2475	Accounting Information Systems and ERP Applications (Continued from semester I, Year 2)	Core	100	04
BUS 2371	Organizational Behaviour	Core	150	03
FIN 2372	Advanced Corporate Finance	Core	150	03
LAW 2372	Business and Corporate Law	Core	150	03
Total No. of Credits – Semester II				**20**
Total Credits Values for the Second Year				**35**
Year III - Semester I				
ACC 3270	Accounting and Financial Modeling	Core	100	02
ACC 3371	Advanced Management Accounting	Core	150	03
ACC 3372	Auditing and Assurance Services	Core	150	03
ACC 3373	Corporate Reporting	Core	150	03
ACC 3374	Taxation	Core	150	03
ACC 3475	Internship in Accounting and Finance I (Continued to Semester II, Year 3)	Core	300**	*
Total No. of Credits – Semester I				**14**

Year III - Semester II					
ACC	3376	Artificial Intelligence and Data Analytics in Accounting	Core	150	03
ACC	3377	Corporate Sustainability Accounting	Core	150	03
ACC	3475	Internship in Accounting and Finance I (Continued from Semester I, Year 3)	Core	300**	04
FIN	3375	Investment and Portfolio Management	Core	150	03
		Elective Course *(Refer list of elective courses - Year 3, Semester II given in Table 2.1.2)*	Elective	150	03
Total No. of Credits – Semester II					**16**
Total Credits Values for the Third Year					**30**
Year IV - Semester I					
ACC	4370	Governance, Ethics and Risk Management	Core	150	03
ACC	4371	Accounting Theory and Contemporary Issues	Core	150	03
ACC	4372	Research Methodology and Proposal Writing***	Core	300	03
ACC	4673	Internship in Accounting and Finance II (Continued to Semester II, Year 4)	Core	450**	*
BUS	4370	Strategic Management	Core	150	03
Total No. of Credits – Semester I					**12**
Year IV - Semester II					
ACC	4374	Strategic Management Accounting	Core	150	03
ACC	4375	Business Analysis and Valuation	Core	150	03
ACC	4673	Internship in Accounting and Finance II (Continued from Semester I, Year 4)	Core	450**	06
		Plus Option I or Option II			
		Option I:			
ACC	4376	Research Report	Core	300	03
		Elective Course *(Refer list of elective courses - Year 4, Semester II given in Table 2.1.2)*	Elective	150	03
		Option II:			
ACC	4677	Dissertation	Core	600	06
Total No. of Credits – Semester II					**18**
Total Credits Values for the Fourth Year					**30**
Total Credit Value for the Programme					**126**

* Assessed on annual basis.

** As per the internship guidelines of Department of Accounting, it is required to complete 150 notional hours to be eligible to obtain 01 credit for internship. The notional hours required accordingly is spread among the two semesters of each year.

*** Under this course, every student is allocated a research supervisor concurrent to the lecture series that they follow on research methodology. The students are required to develop a research proposal under the guidance of the supervisor and submit for evaluation at the end of Semester I, Year 4. Based on this research proposal, the students will conduct a research study, which will either produce a research report (ACC4376) or Dissertation (ACC 4677) in Semester II, Year 4.

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 3378	Forensic Accounting	03
ACC 3379	Advanced Taxation and Tax Planning	03
FIN 3376	International Financial Management	03
FIN 3377	Bank Management	03
ITC 3377	Digital Business Management and Enterprise Applications	03
LAW 3372	International Trade and Investment Law	03
ENT 3383	Entrepreneurship and Business Development	03

Elective Courses - Year IV, Semester II

Course Code	Course Title	Credit Hours
ACC 4378	Advanced Auditing and Assurance Services	03
ACC 4379	Public Sector Accounting and Finance	03
ACC 4380	Blockchain in Accounting	03
FIN 4378	Contemporary Issues in Finance	03
FIN 4379	Entrepreneurial Finance	03
LAW 4372	Commercial Administrative Law	03
LAW 4373	Information and Communications Technology Law	03
ENT 4378	Managing Creativity and Innovation	03

2.1.5 Descriptions of Courses:

A short description of courses offered in the years II to IV of BSc Honours in Accounting Degree Programme is provided below.

ACC 2370: MANAGEMENT ACCOUNTING

This course aims to provide students with an understanding of management accounting theory and practice under four main pillars: a) introduction to management accounting & management accounting techniques, b) decision-making, c) planning & controlling, and d) performance evaluation. The development of problem-solving, analytical and critical thinking skills relating to the application of management accounting practices are also emphasised in the course. The topics covered are: overview of management accounting; cost concepts; costing methods-job costing & process costing; cost-volume-profit analysis; pricing; budgeting; and standard costing. An understanding of the management accounting content covered in the G. C. E. Advanced Level (A/L) Accounting subject is essential to follow this course.

ACC 2475: ACCOUNTING INFORMATION SYSTEMS AND ERP APPLICATIONS

This course introduces students to IT-based accounting information systems and their role in modern organizations, with a specific focus on their use as a managerial support tool for operational and strategic decision-making. It covers a range of topics, including the role and purpose of Information Systems and Accounting Information Systems (AIS) in organizations; professionalism, ethics, and internal

controls related to AIS; transaction processing within the AIS; information technology (IT) and systems modeling techniques such as flowcharts; data flow programming and IT; business process programming and IT; core business processes such as sales and collection, and acquisition and payments; computer crimes and IT security; decision-making models and knowledge management; e-business and Enterprise Resource Planning (ERP) systems; auditing and evaluating AIS; as well as an overview of data analytics and emerging technologies such as artificial intelligence, blockchain technology, cloud computing, virtualization, and the Internet of Things (IoT).

The course uses the SAP S/4HANA ERP system to provide students with both fundamental knowledge and hands-on experience in processing and analyzing data across various business functions. It integrates students' understanding of information systems and related technologies with practical applications. The data processing and analysis are based on a hypothetical company, Global Bike Group. The ERP component of the course covers the basic concepts of enterprise resource planning using SAP S/4HANA, an overview of Global Bike Group's strategy and operations, navigation within the SAP S/4HANA system, and key modules such as Materials Management (MM), Sales and Distribution (SD), Financial Accounting (FI), Cost Centre Accounting (CO), and Controlling – Product Costing (CO-PC I).

This course is offered during Semesters 1 and 2 of Degree Part II as an annualized course. The assessment of this course is conducted on an annual basis.

ACC 2272: PERSONAL AND PROFESSIONAL DEVELOPMENT

The aim of this course is to develop skills and values associated with personality development of accounting students that would enable them to commence their careers with confidence and become responsible citizens. Accordingly, the course develops a wide array of skills and values in students from three areas: (a) soft (generic) skills, viz. creative and critical thinking, leadership and teamworking skills, negotiation skills, interpersonal and teambuilding skills, and time and stress management skills; (b) professional communication skills in English that encompass reading, writing, speaking and listening; and (c) professionalism and ethical conduct. A range of learning methods are used in the delivery of the course including a guest lecture series; career development planning and reflective learning; skill projects organised by the Accounting and Financial Management Association (AFMA) (the student body of DA); communication skills development and English language software sessions. This provides a firm foundation for students to undergo their internship from Year 3 of the degree programme, where they would apply the skills and values gained in the course.

ACC 2373: ADVANCED FINANCIAL ACCOUNTING AND REPORTING

The aim of this course is to familiarise the students with the regulatory framework for financial reporting and Sri Lanka Accounting Standards to enable them to prepare corporate financial reports including consolidated financial statements. Accordingly, the course is designed to provide students with the advanced theoretical and technical knowledge applicable to corporate financial reporting. Specific topics covered in this course include financial reporting environment; company income tax; business combinations; consolidated financial statements; investments in associates; joint arrangements; reporting for operating segments; foreign currency

transactions and translation; and insolvency and liquidation. A sound understanding of the Financial Accounting and Reporting course covered in Year 1 is essential to follow this course.

ACC 2276: COMPUTERIZED ACCOUNTING

This course consists of an accounting software (Sage 50).

The accounting software (Sage 50) component aims to provide students with hands-on experience in processing accounting data, as well as analysing and communicating information to both internal and external users for decision-making purposes. This section of the course covers the setup of a company profile, chart of accounts, and modules such as general ledger, customers and sales, vendors and purchases, inventory, employees and payroll, fixed assets, and budgets. It also includes posting transactions into the accounting system, analysing information generated through various reports, and customising the accounting systems to meet the specific needs of different users.

ACC 3270: ACCOUNTING AND FINANCIAL MODELLING

The aim of this course is to familiarize the students with advanced spread sheet programming to manage strategic and operational business requirements that arise in the sphere of Accounting and Finance. This course also provides theoretical and practical knowledge of database management systems to enhance analytical competence of students in the field of computerised database applications in Accounting and Finance. Accordingly, this course covers model design principles; tools in spread sheet model development; pivot table; spread sheet decision logics; investment appraisal models; loan amortization schedules; depreciation schedules; working capital management models; lookup functions; sensitivity analysis; solver function and macros.

ACC 3371: ADVANCED MANAGEMENT ACCOUNTING

This course is developed on the foundations of ACC 2370 Management Accounting, offered during Year II. This is an advanced course in management accounting, which aims to provide the students with an in-depth knowledge and skill base pertaining to management accounting concepts, techniques, application of concepts/techniques in work settings and recent developments in the spheres of management accounting. The areas covered are: evolution of management accounting; activity-based costing and activity-based management; budgetary control and beyond budgeting; divisionalisation and responsibility accounting; balanced scorecard; strategizing for better pricing decisions; managing cost and quality strategically; service sector costing; introduction to sustainability management accounting and recent trends in management accounting research.

ACC 3372: 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 familiarise 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 controls, audit evidence, using the work of others, auditor‘s involvement in special purpose audit engagements and other assurance services including social and environmental audits. In addition to this, the programme introduces the students to the use of computer assisted audit techniques (CAATs) and considers issues related to computer information systems audit.

ACC 3373: CORPORATE REPORTING

The aim of this course is to familiarise the students with reporting practices and issues involved in the publication of financial and non-financial information of corporate entities and make them appraise the current practices adopted in corporate reporting. This course blends the conceptual understanding of corporate reporting practices with their practical application and exposes the students to contemporary issues in diverse business and social contexts. Accordingly, this course covers corporate reporting practices and issues from a broad perspective, which include corporate reporting environment; accounting for corporate social responsibility and sustainability; sustainability reporting; integrated reporting; accounting for financial instruments, share based payments, employee benefits, biological assets and agricultural-produce; performance measurement using earnings per share (EPS); and accounting and financial reporting in public sector and small and medium size enterprises.

ACC3374 / ACC3381: TAXATION

The aim of this course is to familiarise the students with the knowledge of basic principles of taxation and application of tax laws of Sri Lanka in the computation of direct and indirect tax liability of persons (individuals and entities). Accordingly, this course is designed to expose the students to the computation of the income tax liability of individuals, companies and other entities in compliance with contemporary taxation laws and other regulations in Sri Lanka. Further, this course provides students with a basic understanding of the computation of Value Added Tax (VAT) liability in compliance with the relevant legislation and the tax administration provisions. Specific topics covered in this course include introduction to taxation, which covers the basic principles of taxation; employment income; business income; capital allowances; income from investment and other sources; tax computation of individuals, companies, partnerships, NGOs and charities; tax administration; and the basics of VAT and other business taxes.

ACC 3475: INTERNSHIP IN ACCOUNTING AND FINANCE I

The two-year Internship Programme in Accounting and Finance has been a notable feature of the Degree Programme its inception in 1992. It consists of two stages: Stage 1 offered in Year 3 and Stage 2 offered in Year 4.

Stage 1 of the Internship Programme aims at providing training to students in a real-life work-setting to improve their: (a) ability to apply theoretical and conceptual understanding/knowledge in practice; (b) soft skills such as critical thinking, problemsolving, conceptual ability, communication and inter-personal skills; and (c) professional and ethical conduct in relation to accounting, finance, and general management. Under this programme, the students will gain practical experience in several sub-disciplines of accounting that include accounting systems, procedures and processes; auditing and assurance services; financial and corporate reporting; management accounting; taxation; financial management; corporate governance; forensic accounting; and data analytics in accounting by undergoing internships in approved training organizations (both public and private sectors) under the supervision of qualified supervisors. The training organizations include public accounting firms (audit firms), mercantile and financial institutions, business/knowledge process outsourcing firms (BPOs/KPOs), ERP solution providing firms and government ministries/departments/corporations. Furthermore, the students are also allowed to start a business venture under the guidance of the Department of Entrepreneurship of FMSC. The level of achievement and the professional development of interns are assessed at the end of the Year 3 using multiple modes including supervisor independent evaluation, training record evaluation, and a viva-voce examination.

ACC 3380: MANAGEMENT ACCOUNTING

This course aims to provide students with an understanding of management accounting theory and practice under four main pillars: a) introduction to management accounting & management accounting techniques, b) decision-making, c) planning & controlling, and d) performance evaluation. The development of problem-solving, analytical and critical thinking skills relating to the application of management accounting practices is also emphasised in the course. The topics covered are: overview of management accounting; cost-concepts; costing methods-job costing & process costing; cost-volume-profit analysis; pricing; budgeting; and standard costing. An understanding of the management accounting content covered in the G. C. E. Advanced Level (A/L) Accounting subject is essential to follow this course.

ACC 3376: ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN ACCOUNTING

This course consists of two modules, i.e., Artificial Intelligence (AI) and Data Analytics in Accounting.

Artificial Intelligence: this module provides knowledge and understanding to students as to fundamentals of AI, including their implications on the businesses specifically to accounting and finance functions; frontier technologies in these areas; applications and opportunities of AI in accounting and financial services, including the future of financial services; and how to build an AI strategy focusing the accounting and finance areas. This module also provides an overview of Artificial Neural Network (ANN) theory, techniques, and their applications in various functional areas of accounting and finance. Further, the students are provided hands-on experience in data mining software, data warehousing concepts and methods, and their application in accounting and finance. Moreover, this module develops links among information systems, statistics, finance, and accounting, and provides the foundations of data mining methods and their implementation. This module also equips the students in building and evaluating trading models and the managing of risk and addressing problems in these areas.

Data Analytics in Accounting: this module aims to equip the students with the necessary knowledge and skills in using data analytics to identify, capture, evaluate and resolve accounting and business-related issues and problems using appropriate data modeling and other quantitative analytical tools that includes descriptive, diagnostic, predictive and prescriptive analytics. The students will be exposed to how the data is collected, created, and shared and make them to recognise and evaluate the reliability of sources of structured and unstructured data for use in the analysis. The students will also get an understanding of using quantitative techniques to discover frauds and anomalies in accounting and financial data. In addition, the students will be able to use visulaisation techniques of data in gaining insights into associations, outliers, and other data anomalies. The module will also expose the students to business risks and ethical issues related to data gathering, storing, and usage. Furthermore, this course provides a sound basis for the final year research study, where quantitative data analyses are extensively involved.

ACC 3377: CORPORATE SUSTAINABILITY ACCOUNTING

This course is designed to enhance students' comprehension of sustainability and its accounting-related facets, aligning with the most recent advancements on both local and global fronts. Its primary focus centers on the pivotal role of accounting in fostering corporate sustainability, thereby contributing to the advancement of a sustainable society and economy with a pragmatic approach. The course encompasses an array of crucial topics, including sustainable development goals, contemporary accounting practices pertinent to sustainability, environmental management accounting, accounting strategies for the

social dimension, the integration of the three sustainability pillars, and comprehensive frameworks for overseeing, accounting for, and reporting on sustainability. Moreover, it delves into emergent topics within the realm of corporate sustainability, such as sustainability assurance, the circular economy, sustainability risk management, sustainable supply chain management and digitalization of sustainability management and accounting.

ACC 3378: FORENSIC ACCOUNTING

This course intends to develop an understanding of forensic accounting work, including the nature and extent of financial crime and financial dispute resolution. Further, the course will enable the students to understand the pervasiveness and the causes of fraud and white-collar crime in society; identify the types of fraud and fraud schemes that affect business entities; explore fraud detective and preventive mechanisms; and improve the skills to recognise potential fraudulent situations. The course content includes the identification of problematic situations and inherently weak systems in organizations, various fraud detection and fraud investigation techniques, examination of financial statements and analytical techniques, the evidence collection process (physical, documentary and observational evidence), interview and interrogation methods, lost profits analyses, multiple types of litigation support services, the design and recommendation of solutions to minimise risks, and the methodologies used by organizations and individuals in the management of risk associated with financial exposure. Further, this course will expose the students to the fundamental legal concepts governing expert witness testimony, the quantification of economic damages in cases and the concepts relating to fraud reporting and the recovery process.

ACC 3379: ADVANCED TAXATION AND TAX PLANNING

This course is aimed at students who require extensive knowledge in taxation for their future professional careers. It further develops the key aspects of taxation covered in ACC 3374 Taxation course offered in Semester I, Year 3. Hence, the course syllabus extends the knowledge of personal income tax, company tax, capital gains tax and indirect taxes such as VAT, double taxation, tax administration etc., which will provide an extensive background to advanced taxation. Further, a special emphasis is given in the syllabus to tax planning at individual and entity level. Accordingly, specific topics covered in this course include income tax liability of a resident company, taxation and business decision making, taxation of non-residents and international taxation, statutory provisions, VAT, tax holidays, exemptions, and transfer pricing.

ACC 4370: GOVERNANCE, ETHICS AND RISK MANAGEMENT

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. Accordingly, this course covers various philosophical bases of corporate governance and ethics, different regimes of corporate governance that exist in the world, different regulatory frameworks, corporate governance mechanisms, types and sources of risks faced by an organization, and how these risks can be managed, controlled and mitigated (with an emphasis on combined assurance), in the context of overall business strategy and governance structure of an entity, and the movement towards an integrated corporate governance system. Further, this course discusses the professional and corporate ethics with theoretical explanations and practical applications.

ACC 4371: ACCOUNTING THEORY AND CONTEMPORARY ISSUES

The objective of this course is to provide the students with a sound understanding of theories that are integral to accounting practice, make them appraise the implications of these theories on the accounting practice and assess the contemporary issues surrounding the application and

decision-making relating to accounting practice. Accordingly, this course covers accounting theory and regulations, international accounting, normative theories of accounting, positive theories in accounting, accounting research and theory, alternative perspectives of accounting, and contemporary accounting issues including the factors or incentives that exist for preparers of accounting reports, choice of accounting methods, provision of voluntary disclosures, sustainability and integrated reporting, contemporary performance measurement systems, management control systems and sustainable controls, better budgeting and beyond budgeting and link between accounting systems and sustainability strategy.

ACC 4372: RESEARCH METHODOLOGY AND PROPOSAL WRITING

The objective of this course is to develop the students' competence and proficiency in conducting a research study. This course has two components: (a) a lecture series on research methodologies and (b) the development of a research proposal by each student under the guidance of the allocated supervisor. The lecture series introduces and discusses approaches, strategies, and methodologies used in social science research with a specific emphasis on literature review, data collection methods and data analytical techniques. Concurrent to this lecture series, each student is required to work with the assigned supervisor and develop a comprehensive research proposal. Based on this research proposal, each student will conduct a research and produce either a research report or a dissertation by the end of Semester II, Year 4. During this course, the students are expected to develop a high level of intellectual ability, critical analysis, and skills in the application of theories and methods in research.

ACC 4673: INTERNSHIP IN ACCOUNTING AND FINANCE II

This Stage 2 of the Internship Programme provides students with the opportunity to continue their training covering more advanced aspects of internship including, accounting systems, procedures, and processes; auditing and assurance services; financial and corporate reporting; management accounting; taxation; financial management; corporate governance; forensic accounting; and data analytics in accounting. Accordingly, this course aims at providing the students the opportunity to: (a) analyse the issues associated with the application of theoretical concepts/techniques of accounting and allied fields in diverse work-settings and assignments; (b) improve higher order generic skills and abilities expected in accounting professionals; and (c) demonstrate professional and ethical conduct in diverse work environments and inter-disciplinary groups in organizations. The students who have opted to start a business venture can continue with their venture under the supervision of the Department of Entrepreneurship. With the conclusion of this two-year internship programme, the students acquire firm foundation to step into the world of work as future-ready accounting professionals with the right blend of knowledge, skills, attitudes, and values. The level of achievement and professional development of the students at the end of Year 4 are assessed using multiple modes including supervisor independent evaluation, training record evaluation, viva-voce examination, and a reflective journal.

ACC 4374: STRATEGIC MANAGEMENT ACCOUNTING

The Strategic Management Accounting (SMA) course unit aims to provide the students with an understanding of the role of the accounting professional in business in the 'Strategic Management Process'. In this process: Strategizing the market through strategic pricing, product development

and market expansion; Strategizing the value chain through quality management, cost management and managing flexibility; Strategizing the organizational hierarchy, through maintaining strategic connections between the market and the value chain through organizational control systems and performance management; and Strategizing the social and environment through sustainability goals would be discussed. The SMA course unit also focuses on the changing role of the accounting professional in business, from a 'Scorekeeper' to an 'Internal Business Consultant' by linking business processes with its financial implications, by working in multidisciplinary teams. Business issues emerging with the events occurring in the political, economic and social spheres in the business environment would also be discussed. How these business issues would be addressed by managing customers and competitors for sustainable profits, would also be discussed. The course unit basically takes a conceptual-practical-interpretive approach.

ACC 4375: BUSINESS ANALYSIS AND VALUATION

This course provides a framework that helps to analyse the corporate financial statements and reveal their value with an emphasis on corporate social responsibility and its effects on sustainable profitability. This is a capstone course that brings together areas of financial accounting, finance, and strategic management. Hence, in this course, the students are made to appreciate and understand the connections between the strategies of a firm and its operating, investing, and financing activities within the broad socio-economic context, and thereby develop the students' ability to analyse and interpret financial as well as ESG (environment, social and governance) information of a firm to gain further insights into its performance from an analyst's point of view. The main areas covered are: business environment and strategy analysis used in developing a firm's competitive strategy; accounting analysis for assessing the representation of businessstrategy and economic reality in financial statements, and developing adjusted accounting measures of performance;financial analysis to evaluate performance, risk and cash flows; prospective analysis and company valuation using free cash flow approach and residual income models; and evaluation of firm performance using both financial and non-financial indicators.

ACC 4376: RESEARCH REPORT

During the course, students continue to work under the assigned supervisors and conduct research studies based on the proposals developed during the course ACC 4372 Research Methodology and Proposal Writing'. This course provides each student with an opportunity to investigate an issue in accounting, finance, or management, develop research skills and gain experience of an independent research study. The students are expected to relate the issue investigated to the body of extant theoretical and empirical research on the topic, establish a sound methodology to investigate the research issue, develop research findings based on the chosen methodology and write a research report.

ACC 4677: DISSERTATION

During the course, the students continue to work under the assigned supervisors and conduct research studies based on the proposals developed during the course ACC 4372 Research Methodology and Proposal Writing'. This course provides each student with an opportunity to conduct an in-depth investigation of an issue in accounting, finance, or management, carry out a comprehensive analysis based on a sound theoretical framework and write a dissertation. It is designed to encourage a student-centered approach to deep learning using positivistic or/and post-positivistic research paradigms grounded on a sound theoretical basis and develop confidence in conducting a research study independently.

ACC 4378:
ADVANCED AUDITING AND ASSURANCE SERVICES

This course provides students with a sound conceptual understanding of key topics in governance, risk, and modern risk-basedauditing. It equips students with the skill of applying Sri Lanka Auditing Standards (SLAuS) in auditing a set of LKAS/SL-FRS-compliant financial statements. The areas covered are: governance, risk, and controls; accountability and audit; ethical issues; current and emerging trends that have reshaped auditing professions; audit quality and practice management; integrated internal control framework; risk-based audit planning; formulating testing strategies; audit of complex areas; auditing group of companies; audit reporting; and sustainability audits and assurance. In the delivery of the course, the case study analysis is adopted.

ACC 4379:
PUBLIC SECTOR ACCOUNTING AND FINANCE

The course focuses how the various types of public sector entities make the best use of the vast resources entrusted to them in creating value to the public. Hence, the course examines accounting and financial management in the context of Sri Lankan Public Sector organizations. Accordingly, the role and nature of public sector accounting, and theories that underpin current accounting practices are discussed in this course. In this course, literature will be drawn from a range of disciplines, including economics and public management as well as accounting and finance. The course covers five modules: governance and decision making process; financial planning and budgeting; public sector accounting and reporting; decision support; and public sector auditing. The course content will focus on applied knowledge by using authentic business scenarios that require students to demonstrate the application of technical knowledge. Further, the improvement of workplace skills such as teamwork, communication, problem solving, and analytical skills are integrated into the course.

ACC 4380:
BLOCKCHAIN IN ACCOUNTING

The aim of this course is to familiarise the students with the blockchain technology and its applications in accounting and financial management processes in an organization. Further, students are expected to critically evaluate how and why accounting and financial management processes impact by disruptive technologies with a special emphasis on the blockchain technology. Accordingly, the specific topics covered in this course include, history of blockchain and cyber currency systems, blockchain functionality, risks, and threats, blockchain adjacent technologies such as smart contracts, and the application of blockchain and related technologies in diverse business environments and processes, the related regulatory considerations and the criticisms and limitations of blockchain.

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 Certied 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 BSc Honours in Accounting 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	Foundation Level (All 5 Papers) Operational Level (All 6 Papers) Managerial Level (All 5 Papers)	Strategic Level (All 4 Papers) and the Apex Level
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)	Business Level 1 (All 4 papers) Business Level 2 (All 4 papers) Professional Skills pillar (All 9 course units) Corporate Level (All 4 papers)	Strategic Level (4 papers and the Integrated Case Study)
Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka)	Foundation Level (All 5 papers) Operational Level (All 6 papers) Managerial Level (All 5 papers)	Strategic Level (All 4 papers) and the Apex Level

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 recognises the outstanding performance of the students by awarding five Gold Medals at the University General Convocation.

- **Professor Y A D S Samaratunga and B R de Silva Memorial Gold Medal:** Awarded to the best student of the BSc Honours in Accounting 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 BSc Honours in Accounting 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 BSc Honours in Accounting 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 BSc Honours in Accounting Degree Programme by CA Sri Lanka.
- **KPMG Gold Medal:** Awarded to the best student in the fields of auditing, corporate governance and taxation in the BSc Honours in Accounting Degree Programme by KPMG Sri Lanka, Chartered Accountants.

2.1.9 Student Associations

Accounting & Financial Management Association (AFMA)

The Accounting & Financial Management Association (AFMA) serves as the student body of the Department of Accounting (DA). AFMA is dedicated to enhancing students' knowledge, skills, and attitudes, focusing on the development of leadership qualities, organizational abilities, communication skills, networking, and mutual support.

AFMA achieves its mission through a variety of activities, including guest lectures, workshops, and industry seminars; organizing sports and cultural events such as the 'Sports Fiesta,' 'Cricket Fiesta, 'Vishrawas,' 'AFMA FitTrek' (outbound leadership and team-building training program), 'RidmaNadee' (undergraduate talent show), 'Chathurmaana' (inter-university talent competition), 'Legacy English Day,' 'Buddhabiwandana,' 'Buddhanumodana,' 'AFMA Sooryabhishekhaya,' and 'AFMA Bathi Pooja.' CSR projects include initiatives like 'Vivarana' (G.C.E. Advanced Level Accounting Special Seminar), 'AFMA Wellness Camp,' 'Apeksha,' 'Suwanda Hamana Daath,' 'Supan Bindak,' 'Nethu Pahan,' and 'Pannaraya.' Additionally, AFMA organizes the 'Esperanza' quiz competition for G.C.E. Advanced Level Commerce Stream students, educational and motivational programs such as 'Inspiratie,' 'CovidArt,' 'InnerIgnite,' 'Fridaze,' and 'AFMA Accounting Saga.' The association also compiles its annual magazine, coordinates the publication of the Accounting Standards Handbook for G.C.E. Advanced Level students and teachers, and assists with organizing the Young Accountants' Research Conference (YARC). Office bearers are selected annually from second-year students, and the association operates through 10 committees: Aesthetics, Community Outreach, Finance, Fitness & Wellbeing, Information & Communication Technology, Partnerships & Fellowships, Peer Support, Professional Communication & Editorial, Research & Publications, and Training, Development & International Relationships.

AFMA and its members achieved several notable accomplishments during 2024 and 2025, as follows:

• Four students from the DA were among the top 20 highest GPA holders of the FMSC for 2025.

• AFMA emerged as the Champions of the ACCA Financial Hackathon 2024.

• AFMA secured 1st Runner-Up at Magnate 2025, the Inter-University Debate Competition organized by the Finance Students' Association, Department of Finance, University of Colombo.

• At the J'pura Employability Skills Awards (JESA) 2024, AFMA won the Best CSR Award for the 'Accounting Standards Handbook' project. Individual achievements included Shan Dilhara winning the BESA-FMSC Award and placing 1st Runner-Up for the Best Young Entrepreneur Award, Piyumanthi Liyanarachchi and Naadiya Mariam as 1st and 2nd Runners-Up for the BESA-FMSC Award, Dinali Jayasinghe as 1st Runner-Up for the Best Communicator Award, and Maheesha Liyanagamage as 2nd Runner-Up for both the Best Leader and Best Team Player Awards.

• At the J'pura Employability Skills Awards (JESA) 2025, AFMA won the 1st Runner-Up under the Best CSR Award for the 'AFMA Wellness Camp' project. Individual achievements included Naadiya Mariam winning the BESA Inter-university Award, Chamath Pushpakumara placing 1st Runner-Up for the BESA-FMSC Award and 2nd Runner-Up for the Best Team Player Award, and Aaqila Faizal being named 2nd Runner-Up for the Best Communicator Award.
• Amanda Adhikari earned the 1st Runner-Up position in Dharaa '24, the Inter-Faculty Singing Competition organized by the Flair Club of USJ.
• Nine students from the DA were recognized for their achievements at the 48th Colours Awards Ceremony of USJ.
These achievements highlight AFMA's steadfast dedication to promoting excellence in academics, professional development, and extracurricular activities.

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, organising social events, and exploring possibilities of obtaining further recognition to Accounting graduates in the business community. AAA launched Professor 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 programmes. 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 BSc Honours in Accounting Degree Programme, computer based accounting diploma programmes 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)

Skill Development Center (SDC), which is located within the department premises, was newly designed and upgraded in 2025 to foster mental freedom by offering students a welcoming environment to work, collaborate, and grow. It also aims to further strengthen skill development and promote academic excellence within the department.

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.

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

Professor Dileepa N. Samudrage

2.1.12 Academic Staff

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2.2 BSc Honours in Business Administration Degree Programme

2.2.1 About Us

The Degree in Business Administration has a history of more than sixty-five 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 the latter part of 1970s, the University witnessed another turning point in the field of Management education. As a result, the Department of Management Studies was split into two separate Departments, namely 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 its research culture, the Department initially organised its research activities under three research clusters: the Cluster for Organisation & Society (COS), the Cluster for Leadership & Strategy (CLaS), and the Cluster for Knowledge Management & Business Innovation (CKMBI), which were given more formality with the establishment of the Research Centre for Business & Society (RCBS).

BSc Honours in Business Administration 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 BSc Honours in Business Administration 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 BSc Honours in Business Administration 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 *critically reflect* - on learning experience - and to *synthesise* - what they learnt and are learning - and to make a *bridge* - 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:

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

b. create a challenging 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;

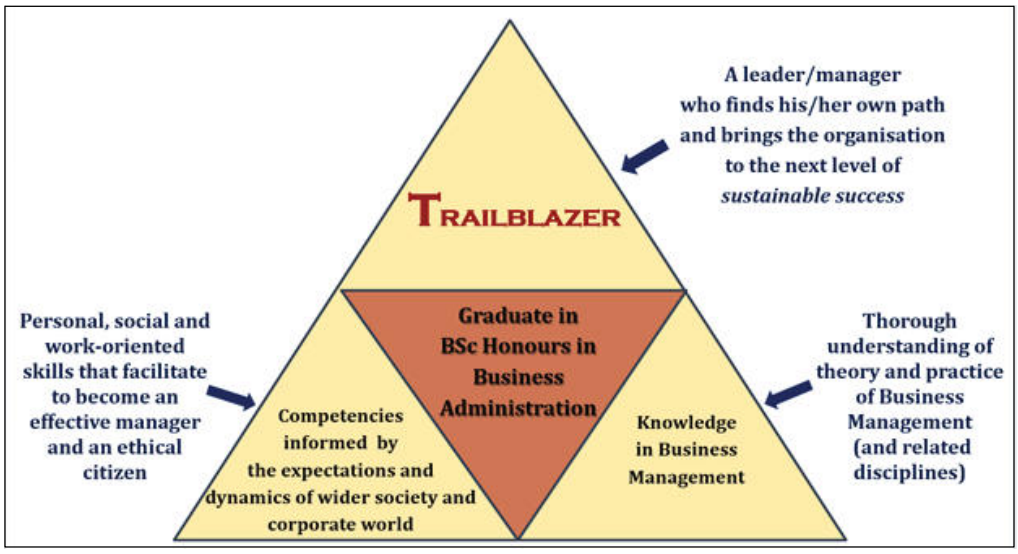
h. deliver the programmes through classroom interaction and innovative Learning Management Systems (LMS) to make sure the effectiveness of teacher-learner activities;
and

i. create and maintain a conducive department culture that fosters proactiveness, foresightedness, creativity, cooperativeness and initiativeness.

2.2.3.2 Graduate Profile

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

Knowledge in Business Management	a. having a thorough understanding of theory and practice of Business Management.
	b. ability to integrate the functional areas of Management and related disciplines to understand and cope with the multiple realities of the World of Work.
	c. ability to examine and understand the full breadth of issues surrounding the social, environmental, regulatory and ethical concerns associated with business organisations.

	d. ability to demonstrate awareness of the contemporary knowledge in Business Management. e. ability to discover and construct new knowledge through research and scholarship.
Work Oriented Competencies	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 Year II, III and IV

The structure of the year II to IV of BSc Honours in Business Administration Degree Programme is shown in Table 2.2.3.

Table 2.2.3: BSc Honours in Business Administration Degree Programme Structure for Year II, III and IV

Course Code	Course Name	Notional Hours	Course Status	Credit Value
Year II - Semester I				
BUS 2274	Managing Personal and Managerial Competencies	100	Core	2
BEC 2370	Macroeconomics	150	Core	3
FIN 2370	Financial Management	150	Core	3
MAR 2370	Marketing Management	150	Core	3
ACC 2370	Management Accounting	150	Core	3
DSC 2370	Operations Management	150	Core	3
Total Credit Hours				**17**
Year II - Semester II				
DSC 2371	Supply Chain Management	150	Core	3
BUS 2372	Business in Society	150	Core	3
BUS 2373	Business Psychology	150	Core	3
LAW 2374	Business Law	150	Core	3
ITC 2372	Business Analytics	150	Core	3
TTotal Credit Hours				**15**
Total Credit Hours of the Academic Year				***32***
Year III - Semester I				
BUS 3370	Organisational Behaviour	150	Core	3
BUS 3371	Business Innovation	150	Core	3
BUS 3280	Managing for Productivity and Quality	100	Core	2
LAW 3370	New Dimensions in Business Law	150	Core	3
ITC 3371	Management Information Systems and ERP Applications	150	Core	3
DSC 3370	Operations Research	150	Core	3
Total Credit Hours				**17**
Year III - Semester II				
BUS 3373	Business Ethics and Corporate Social Responsibility	150	Core	3
BUS 3374	Contemporary Issues in Management	150	Core	3
BUS 3375	Knowledge Management	150	Core	3
BUS 3381	Organisational Change and Development	150	Core	3
	Pathway (PW) ONE			
BUS 3377	Research Methodology	150	Core	3
	Choose One Elective from Table 2.2.4	150	Elective	3
	Pathway TWO			
	Choose One Elective from Table 2.2.4	150	Elective	3
Total Credit Hours				**PW I-18** **PW II-15**
Total Credit Hours of the Academic Year				***PW I-35*** ***PW II-32***

Year IV - Semester I					
BUS	4378	International Business Management	150	Core	3
BUS	4370	Strategic Management	150	Core	3
		Pathway ONE			
BUS	4879	Dissertation	800	Core	8
		Pathway TWO			
BUS	4380	Research Methods in Management	150	Core	3
BUS	4372	Business Management Internship **OR**	300	Core	3
BUS	4377	Business Development: Formation and Implementation I			
		Choose One Elective from Table 2.2.5	150	Elective	3
Total Credit Hours					**PW I-14 PW II-15**
Year IV - Semester II					
BUS	4671	Internship in Management **OR**	600	Core	6
BUS	4672	Business Development: Formation and Implementation II			
		Pathway ONE			
		Choose One Elective from Table 2.2.6	150	Elective	3
		Pathway TWO			
BUS	4581	Research Project in Management	500	Core	5
Total Credit Hours					**PW I-09 PW II-11**
Total Credit Hours of the Academic Year					***PW I – 23 PW II- 26***
Total Credit Hours of the Degree Programme					***121***

Table 2.2.4: List of Elective Courses offered by the Department in Year III – Semester II

Course Code		Course Name	Credit Value	Notional Hours
BUS	3382	Leadership and Cross-Cultural Management	03	150
ACC	3376	Artificial Intelligence and Data Analytics in Accounting	03	150
ACC	3381	Taxation	03	150
BEC	3374	Project Management	03	150
ENT	3383	Entrepreneurship and Business Development	03	150
HRM	3376	Human Resource Information Systems	03	150
ITC	3377	Digital Business Management and Enterprise Applications	03	150
FIN	3375	Investment and Portfolio Management	03	150
FIN	3377	Bank Management	03	150
FIN	3376	International Financial Management	03	150
MAR	3386	Hospitality and Tourism Marketing	03	150
DSC	3380	International Logistics Management	03	150

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

Course Code	Course Name	Credit Value	Notional Hours
BUS 4374	Sustainability and Environmental Management	03	150
HRM 4374	Human Resource Development	03	150
DSC 4370	Service Management	03	150
ITC 4381	Artificial Intelligence for Business	03	150
DSC 4376	Data Analysis for Managers	03	150
BEC 4370	Development Economics	03	150
FIN 4372	Financial Risk Management	03	150

Table 2.2.6: List of Elective Courses offered by the Department in Year IV – Semester II

Course Code	Course Name	Credit Value	Notional Hours
BUS 4382	Reflective Research Writing and Dissemination	03	150
BUS 4383	Critical Approaches to Management	03	150

2.2.5 DESCRIPTION OF THE COURSES

A short description of the Courses offered by the Department in the Year II, III and IV of the BSc Honours in Business Administration Degree Programme is provided below.

BUS 2274: MANAGING PERSONAL AND MANAGERIAL COMPETENCIES

Personal and managerial competencies facilitate managers to perform their multiple roles in work organisations and society at large. Thus, managing personal and managerial competencies has been recognised as a vital factor for the survival and sustainability of work organisations. However, in today's 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 Management undergraduates—the prospective managers—has become a vital requisite. In this context, the Course seeks to equip students with competencies that are aligned with the evolving demands ofthe contemporary world of work, while fostering critical thinking and reasoning among undergraduates. Through a series of continuous assessments designed to evaluate the development of such competencies, the Course aims to enhance students' conceptual, interpersonal, technical, and communicative capabilities in the broader field of Management. Upon successful completion of the Course, it is expected that participants will be able to mould themselves into proficient individuals with distinct personal identities.

BUS 2371: ORGANISATIONAL BEHAVIOUR

Organisational Behaviour (OB) is a self-reliant discipline that encompasses the knowledge of the already established disciplines, such as Psychology, Sociology, Social Psychology, Anthropology, and Political Science. With the knowledge gained from varied disciplines, Organisational Behaviour provides a systematic approach to understand, predict and manage human behaviour at work. The Course aims at developing individuals who possess knowledge and skills for their own employability, either locally or globally, as well as for managing people in the World of Work. The Course consists of major areas in OB, such as individual differences in behaviour,

organisational culture, motivation, managing stress, interpersonal and group behaviour, power and politics in organisations, leadership and organisational misbehaviour. With the knowledge imparted within the Course the learners will be able to understand, predict and manage the complex human behaviour within organisations for them to become successful managers.

BUS 2372: BUSINESS IN SOCIETY

Business and Society have an intricate relationship that they always interrelate, creating an effect on each other. In this context, Business in Society course gives the participants an in-depth understanding of this dialectical relationship between Business and Society. In order to understand the role of business in society, the first phase of the Course familiarises the participants with some of the key concepts, such as Society, Business, Work, Capitalism, Globalisation, and the Market, and issues and emerging trends associated with them. Having familiarised with the key concepts, issues and trends, the second phase of the Course examines the role of Business in Contemporary Society in the light of corporate social responsibility, sustainable development, working with diversity, eliminating poverty, morality and ethics, and negotiating the role of business in society through Government. Thereby, the Course encourages the participants to critically reflect on the increasingly complex interplay between business and society.

BUS 2373: BUSINESS PSYCHOLOGY

Psychology is the study of people - their mind, what they do, think, perceive and feel. More precisely, Business Psychology is a scientific discipline that attempts to understand the science of human behaviour by coalescing it with the experience of the World of Work. Thus, undoubtedly, it is a field of inquiry that attempts to improve employees' wellbeing and performance by understanding, predicting and managing the human aspects in the workplace. To acquire such an insight, this Course exposes students to key psychological elements that are associated with managing employees in the workplace and enables them to synthesise the modern psychological thinking with the key dimensions of the world of business and work.

BUS 3280: MANAGING FOR PRODUCTIVITY AND QUALITY

This course focuses on cultivating integrated skills related to 'Productivity' and 'Quality' among students. It aims to provide a comprehensive understanding of the fundamental concepts and issues related to productivity and quality, while imparting the knowledge, skills, and attitudes required to improve performance in business organisations successfully. Under this Course, the meaning, interdependence, and interrelationship of the concepts of productivity and quality, as well as strategies, techniques, and issues encountered in improving productivity and quality, are discussed in depth. This course aims to enhance students' practical knowledge of productivity and quality through various active learning methods, including factory visits, article presentations, guest lectures, and productivity improvement projects.

BUS 3370: ORGANISATIONAL BEHAVIOUR

Organisational Behaviour (OB) is a self-reliant discipline that encompasses the knowledge of Psychology, Sociology, Social Psychology, Anthropology, and Political Science and provides a systematic approach to understand, predict and manage human behaviour at work. The Course aims at

developing individuals who possess knowledge and skills for their own employability, either locally or globally, as well as for managing people in the World of Work. Organisational Behaviour is offered to the students in the third year after developing a strong knowledge base in Business Psychology in the second year. The Course comprises major areas in OB, such as individual differences in behaviour, organisational culture, motivation, managing stress, interpersonal and group behaviour, power and politics in organisations, leadership and organisational misbehaviour. With the knowledge imparted within the Course, the learners will be able to understand, predict and manage the complex human behaviour within organisations for them to become successful managers.

BUS 3371: BUSINESS INNOVATION

This course aims to equip the management students with an understanding of different dimensions of innovation, main issues in the management of innovation, and an appreciation of the relevant skills needed to manage innovation at both strategic, business as well as operational levels. It provides evidence of different approaches based on real world examples and experiences of leading national and international organisations. The management of innovation is one of the most important and challenging aspects of modern organisations. Innovation is a fundamental driver of competitiveness and it plays a large part in improving quality of life. Innovation, and particularly technological innovation, is inherently difficult, uncertain and risky, and most of the new technologies fail to be translated into successful products and services. Given this, it is essential that management students understand the strategies, tools and techniques for managing innovation.

BUS 3373: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

This course introduces Business Ethics and Corporate Social Responsibility as the modern management approach to ethical questions/issues in business environment. Ethical issues of business organisations are naturally embedded within the functional areas of the organisations and graduates who do not have an adequate knowledge of Business Ethics and Corporate Social Responsibility (CSR) would find it difficult to cope with ethical issues in organisations. Therefore, this Course gives not only the understanding of the basic theoretical concepts but also improves skills of identification, analysis, and recognition of ethical dilemmas at workplace. Given the context, the Course comprises two parts. The first part covers Business Ethics and the second part focuses on Corporate Social Responsibility in contemporary organisations, how organisations should respond to the arising social and environmental responsibilities ethically. Therefore, this Course would persuade the students to critically think, analyse, and evaluate the organisational strategies from an ethical perspective by integrating ethics and corporate social responsibility in a business context.

BUS 3374: CONTEMPORARY ISSUES IN MANAGEMENT

This is an advanced course focused on the current issues in Management in a wider societal context. While focusing on the emerging trends in wider socio-political and economic context vis-à-vis the broad area of Management, this Course seeks to achieve two pedagogical objectives. The Course, on the one hand, encourages participants to critically dissect and reflect on contemporary issues in the World of

Work, which they are part of. On the other hand, it facilitates them to explore and craft alternative ways and means - against orthodoxies in the market managerialism - to cope with those issues.

BUS 3375: KNOWLEDGE MANAGEMENT

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

BUS 3377: RESEARCH METHODOLOGY

This research-oriented course is a prerequisite for BUS 4879: Dissertation located in the Year IV- Semester I of the Degree Programme. With a brief introduction to the philosophical foundation of Social Science Research, the Course intends to provide the participants with necessary knowledge and skills in 'doing' their independent research study in management (Dissertation) in the Year IV-Semester I of the Degree Programme. The Course covers both qualitative and quantitative methodological approaches to Management Research.

BUS 3379: INTERNATIONAL BUSINESS MANAGEMENT

This is an integrated course that provides the knowledge in doing business across the cross borders. The Course is designed as a culmination of knowledge and skills from all management-related subjects learnt 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 analysis and understanding the international and global environments, global opportunity and threat assessment, risk analysis and overseas market selection, international expansion, market entry and portfolio management 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 3381: ORGANISATIONAL CHANGE AND DEVELOPMENT

As change is an essential aspect of current organisational life, the course aims to develop a broader understanding of the need to be proactive and intervene to resolve existing barriers to change, and to make use of the potential to facilitate change. This is achieved by developing a foundational understanding among learners about organisational change and development in the context of an increasingly dynamic global business environment. Thus, the course examines how organisations respond to change through planned interventions and adaptive strategies, with particular

attention to human behaviour, organisational structure, and development practices. By exploring key change models, the role of change agents, and basic diagnostic and intervention approaches, learners will enhance their conceptual and practical capabilities, develop critical thinking on sustainable business transformation, and strengthen leadership potential for managing change. The course further supports the development of ethical, culturally aware, and socially responsible graduates who can contribute to organisational and societal progress, while promoting continuous learning and effective communication in organisational contexts.

BUS 3382: LEADERSHIP AND CROSS-CULTURAL MANAGEMENT

This course helps students to develop cross-cultural intelligence by providing contextual knowledge, cross-cultural skills, and multiple perspectives which are essential qualities of a global leader. Further, it helps students to recognise gaps that create cultural conflicts and learn to value different cultural contexts surrounding individuals and organisations with which they interact. It incorporates topics which highlight the impact of culture in the global business environment and considers the implications for management. Especially topics include cultural diversity, negotiating across cultures, managing communication across cultures, managing conflicts, understanding cross-cultural ethics and corporate social responsibility, working in global teams, global leadership styles, and human resource requirements for performance as global managers. At the end of the Course, students are expected to have built mindsets and skill sets of a competent global leader who appreciates and leverages diversity in organisations they work with.

BUS 4370: STRATEGIC MANAGEMENT

This is an advanced and capstone course that draws upon knowledge of previous courses delivered at the first, second and third phases of the Degree Programme. The purpose of this Course is to deliver a holistic understanding of corporate and business strategy. As such, it ties previous disciplines together at a strategic level, in determining the strategic direction of organisations in the context of the broad general and immediate competitive environment. 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 while guiding them to make the appropriate choice of future direction and alternative strategies in order to gain and retain competitive and corporate advantages.

BUS 4372: BUSINESS MANAGEMENT INTERNSHIP

This 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, and at the end of the Semester, the students are required to submit a written report that shows how the students gained practical exposure as interns. The students' performance is reviewed by a panel of lecturers at the end semester viva-voce examination.

BUS 4374: SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT

The principal 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 and thereby supporting the long-term ecological balance of the earth. Hence, the Course will facilitate students in understanding how to create a better environment for the society through sustaining biodiversity and natural resources. Throughout the Course, students will be given the opportunity to acquire the necessary knowledge and problem-solving skills that is needed to confront existing and future environmental issues. Thus, this Course expects to pave the path to provide an in-depth understanding of the natural environment, human-environment interconnection, and knowledge of global and local environmental issues, environmental policies, and how these policies help to overcome environmental challenges.

BUS 4377: BUSINESS DEVELOPMENT: FORMATION AND IMPLEMENTATION I

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

BUS 4378: INTERNATIONAL BUSINESS MANAGEMENT

This is an advanced course that provides the knowledge of doing business in a globalised world. The Course is designed as a culmination of knowledge and skills from all management-related subjects learned in the previous phases of the Degree Programme, and how that knowledge can be applied in a profound way to exploit the opportunities of globalisation and engage in overseas expansion successfully. The major areas covered in this course include analysing and understanding the international and global environments, assessing global opportunities and threats, risk analysis and overseas market selection, international expansion, market entry and portfolio management strategies, international trade theory, and government and regional influences with respect to international business management. It also focuses on the ongoing and upcoming trends in global business management.

BUS 4380: RESEARCH METHODS IN MANAGEMENT

This course aims to develop students' ability to apply research methods systematically to address real-world organisational problems. Accordingly, the course will equip students with the knowledge and skills required to design a methodologically sound and practically relevant empirical research proposal based on a specific issue and/or phenomenon identified within the organisation in which they undertake their internship.

Through their engagement in this course, students will gain an understanding of research approaches and strategies necessary to undertake a research inquiry. The research proposal developed during this course will serve as the basis for their research project in Year IV, Semester II.

BUS 4879: DISSERTATION

This course fulfils the requirements of the Dissertation - i.e. the major independent research study component of the Degree - located in Year IV-Semester I of the Degree Programme. Thereby, during this Course, the 'student-researchers' are required to conduct an in-depth study on a phenomenon and/or issue of the World of Work in a rigorous manner under the supervision of at least one senior academic member of the Department who is responsible to guide the student-researcher to ensure the scholarship of the Dissertation development process.

BUS 4382: REFLECTIVE RESEARCH WRITING AND DISSEMINATION

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

BUS 4383: CRITICAL APPROACHES TO MANAGEMENT

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

BUS 4581: RESEARCH PROJECT IN MANAGEMENT

This course enables students to conduct an empirical study based on the research proposal developed during the BUS 4380: Research Methods in Management course in Year IV, Semester I. During this course, students will apply appropriate research methods to collect, analyse, and interpret data with respect to an issue and/or phenomenon identified within their internship organisation. Engagement in this practically oriented research project, as an independent inquiry, will develop investigative, exploratory, analytical, and synthesising skills among Management undergraduates—prospective managers—while also enhancing their ability to conceptualise organisational problems and formulate practical solutions

BUS 4671: INTERNSHIP IN MANAGEMENT

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 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. 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. Students are required to engage in Practical Training in Management in an organisation permitted by the Department for a 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.

BUS 4672: BUSINESS DEVELOPMENT: FORMATION AND IMPLEMENTATION II

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

2.2.6 Professional and Industry Links

The Department of Business Administration has developed strong links and close ties with major private and public sector professional bodies and organisations, mainly via Memoranda of Understanding and its Corporate Mentoring Programme. These mutually beneficial industry partnerships offer numerous advantages to students, including career placements and opportunities for knowledge sharing. The Corporate Mentoring Programme of the Department is aimed at providing industrial mentoring to third year and fourth year students based on their ability interests, from various industries, such as marketing, human resource management, accounting and auditing, general management etc., to increase the competencies and readiness of the students as they step in to their careers.

2.2.7 Employment Opportunities

Being the pioneer Department in the field of Business Administration, over its history, 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 that enhance students' knowledge and skills, and the activities that support the betterment of the Department, Faculty, University and society at large. 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 many extra-curricular activities, such as field tours, outbound trainings, guest lectures, sports, entertainment, welfare activities, and talent stimulation activities. 'Verve' (Department Talent Show and Inter-school Debating Competition), 'J'Pura Premier League' (Inter-university Cricket Tournament), 'Moves' (Inter-university Duet Dancing Competition), 'Chala Roo' (Art and Photographic Exhibition), and 'Senehesara' (Community Strengthening Project) are the main annual events organised by ABA. Further, ABA .

publishes 'Biz Track', an annual student magazine, and 'Business Legacy E-Magazine', an annual magazine to provide support, guidance and inspiration for the students who sit for the G.C.E Advanced Level Examination in Commerce Stream.

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 Student Support Service System

Student Support Service System (SSSS) of the Department of Business Administration is aimed at providing support and necessary guidance for the students to find solutions for their issues related to academic performance, financial difficulties, and personal life. In doing so, the student services provided by the SSSS include career guidance; student counseling; academic mentoring; facilitating ABA related activities; soft skills development; organising personality development activities, outbound training programmes and field tours; and providing financial support for the needy students via its Hardship Support System.

Principles for Responsible Management Education (PRME)

The Department of Business Administration has been officially awarded membership in the prestigious Principles for Responsible Management Education (PRME) initiative by the United Nations Global Compact in New York, effective September 8, 2023. This milestone positions our Department among a distinguished cohort of more than 800 leading business and management schools across 90 countries worldwide. By aligning with the PRME initiative, the Department is committed to fostering a sustainable future through the integration of responsible management education and to collectively advancing the United Nations Sustainable Development Goals (SDGs). Importantly, the Department of Business Administration holds the distinction of being the only educational institution in Sri Lanka to gain international recognition as a signatory to the PRME initiative. This achievement highlights our unwavering commitment to global standards of responsible management education and reinforces our leadership in promoting sustainability and responsible business practices in Sri Lanka and beyond.

2.2.11 Alumni Association of the Department of Business Administration (AADBA)

Alumni Association of the Department of Business Administration is aimed at promoting and fostering close relations between the University and its alumni and among the alumni themselves. In doing so, the Alumni Association of the Department creates a platform for the Department's alumni members to maintain communication and networking channels among themselves and with the academia of the University; thereby, providing them a sense of community through strong links with the graduates, University, and the wider community. With the presence of the distinguished Alumni who have made significant contributions both nationally and internationally, the Alumni Association has initiated and designed several programmes and events to provide a range of benefits to its alumni and to obtain the assistance of the alumni for the development of the University and pursuit of academic excellence.

2.2.12 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 BSc Honours in Business Administration 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 BSc Honours in Business Administration 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 BSc Honours in Business Administration Degree Programme.

2.2.13 Head of the Department

Dr. Nayomi De Peiris

2.2.14 Academic Staff of the Department

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BEC

2.3 BSc Honours in Business Administration in Business Economics 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 BSc Honours in Business Administration in Business Economics 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.

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2.3.2 Objective and the Graduate Profile of the Degree Programme

This degree programme, specifically designed to bridge the gap between theory and practice in Economics, which is directly relevant to the business, aims to mould undergraduates to meet the ever increasing industrial demands in fields of Management and Economics.

The successful completion of the degree programme grants a firm base to the undergraduates, on economic theory and skills in management which will enable them to optimally perform at decision making process in any given organisation. The Department facilitates the development of the undergraduates in areas of research, analysis, communication, teamwork, and decision making to enhance personal, social, and nationwide development.

Graduate Profile

BSc Honours in Business Administration in Business Economics degree programme is a blend of Management and Economics disciplines. A graduate of this degree programme is well equipped with advanced theoretical knowledge of Management and Economics and possesses necessary skills to apply such knowledge in making business decisions and/or in formulating development policies within turbulent environments at local and global level.

Analytical skills, critical thinking, rational decision making, awareness on the current developments and new trends in fields of Management and Economics are some of the root competencies this degree programme cultivates in an undergraduate in a dynamic fashion.

An integral part of the degree programme is the research study which in turn contributes to national as well as global development via disseminating knowledge emerged from researching on contemporary issues.

This degree programme possesses vital attributes that would inculcate positive attitudes and approaches within the students throughout the four year period, creating a sound knowledge base that is imperative for a realistic work environment. The students are inculcated with a value system which would support them adapt to any work environment to be successful in their future careers. In order to achieve these goals, the programme is impregnate with special courses that would acquire the directions and expertise of well-versed trainers from the industry.

Experience of the Best Student

"An investment in knowledge pays the best interest." – Benjamin Franklin

This quote perfectly reflects my journey as a student of the Department of Business Economics. Choosing the B.Sc. in Business Administration (Business Economics) Special Degree was one of the most valuable decisions in my life. The program provided me with a strong academic foundation and helped me develop essential skills such as communication, professionalism, and presentation, which continue to guide me in both my professional and academic work.

At present, I am engaged in finance and academia, where I apply the knowledge gained from subjects including Econometrics, Project Management, Financial Economics, Asian Economics, Labour Economics, Development Economics, and Regional Economics. These courses strengthened my analytical thinking and problem-solving ability while helping me connect theory with real-world practice.

The program also gave me many opportunities to manage projects, conduct research, and participate in academic and extracurricular activities. A special highlight of my journey was representing the department at the South Asian Economics Students' Meet, where my research was recognized with the Best Research Paper Award. The guidance and encouragement of my lecturers, together with the knowledge I gained from the program, helped me achieve this success and grow in both my academic and professional roles.

I was especially fortunate to learn under highly experienced and resourceful lecturers whose continuous support, dedication, and expertise inspired me to reach higher. Guest lectures conducted by industry professionals further enriched my knowledge by giving me valuable exposure to practical insights and real-world applications of economics.

Being part of the BIZCON family made this experience even more meaningful. It gave me not only knowledge but also lasting friendships, shared experiences, and a strong sense of belonging.

My time with the Department of Business Economics has been truly transformative. It shaped my career, deepened my passion for research, and gifted me with memories and values that I will carry throughout my life.

Dilini Peiris
Highest GPA Holder of the Department of Business Economics 2019/20 Batch, Department of Business Economics

Experience of the Best Student

I have always believed that my decisions shape my life, and I have always strived to make life-changing choices. With this mindset, I entered the university, determined to develop myself both academically and personally. Among all the options before me, I chose the Department of Business Economics, a decision I can proudly say has become one of the best in my life.

This choice gave me not only a new hope for my academic journey but also a platform to grow as a leader and a contributor. Through hard work and dedication, I was able to achieve a GPA of 3.97 out of 4.00, which stands as a milestone in my academic journey. Beyond the classroom, my role as a Student Representative and later as the Secretary of the Business Economics Students' Association allowed me to gain invaluable leadership and teamwork experiences. These responsibilities shaped me into the person I am today, someone with confidence, resilience, and the courage to take initiative.

Looking back, I am deeply grateful for the opportunities, guidance, and encouragement I received from my lecturers, peers, and the department as a whole.

Today, as I reflect on my journey, I see this achievement not as the end, but as a foundation for greater aspirations. The Department of Business Economics has been a defining chapter in my life, and I carry forward its values, knowledge, and spirit as I continue to pursue excellence in everything I do.

Anomi Weerakoon
Highest GPA Holder of the Department of Business Economics 2019/20 Batch, Department of Business Economics

2.3.3 Programme Structure for Years II, III and IV

At the beginning of the first semester of the third year, the students following this degree programme are required to select an area of specialisation out of the following four options. The compulsory and optional courses of certain semesters would differ depending on the selected area of specialisation.

1. Banking (BNK)

This study area encompasses a range of disciplines such as commercial banking, central banking, monetary policy analysis, financial market analysis, etc. At the end of this study programme, students will be able to gain the necessary proficiency to manage a firm, mitigating the risks in the financial system while analysing the monetary policy at the macro level. The specialised nature of this area will enable the students to chair top-level management positions at given institutions, especially in the banking and finance sector like the Central Bank of Sri Lanka, security market, commercial banks, and other financial institutions.

2. 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. At the end of this study programme, students will be equipped with knowledge on policy studies, policy-making, analysis, development research and evaluation. There are vast employment opportunities in numerous local and international institutes/agencies such as the Central Bank of Sri Lanka, International Monetary Fund, Asian Development Bank, United Nations, World Bank etc.

3. International Economics and Business (IEB)

This area of study mainly focuses on the development of the global marketplace, and it explores its ramifications in an increasingly globalised environment for trade and finance. At the end of the study programme, the students will gain an insight into the key international trade and finance problems with a comprehensive overview of the role of different organisations that are involved in international business. This discipline will open different avenues for the students in fields such as; international finance, trade and global business, international business strategy development and consultancy, shipping, logistics, freight and customs clearance.

4. Data Science for Economics (DSE)

This area of the subject basket equips undergraduates with advanced skills in data analytics, programming, econometrics, visualization, and big data applications relevant to modern economic and business contexts. By the end of this programme, students will be able to interpret complex datasets, apply computational tools, and conduct data-driven research to support business decision-making and policy analysis. This specialised training enhances their employability across diverse fields, including finance, IT services, consulting, research, public policy, and supply chain management. DSE graduates will be highly competitive, future-ready, and capable of thriving in today's rapidly evolving, data-driven global economy.

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

The structure for years II to IV of the BSc Honours in Business Administration in Business Economics Degree Programme is depicted in Table 2.3.1.

Table 2.3.1: BSc Honours in Business Administration in Business Economics Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
BEC 2370	Macroeconomics	Core	150	03
FIN 2370	Financial Management	Core	150	03
MAR 2370	Marketing Management	Core	150	03
DSC 2370	Operations Management	Core	150	03
ACC 2370	Management Accounting	Core	150	03
BEC 2276	English for Business Economics Part I [(1)]	Core	Annual Assessment	
Total No. of Credits – Semester I				**15**
Year II - Semester II				
BEC 2371	Advanced Economics	Core	150	03
BUS 2371	Organisational Behaviour	Core	150	03
ITC 2372	Business Analytics	Core	150	03
BEC 2372	Mathematical Economics	Core	150	03
BEC 2276	English for Business Economics Part I [(1)]	Core	100	02
Students can select ***ONE*** course from the ***three*** courses mentioned below				
FIN 2372	Advanced Corporate Finance	Elective	150	03
DSC 2371	Supply Chain Management	Elective	150	03
ENT 2375	Entrepreneurship	Elective	150	03
Total No. of Credits – Semester II				**17**
Total Credit Value for the Second Year				**32**

Year III - Semester I					
BEC	3370	Managerial Economics	Core	150	03
BEC	3371	Econometrics	Core	150	03
DSC	3370	Operations Research	Core	150	03
ITC	3371	Management Information Systems and ERP Applications	Core	150	03
BEC	3372	International Economic Relations	Core (DS)	150	03
BEC	3373	International Investment and Finance	Core (IEB)	150	03
ITC	3286	Programming in Python	Core (DSE)	100	02
BEC	3281	Computational Economics	Core (DSE)	100	02
BEC	3180	Personal and Professional Development	Core	Annual Assessment	
BCC	3273	English for Business Economics Part II*	Core	Annual Assessment	
BNK Students can select ***ONE*** course from the ***two*** courses mentioned below					
FIN	3371	Business Valuation Theory and Applications	Elective (BNK)	150	03
FIN	3372	Credit and Treasury Management	Elective (BNK)	150	03
Total No. of Credits – Semester I					**15~16**
Year III - Semester II					
BEC	3374	Project Management	Core	150	03
BEC	3375	Monetary Economics	Core	150	03
BEC	3376	Commercial Banking	Core (BNK)	150	03
BEC	3377	Financial Economics	Core (BNK)	150	03
BEC	3378	Economics of Innovation	Core (DS)	150	03
BEC	3379	Labour Economics	Core (DS)	150	03
DSC	3380	International Logistic Management	Core (IEB)	150	03
FIN	3376	International Financial Management	Core (IEB)	150	03
BEC	3282	Economic Data Visualization	Core (DSE)	100	02
BEC	3383	Big Data Analytics for Economics	Core (DSE)	150	03
ITC	3287	AI for Business	Core (DSE)	100	02
BEC	3284	Advanced Econometrics	Core (DSE)	100	02
BEC	3180	Personal and Professional Development	Core	50	01
BCC	3273	English for Business Economics Part II*	Core	100	02
BNK Students can select ***ONE*** course from the ***three*** courses mentioned below					
FIN	3375	Investment and Portfolio Management	Elective (BNK)	150	03
FIN	3373	Financial Modelling and Forecasting	Elective (BNK)	150	03
FIN	3377	Bank Management	Elective (BNK)	150	03
DS students can select ***ONE*** course from the ***two*** courses mentioned below					
LAW	3374	Labour Law and Industrial Relations	Elective (DS)	150	03
BEC	3377	Financial Economics	Elective (DS)	150	03
IEB students can take ***ONE*** course from the ***two*** courses mentioned below					
BEC	3377	Financial Economics	Elective (IEB)	150	03
DSC	3379	International Procurement and Supply Chain Management	Elective (IEB)	150	03
Total No. of Credits – Semester II					**18**
Total Credit Value for the Third Year					**33~34**

Year IV - Semester I					
BEC	4370	Development Economics	Core	150	03
BUS	4370	Strategic Management	Core	150	03
BEC	4371	Research Methodology	Core	150	03
BEC	4372	International Trade and Payments	Core	150	03
BNK Students can select ***ONE*** course from the ***three c***ourses mentioned below					
FIN	4372	Financial Risk Management	Elective (BNK)	150	03
FIN	4374	Insurance and Actuarial Finance	Elective (BNK)	150	03
BEC	4377	Industrial Training	Elective (BNK)	150	03
DS Students can select ***ONE*** course from the ***two*** courses mentioned below					
BEC	4373	Environmental Economics	Elective (DS)	150	03
BEC	4377	Industrial Training	Elective (DS)	150	03
IEB Students can select ***ONE*** course from the ***two*** courses mentioned below					
LAW	4370	International Trade and Investment Law	Elective (IEB)	150	03
BEC	4377	Industrial Training	Elective (IEB)	150	03
DSE Students can select ***ONE*** course from the ***two*** courses mentioned below.					
BEC	4380	Behavioural Economics	Elective (DSE)	150	03
BEC	4377	Industrial Training	Elective (DSE)	150	03
Total No. of Credits – Semester I					**15**
Year IV - Semester II					
BEC	4375	Money and Banking	Core (BNK)	150	03
BEC	4376	Contemporary Issues in Global Economy	Core (DS/IEB)	150	03
BEC	4281	Contemporary Economics and Digitalisation	Core (DSE)	100	02
BEC	4678	Internship Training	Core	600	06
BEC	4679	Independent Study in Business Economics	Core	600	06
Total No. of Credits – Semester II					**14~15**
Total Credit Value for the Fourth Year					**29~30**

*Courses are evaluated on the annual basis

2.3.4 Description of Courses

A short description of courses offered from the years II to IV of the BSc Honours in Business Administration in Business Economics Degree Programme is provided below.

BEC 2370: MACROECONOMICS

This basic course provides students with the comprehensive understanding of the aggregate economic system. This is a compulsory course which covers the topics of concepts of aggregate demand and supply, national income and product measures, consumption and investment, supply side economics and its applications, use of fiscal, monetary, exchange rate policies to guide the economy, employment, and inflation. It also encompasses macroeconomic analysis in both closed and open economy, with income-expenditure, IS-LM and modern approaches. At the end of this course, students will be able to understand the macroeconomic concepts, measurements and issues, the sectoral composition of an economy and the interrelationships among the various macroeconomic variables in the economy. Pre-requisites for this course are Business Mathematics and Microeconomics.

BEC 2371: ADVANCED ECONOMICS

This is an extended analysis of the Microeconomics and Macroeconomics courses. This course intends to discuss advanced topics in economics to equip students with

extensive knowledge in economics necessary to make both firm-level and macro-level decisions. This is a compulsory course covering the concepts, theories, and applications of advanced economics. First module of the course focuses on economic models, testing the validity of models and discussion on importance of models in economics. Then the foundation of economics is discussed under economic thought in the second module. Third module focuses on the cost-benefit analysis and welfare economics. At the end of the course, students will have an enhanced ability to understand and critically assess contemporary advanced economic concepts across a broad spectrum of economics. Microeconomics, Macroeconomics, Business Mathematics, Business Statistics and Mathematical Economics are pre-requisites for this course.

BEC 2372: MATHEMATICAL ECONOMICS

The course of Mathematical Economics extends the discussions of Business Mathematics and Business Statistics into its applications in Economics. This course consists with two modules. First module of the course discusses the applications of mathematical methods in investigating economic theories and scrutinising issues available in economics. It covers applications of linear and non-linear models, differential calculus, integration, differential equations, matrix algebra and continuous time models. The course permits formulation and derivation of key relationships in a theory with clarity, generality, rigour, and simplicity. Second module of the course discusses the basic econometric tools used to analyse the real-world economic activities. It focuses on applications and issues related to estimation, inference, and linear models. Pre-requisites of this course are Business Mathematics, Business Statistics, Microeconomics and Macroeconomics.

BEC 3281: COMPUTATIONAL ECONOMICS

This course is designed for students who have already completed an introductory course in Python programming and are now seeking to apply those skills to real-world economic analysis. The course integrates computational methods with core economic theory to equip students with the ability to solve complex economic models, simulate dynamic systems, and perform econometric analyses. Through practical, hands-on experience, students will deepen their proficiency in using Python and other relevant tools to conduct data-driven decision-making in economic contexts.

BEC 3370: MANAGERIAL ECONOMICS

This course is an extended analysis of Microeconomics and Macroeconomics, which aims to provide students with an advanced knowledge on application of economic theory and decision science tools in in-firm managerial decision making. This is a compulsory course with the main subject areas of 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. At the end of the course, students will be able to comprehend the importance of economics in business decision making, explore the dynamic decision environment of a firm and apply quantitative and qualitative economic tools for decision support in order to achieve organisational objectives. Pre-requisites of this course are Microeconomics, Macroeconomics, Business Mathematics and Business Statistics.

BEC 3371: ECONOMETRICS

This advanced course provides students with an introduction to the theory and practice of Econometrics, and experience in estimating econometric models with actual

data. This is a compulsory course which mainly focuses on techniques for estimating regression models, on problems commonly encountered in estimating such models, and on interpreting the estimates from such models. It covers the basic econometric concepts, simple and multiple regression analysis, basic econometric problems, simultaneous-equation models, panel data regression models, and time series econometrics. This course will be taught through lectures, practical sessions, and tutorials. Software packages will be used in practical sessions. At the end of the course, students will be able to define key concepts in econometrics and analyse different types of data using statistical software and interpret the results. Business Statistics, Mathematical Economics are pre-requisites for this course.

BEC 3372: INTERNATIONAL ECONOMIC RELATIONS

This course is designed to give a comprehensive understanding on the international dimensions of business and economic operations mainly with respect to the global economic factors at play. This is a core course for students specialising in Development Studies. The course covers operations of international economic and monetary organisations and their role in global economy, economic integration among countries and regions, operations of international business in global market and international economic policy of Sri Lanka. By the end of this course, students will be able to apply their knowledge of institutions, policies, and market dynamics in global economy.

BEC 3373: INTERNATIONAL INVESTMENT AND FINANCE

This course delivers the theoretical framework, the analytical tools and practical issues that are critical for international investment and financial management. The aim of this course is two-fold: to introduce relevant economic theories, models, and empirical works in areas of International Finance; and to apply theories, models, and practical tools to deliver total return to investors in the international context. This is a compulsory course under International Economics and Business specialisation. The course covers the topics of balance of payments analysis, exchange rates and their determination, financial globalisation, the challenges, and opportunities presented by single currency areas like the Euro area, downsides of financial globalisation, how financial crises are transmitted internationally and how multinational firms use financial instruments to finance their operations and reduce risks. Pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3374: PROJECT MANAGEMENT

This advanced course provides the students with knowledge and skills on Project Management in business organisations or entirely project-based organisations. This is a compulsory course which covers the theoretical foundation of Project Management techniques, software training and practical elements of real-world projects undertaken by the students. This course studies the nine basic 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 in MS Project software (usually the latest accessible version) to be competent in meeting the challenges in the real business setup under project management. This course enables the students to manage a project effectively throughout its life cycle and to use MS Project software to apply those principles and techniques discussed. Pre-requisites of this course are Principles of Management, Microeconomics, Human Resource Management, Financial Management and Operations Management.

BEC 3375:
MONETARY ECONOMICS

This is an advanced course with the objective of analysing the monetary theory to understand the effect of change in monetary variables on the macroeconomic system. It introduces and solves number of models allowing students to see exactly how these models work and what differentiates one from another. This is a compulsory course which covers topics of money supply, money demand, monetary policy transmission mechanism, inflation and optimal inflation rate, neutrality of money, monetary policy targets and rules, monetary policy in open economies, time inconsistency of monetary policy, uncertainties of monetary policy designs and monetary policy frameworks. At the end of this course, students should be able to understand and analyse monetary links in the context of monetary policy transmission mechanism. Microeconomics and Macroeconomics are pre-requisites for this course.

BEC 3376:
COMMERCIAL BANKING

The course is designed to equip students with knowledge of commercial banking practices in the regulatory framework and their contribution to economic growth and development. This course examines the ways in which modern commercial banks are operating in the face of various shocks, locally or internationally, such as economic and political, and how these operating practices contribute to economic growth and development of modern economies. It covers topics of commercial banks and their regulatory framework, commercial banking practices in reaching economic development and commercial banking in the global economy. To follow this course, students should complete Microeconomics and Macroeconomics courses as the pre-requisites.

BEC 3377:
FINANCIAL ECONOMICS

This course integrates the theory of finance and financial institutions into the main body of economic theory with the aim of providing students with an in-depth understanding of overall financial market. This is an extended analysis of Microeconomics and Macroeconomics courses with a special focus on the financial market. This course is compulsory for Banking Students and elective for Development Studies and International Economics and Business students. It covers the areas of behaviour of interest rate, the risk and term structure of interest rates, theories of the term structure of interest rates, interest rate and bond market, the efficient markets theory, economic analysis of financial structure and the foreign exchange market. This course enables the students to gain a profound knowledge of financial markets in a microeconomic and macroeconomic context and to develop analytical skills and thinking ability to evaluate the behaviour of national and international financial markets and institutions. Business Mathematics, Business Statistics, Microeconomics and Macroeconomics courses provide the pre-requisites for this course.

BEC 3378:
ECONOMICS OF INNOVATION

This advanced course intends to discuss the economics behind innovation with the objective of illustrating incentive policy frameworks for innovations within the context of developed countries' experiences. This is a compulsory course under the Development Studies specialisation. The course focuses on three modules: first, innovation and intellectual property rights; secondly, the innovation incentives and the positive externalities generated through firm level innovations, and thirdly, innovation as a key driver for economic growth and development are discussed. This course enables the students to recognise the importance of innovations and perceive its economic significance. Pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3379:
LABOUR ECONOMICS

This course is an extended analysis of microeconomics and macroeconomics with

specific focus on the labour market. As an elective course under Development Studies, it aims to provide students with a comprehensive knowledge and understanding of the application of microeconomic and macroeconomic theories to the labour market. The areas covered in the course include labour demand, supply and elasticities, frictions in the labour market, decision to work/leisure, compensating wage differentials, investment in human capital, worker mobility, pay and productivity, unions and the labour market, gender, race and inequality in earnings, employment and unemployment, and the impact of labour market on international trade and production sharing. At the end of this course, students will be able to analyse how individuals, families, firms, and government operate within the contemporary labour market and the impact of labour market on government policy and vice versa. The pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 3282: ECONOMIC DATA VISUALIZATION

This course equips students with the skills to effectively present and interpret economic data using advanced visualisation techniques. The course covers fundamental principles of data visualisation, the use of tools such as Tableau/Power BI and best practices for creating clear and compelling visual representations of data. Students will learn to design static and interactive visualisations tailored to various economic datasets, enhancing their ability to communicate complex data insights. By the end of the course, students will be familiar with crafting visual narratives that support data-driven decision-making in economic contexts.

BEC 3383: BIG DATA ANALYTICS FOR ECONOMICS

This course provides an in-depth understanding of big data analytics, focusing on the processing, analysing, and interpreting of large and complex datasets. Students will learn to apply analytical techniques and tools such as data mining and data warehousing to extract valuable insights from big data, enabling informed decision-making in various domains. The curriculum includes practical applications of big data analytics in economic research and business decision-making. By learning to manage and analyse vast amounts of data, students will gain the ability to uncover patterns, predict trends, and make informed decisions based on comprehensive data insights.

BEC 3284: ADVANCED ECONOMETRICS

This course aims to enhance students' advanced econometric modeling skills by engaging them with both cross-sectional and longitudinal data analysis. It focuses on addressing endogeneity issues in econometric models, with particular emphasis on the Instrumental Variables (IV) approach. Students will also work with panel data models, including Fixed Effects and Random Effects, as well as models for qualitative dependent variables, such as censored and truncated outcomes. The course additionally introduces Structural Equation Modeling (SEM), providing tools to analyze complex relationships among observed and latent variables. Alongside theoretical instruction, students will receive practical, hands-on training in STATA software, enabling them to implement the techniques covered and carry out their own empirical analyses.

BEC 3180: PERSONAL AND PROFESSIONAL DEVELOPMENT

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. Also, it aims to develop a balanced 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 course is offered in semester I and semester II for third-year undergraduates of the department.

BEC 3279: LABOUR ECONOMICS

This course is offered to BSc (Hons) Human Resource Management Degree Programme. This is an extended analysis of microeconomics and macroeconomics with specific focus on the labour market. This course aims to provide students with a comprehensive knowledge and understanding of the application of microeconomic and macroeconomic theories to the labour market. The areas covered in the course include labour demand, supply and elasticities, frictions in the labour market, decision to work/leisure, compensating wage differentials, investment in human capital, worker mobility, pay and productivity, unions and the labour market, gender, race and inequality in earnings, employment and unemployment, and the impact of labour market on international trade and production sharing. At the end of this course, students will be able to analyse how individuals, families, firms, and government operate within the contemporary labour market and the impact of labour market on government policy and vice versa. The pre-requisites of this course are Microeconomics and Macroeconomics.

BEC 4281: CONTEMPORARY ECONOMICS AND DIGITALISATION

The course explores the transformative impact of digital technologies on modern economic practices and theories. Students will explore how digital innovations reshape markets and industries, such as digital currencies, e-commerce, and the sharing economy. Through a blend of theoretical analysis and practical case studies, the course examines the economics of information, digital platforms, network effects, and big data's role in economic decision-making and policy formulation. The course also addresses critical issues related to data protection and privacy, examining their economic implications and the regulatory frameworks that govern digital interactions. At the end of the course, students will be equipped to critically assess the implications of digitalisation for businesses, consumers, and policymakers, preparing them to navigate and contribute to the evolving digital economy.

BEC 4370: DEVELOPMENT ECONOMICS

This is an advanced course which aims to provide students with a comprehensive knowledge on economic development that is useful in policy making and strategic business decisions. This compulsory course covers the areas of development theories and applications, international dependence revolution, contemporary models of development and underdevelopment, poverty, inequality, human capital: education and health in economic development, agricultural transformation, and rural development. At the end of the course, students will be able to analyse the development economics issues and to understand difficulties of development and importance of indigenous strategic thinking. Macroeconomics is a pre-requisite of this course.

BEC 4371: RESEARCH METHODOLOGY

This advanced course intends to introduce scientific methods in researching. The objective of this course is to introduce a complete set of techniques and concepts in conducting a scientific enquiry. This is a compulsory course which covers the topics 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. This course provides students with

the basic knowledge necessary to conduct the Independent Study in Business Economics at the final semester of the degree programme, and at the end of this course, students will be able to develop the capability to comprehend the problems inherent in empirical research, to critically evaluate reported research results, and to appreciate the necessity and value of the scientific method. Pre-requisites of this course are Microeconomics, Macroeconomics, Advanced Economics, Mathematical Economics, Managerial Economics, Monetary Economics, Development Economics, Financial Economics, and Economics of Labour.

BEC 4372: INTERNATIONAL TRADE AND PAYMENTS

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 the reasons for and consequences of international trade. This will cover the law of comparative advantage, the gains from trade, the Ricardian model, the Heckscher-Ohlin theory, the standard and new trade theories, tariff and non-tariff barriers and economic integration. The part two, international finance, focuses on foreign exchange market, fixed and flexible exchange rates, balance of payments and adjustment policies, international capital mobility and international macroeconomic policy coordination. Pre-requisites of the course are Microeconomics and Macroeconomics.

BEC 4373: ENVIRONMENTAL ECONOMICS

This is an extended analysis of microeconomics and macroeconomics in environmental aspect. This course aims to provide students with economic methods and tools to analyse basic environmental issues. This is a compulsory course under Development Studies specialisation. The areas covered include market failures (particularly externalities and common property resources) and the economic valuation of environmental amenities such as clean air, wilderness, and ecological systems. It combines theoretical analysis with discussions on specific environmental policies 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. At the end of the course, students will be able to understand fundamental theories and new development in environmental economics and master skills in analysing data for environmental economics problems. Pre-requisites of this courses are Microeconomics, Macroeconomics, Development Economics and Financial Management.

BEC 4374: PROJECT MANAGEMENT

This course is offered to BSc (Hons) Business Administration students in their fourth-year first semester. This advanced course provides the students with 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. This course studies the nine basic 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. This course enables the students to manage a project effectively throughout its

life cycle and to use MS Project software to apply those principles and techniques discussed. Pre-requisites of this course are Principles of Management, Microeconomics, Human Resource Management, Financial Management and Operations Management.

BEC 4375: MONEY AND BANKING

The course is designed to provide an advanced knowledge of monetary policy designs and central bank practices. It examines monetary policy implementation process with special reference to Sri Lanka. This course is an extended analysis of Monetary Economics with the special focus on the practical aspect of monetary theories. This is a compulsory course under the Banking Studies specialisation. It covers topics of historical role and functions of central banks, international monetary system, modern role and functions of central banks, modern central bank mandates, future challenges for central banks, future central banking strategies and central banking in a systematic crisis. At the end of this course, students should have a practical understanding of the process of monetary policy implementation and its effect on the macroeconomy. Microeconomics, Macroeconomics and Monetary Economics are pre-requisites for this course.

BEC 4376: CONTEMPORARY ISSUES IN GLOBAL ECONOMY

This advanced course addresses some of the most important contemporary issues confronting the global economy and examines them both theoretically and empirically. This is a compulsory course under the Development Studies and International Economics and Business specialisations. The emphasis of the course will be on issues of contemporary relevance, rather than on historical evolution, including the environment, the process of economic development, poverty and inequality, free trade, and gender issues. The focus will be on the nature of these problems, potential solutions, and an exploration of the dimensions of these issues in the future. At the end of the course, students will be able to gain profound knowledge of contemporary global economic issues and potential solutions. The pre-requisite required for this course is International Trade and Payments.

BEC 4679: INDEPENDENT STUDY IN BUSINESS ECONOMICS

This is an extended analysis of the Research Methodology course, which synthesises the theories and applications the undergraduates have learnt in the previous semesters and the concurrent semester. The student has the autonomy to select a convenient research area and conduct a research study under the supervision of an appointed research supervisor(s). Through this course, the undergraduates are motivated to undertake independent learning. 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 course enables the student's capability to comprehend the problems inherent in empirical research, to critically evaluate reported research results, and to appreciate the necessity and value of the scientific method. Research Methodology, Microeconomics, Macroeconomics, Advanced Economics, Mathematical Economics, Managerial Economics, Monetary Economics, Development Economics, Financial Economics, Economics of Labour, Econometrics, International Trade and Payments and Environmental Economics are pre-requisites of this course.

BEC 4678: INTERNSHIP TRAINING

This advanced course intends to equip the undergraduates with the employability skills required for the graduation. This is a compulsory course which provides students with experience in employment throughout he study period. The objective of the course is to expose the students to real organisational work environment in operation.

They are expected to obtain a high quality industrial or public sectorial training, which will assist in building up the level of confidence prior to graduation and to improve the employability of the graduates. 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. English for Business Economics, and Personal and Professional Development offered by the Department are the pre-requisites of this course.

BEC 4377: INDUSTRIAL TRAINING

This course aims to introduce undergraduates to the workplace and assist them in gaining experience while educating them on the employability skills required to graduate. This is an elective course, which enables the students to expose to training relevant to their area of specialization. These students are encouraged to follow English for Business Economics and Personal and Professional Development courses offered by the department.
Students will be evaluated in a variety of ways for this course, including a viva-voce exam, an independent evaluation by the work supervisor, evaluation of their training records under the joint supervision of an academic and the work supervisor.

BEC 4380: BEHAVIOURAL ECONOMICS

This course explores the intersection of psychology and economics, delving into how human behaviour deviates from traditional economic models. By a re-examination of the theoretical assumptions in terms of preferences, rationality and maximisation behaviour of the economic agents embedded in neoclassical economics, through cognitive physiology and decision theory, students will be given instruments and theoretical elements necessary to interpret the behaviour of the economic agent in the new complex economic system with application to public policy, communication and proper economic analysis. This course trains students to identify and account for possible biases and limitations in data science, allowing for optimum decision-making amidst data-driven approaches.

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 BSc Honours in Business Administration in Business Economics Degree Programme. Such relationships include the Central Bank of Sri Lanka, Colombo Stock Exchange, Chamber of Commerce, Board of Invetment 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.

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

Professor R. M. A. K. Rathnayaka

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COM

2.4 BCom Honours Degree Programme

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 and 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 (Special) degree programme 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 Bachelor of Commerce Honours Degree programme in the English medium only. Presently, it has a total of over 500 undergraduate students. To achieve the expectations of the rapid expanding socio-economic structure, the Department of Commerce has restructured its degree programme in 2021/2022. This new curriculum will open up vast and tremendous opportunities for students expanding employment opportunities upon graduation.

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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 programme, the department has an external degree programme in Commerce for externally registered students. At the start, the department offered a four year B.Com (General) External Degree Programme with first year being the foundation year. Subsequently in 1996, special external degree was replaced by a three year general external degree programme in Commerce. Moreover, the department has launched the Master of Commerce (MCom) Degree Programme, commencing from the year 2024.

Currently, the department features academic staff members with doctorate degrees and a wealth of teaching and research expertise under their belts. 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 Objectives and Graduate Profile of the Degree Programme

2.4.2.1 Objective

The objective of the Bachelor of Commerce Honours Degree 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.

Programme Learning Outcomes (PLOs)

On successful completion of BCom Honours degree, the graduate will be able to:

PLO 1: Acquired a general knowledge and theoretical and conceptual understanding in the broad area of Commerce and Management.

PLO 2: Aptitude to comprehend the role of the Commerce and Management in the national economy and influence on economic development of changes in the broad field of Commerce and Management.

PLO 3: Technical knowledge and skills at benchmark level to identify and collect relevant information or data, and to analyse and interpret the outcome to capture the issue and make necessary recommendations to either to overcome detrimental effects or improve the favourable effects.

PLO 4: Ability to perform any task within the scope of the degree program independently and extrapolate within reasonable horizon.

PLO 5: Talent to search for new knowledge and achieve academic excellence through research.

PLO 6: Developed soft skills and other transferable skills such as interpersonal skills, leadership qualities, oral and writing skills, presentation skill, computer literacy etc, essential for effective communication and productive team work.

PLO 7: Obtained self-confidence sufficient to be independent, a self-starter for an innovative career preferably as an entrepreneur by conquering potential challenges and risk.

PLO 8: Desire to embark upon higher postgraduate studies inspired by the thirst for further knowledge and love for life-long learning.

PLO 9: Capacity to be a quick learner, competent to achieve career progress through enhanced performance and display of high level professionalism.

2.4.3 Graduate's Profile

The goal of Bachelor of Commerce Honours Degree programme is to prepare its graduates to succeed in this complex and competitive global world for future challenges through intellectual autonomy, personal development and lifelong learning. Hence, a graduate of commerce should be a competent individual who is well proficient in a body of knowledge, including an understanding of broad conceptual and theoretical elements supplemented with international perspectives in the fields they study. Also, a graduate from this programme should be capable of evaluating and applying theories learnt while methodically identifying the problems and provide substantial solutions which strengthens the strategic decision making in their day to day life ventures.

Attributes of Qualification Holders (Graduate Profile)

On completion of Bachelor of Commerce Honours Degree, the students will possess following attributes:

GA 1: Theoretical and practical knowledge

GA 2: Managerial, leadership and entrepre neurial skills

GA 3: Creativity and decision making skills

GA 4: Networking, public relations and communication skills

GA 5: ICT skills

GA 6: Adaptability and flexibility

GA 7: Adaptability, positive attitudes, values and professionalism

GA 8: Life-long learning and vision for life

2.4.3.1 Managerial Skill Development of Commerce Undergraduates

The Skill Development Programme of the Department of Commerce is a core element of the Degree Programme, designed to prepare undergraduates for diverse career pathways in accounting, finance, banking, trade, digital marketing, logistics, business analytics and human resource management. Students have the flexibility to focus on their preferred field while also gaining a comprehensive understanding of the wider business environment.

To bridge theory with practice, the Department offers workshops, outreach programmes, and laboratory-based learning, strengthened through collaborations with local and international partners. These initiatives foster industry-relevant skills, ensuring our graduates are well-prepared, versatile, and competitive in both national and global job markets.

2.4.4 The Nature of the Programme

The curriculum of the Bachelor of Commerce Honours degree provides a carefully blended subject combination in Economics, Accountancy, Management, Decision Sciences, Information Technology, Banking, Insurance, International Trade, Sustainable Commerce 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.

The degree is a programme 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 holistic approach in the curriculum enables the graduates to secure managerial and executive positions in local and foreign organizations. The programme is appropriate for those who possess strong determination to be successful in a variety of complex, competitive and dynamic global business environments.

2.4.5 Programme Structure for Years II, III and IV

The structure for years from II to IV of BCom Honours Degree Programme is depicted in Table 2.4.1.

Table 2.4.1: BCom Honours Degree Programme Structure for Years II to IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
COM 2370	Macroeconomics	Core	150	3
COM 2371	Cost and Management Accounting	Core	150	3
COM 2372	Computerized Accounting Systems	Core	150	3
DSC 2370	Operations Management	Core	150	3
FIN 2370	Financial Management	Core	150	3
MAR 2370	Marketing Management	Core	150	3
Total No. of Credits – Semester I				**18**
Year II - Semester II				
COM 2373	Theory and Practice of Banking	Core	150	3
COM 2374	Theory and Practice of Trade	Core	150	3
COM 2375	Auditing and Assurance	Core	150	3
BUS 2371	Organisational Behaviour	Core	150	3
LAW 2372	Business and Corporate Law	Core	150	3
COM 2176	Managerial Skills Development II	Core	50	1
Total No. of Credits – Semester II				**16**
Total Credits Values for the Second Year				**34**
Year III - Semester I				
COM 3370	International Trade and Economic Relations	Core	150	3
COM 3371	Taxation	Core	150	3
COM 3372	Management Science	Core	150	3
ITC 3371	Management Information Systems and ERP Applications	Core	150	3
Only one subject from the following elective course list				
COM 3373	Sustainable Commerce	Elective	150	3
DSC 3374	Service Management	Elective	150	3
HRM 3371	Employee Safety and Health Management	Elective	150	3
LAW 3371	Commercial Administrative Law	Elective	150	3
Total No. of Credits – Semester I				**15**
Year III - Semester II				
COM 3374	Research Methodology	Core	150	3
COM 3375	Development Economics	Core	150	3
COM 3376	Advanced Financial Accounting and Reporting	Core	150	3
DSC 3381	Supply Chain Management	Core	150	3
COM 3177	Managerial Skills Development III	Core	50	1
Only one subject from the following elective course list				
DSC 3376	Logistics and Transportation Management	Elective	150	3
ITC 3377	Digital Business Management and Enterprise Applications	Elective	150	3
MAR 3386	Hospitality and Tourism Marketing	Elective	150	3
MAR 3388	International Marketing	Elective	150	3
Total No. of Credits – Semester II				**16**
Total Credits Values for the Third Year				**31**

Year IV - Semester I					
COM	4370	International Accounting	Core	150	3
COM	4371	Financing of International Trade	Core	150	3
BUS	4370	Strategic Management	Core	150	3
LAW	4370	International Trade and Investment Law	Core	150	3
COM	4672	Internship** (Continued to Semester II)	Core	300	*
COM	4673	Dissertation (Continued to Semester II)	Core	300	*
Only one subject from the following elective course list					
COM	4374	Financial Investigation & Forensic Accounting	Elective	150	3
COM	4375	Project Management	Elective	150	3
FIN	4374	Insurance and Actuarial Finance	Elective	150	3
MAR	4375	Entrepreneurial Marketing and Marketing Innovations	Elective	150	3
Total No. of Credits – Semester I					**15**
Year IV - Semester II					
COM	4672	Internship ** (Continued from Semester I)	Core	300	6
COM	4673	Dissertation (Continued from Semester I)	Core	300	6
**For those who are unable to undertake Internship in Commerce (i.e. differently abled students) can register for the two course units below					
COM	4376	Contemporary Issues in Commerce	Core	150	3
HRM	4375	Personal Quality Development	Core	150	3
Total No. of Credits – Semester II					**12**
Total Credits Values for the Fourth Year					**27**
Total Credits Values of the Program					**124**

2.4.6 Description of Courses

A short description of courses offered in the years II to IV of BCom Honours Degree Programme is provided below.

COM 2370: MACROECONOMICS

The main goal of macroeconomics is to gain a better understanding of the causes of, and remedies for, stagflation, unemployment, inflation, the balance of payment difficulties and depreciation of the foreign value of domestic currencies as well as the factors that affect economic growth. The course will cover the determination of, consumption, investment, government spending, income, employment, the price level, interest rates and exchange rates, the multiplier principle and the influence of monetary and fiscal policies on income in the economy. The insights of Keynesian and classical theories will be integrated. During the course, a variety of simple models will be presented. As macroeconomics is an empirical discipline the course will cover case studies and statistical data interpretation. Special attention will be given to Sri Lankan economy.

COM 2371: COST AND MANAGEMENT ACCOUNTING

The primary objective of this course is to provide students with an understanding of the management accounting function, including the tools, techniques, and systems that management accountants use to make organizational decisions. It builds on the student's existing cost and management accounting knowledge and particular emphasis is placed on mastering the topics of basics of cost accounting, budgeting, variances and performance evaluation, relevant costs for decision making, pricing,

capital investment decisions, revenue decisions and the influence of digitalisation on those management accounting functions.

COM 2372: COMPUTERIZED ACCOUNTING SYSTEMS

This course provides comprehensive theoretical and practical knowledge in the application of selected accounting software in business data processing with a view to produce financial reports for both internal and external users of accounting information in their decision-making process. Students are given hands-on experience of setting-up reporting entity's profile and different modules namely customers & sales, vendors & purchases, general ledger, inventory, employee & payroll, fixed assets and budget analysis in the system. Further students get hands-on experience in creating charts of accounts, posting transactions into the accounting system through various modules and analysing information generated through various reports available in the system. Integration of all modules in the accounting system and personalization of accounting systems to suit the information needs of different types of organizations are also covered through this course unit.

COM 2373: THEORY AND PRACTICE OF BANKING

This course provides an introduction to banking services and financial institutions; students also will be able to work with an understanding of the prevailing practices of banks. Students examine the principles of banking transactions and the various services of a bank and they will appreciate the new trends in banking, as a means of facing competitive challenges in the business world.

COM 2374: THEORY AND PRACTICE OF TRADE

The main objective of this course is to present a comprehensive, up to date and clear composition of the theories and their application of trade that are essential for understanding the importance of trade for the development of a country. It is aimed to provide analytical skills for evaluating and suggesting solutions to the trade problems and issues at present in Sri Lanka.

This course unit is designed to provide an overall knowledge of domestic and international trade aspects giving special reference to supporting services including banking services, insurance services, communication services and transportation services in both domestic and international trade. This unit further discusses the international trade process, international trade theories and their application in the real world. Trade theories deal in understanding the basis of trade and gains from trade, Heckscher-Ohilin Theory and modern trade theories such as trade based on economies of scale, trade based on imperfect competition, intra-industry and inter-industry trade.

COM 2375: AUDITING AND ASSURANCE

This course is designed to provide the student with a comprehensive understanding of the scope of auditing and assurance. It is intended to provide an overview of the audit and assurance process. The topics are organized to examine the practice of auditing and the underlying concepts, auditors' responsibilities and the audit environment. Special emphasis is placed on the application of auditing concepts to financial statement audits. Specific areas to be covered include: an overview of governance, risks and compliance; statutory audits; client evaluation, planning the audit; risk assessment; materiality and audit evidence; tests of controls; assessment of design and

operating effectiveness of internal control systems, evaluation of the effectiveness of controls in business operations; designing substantive testing procedures; audit sampling; the auditor's report and audit opinions, auditor's involvement in other engagements and assurance services; the auditor's legal liability; independence and audit quality; professional ethics; contemporary audit issues and challenges.

COM 2176: MANAGERIAL SKILLS DEVELOPMENT II

This course is the second unit related to the skills development programme. This course aims at installing and sharpening the leadership skills, stress management, team building skills, ethics and etiquette required by a manager. This course covers basic theories behind leadership, ethics and team building. It is expected to enhance the ability to deal professionally with internal and external stakeholders. A wide array of teaching and learning methodologies such as case studies, Yoga programmes, workshops, video film discussions, debates and presentations will be used in developing skills.

COM 3370: INTERNATIONAL TRADE AND ECONOMIC RELATIONS

This is an advanced course that deals with international trade policies and economic relations which proceeds from the Theory and Practice of Trade course offered in the second year of the degree programme. The main objective of this course is to present a comprehensive, up to date and clear composition of trade policies and their application that are essential for understanding the importance of free trade for the development of the world as a whole. It is aimed to provide analytical skills for evaluating trade policies and suggesting solutions to the trade problems and issues at present in Sri Lanka.

This course unit is designed to provide an overall knowledge of trade policies which examines the reasons for trade restrictions and effects of trade restrictions along with trade protectionism, economic integration, international organizations deal with trade, international resource movement, multinational corporations and trade innovations and growth. The course also will explore the students on contemporary issues in modern trade regarding export instability, technological advancements, offshoring and outsourcing which will facilitate problem-solving skills of students in similar situations. After successful completion of the course unit, students will be able to apply the knowledge and skills gathered to make recommendations to improve the international trade between nations.

COM 3371: TAXATION

This course unit is designed to provide an understanding of the tax system in Sri Lanka, covering both individual and corporate income tax and other taxes applicable to businesses considering the level of relevant competencies expected from a commerce graduate. The content covers the legal framework of taxation in Sri Lanka, comprehensive income tax computation for taxable persons such as individuals, companies, and other entities, tax concessions prevailing in Sri Lanka, the administrative provisions, taxpayer obligations and compliance requirements and also the Value Added Tax and Stamp Duty, applicable for businesses in Sri Lanka. The content also covers contemporary issues in taxation including recent statutory revisions, tax proposals and evaluation of the impact of such changes on businesses and taxpayers.

COM 3372: MANAGEMENT SCIENCE

Management Science (also called Operations Research) is the study of scientific approaches to decision-making. Through

mathematical modeling, you will learn how to construct models appropriate to applications, develop optimal solutions, understand the theory behind solutions and translate solutions into directives for action. The module covers topics that include linear programming, transportation, assignment, dynamic programming and integer programming. Analytic techniques and computer packages will be used to solve problems facing managers in decision environments.

COM 3373: SUSTAINABLE COMMERCE

This course focuses on exploring critical managerial and strategic issues related to sustainability and aims to introduce students to emerging concepts linking sustainability principles and implement sustainability related strategies. It explores how managers can become more ethical and responsible towards sustainability related issues. Also, this course aims to develop students to ensure environmental and social sustainability in their business strategies while confirming their profitability and competitive position in their managerial decision making. This course will be delivered based on case studies and journal articles.

COM 3374: RESEARCH METHODOLOGY

Research Methodology is a course designed to provide undergraduates with the necessary skills and knowledge in the foundational methods and techniques of academic research in commerce. In this process, the undergraduates will gain an understanding of relevant approaches of undertaking a research enquiry specifically to provide insights to solving a relevant problem. These approaches include identifying problems to study, setting appropriate research objectives, specifying variables, developing hypotheses, secondary and primary data collection and instruments, sampling and analysis methods, and ethical issues in research, report writing and presentation. Once equipped with this knowledge, the undergraduates would be well-placed to develop an effective research proposal that will serve as the launching point for the study they conduct next two semesters.

COM 3375: DEVELOPMENT ECONOMICS

This course focuses on teaching fundamental theories of development economics and explores their policy implications for developing countries. Students will also get the opportunity to learn about the political economy or the politics of economics. To do this, students will get the chance to explore the potential development economics to improve the quality of life in developing countries. Students will also get the opportunity to critically assess various models, frameworks and analytical tools of development economics.

COM 3376: ADVANCED FINANCIAL ACCOUNTING AND REPORTING

This course focuses on theories, practices, and applications of Financial Accounting and Reporting in limited liability companies, in particular groups of companies. The major areas include: financial statements analysis including vertical and horizontal analysis giving special reference to financial ratios including profitability, liquidity, efficiency, solvency and market performance ratios, group financial statements including subsidiaries, sub-subsidiaries, and associates, financial instruments giving special reference to debt and equity instruments, corporate governance, and non-financial reporting including sustainability reporting, integrated reporting, forensic accounting.

COM 3177: MANAGERIAL SKILLS DEVELOPMENT III

This course is the third unit related to managerial skills development programme. This course intended to focus on developing skills such as problem-solving and critical thinking skills, understanding the self-potential and the value of others, developing

selfmotivation skills and effective self-management strategies and career preparation development. The aim of the course is on achieving career goals through overcoming negative personal brain scripts and inculcating the right attitudes, values and mind power. A wide array of teaching and learning methodologies such as workshops, video film discussions, management games and presentations will be used in developing skills.

COM 4370: INTERNATIONAL ACCOUNTING

In today's globalized economy with international commerce, global integration of capital markets and trading blocs across the world necessitates the adoption of business strategies from an international perspective. This is because all businesses have become interdependent and could classify into different degrees of Multinational Corporation (MNC's), even if a business conducts zero international business.

This module provides students with a significant level of understanding of one of the most important topics related to the international perspective of business: i.e. international accounting. Further, this delivers an overview of the broadly defined area of international accounting but also focuses on the accounting issues related to international business activities and foreign operations.

COM 4371: FINANCING OF INTERNATIONAL TRADE

This course is designed to introduce the workings of the foreign exchange markets, the impact of economic policy on exchange rates, the nature of foreign exchange risk and managing exchange rate risk. The course discusses the determination of exchange rates, monetary policy, and the international links between exchange rates, inflation rates and interest rates. Moreover, the balance of payments is studied and its impact on exchange rates and country risk is considered. Finally, the course examines various concepts of exchange risk and analyzes hedging with forward contracts and foreign currency options and discusses the need to manage foreign exchange risk in a continually operating international business.

COM 4672: INTERNSHIP

The objective of this course is to provide a real-life work experience as an enhancement of the quality of bachelor of commerce undergraduates. The internship course expects the students to apply business concepts and theories to real-world decision-making. The experience obtained through the internship programme will enable students an experience beyond the realm of knowledge gained through classroom instructions. The Department believes that "hands-on" learning in real-life scenarios can generally enhance the quality of the student Interns who have acquired sufficient conceptual and theoretical knowledge. This course will also develop a solid work ethic and professional demeanor.

COM 4673: DISSERTATION

The Department of Commerce recognizes the importance of providing undergraduates with opportunities for self-directed learning. The dissertation allows undergraduates to engage in realworld learning within an inquiry and problem-solving framework. They have the opportunity to investigate a self-selected topic that extends the curriculum and contributes to their knowledge, skills, and attitudes necessary for life-long learning. This course unit should be a student-directed investigative project that is planned in collaboration with an academic supervisor and allows the undergraduate to assume the role of the first-hand inquirer.

COM 4374: FINANCIAL INVESTIGATION AND FORENSIC ACCOUNTING

In the contemporary business context, financial investigation and forensic

accounting is an important aspect. As the economic crimes continue to increase, the necessity of accountants and law enforcement personnel to be vigilant in expanding their knowledge of ways to detect these clandestine operations becomes an integral component of their job scope.

Financial forensics is a field that combines criminal investigation skills with financial auditing skills to identify criminal financial activity coming from within or outside of an organization. Acknowledging the necessity of recognising financial crime at its early stages to have a successful prosecution, this course covers key tasks and responsibilities of the forensic accountant in delivering financial investigations, current methods and legal considerations involved in the detection and prosecution of economic crimes. Further, important areas related to the scope of the subject such as organised crime, money laundering and specific accounting and audit techniques, professional obligations and considerations to carry out the role of a forensic accountant will be discussed.

COM 4375: PROJECT MANAGEMENT

This course focuses on teaching fundamental project management concepts and developing behavioral skills that need to successfully design, launch, lead, and realize the expected benefits from a project in profit and not-for-profit organizations. Students will get the opportunity to develop a variety of project management skills such as managing processes, people, schedules, risks, and other project management skills which are essential to produce the desired outcome. Students will get the opportunity to learn the key aspects of a project lifecycle with a practical approach through participation in case study discussions and group projects.

COM 4376: CONTEMPORARY ISSUES IN COMMERCE

This course aims to get the students thinking and discussing issues pertaining to areas in commerce and management drawing on what they already know. By following this course students will increase their awareness and knowledge of contemporary issues relating to commerce and management. Further, the course will also give commerce undergraduates the opportunity to discuss and critically analyse source materials, the confidence and experience of debating issues in the fields of commerce and management. The course objectives confirm integration of knowledge, theorising and develop strong arguments. During the semester the students will get the opportunity to explore a wide range of different topics relating to the field of commerce and management.

2.4.7 Professional and Industry Links

The Bachelor of Commerce Honours Degree program of the Department has a wide recognition world-wide. The department maintains close relations with organisations in the private and public sectors. Most of these industrial relationships have offered internship placements for the final year commerce undergraduates. Bachelor of Commerce Honours graduates of the University of Sri Jayewardenepura have been awarded full marks in the Australian Migration programme.

Most professional bodies have recognized the Bachelor of Commerce Honours Degree Programme qualifications and grant exemptions for the Bachelor of Commerce Honours Degree holders. Some of these exemptions can be mentioned as below.

CMA Recognition

The Institute of Certified Management Accountants (CMA) of Sri Lanka has granted exemptions for 13 course units up to the Managerial Level in CMA examinations.

CA Recognition

The Institute of Chartered Accountants of Sri Lanka (ICASL) has granted exemptions for 7 course units up to Business Level II in CA Sri Lanka examinations.

CIMA Recognition

The degree programme has been recognized by the Chartered Institute of Management Accountants (CIMA), UK and the students are granted exemptions at CIMA examinations.

Industry Links

Industry surveys have revealed that Bachelor of Commerce Honours Degree holders from the University of Sri Jayewardenepura are preferred over those with other qualications in the industry both private and public sectors. The Internship programme of the Department in the final year has broadened scope of opportunities for Bachelor of Commerce Honours Degree holders and enhanced their potential of securing gainful employment speedily.

The Department of Commerce has signed Memorandums of Understanding (MoUs) with Bank of Ceylon, Peoples Bank, Nestlé Lanka PLC, DHL Global Forwarding Lanka (Pvt) Ltd, Acuity Knowledge Partners (Lanka) (Pvt) Ltd, Hirdaramani International Exports (Pvt) Ltd and Kaymu Lanka (Private) Limited (Daraz) to create a bridge between academia and industry. Furthermore, the Department is in the process of signing Memorandums of Understanding (MOUs) with various public and private institutions, as well as recognized foreign universities, intending to exchange resources and facilities for the development of both organizations through these collaborative agreements.

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 USJ. He was a Professor in Accounting and served as 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 Bachelor of Commerce Honours 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 Excellence Awards**

  The Hirdaramani Excellence Awards are presented 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. Accordingly, followings are awarded by Hirdaramani Group of Companies to the undergraduates.

  • Award for the best student -Bachelor of Commerce Honours Degree - Part I
  This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part I

  • Award for the best student -Bachelor of Commerce Honours Degree - Part II
  This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part II

  •Award for the best student -Bachelor of Commerce Honours Degree - Part III
  This award is annually awarded to students who had obtained the highest overall GPA in the Bachelor of Commerce Honours Degree Part III

- **Best Student Award – Bachelor of Commerce Honours 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)

The Commerce Society (COMSO) serves as the student body of the Department of Commerce. The society operates under the direct purview of the department and the membership is open to students registered in the Bachelor of Commerce (Honours) Degree Programme. COMSO is facilitated with a fully equipped Student Resource Centre located at the faculty.

The main objective of the society is to facilitate and organize activities to enhance the knowledge and skills of the members, organize workshops, CSR projects, seminars, publish newsletters in the field of Commerce along with sports and cultural events such as Mini Welcome, COMBAT, COMSO Adventure Awaits (an outbound leadership and team-building program), and Padura by DOC (an undergraduate talent show). A flagship initiative of the association, Infinity, is an inter-university case study competition providing students with valuable knowledge and networking opportunities with industry leaders.

In addition, COMSO undertakes several CSR initiatives, including Nethu Sara – Punchi Sithata Sinaha Podak and Nethu Dhana (with the Sri Lanka Eye Donation Society), demonstrating the association's strong commitment to social responsibility and community service. To support professional growth, COMSO organizes field visits to reputed organizations and a Mock Interview program, creating pathways for internships and career opportunities. COMSO is dedicated to enhancing students' knowledge, skills, and attitudes, focusing on the development of leadership qualities, organizational abilities, communication skills, networking, and mutual support.

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 Academic and Student Support

The Department of Commerce assures an effective student support during their study programme. The main aim of the student support is to contribute to the academic success of students by focusing on their individual development and ensuring their academic work is supported. Every student of the first years of the commerce department is allocated an academic mentor at the start of their studies. These academic mentors at the department level provide initial advice and guidance on pastoral issues (i.e. issues of a personal nature which may impact on studies). In addition, four academic staff members have volunteered as coordinators for the faculty mentoring programme (FMSC-SMP) which provide broader assistance for students at faculty level. Furthermore, students with special needs are invited to notify the department to make possible arrangements to support their academic work. The Department of Commerce also offers a range of academic support to develop important academic skills and organisers a range of workshops/guest-lectures to help students to develop various skills including leadership, communication, time management and decision making etc.

The Resource Centre of the Department provides the opportunity for the students to enhance their academic knowledge and facilities has provided many undergraduates of the department to actively participate in organising extra-curricular activities. Members of the Commerce Society (COMSO) shoulder the responsibility of managing the facility.

2.4.11 New developments of the Department

The Department of Commerce proposed One Year post-graduate programme in the Commerce, focusing to provide students with a comprehensive, advanced grounding in the core business areas of accounting, economics, finance, information systems, management, marketing, banking and assurance. This degree is designed as the multidisciplinary study to equip students with practical application of commerce principles in the business world and the skills and knowledge needed to succeed in a variety of business settings.

2.4.11 Head of the Department

Mr. Sachin Wijayasinghe

2.4.12 Academic Staff

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DSC

2.5 BSc Honours in Operations and Technology Management Degree Programme

2.5.1 Evolution

Before 1990, Production and Material Management was offered to students following main degree programmes of the FMSC. In 1990 the subject was upgraded to Operations Management and it was taught in almost all degree programmes offered by the FMSC as a main subject until 2001. Since the formation of the new Department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, the subject Operations Management was offered in the Management Common Programme of the FMSC. It was the duty of this department to fulfil long felt need of offering a degree programme in the field of Operations Management which is one of the main functional areas of Management. The initiative to establish a degree programme and a department for this field was there since 1989. However, it was possible to develop a proposal to establish a degree programme on Operations and Technology Management in 2002 and the University approved the proposal in 2003. In order to run degree programmes 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 BSc Honours in Operations and Technology Management Degree Programme fulfils the requirements of the Level 6 of Sri Lanka Qualification Framework (SLQF-2015) with 124 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.

Attributes of Qualification Holders (Graduate Profile)

The Department of Decision Sciences intends to produce knowledgeable graduates in the field of Operations and Technology Management, who will be visionary leaders, professionals, scholars, innovators, and global citizens with a strong sense of integrity and a high commitment to the sustainable development.

Knowledge

The graduate should

1. Demonstrate through knowledge of core subjects such as Operations Management, Technology Management, Supply Chain Management, Quality Management, Service Management, Logistics and Transportation, and Operations Research.

2. Possess good knowledge of other areas of business management such as Information Technology, Business Analytics, Human Resource Management, Marketing Management, Finance, and Accounting, and Economics.

3. Demonstrate a good understanding of how to put theoretical knowledge into practice in order to design and manage operations systems in manufacturing and service organizations in both the public and private sectors.

Skills

The graduate should be able to

1. Communicate effectively with both written and spoken language skills.

2. Work in teams and to provide leadership when necessary.

3. Think critically and innovatively in making decisions and solving problem when managing the operations function of an organization.

4. Recognize when information is needed and generate, evaluate and use this information effectively in the context of Operations and Technology Management.

5. Perform numarical calculations by understanding quantitative information and present the results in a way that every stakeholder can understand.

6. Use modern information and communication technologies effectively.

7. Maintain good relationship with all the stakeholders such as customers, co-workers, suppliers.

8.Conduct research and scholarly activities in the field of Operations and Technology Management by adhering to intellectual integrity and ethical considerations.

Attitudes

The graduate should

1. Have an awareness of the importance of ethical, sustainable, and legal aspects of business activities.

2. Be adaptable to the changes taking place in the environment and flexible in performing tasks not only in the world of work but also in life as well.

3. Always maintain intellectual integrity and professionalism in performing duties.

4. Appreciate multi-cultural diversity in the workplace as well as in the broader society.

5. Appreciate aesthetic values.

6. Engage in reflective and life long learnning.

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 BSc Honours in Operations and Technology Management Degree Programme are:

a) To produce a knowledgeable, well accomplished, skilled and contended 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.

b) To produce readily employable graduates with appropriate managerial knowledge in the field of Operations and Technology Management together with required skills and attitudes.

c) To develop a range of transferable skills in students that will be of value for employment and also entrepreneurial pursuits.

d) To provide students with analytical skills and an ability to develop simplified frameworks for studying the real world.

e) 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 06 specific programme learning outcomes (PLOs). Thus, at the successful completion of the BSc Honours in Operations and Technology Management degree programme, a student should be able to:

PLO 1 - Demonstrate knowledge and skills that are required for the competent practice of Operations and Technology Management while expressing sufficient knowledge around other general functions.

PLO 2 - Practice effective skills in written and oral communication using appropriate technologies to effectively collaborate and negotiate with business clients, colleagues, and other stakeholders.

PLO 3 - Demonstrate leadership and teamwork skills in performing business activities.

PLO 4 - Apply creativity and problem-solving skills together with current knowledge to generate solutions and make sustainable decisions under a dynamic environmental setting.

PLO 5 - Develop awareness of the importance of ethical, sustainable, and legal aspects of business activities.

PLO 6 - Demonstrate skills in self-directed, self-updated learning and positive attitudes towards continuing personal, professional, organizational, and societal well-being.

2.5.3 Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Operations and Technology Management Degree Programme is depicted in Table 2.5.1.

Table 2.5.1: BSc Honours in Operations and Technology Management Degree Programme Structure for Years II, III and IV

Course Code	Course Name	Credit Value	Notional Hours	Status (Compulsory /Optional)
Year II - Semester I				
DSC 2370	Operations Management	3	150	Compulsory
BEC 2370	Macroeconomics	3	150	Compulsory
FIN 2370	Financial Management	3	150	Compulsory
MAR 2370	Marketing Management	3	150	Compulsory
ACC 2370	Management Accounting	3	150	Compulsory
BCC 2270	Practical Communication for Operations Management	2	100	Compulsory
Total Hours for Semester I		**17**	**850**	

Year II - Semester II					
DSC	2371	Supply Chain Management	3	150	Compulsory
DSC	2372	Technology Management	3	150	Compulsory
ITC	2372	Business Analytics	3	150	Compulsory
ENT	2375	Entrepreneurship	3	150	Compulsory
BUS	2371	Organizational Behaviour	3	150	Compulsory
BCC	2175	Effective Writing for Academic Purposes	1	50	Compulsory
Total Hours for Semester II			**16**	**800**	
Total Hours for Year 2			**33**	**1650**	
Year III - Semester I					
DSC	3370	Operations Research	3	150	Compulsory
DSC	3371	Data Analysis for Managers	3	150	Compulsory
DSC	3372	Quality Management	3	150	Compulsory
BEC	3370	Managerial Economics	3	150	Compulsory
ITC	3371	Management Information Systems and ERP Applications	3	150	Compulsory
Only one subject from the following elective course list					
DSC	3373	Project Management	3	150	Elective
HRM	3371	Employee Safety and Health Management	3	150	Elective
Total Hours for Semester I			**18**	**900**	
Year III - Semester II					
DSC	3375	Research Methodology for Operations Management	3	150	Compulsory
DSC	3376	Logistics and Transportation Management	3	150	Compulsory
DSC	3377	Advanced Operations Research	3	150	Compulsory
DSC	3378	Operations System Design and Management	3	150	Compulsory
BUS	3379	International Business Management	3	150	Compulsory
ITC	3377	Digital Business Management and Enterprise Applications	3	150	Compulsory
Total Hours for Semester II			**18**	**900**	
Total Hours for Year 3			**36**	**1800**	
Year IV - Semester I					
DSC	4370	Service Management	3	150	Compulsory
DSC	4371	Operation Planning and Control	3	150	Compulsory
DSC	4272	Personality and Skill Development	2	100	Compulsory
BUS	4370	Strategic Management	3	150	Compulsory
Only one subject from the following elective course list					
DSC	4173	Business Forecasting	1	50	Elective
DSC	4174	Business Intelligence Management	1	50	Elective
DSC	4175	Data Analysis Methods in Research	1	50	Elective
Total Hours for Semester I			**12**	**600**	
Year IV - Semester II					
Option 1					
DSC 4677		Research Study in Operations Management	6	600	Compulsory
Option 2					
DSC 4678		Research Project in Operations Management	6	600	Compulsory
DSC 4679		Internship	6	600	Compulsory
Total Hours for Semester II			**12**	**1200**	
Total Hours for Year 4			**24**	**1800**	

2.5.4 Description of Courses

A short description of courses offered in the years II to IV of BSc Honours in Operations and Technology Management Degree Programme is provided below.

DSC 1370: BUSINESS MATHEMATICS

This course, as the first course in mathematics, introduces students to basic principles, laws and rules that are necessary to develop an overview of application capabilities of the subject matters in the field of business and economics. Business Mathematics 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, the topics such as profit maximizations, cost minimizations, elasticity of demand, and marginal analysis are included. The major topics covered under applications of integration include marginal revenue and marginal cost, consumers' surplus, producers' surplus, total change in revenue, etc.

DSC 1371 : 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, sampling distributions, estimation and hypothesis testing. Correlation and regression theories are also introduced in this course.

DSC 2370: OPERATIONS MANAGEMENT

This course introduces the students to key concepts, principles and design techniques of the uses of the field of Operations Management. Interactions and relationships with parallel management activities are also demonstrated in order to cultivate a general understanding of the field as a totality. Major topics covered include operations strategy and competitiveness, product design and process selection, total quality management, capacity management, layout planning, job design, work measurements, supply chain management, inventory control, and just-in-time manufacturing.

DSC 2371 : 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 2372: TECHNOLOGY MANAGEMENT

This course introduces technology as a key resource that needs to be properly managed for achieving competitive advantage, profitability, and sustainable development of an organization as well as the development of a country. It presents the fundamental concepts, theories, and methodologies required to plan, acquire, deploy and exploit technologies and innovations in a firm. Furthermore, the course offers a basic understanding on various forms of technology transfer and organizational learning and knowledge management. Through interactive lectures and a variety of assessments, this course provides opportunities to the students to apply theories and methodologies learned to suggest feasible solutions to real-world technology related problems of firms and countries.

DSC 3370: OPERATIONS RESEARCH

This course introduces key concepts, principles and techniques of Operations Research that are essential to make better decisions to the students. Major topics

covered in this course are Linear Programming, Transportation Model, Assignment Model, and Network Analysis. The basic objective of this course is to provide the participants with a conceptual and practical knowledge of important Operations Research (Management Science) topics and concepts that are useful for real world management decision making. This course emphasizes on the conceptual understanding and practical use of Operations Research techniques rather than memorization of the mechanics of solution procedures.

DSC 3371: DATA ANALYSIS FOR MANAGERS

This course emphasizes understanding, interpreting statistical information and using it to form sound judgments in business situations. It covers both descriptive data analysis and inferential data analysis. It includes data analysis techniques such as One Sample mean tests, two samples mean comparison tests, ANOVA, simple and multiple regression in addition to basic descriptive level data analysis. It also covers non-parametric methods. Statistical software will be taught to perform above mentioned data analysis.

DSC 3372: QUALITY MANAGEMENT

Quality Management is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on customers while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. The bottom line of TQM is results: increased productivity, efficiency, customer satisfaction/delight, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21st century. We will, therefore, explore the key actions necessary for transforming business and not-for-profit organizations into world-class organizations that deliver ever-improving value to their customers, clients, and constituents.

DSC 3373: PROJECT MANAGEMENT

This course explains the importance of effective project management and introduces fundamental tools and techniques available for project selection and managing project scope, costs, risks, communications, and stakeholders. Through interactive lectures, computer practical sessions, in-class problem solving, and the feedback given on them, it develops students‘ competencies and skills required for planning, executing, monitoring and controlling projects. Experts‘ experience and knowledge shared in guest lectures and the group/individual assignment expose students to real-world problems and traits of effective project managers. Furthermore, this course discusses contemporary topics in project management field and case studies introducing customized tools and techniques used by firms, in order to ensure students‘ ability to adapt easily with global trends.

DSC 3375: RESEARCH METHODOLOGY FOR OPERATIONS MANAGEMENT

This is a hands-on course designed to impart education in the foundational methods and techniques of academic research in a business context particularly in the field of Operations and Technology Management. Students would examine and be practically exposed to the main components of a research framework, i.e. problem definition, research design, data collection, statistical data analysis, report writing and presentation. The course would cover both qualitative and quantitative methods. Once equipped with this knowledge, students would be well-placed to conduct disciplined research under supervision in a management subject of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments, such as those found in market research firms or corporate departments of strategy or marketing.

DSC 3376: LOGISTICS AND TRANSPORTATION MANAGEMENT

This course offers a broad understanding on the effective management of logistics and

transportation in organizations under the purview of supply chain management. It takes an indepth look at each of the key elements of logistics including inventory, warehousing and transportation with a specific emphasis on the tools and techniques available for design and implementation of a suitable logistics strategy and transportation alternatives for a firm. This course extends its scope into important trending topics such as outsourcing, sustainability, and humanitarian logistics. The group/individual assignment and case studies provide opportunities for the students to analyses various real-world logistics problems and suggest suitable solutions through the application of appropriate tools and techniques. Furthermore, this course introduces recent trends in the field through the discussions on new technologies and the impact of disruptive technologies such as Internet of Things, 3D printing, and autonomous vehicles on the logistics and transportation activities in firms.

DSC 3377: ADVANCED OPERATIONS RESEARCH

This advanced undergraduate course in Operations Research equips students with methods and tools to support effective decision-making in complex management systems. The course covers key topics, such as Discrete Event Simulation, Inventory Management, Replacement and Maintenance Analysis, Goal Programming, Dynamic Programming, and Queuing Theory. Emphasis is placed on applying technology, with Excel Solver and Arena Discrete Event Simulation software used to model and solve real-world problems. Students will learn to mathematically represent and analyze systems under uncertainty and risk, developing both theoretical understanding and practical skills essential for applying a systems approach to management and operational decision-making.

DSC 3378: OPERATIONS SYSTEM DESIGN AND MANAGEMENT

Operations system is the system that is responsible for creation of products and in particular, the transformation of input resources to the desired output. Therefore, this course explains the techniques available for the effective design and management of operations systems. Topics include design of products, production and operations layouts, job designs, work measurements, and facility location decisions. The use of computer applications for making design and management decisions are also explored in the course.

Courses Offered to the other Departments

DSC 3379: INTERNATIONAL PROCUREMENT AND 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 3380: INTERNATIONAL LOGISTICS MANAGEMENT

This course offers a broad understanding on the key elements of logistics including inventory, warehousing and transportation with a specific emphasis on managing logistics internationally. It covers the rules and regulations applicable to international logistics operations including those that are relevant under the outsourcing options. It discusses the factors and challenges driving global logistics and supply chain management with a particular focus on developing strategies to face the challenges effectively. The group/individual assignment and case studies provide opportunities for the students to analyse various real-world logistics problems of global companies and suggest suitable solutions through the application of appropriate tools and techniques. In addition, the course extends the students understanding on the usefulness of current technologies in managing international logistics.

DSC 3381:
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 4370:
SERVICE MANAGEMENT

The contribution from the service industry to the world's economy is flourishing and becoming dominant. However, increasing globalization, technological advancements, and increased customer expectations create complex market structures and tighten competition in the marketplace. The intent of the service management course is to provide knowledge and skill to cater to the emerging requirements of designing, executing, managing and sustaining of technology based service offerings practices across the globe. Regardless of sector, every level of employees in organizations required to have a service orientation, but a greater responsibility has shifted to middle and senior level management. Thus, this course will provide a knowledge of blending operations, marketing, technology, people, and information to achieve a distinctive competitive advantage in services while providing a foundation for creative entrepreneurial opportunities. Once equipped with this knowledge, students would be able to design services, map & manage service process/encounters and technology, capacity and facility planning, service recovery, innovations, managing customer quality/-experience and etc, in the global landscape of services.

DSC 4371:
OPERATIONS PLANNING AND CONTROL

This course aims to provide students with knowledge and skills required to design and manage planning and control systems for manufacturing and service organizations. It provides an overview of the relationship of production planning and control to the operations management function. The content of the course deals with translating a sales forecast into a viable production plan to coordinate, execute and control the activities of an operation to ensure that the organization's goals are met in a cost effective manner.

DSC 4272:
PERSONALITY AND SKILL DEVELOPMENT

This course encompasses the major perspectives of Personality, including psychoanalytic, humanistic, cognitive, dispositional, and behavioral. It is designed to facilitate the students to look at their own personality through theoretical lenses via research findings as well as experiential learning and self-reflection. All the lecturers are delivered by experts in specific fields related to personality and skill development and the course coordinator will provide required guidance. Ultimately the course expects to facilitate undergraduates to bring out the best in their personalities while moldings soft skills and thereby paving the way for their success.

DSC 4173:
BUSINESS FORECASTING

Business environments are rapidly changing in today's world and hence the adaptability of situations would be the key success of any business in the world. Evaluating and identification of critical changes in the future are vital and it will reduce the risk of decision making in the complex situations. This course covers the practical use of econometric and statistical techniques applied in the business forecasting. Building and evaluating simple time series models and causal models will be the focus of this course.

DSC 4174:
BUSINESS INTELLIGENCE MANAGEMENT

The decision makers in today's VUCA environment are taking extremely risk and complex decisions that can be addressed by numerous possible courses of action. Evaluating these alternatives and gaining insight from past performance is the essence of business decision making. This course is designed as an approach to Business

Analytics, an area of business administration that considers the extensive use of data and facts for rational and agile decision making. While business intelligence focuses on data handling, queries and reports to discover patterns and generate information associated with products, services and customers, business analytics uses data and models to explain the performance of a business and how it can be improved. This course discusses how to employ a systematic approach in analysing business issues and narrate proactive decision making. Additionally, to provide students an understanding of using statistics as a tool of managerial decision making where it applies

DSC 4175: DATA ANALYSIS METHODS IN RESEARCH

This course continues the previous course (DSC 3371: Data Analysis for Managers) with some additional analytical techniques, which are essential for research data analysis. It includes data analysis techniques such as Multiple Regression Analysis with a residual analysis, effects of Moderating and Mediating variables, Binary Logistic Regression analysis, and Factor analysis with validity and reliability tests for the data related to Social Science applications.

DSC 4677: RESEARCH STUDY IN OPERATIONS MANAGEMENT

The purpose of this course is to provide an opportunity for the students to learn the essentials of conducting an academic research. In this course, the students are required to conduct an independent research study on a topic selected from any area under the broad discipline of Operations and Technology Management. The students conduct their research study under the supervision of a lecturer from the Department of Decision Sciences. A series of presentations are arranged to facilitate the process of continuous feedback on each student's progress in the research study, from a panel of lecturers including the supervisor. At the end of the course, the students are assessed based on the quality of the dissertation submitted and the performance at the viva voce examination.

DSC 4678: RESEARCH PROJECT IN OPERATIONS MANAGEMENT

This course helps students to put the knowledge and skills acquired from their degree courses into practice and to apply suitable tools and techniques to suggest solutions for Operations Management issues in the industry. In the industry project, the students are required to analyses an Operations Management related problem in an organization and to provide with a solution for the selected problem. The students may address a problem in the company where they work for the internship training. The students conduct the project under the dual supervision of a lecturer from the Department of Decision Sciences and a practicing manager from the area of Operations Management in the selected organization. A series of presentations are arranged to facilitate the process of continuous feedback on each student's progress in the project, from a panel of lecturers including the student's academic supervisor. At the end of the course, the students are assessed based on the quality of the project report submitted and the performance at the viva voce examination.

DSC 4679: INTERNSHIP

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

DSC 4376: DATA ANALYSIS FOR MANAGERS

This course emphasizes understanding, interpreting statistical information and using it to form sound judgments in business situations. It covers both descriptive data analysis and inferential data analysis. It includes data analysis techniques such as One Sample mean tests, two samples mean comparison tests, ANOVA, simple and multiple regression in addition to basic descriptive level data analysis. It also covers

Non- parametric methods. Statistical software will be taught to perform above mentioned data analysis.

2.5.5 Research Center for Innovation, Operations and Quality Management

To engage in academic and collaborative industry related research to create and share knowledge in the area of operations and supply chain management and provide a platform to researchers enrich their quantitative approach in research and probelm solving.

2.5.6 Awards and Scholarships and Professional Links

"Brandix Gold Medal" awarded to the Best Student of the BSc Honours in Operations and Technology Management Degree Programme.

The student who will secure the highest Grade Point Average out of the students who successfully complete the BSc Honours in Operations and Technology Management 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.

2.5.7 Professional and Industry Links

The department has established strong relationships with the leading organisations with the intension of uplifting the delivery process of the BSc Honours in Operations and Technology Management degree program. The department has signed Memorandums of Understanding (MoUs) with OTR Wheel Engineering Lanka (Pvt) Ltd, Genius Associates (Pvt) Ltd, Sri Lanka Institute of Textile and Apparel, METNeural (Pvt) Ltd, KNK Building Solutions (Pvt) Ltd, K&D Management Services (Pvt) Ltd, Cybergate Services Private Limited.

2.5.8 Student Support Centre

The aim of the studnet support centre is establishing an Undergradautes' Mentoring programme within the Department. This programme will foster mutual understanding between academic staff and undergraduates, providing clear guilines and documentation for mentor-mentree relationships. It includes a workshop and focuses on benefits such as improved communication and goal-setting. The centre seeks to enhance students sucess and engagement.

2.5.9 OTM Resource Centre

The Operations and Technology Management (OTM) resource center is a dream come true since it enables the department to conduct interactive training sessions for analytical skills training and other interactive computer-based training in the most efficient manner.

2.5.10 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.

2.5.11 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 organised 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.

2.5.12 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.

2.5.13 Head of the Department

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

2.5.14 Academic Staff

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2.5.16 Contact Details

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CENT

2.6 BSc Honours in Entrepreneurship

2.6.1 Evolution

The Department of Entrepreneurship was established on 18th October 2010, with the primary vision of nurturing "Job Creators", entrepreneurs rather than producing mere "Job Seekers." It proudly holds the distinction of being the first academic department of its kind in the Sri Lankan University System.

Entrepreneurship, as both a discipline and practice, is centred on the creation of wealth through innovative ideas, processes, and products. It is closely tied to qualities such as creativity, innovation, achievement orientation, optimism, persistence, and a strong internal locus of control. Recognising that entrepreneurship plays a vital role in national development, the Department was founded in alignment with global trends and local needs. Governments worldwide, including the Government of Sri Lanka, have increasingly emphasised the role of higher education in fostering entrepreneurs of high intellectual and professional calibre. Responding to this call, the Department strategically set its intent as: "To establish an entrepreneurial culture in Mother Lanka."

To achieve this mission, the Department offers two specialized streams: the Business Entrepreneurship Specialization, which equips students with the knowledge and skills to start, manage, and grow their own ventures through a strong emphasis on opportunity identification, business planning, and sustainable innovation; and the Corporate Entrepreneurship Specialization, which focuses on developing entrepreneurial capacity within established organizations by fostering intrapreneurship, innovation management, and corporate transformation. These two streams ensure that graduates are prepared both to create new ventures and to drive innovation within existing enterprises, strengthening Sri Lanka's entrepreneurial ecosystem.

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 Graduate Profile

Main objective of the Department of Entrepreneurship is "to develop business entrepreneurs and entrepreneurial managers with superior entrepreneurial mindset and spirit for achieving the excellence".

Entrepreneurship graduates will be unique from other graduates as:

• they are unreasonable thinkers who act with focused discipline for the betterment of the humanity,

• they will be idiosyncratic in venturing into new businesses and/or revitalizing the existing businesses through invention and innovation,

• they will possess good moral and intellectual values with admirable personality to lead the rest,

• they will be globally competent entrepreneurs who value the national cultural heritage.

Entrepreneurial Graduates will **shatter the status quo** through new and better methods through revolutionizing the business processes. They will be **idiosyncratic** in to create new products and improve the existing products with their ultimately results in the economic development. Further, they will possess **good moral and intellectual values** with exemplary ethical personality to lead the rest. Moreover, the entrepreneurship graduate will **create jobs** rather seeking job opportunities while graduates who are specialized in corporate management will demonstrate both entrepreneurial skills and managerial skills as corporate entrepreneurs.

Figure 1: Entrepreneurship Graduate Profile

Programme Learning Outcomes

PLO 1: Acquire sufficient theoretical knowledge in the core areas of entrepreneurship blending with the discipline of business management

PLO 2: Demonstrate entrepreneurial and managerial skills in order to apply the theoretical knowledge of entrepreneurship through active learning modes

PLO 3: Be a good team leader who can guide the followers towards the organizational vision and mission with networking skills, social skills and communication skills for working with and through others

PLO 4: Be conversant in applying entrepreneurship as a multi-method technique in searching for unlimited varieties of entrepreneurship through demonstration of good attitudes, values and professionalism in achievement of personal and organizational excellence

PLO 5: Demonstrate flexibility and adaptability in an unpredictable and turbulent environment through lifelong learning and continuous self-updating for organizational and personal development

PLO 6: Apply the knowledge gained through theoretical and practical experiences to start an entrepreneurial venture or revitalizing the existing businesses through invention and innovation as a corporate entrepreneur

2.6.3 Programme Structure

The structure of the BSc Honours in Entrepreneurship Degree Programme is depicted in Table 1. At the beginning of the second semester of the second year the students following this degree programme are required to select an area of specialization out of the following two options. The compulsory and elective courses of certain semesters would differ depending on the selected area of specialization.

Option 01: This study area encompasses the entrepreneurship discipline and at the end of this study program, the graduates will be able to gain the necessary proficiency to start and manage their own ventures as business entrepreneurs.

Option 02: This area is specialized to generate corporate entrepreneurs which provide a vast knowledge and exposure on working in corporates as managers while demonstrating entrepreneurial skills.

Note: Course Code

ENT 2370

ENT - Department Code

1st Digit - (2) - Year of the Degree Programme

2nd Digit- (3) - Number of Credits

3rd and 4th Digits - (70) - Course Number

Table 2.6.1 : BSc Honours in Entrepreneurship Degree Programme Structure for Year I to IV

Course Code	Course Title	Specialization*	Credits	Notional Hours	Status (Compulsory/ Elective)
Year I - Semester I					
BUS 1370	Principles of Management	Both	3	150	Compulsory
DSC 1370	Business Mathematics	Both	3	150	Compulsory
ITC 1370	Information Technology for Business	Both	3	150	Compulsory
PUB 1270	Socio Political Environment	Both	2	100	Compulsory
LAW 1270	Legal Environment	Both	2	100	Compulsory
BCC 1370	Business Communication I	Both	3	150	Compulsory
Total No. of Credits - Year 1 Semester I			**16**	**800**	

Year I - Semester II						
HRM	1370	Human Resource Management	Both	3	150	Compulsory
DSC	1371	Business Statistics	Both	3	150	Compulsory
BEC	1370	Microeconomics	Both	3	150	Compulsory
ACC	1370	Financial Accounting and Reporting	Both	3	150	Compulsory
BCC	1371	Business Communication II	Both	3	150	Compulsory
Total No. of Credits - Year 1 Semester II				**15**	**750**	
Total No. of Credits - Year I				***31***	***1550***	
Year II - Semester I						
BEC	2370	Macroeconomics	Both	3	150	Compulsory
FIN	2370	Financial Management	Both	3	150	Compulsory
MAR	2370	Marketing Management	Both	3	150	Compulsory
DSC	2370	Operations Management	Both	3	150	Compulsory
ENT	2370	Entrepreneurship and SMEs	Both	3	150	Compulsory
ACC	2370	Management Accounting	Both	3	150	Compulsory
BCC	2272	Effective Communication for Entrepreneurs	Both	2	100	Compulsory
Total No. of Credits – Year II Semester I				**20**	**1000**	
Year II - Semester II						
ENT	2371	Managing Creativity and Innovation	Both	3	150	Compulsory
ENT	2372	New Venture Creation	Both	3	150	Compulsory
ENT	2373	Intelligence and Belief Management	Both	3	150	Compulsory
BUS	2371	Organizational Behavior	Both	3	150	Compulsory
LAW	2376	Legal Aspects of Entrepreneurship	Both	3	150	Compulsory
Option 01						
ITC	2372	Business Analytics	BUS ENT	3	150	Compulsory
Option 02						
ENT	2376	Corporate Entrepreneurship	COR ENT	3	150	Compulsory
Total No. of Credits – Year II Semester II				**18**	**900**	
Total No. of Credits – Year II				***38***	***1900***	
Year III - Semester I						
ENT	3370	Fundamentals in Business Planning	Both	3	150	Compulsory
DSC	3371	Data Analysis for Managers	Both	3	150	Compulsory
ITC	3371	Management Information Systems and ERP Applications	Both	3	150	Compulsory
BEC	3370	Managerial Economics	Both	3	150	Compulsory
Option 01						
ENT	3371	Professional Skills Development I	BUS ENT	3	150	Compulsory
ENT	3373	Business Development Seminars I	BUS ENT	3	150	Compulsory
Option 02						
Only two subjects from the following elective course list						
ENT	3371	Professional Skills Development I	COR ENT	3	150	Elective
ACC	3372	Auditing and Assurance Services	COR ENT	3	150	Elective
MAR	3376	Agriculture and Food Marketing	COR ENT	3	150	Elective
ITC	3374	Information Technology Project Management	COR ENT	3	150	Elective
Total No. of Credits - Year III Semester I				**18**	**900**	

Year III - Semester II						
ENT	3375	Managing Entrepreneurial Growth	Both	3	150	Compulsory
ENT	3377	Research Methodology	Both	3	150	Compulsory
ENT	3378	Global Business Management	Both	3	150	Compulsory
BCC	3372	Academic Writing	Both	3	150	Compulsory
Option 01						
ENT	3374	Business Plan Development	BUS ENT	3	150	Compulsory
ENT	3382	Business Development Seminars II	BUS ENT	3	150	Compulsory
Option 02						
Only two subjects from the following elective course list						
DSC	3381	Supply Chain Management	COR ENT	3	150	Elective
ITC	3377	Digital Business Management and Enterprise Applications	COR ENT	3	150	Elective
ACC	3381	Taxation	COR ENT	3	150	Elective
ACC	3377	Corporate Sustainability Accounting	COR ENT	3	150	Elective
BEC	3374	Project Management	COR ENT	3	150	Elective
FIN	3379	Entrepreneurial Finance	COR ENT	3	150	Elective
Total No. of Credits - Year III Semester II				**18**	**900**	
Total No. of Credits - Year III				***36***	***1800***	
Year IV – Semester I						
ENT	4370	Contemporary Issues in Entrepreneurship	Both	3	150	Compulsory
ENT	4271	Research Study I	Both	2	200	Compulsory
BUS	4370	Strategic Management	Both	3	150	Compulsory
Option 01						
ENT	4372	Professional Skills Development II	BUS ENT	3	150	Compulsory
BEC	4370	Development Economics	BUS ENT	3	150	Compulsory
Option 02						
Only two subjects from the following elective course list						
ENT	4372	Professional Skills Development II**	COR ENT	3	150	Elective
ENT	4373	Sustainable Entrepreneurship	COR ENT	3	150	Elective
BEC	4370	Development Economics	COR ENT	3	150	Elective
FIN	4375	Corporate Documentation and Reporting	COR ENT	3	150	Elective
ITC	4373	Advanced Enterprise Resource Planning Systems	COR ENT	3	150	Elective
ACC	4370	Governance, Ethics and Risk Management	COR ENT	3	150	Elective
MAR	4376	Customer Relationship Management	COR ENT	3	150	Elective
Total No. of Credits - Year IV Semester I				**14**	**800**	
Year IV – Semester II						
ENT	4475	Research Study II	Both	4	400	Compulsory
Option 01						
ENT	4673	Business Start-up and Development Project	BUS ENT	6	600	Compulsory
Option 02						
ENT	4674	Internship in Entrepreneurship	COR ENT	6	600	Compulsory
Total No. of Credits - Year IV Semester II				**10**	**1000**	
Total No. of Credits - Year IV				***24***	***1800***	
Total No. of Credits for the Degree				***129***	***7050***	

Note - * - Specialization Areas: Business Entrepreneurship and Corporate Entrepreneurship
**** - Students who follow this course have to follow the pre-requisite course below.**
ENT 3371- Professional Skills Development I

2.6.4 Course Descriptions

Section 2.6.4 : Description of Courses

A Short Description of the Courses Offered in the Years II to IV of BSc Honours in Entrepreneurship Degree Programme is provided below

ENT 2370: 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 2371: 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 2372: 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 2373: 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 2374: 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 encourages 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 2375: ENTREPRENEURSHIP

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship. 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, and influences on entrepreneurship development.

ENT 3370: FUNDAMENTALS IN BUSINESS PLANNING

This is an introductory 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 3371: PROFESSIONAL SKILL DEVELOPMENT I

Professional Skill 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 3373: BUSINESS DEVELOPMENT SEMINARS I

This is an introductory course which aims at guiding the students to identify the

potential of starting their own ventures and managing them successfully. The entire course is designed as a series of seminars which covers modern business development services and business development skills. Furthermore, students are allowed to select this course as an elective course relating to his/her business venture, under the credit transfer system, from any other department/faculty/university or degree awarding institution approved by the UGC by obtaining prior approval from the department, faculty board and university senate.

ENT 3374: BUSINESS PLAN DEVELOPMENT

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 Fundamentals of Business Planning, students learn how to make the business plan stand out. At the second stage, in Business Plan Development, more concern is paid to editing and finalising 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, teamwork, field visits, etc. would be used in developing the best possible business plan.

ENT 3375: 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 3377: RESEARCH METHODOLOGY

This is an intermediate level course in research methodology. The 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, reliability, biasness and generalizability, the research proposal, an overview of tools and methods of data collection and validation, an overview of tools and methods of data analysis, styles of writing, formatting and referencing, the research output - research report, papers and orals.

ENT 3378: 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 3382: BUSINESS DEVELOPMENT SEMINARS II

This course is a continuation of ENT 3373: Business Development Seminars I course which is also an intermediate course in business development skills. The students will explore proven methods and techniques for identifying opportunities, contacting prospects and prioritising day-to-day tasks and, will examine the steps they can take to run their businesses ethically and in full compliance with prevailing regulations. Moreover, the course will inculcate required competencies for facilitating high growth and profit which are considered to be the main accomplishment in business organizations.

ENT 3383: 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 3384: 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 4370: 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 4271: RESEARCH STUDY I

This is the major independent study component of the degree programme. Students are allowed to conduct their independent study on a topic of their choice subject to the approval of the Department and the supervision of a faculty member. It is necessary that students take the research methodology course to undertake the independent study effectively. Students are expected to complete the first three chapters of the thesis i.e., introduction, literature review and methodology by the end of this course unit.

ENT 4372: 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 4373: SUSTAINABLE ENTREPRENEURSHIP

This course is an advanced course which provides a comprehensive understanding on one of the modern trends in the field, the sustainable entrepreneurship. This course mainly focuses on introducing new concepts, theories and models in sustainable entrepreneurship through identification of modern trends in social and environmental aspects. Further to that, it focuses on developing new business models and initiate sustainable entrepreneurial firms through identification of new trends in the market.

ENT 4475: RESEARCH STUDY II

This course unit is a continuation of ENT 4271: Research Study I. Students are required to complete their research study by the end of the semester. Accordingly, data collection and analysis should be done during this course unit. Students need to complete the remaining chapters i.e., data presentation and analysis, findings and discussion, conclusion and recommendations.

ENT 4673: BUSINESS START-UP AND DEVELOPMENT PROJECT

This course unit involves developing essential skills necessary in starting and running an own business venture. The students will be getting an exposure to practically apply what they learnt in previous courses in relation to entrepreneurship and business management. Each student will be assigned to an experienced mentor, a practicing entrepreneur from the business world and an academic supervisor for finding solutions to the problems they encounter in running his or her business.

ENT 4674: 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 work in the capacity of the

management trainee in corporate sector and apply 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 voce 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 corporate entrepreneur.

ENT 4376: BUSINESS DEVELOPMENT FORMATION AND IMPLEMENTATION I

This course unit involves developing essential skills necessary in starting and running an own business venture. The students will an exposure to practically apply what they learnt in previous courses in relation to entrepreneurship and business management. Each student will be assigned to an experienced mentor, a practicing entrepreneur from the business world and an academic supervisor for finding solutions to the problems they encounter in running his or her business.

ENT 4677: BUSINESS DEVELOPMENT FORMATION AND IMPLEMENTATION II

This is an extension to the course unit titled ENT 4376: Business Development Formation and Implementation – I. The students are expected to continue running their own business venture under the guidance of industry mentor and an academic supervisor.

ENT 4378: MANAGING CREATIVITY AND INNOVATIONS

This is one of the central course unit in the Entrepreneurship Degree programme, which is motivated on evolving 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 4379: ENTREPRENEURSHIP

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship. 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, and influences on entrepreneurship development.

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 recognised 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 BSc Honours in Entrepreneurship Degree Programme.

2.6.8 Students Associations

Centre for Entrepreneurship – Students' 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 BSc Honours in Entrepreneurship degree programme 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 students' 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.

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 Centre for Entrepreneurship and Innovation (CEFENI)

The Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura is uniquely positioned to provide courses and research on a broad range of topics along entrepreneurship. Further, understanding the fundamental importance of the fact that the University should be a catalyst for innovation rather than a system which encourages traditional learning mechanisms, the Department of Entrepreneurship established the esteemed unit called Centre for Entrepreneurship and Innovation (CEFENI). CEFENI provides a platform for the development of an entrepreneurial culture through promoting entrepreneurship and innovation within the nation. This center will provide sound exposure to budding entrepreneurs from the inception through to the fulfilment of their ultimate dream of becoming a successful entrepreneur.

The Goals of Centre for Entrepreneurship and Innovation:

• To be the enabler in fostering innovations and entrepreneurship across Sri Lanka to a level that affects the cultural orientation.

• To create a new breed of young entrepreneurs who will become contributors to the national economy.

• To bridge the gap between academia, business and government in the entrepreneurial arena and increase knowledge transfer in all directions.

• To act as the central hub of the network of entrepreneurs, intrapreneurs, potential entrepreneurs, schools, universities, public and private sector institutions and all other interested parties.

• To inculcate an entrepreneurial culture within Sri Lanka.

Services offered by CEFENI

With guidance and directions from the expertise, the Centre for Entrepreneurship and Innovation facilitates following services:

• Facilitating business incubation for the budding entrepreneurs and new starters.

• Acting as a policy planner for national entrepreneurship development.

• Operating as an information hub to provide necessary data and information to the required parties.

• Creating a linkage between researchers and entrepreneurs.

• Conducting national entrepreneurship and innovations forums, research conferences and exhibitions to promote entrepreneurial culture.

• Srengthening entrepreneurship education at the school and university level to inspire future generations of entrepreneurs.

• Promoting youth entrepreneurship through information forums, and mini-workshops on entrepreneurship and Enterprise development.

• Facilitating to develop ideas and prototypes for inventors and innovators through a free idea lab or an idea incubator.

• Engaging in income generating activities for self-sustainability.

2.6.11 Sri Lanka Forum of Entrepreneurship

Sri Lanka Forum of Entrepreneurship (SLFE) was the first ever platform in the entire university system which provides a great opportunity to connect with universities who are providing entrepreneurship education and training in Sri Lanka. Thereby, SLFE was formed by the DoE with the purpose of expanding the network especially within the state university system through connecting all the academic staff members, undergraduate students as well as the postgraduates students. This initiation was lead and coordinated by Ms. Pubudini Liyanage, lecturer of DoE under the head-ship Prof. M. V. S. S. Udayanga in the year 2021. Thereby, SLFE is currently operating with 10 member-units (comprising of departments and teaching units of entrepreneurship in the University of Sri Jayewardenepura, University of Colombo, Eastern University of Sri Lanka, University of Kelaniya, Rajarata University of Sri Lanka, University of Ruhuna, Sabaragamuwa University of Sri Lanka, Wayamba University of SL, Uwa Wellassa University of Sri Lanka, Vavuniya Campus of University of Jaffna) including DoE.

The main objectives of establishing this forum were,

i. To expand the network within the field of study which in turn would enable to discuss matters pertaining to the delivery of the subjects

ii. To create vigorous relationships with industry participants, regulatory bodies and government

iii. To develop the teachers and trainers in the field of entrepreneurship of member units through training programmes

iv. To engage with more collaborative researches in the field of entrepreneurship and link the research findings to decision making parties

v. To build up a platform to showcase innovations and creative ideas of entrepreneurship students in the universities

vi. To collaborate the student bodies of member units and create a sub-arm

vii. To inculcate an entrepreneurial culture in Sri Lanka

2.6.12 Research Culture of DoE

The Department of Entrepreneurship which is a creator of employers and jobs has taken steps in organising an Annual International Research Conference in Entrepreneurship (IRSE) for the area of embedded fields of entrepreneurship, attracting academic and industrial participation, both nationally and internationally. The objective of this research conference is to provide pragmatic and inspiration for research among local and foreign undergraduates and academics, whilst creating a strong network among the industry and the academia. Further, our commitment in promoting an intellectually stimulating-multidisciplinary research environment for our students is encouraged by this annual event wherein, constructive platforms are built for both our academics and students to engage, showcase and deliberate on the more socially conscious and applied avenues of management education. Further, opportunities for research publications are widened through the bi-annual publication of Sri Lanka Journal of Entrepreneurship (SLJE) which is the journal being published by the department.

2.6.13 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.

2.6.14 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 organised 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. This unit is administering extension courses for the practicing entrepreneurs of the country. At present around 250 entrepreneurs and prosp ective entrepreneurs are getting their education under this unit. Courses offered by the SMEDSU are as follows:

- Advanced Certificate in Entrepreneurial Business Management (AC EBM)
- Diploma in Entrepreneurial Business Management (D EBM)
- Higher Diploma in Entrepreneurial Business Management (HD EBM)
- Master's in Entrepreneurship

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.

2.6.15 Head of the Department

Professor R. N. Weerasinghe

2.6.16 Academic Staff

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2.7 BSc Honours in Real Estate Management and Valuation 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 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 USJ. The Degree programme was functioned by

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a separate unit attached to the Department of Business Administration until the Department of Estate Management and Valuation was established in 1986.

The BSc Honours in Real Estate Management and Valuation 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 Learning Outcomes

PLO 1: To produce graduates with required competencies in the field of Real Estate Management and Valuation.

PLO 2: To offer a range of learning opportunities to graduates enabling them to work in dynamic environments both locally and globally.

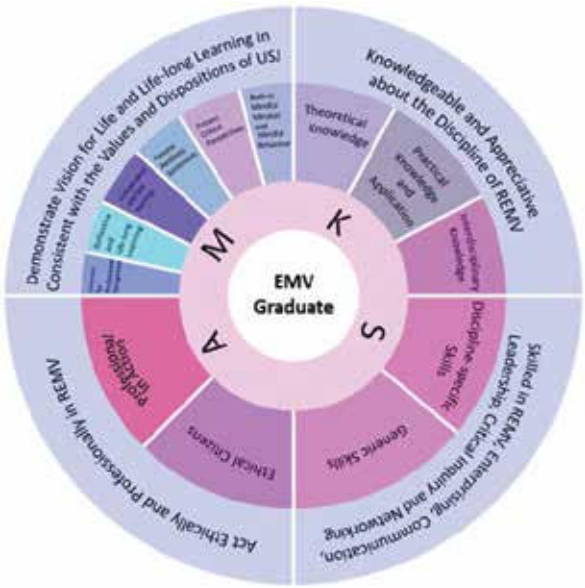
PLO 3: To transform undergraduates into socially, environmentally and ethically responsible decision makers in dilemmatic situations.

PLO 4: To inculcate the self-motivation for undergraduates to become a life-long learners, researchers and pursue postgraduate studies on Real Estate Management and Valuation.

PLO 5: To stimulate the interest of undergraduates for Assessment of Professional Competency (APC) pathways, Continuous Professional Development (CPD), Innovation and Entrepreneurship.

2.7.3 Graduate Profile

The Department of Estate Management and Valuation intends to produce globally competent graduates in the field of Real Estate Management and Valuation disciplines. The B.Sc. REMV graduates will be visionary leaders, professionals, scholars, innovators and global citizens with a strong sense of integrity and a high commitment to the sustainable development, drawing inspiration from the local cultural heritage and wisdom.



a) Knowledgeable and appreciative about the discipline of Real Estate Management and Valuation (REMV). This means they hold relevant:

- Theoretical Knowledge
- Practical Knowledge and Application
- Interdisciplinary Knowledge

b) Skilled in real estate management and valuation, enterprising, communication, leadership, critical inquiry, and networking. This means they are able to demonstrate:

Discipline-Specific Skills:

- Property and Market Inspection
- Property Measurement
- Property and Market Analysis
- Advising Clients

Generic-Skills:

- Entrepreneurship
- Effective Communication
- Teamwork and Leadership
- Decision Making and Solution Seeking
- Research Literacy
- Managerial Competencies
- Information and Communication Technology
- Social Networking and Human Relations

c) Act ethically and professionally in Real Estate Management and Valuation. This means they are:

- Ethical Citizens
- Professional in action

d) Demonstrate vision for life and life-long learning in consistent with the values and dispositions of USJ. This means they are:

- Orientate for Professional Recognition
- Reflective and Life-Long Learning
- Independent and Self-learning
- Possess Aesthetic Sentiments
- Possess Critical Perspectives
- Built-in Mindful Mindset and Mindful Behaviour

2.7.4 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 BSc Honours in Real Estate Management and Valuation 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, Real 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.

During the second, third, and final years of the program, students actively engage in practical training, which encompasses three distinct approaches. The initial method involves a collaborative effort with the industry, where the program aligns with industrial practices. Notably, the Institute of Valuers of Sri Lanka and the Government Valuation Department play an active role in coordinating field visits related to valuation, enabling students to grasp the practical aspects of the subject. Furthermore, the Urban Development Authority contributes by facilitating hands-on sessions related to development plans and real estate projects, granting students exposure to regional planning.

The second method introduces practical training and project work, seamlessly integrated with subjects like Surveying and Leveling, Building Construction, Building Pathology, Cost Estimation, Construction Project Management, Advanced Valuation, Applied Valuation, Urban and Regional Planning, and Real Estate Development, and Management. This approach immerses students in real-world scenarios, fostering experiential learning.

The third training method mandates a compulsory industrial training component during the second semester of the final year, allowing students to accumulate 560 hours of internship experience. This experience equips them with the necessary skills, attitude and confidence to embark on their first job in the field of real estate management or valuation.

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.

2.7.5 Programme Structure for Years II, III and IV

The structure for years II, III and IV of BSc Honours in Real Estate Management and Valuation Degree Programme is depicted in Table 2.7.1. (Structure of the year I is described under the common programme)

Table 2.7.1: BSc Honours in Real Estate Management and Valuation Degree Programme Structure for Years II, III and IV.

Course Code	Course Title	Credit Hours	Notional Hours	Course Status
Year II - Semester I				
EMV 2271	Building Construction	2	100	Core
EMV 2283	Property Drawing and Documentation	2	200	Core
BEC 2370	Macroeconomics	3	150	Core
EMV 2386	Land Economics	3	150	Core
FIN 2370	Financial Management	3	150	Core
LAW 2270	Law of Contract and Delict	2	100	Core
Total No. of Credits – Semester I		**15**		
Year II - Semester II				
EMV 2377	Principles of Valuation	3	150	Core
EMV 2379	Geographic Information Systems	3	300	Core
EMV 2280	Institutional Framework for Real Estate	2	100	Core
EMV 2282	Environment and Sustainable Real Estate	2	100	Core
EMV 2384	Surveying and Levelling	3	300	Core
EMV 2285	Building Pathology	2	200	Core
EMV 2387	Building Cost Estimation	3	150	Core
Total No. of Credits – Semester II		**18**		
Total Credits for Second Year		***33***		
Year III - Semester I				
EMV 3370	Property Law	3	150	Core
EMV 3272	Real Estate Market Analysis	2	100	Core
EMV 3373	Urban and Regional Planning I	3	150	Core
EMV 3382	Advanced Valuation	3	150	Core
EMV 3183	Non-Statutory Valuation Report	1	100	Core
EMV 3386	Real Estate Development and Management	3	150	Core
Total No. of Credits – Semester I		**15**		
Year III - Semester II				
EMV 3376	Real Estate Investment Analysis	3	150	Core
EMV 3281	Construction Project Management	2	100	Core
EMV 3284	Agricultural Valuation	2	100	Core
EMV 3185	Agricultural Valuation Report	1	100	Core
EMV 3287	Applied Valuation I	2	100	Core
EMV 3188	Asset Valuation Report for Financial Statements	1	100	Core
EMV 3389	Urban and Regional Planning II and Studio Work	3	300	Core
Total No. of Credits – Semester II		**14**		
Total Credits for Third Year		***29***		
Year IV - Semester I				
EMV 4270	Research Methodology	2	100	Core
EMV 4271	Contemporary Developments in Real Estate	2	100	Core
EMV 4372	Urban Economics	3	150	Core
EMV 4385	Applied Valuation II	3	150	Core
EMV 4186	Statutory Valuation Report	1	100	Core
	One Elective (Refer Table 01)	2	100	Elective
EMV 4682	Independent Research Study (to be continued to semester II)		300	Core
Total No. of Credits – Semester I		**13**		

Year IV - Semester II					
EMV	4682	Independent Research Study (Continued from semester I)	6	300	Core
EMV	4683	Internship	6	600	Core
EMV	4184	Ethics and Professional Development	1	100	Core
Total No. of Credits – Semester II			**13**		
Total Credits for Fourth Year			***26***		
Total credits for the Degree			***120***		

***Refer Table 02**

Table 01: List of Elective Subjects for the Year IV - Semester I					
EMV	4287	Business Valuation	2	100	Elective
EMV	4288	Environmental Valuation	2	100	Elective
EMV	4289	Housing and Settlement Planning	2	100	Elective
EMV	4290	Disaster Response Planning	2	100	Elective
EMV	4291	Corporate Property & Assets Management	2	100	Elective
EMV	4292	Property Technology and Digital Solutions	2	100	Elective
EMV	4293	Advanced Geographic Information Systems and Applications	2	100	Elective
EMV	4294	Land Management	2	100	Elective
Table 01 Note: Minimum of 10 students are required to offer a course under the elective list					

2.7.6 Description of Courses

A short description of courses offered in the years II, III and IV of BSc Honours in Real Estate Management and Valuation Degree Programme is provided below.

EMV2271: BUILDING CONSTRUCTION

This course aims to provide knowledge in basic building construction technology, building materials, structural options, building services and how a property performs both financially and functionally. While assessing a building, the valuer must know the types of buildings, building elements, windows, doors, etc. e structural members of building systems are discussed as they relate to their intended purpose and what they do under live and dead loads. Building construction materials and technologies are discussed as they relate to the building valuation.

EMV2283: PROPERTY DRAWING AND DOCUMENTATION

This course introduces the fundamentals of computer-aided drawing (CAD) software, 3D modeling, rendering, and rapid building documentation. It explores practical processes for documenting existing properties and developing building information. Students will learn how to measure properties, take off measurements, and document these using both manual methods and computer-aided software.

As a hands-on, practical course, students will undertake a series of assignments designed to enhance their skills in property documentation, building information development, and producing measured drawings. The course will also focus on documenting properties using standard technical documentation, including building drawings, specifications, and bills of quantities.

Students will be trained in the use of innovative software such as Building Information Modelling (BIM), enabling them to document properties in four dimensions, including detailed building information. Through coursework-based studies, students will gain practical exposure and develop their skills in property drawing and documentation, preparing them for real-world applications in building documentation and information development.

EMV2386 LAND ECONOMICS

This course focuses on the application of the theory of economics to the problems related to land. It begins with its unique characteristics and key concepts, and theories relevant to land, while it moves to the areas of land planning and management. The course provides knowledge on land and related issues, which serves as a foundation for core courses in the degree programme.

EMV2377: PRINCIPLES OF VALUATION

Principles of Valuation deals with the principles underlying the valuation or appraisal of legal interests in all types of landed property. It covers key concepts, financial mathematics for valuer's and an introduction to three approaches and five standard methods of valuation. This course provides a foundation for all other valuation-related courses of the degree programme.

EMV2379: GEOGRAPHIC INFORMATION SYSTEMS

This course focuses on principles, techniques, and applications of Geographic Information Systems (GIS). The course comprises of both lectures and practicals on open-source GIS software as well as ArcGIS Map and ArcGIS Pro. All laboratory exercises will complement the theory presented in the classroom lectures and courses such as Urban and Regional Planning, Valuation and Real Estate Development & Management. In addition, the knowledge acquired in this course is useful for the real estate project and other practical assignments of the degree programme.

EMV2280: INSTITUTIONAL FRAMEWORK FOR REAL ESTATE

The real estate sector of the country consists of various government, semi-government and local government institutions that enjoy special legislative powers in dealing with real estate operations. Comprehensive awareness of the operations of these institutions is fundamental knowledge that REMV graduates require. Hence, this course aims to educate students on the legal and institutional setup and the finance system of the local government system and selected state institutions in Sri Lanka. The course also provides knowledge on the role of such institutions in planning and management of land and buildings and handling property assessments to improve the quality of the living environment.

EMV2282: ENVIRONMENT AND SUSTAINABLE REAL ESTATE

The course aims to provide knowledge relating to the value of natural resources and the ways in which managing the environment and real estate development in a sustainable manner. It especially focuses on discussing the sustainable development goals and balanced management of three pillars of sustainable development in real estate development.

EMV2384: SURVEYING AND LEVELLING

This course provides an in-depth understanding of surveying and levelling techniques, integrating fundamental principles with advanced applications relevant to real

estate development, management, valuation, and planning.

With a total of 300 contact hours, the course includes a compulsory practical component, allowing students to engage in hands-on learning and develop essential fieldwork skills. The curriculum emphasizes both theoretical knowledge and real-world application, culminating in a survey camp designed to further enhance students' expertise through immersive field exercises.

EMV2285: BUILDING PATHOLOGY

This course focuses on diagnosing defects in existing buildings, a critical aspect of a property valuer's role, commonly referred to as building pathology. It emphasizes understanding fundamental building techniques and the reasons behind building performance failures.

The course aims to equip students with knowledge of structural failure principles, the properties of building materials, and how environmental factors contribute to material deterioration. Additionally, it covers construction technology defects, human errors, and their potential to cause overall building failures.

EMV2287: BUILDING COST ESTIMATION

This course introduces the types of cost estimation from the conceptual design phase through the more detailed design phase of a construction project. This course will also give knowledge of existing building construction cost estimation by taking off exiting building elements into consideration. Building Cost Estimation is vital in understanding property valuation, property management and real estate property development. Students will learn how to do breakdown items and estimate the cost of work into detailed components and tasks. Besides, the course highlights the importance of controlling costs and how to monitor project cash flow. Students will work on a break-even analysis of construction tasks in a project costing.

EMV3370: PROPERTY LAW

This course provides knowledge of property law in carrying out real estate valuation, development and management of different nature. Property law has a strong influence on the determination of interest in land/landed properties and estimating values. The knowledge gained from this course supports real estate valuers and allied professionals in providing services for different clients.

EMV3272: REAL ESTATE MARKET ANALYSIS

This course aims to provide an understanding of a critical analysis of real estate markets which need for real estate planning, valuation and development & management. It covers two primary areas; sites in search of use and uses in search of sites. The course deals with the need and behavioural analysis of real estate occupants and other market actors, market analysis techniques, market & property data, trade areas dynamics, locational & occupant attributes, case studies, and feasibility report preparation.

EMV3373: URBAN AND REGIONAL PLANNING I

This course is useful for professionals in real estate management and valuation. It aims to enhance the required competencies, knowledge, theories/ concepts in urban and regional planning and its applications. The course covers aspects like the historical evolution of urban planning (global and local), types of plans and some key concepts. Urban and Regional Planning II is the continuation of this course.

EMV3382: ADVANCED VALUATION

This course provides a comprehensive exploration of the valuation of legal interests in real property. It investigates into the application of the three fundamental valuation approaches: the Market Approach, Income Approach, and Cost Approach, which form the foundation of property valuation. These approaches are integrated with the five standard methods of valuation: Comparable Method, Investment Method, Residual Method, Profit Method, and Cost Method, ensuring a systematic and accurate determination of market value.

Students will learn to assess both rental and capital values, catering to various purposes such as investment analysis, property sales, leasing, taxation, mortgage, and financing. Through case studies and practical assignments, this course equips students with the skills necessary to evaluate complex property interests, aligning with professional standards and industry practices.

EMV3183: NON-STATUTORY VALUATION REPORT

This course focuses on the preparation and presentation of professional valuation reports for non-statutory purposes, such as mortgage, financial reporting, asset management, insurance, decision-making for investments, and property transactions. It emphasizes the principles, methodologies, and standards required to meet client-specific needs and professional expectations.
Students will gain practical knowledge of structuring valuation reports, including defining the purpose and scope, analyzing data, applying valuation techniques, and ensuring compliance with international standards such as those set by the International Valuation Standards Council (IVSC) and Royal Institution of Chartered Surveyors (RICS) and Institute of Valuers of Sri Lanka (IVSL)

The course integrates theoretical insights with hands-on experience, equipping students to produce clear, accurate, andcredible reports tailored to diverse, non-statutory valuation contexts.

EMV3386: 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 key areas and shows the inter-relationship of this course with the rest of the courses of the degree programme. The general objective of this course is to provide an overall understanding of the discipline of real estate development & management and its relationship with the value of real estate for REMV undergraduates. The topics covered under this course are real estate development & management process, the role of the developer, different actors, property obsolescence, property quality & standards and so on.

EMV3376: REAL ESTATE INVESTMENT ANALYSIS

This course deals with the investment aspect of real estate. It aims to provide an understanding of how investors in income-producing real estate analyse and make decisions. Knowledge of previous courses such as Financial Management, Real Estate Market Analysis, Principles of Valuation and Advanced Valuation provides a foundation for this course. The course primarily covers real estate-related ownership and deal structures, equity valuation, debt analysis, real estate securitization, structuring and managing real estate portfolios. This course will expose students to contemporary software, case studies and feasibility report preparation which bring together various elements that are covered in the course.

EMV3281: CONSTRUCTION PROJECT MANAGEMENT

This course aims to provide an understanding of project management in the construction

industry. Construction project management is all about time, cost and quality management in construction projects. More than all construction project managers should have the basic skills of managing all the stakeholders of the project by improving effective communication skills and group decision-making. Accordingly, this course covers financial, legal and contractual problems associated with the construction process, and application of management techniques and contract administration in the supervision of construction projects.

EMV3284: AGRICULTURAL VALUATION

This course is designed to develop a comprehensive understanding of agricultural concepts and equip students with the knowledge and skills needed to estimate the value of agricultural properties. It covers the valuation of both perennial and non-perennial crops, emphasizing the unique factors influencing agricultural land and crop value.

The course also explores agro-industrial concepts and their integration into the valuation process, highlighting the economic, environmental, and operational considerations specific to agricultural assets. Through case studies and practical applications, students will learn to address the complexities of agricultural valuation, preparing them for professional roles in this specialized area of property valuation.

EMV3185: AGRICULTURAL VALUATION REPORT

This course focuses on the preparation and presentation of professional valuation reports specifically for agricultural properties. It builds on the principles of agricultural valuation, guiding students through the process of documenting and communicating the value of assets such as plantation, perennial and non-perennial crops, and agro-industrial properties.

Students will learn to structure reports that meet industry standards, incorporating key elements such as property inspection findings, market analysis, valuation methodologies, and justifications for value conclusions. The course also addresses the unique challenges of reporting in the agricultural sector, including considerations of environmental factors, land-use policies, and economic impacts.

By the end of the course, students will be equipped to produce clear, accurate, and professional valuation reports tailored to agricultural properties, supporting informed decision-making in this specialized field.

EMV3287: APPLIED VALUATION I

This course aims to provide advanced knowledge and practical application of valuation principles specific to statutory valuation in Sri Lanka. It offers an in-depth understanding of the legal framework and methodologies involved in statutory valuation, emphasizing the review of relevant legal enactments, case laws, and case studies.

Key topics include the land acquisition process, with a focus on estimating compensation, addressing injurious affection and severance impacts, and valuation for statutory purposes such as rating, stamp duty, and capital gains taxation. By the end of the course, students will be well-prepared to navigate the complexities of statutory valuation within the Sri Lankan context.

EMV3188: ASSET VALUATION REPORT FOR FINANCIAL STATEMENTS

This course provides an in-depth understanding of asset valuation methodologies as applied to the preparation of financial statements, focusing on compliance with LKAS 16: Property, Plant, and Equipment and RICS Valuation - Professional Standards (VPS) and Guidance (VPGA) 1: Valuation for Inclusion in Financial Statements.

Students will explore the principles and standards governing the valuation of tangible assets, including land, buildings, machinery, and equipment, for financial reporting purposes. The course covers key topics such as the recognition, measurement, depreciation, and revaluation of assets, ensuring alignment with local accounting standards and RICS guidelines. Practical sessions and case studies will be incorporated to enhance students' ability to prepare valuations that meet both statutory requirements and professional standards. By the end of the course, students will be equipped to conduct asset valuations for inclusion in financial statements, supporting transparent, reliable, and compliant financial reporting.

EMV3389: URBAN AND REGIONAL PLANNING II AND STUDIO WORK

This is a continuation of the previous course of Urban and Regional Planning I. This course aims to analyse issues and challenges of urban and regional planning specially related to the developing world and to give knowledge on institutional and legal frameworks related to planning in Sri Lanka. is course also provides the required skills to assess the land requirements for urban development and real estate development such as density measurements, layout design etc. In addition, the course adds advanced application of GIS focused on Urban and Regional Planning studio work.

EMV4270: RESEARCH METHODOLOGY

As the real estate sector is highly vibrant, complex, and decisive for human life, real estate professionals have to be research-oriented in order to work as expected by the industry. Accordingly, research is an integral part of the real estate profession. The general objective of the course is to provide REMV undergraduates with a basic awareness of social research applicable to their potential careers. More especially, it is expected, to educate on what is research, the research process, preparing a proposal, reviewing literature, methods of data collection and analysing, writing a report, and presentation and publication of the outcome of a research.

EMV4271: CONTEMPORARY DEVELOPMENTS IN REAL ESTATE

The real estate sector evolves along with the vibrant nature and rapid changes of society, natural environment, technology, law and politics, market and consumer behaviours, local and global trends and patterns, and soon. Effective professional real estate graduates need to upgrade their awareness of this nature of the real estate sector so as to fulfil their role as expected by the industry. Therefore, this course provides a wider awareness of the vibrant and changing nature of the real estate sector, challenges and opportunities, skills of recognizing problems and finding solutions. is also provides skills of the analysis of local and global real estate market operations. Furthermore, this course encourages undergraduates for self-learning, Continuing Professional Development (CPD), and Life-long Learning (LLL) in their future career life.

EMV4372: URBAN ECONOMICS

Urban Economics is the study of firms and households' choices on urban locations. The purpose of this course is to examine and understand the different parts of an urban economy and how they fit together. The spatial economics of an urban system, specially in housing, labour and transportation will be discussed. It also examines rent and wage determination, the location decisions of households and firms, quality of life amenities, agglomeration economies, and optimal city size, economics and policy of housing, transportation, local government, land use, discrimination, segregation, crime, and state policies of a smart city.

By the end of the course, students will be equipped with the knowledge and skills to understand and implement PropTech

solutions in real estate, preparing them for leadership roles in the next generation of real estate development and management.

EMV4385: APPLIED VALUATION II

This course provides students with the opportunity to apply statutory valuation principles to real-world scenarios. The primary focus is on the estimation of compensation for land acquisition under various headings, including annual value estimation for property rate assessments within local government areas, as well as the valuation of stamp duty and capital gains for taxation purposes.

In addition, the course covers the fundamentals of special property valuation and business valuation. Students will also develop essential skills in defending their valuation opinions before different statutory boards. By the end of the course, students will be able to prepare comprehensive statutory valuation reports, particularly in accordance with the Land Acquisition Act, across all relevant headings.

EMV4186: STATUTORY VALUATION REPORT

This course focuses on the preparation of valuation reports for statutory purposes, with primary emphasis on the preparation of Land Acquisition Act reports. Students will gain in-depth knowledge of the statutory valuation process, including the legal and procedural frameworks involved in land acquisition, compensation estimation, and related statutory requirements.

The course covers the structure and content of valuation reports tailored for statutory boards, ensuring compliance with relevant legislation and professional standards. Students will also learn how to defend their valuations in statutory settings and how to address the specific needs of various stakeholders involved in the land acquisition process. By the end of the course, students will be proficient in preparing detailed, legally-compliant land acquisition reports.

EMV4682: INDEPENDENT RESEARCH STUDY

The objective of this course is to develop the required skills and knowledge of conducting research on real estate issues. It is expected to add new knowledge to the existing research in the field. A research methodology course and seminars/ workshops/ guest lectures organized by DEMV are prerequisites for IRS. Each student is supervised and monitored by a senior academic member which continues throughout the final year of the degree programme. Duly completed research report with the supervisor's approval will be evaluated and the students are supposed to face a viva-voce examination.

EMV4683: INTERNSHIP

The internship course requires undergraduates to fulfil a minimum of 600 hours of industrial training in the field of real estate, valuation, urban and regional planning. The course aims to expose undergraduates to apply their competencies acquired through coursework to the real-life work setting. Following an internship will provide the undergraduates with awareness about potential career paths, professional networks and postgraduate studies. Under the support and guidance of the department, undergraduates will be responsible for securing internship opportunities.

EMV4184: ETHICS AND PROFESSIONAL DEVELOPMENT

This course intends to ensure the ethical behaviour of real estate graduates in their professional life as well as in civil society. The course is organised in a way that the final year students are engaged in a professional setting and aware of ethical behaviour in professional practice. During the course, students will be exposed to learn international and local level ethical standards including RICS Global Professional and Ethical Standards. The course includes a case study presentation which portraits the real-world scenario and how student applied ethical standards during the decision-making dilemma in their internship.

EMV4287:
BUSINESS VALUATION

This course deepens the business valuation understanding of students which was introduced under Applied Valuation II course. Undergraduates will learn the application of three valuation approaches (cost, income and market) to value businesses of all types. It allows students' understanding of value creation and value destruction, and how to select the appropriate method of business valuation for any given statutory and non-statutory situation. The students elect this course will be exposed to business valuation case studies and will be engaged in preparing a business valuation report.

EMV4288:
ENVIRONMENTAL VALUATION

This course provides the students with an understanding of economic approaches to valuing the non-market costs and benefits of environmental assets, projects, and policies. It emphasizes the importance of integrating values of environmental resources in real estate valuation, development, and management. The students who elect this course will be exposed to a range of case studies and critical discussions on different survey-based non-market valuation methods.

EMV4289:
HOUSING AND SETTLEMENT PLANNING

Housing constitutes a significant share of land use in cities as well as rural areas, which require special attention in planning and development as the ultimate objective is to improve the quality of human life. This course content is focused on discussing major human settlement issues and problems and critically evaluating various types of solutions and interventions (by both private and public sectors) in human settlements (city and neighborhood, planning, housing projects, building programs) in Sri Lanka. Also, to discuss new and emerging concepts, methods, and tools to face new challenges in the built environment in developing countries.

EMV4290:
DISASTER RESPONSE PLANNING

This course provides an understanding of the emerging global and national issues in disasters, and a wider awareness of disaster risk situations and their implications on human settlements and land use. It also focused on responsive measures and adaptation strategies for disaster risk situations in the planning of urban areas using emerging geospatial technologies.

EMV4291:
CORPORATE PROPERTY & ASSETS MANAGEMENT

The course introduces real estate management as a strategic function of an organization. This course discusses the roles of corporate property at the strategic level of an organization and how corporate property strategies would align with organizational strategies. It also discusses measuring corporate property performance for decision-making, reviewing of corporate real estate best practices, and enterprise resource planning for assets management.

EMV4292:
PROPERTY TECHNOLOGY AND DIGITAL SOLUTIONS

This course is developed to provide students with a broader knowledge of property technology (PropTech) manifestations, practices, and dispositions, and how those can be mobilized to generate digital solutions to contemporary issues related to real estate. The course contains discussions on industry 4.0 transformational technologies; particularly Artificial Intelligence, Blockchain, IoT applications, and big data handling on built environment designing, construction, financing, management, and valuation. Students will be gained an understanding of the disruptions that are happening in the real estate markets through PropTech. This course is most suitable for students who demonstrate a higher interest in excelling themselves with digital skills related to real estate.

EMV4293: ADVANCED GEOGRAPHIC INFORMATION SYSTEMS AND APPLICATIONS

This course aims to give an advanced application of GIS for Urban and Regional Planning and Real Estate Management. It builds on existing Geographic Information System skills through analytical and cartographic applications to a range of disciplinary areas. Covers advanced geoprocessing tools for analysing vector, raster, and network data, as well as fundamentals of remotely sensed image processing, classification and visualisation. Emphasis on spatial data creation, representation, modelling, and programming.

EMV4294: LAND MANAGEMENT

The course gains insights into the complex nature of state land management and learns about the key role of land management. This enables students to understand how good state land management practices can help to reduce the issues in real estate development and management in Sri Lanka. The areas covered under this course include; the issues related to state land in Sri Lanka, institutional and legal framework (land alienation and management), land alienation and management in Sri Lanka.

2.7.7 Employment Opportunities and Professional Links

The BSc Honours in Real 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 BSc Honours in Real Estate Management and Valuation Degree Programme has been accredited by the Royal Institution of Chartered Surveyors (RICS).

RICS® Accredited Course

Graduates of BSc Honours in Real Estate Management and Valuation Degree Programme, will received 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 key institution associated with the degree programme is the Institute of Valuers of Sri Lanka (IVSL). 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 BSc Honours in Real Estate Management and Valuation 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 organization 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.

2.7.8 Awards and Scholarships

Gold Medals

Three Gold medals are awarded to Real 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 REMV Award Ceremony. These awards are offered by related professional and government institutions.

Core subjects for Merit Awards given below

- Environment and Sustainable Real Estate
- Surveying and Levelling
- Principles of Valuation
- Land Economics
- Advanced Valuation
- Applied Valuation I
- Urban and Regional Planning I
- Urban and Regional Planning II
- Real Estate Market Analysis
- Real Estate Investment Analysis
- Property Law
- Construction Project Management
- Applied Valuation II

Scholarships

In addition, Real Estate Management and Valuation (REMV) undergraduates are entitled to apply for the Pradasa 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 BSc Honours in Real Estate Management and Valuation Degree Programme profession in the country. Under the scheme, selected REMV students are awarded with financial scholarship annually.

2.7.9 Student Association

Real Estate Management and Valuation Students' Association - REMV 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, organising academic and extra-curricular activities as well as improving social harmony between the university community and outside society. To promote memberships willpowers, the association is branded as the "REMV CREW" which is denoted by the "REMV 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 " Real Estate and Valuation Undergraduate Research Symposium" in collaboration with the Department.
- Conducting the annual "REMV Talent Show" in collaboration with the Department. "Beyond Vision" ("Nethin Ethera")
- Real Estate Projects for Social Harmony and Wellbeing (CSR PROJECT).
- Conducting REMV annual sport event.
- Organise guest lectures to improve the skills of the students specially on communication and presentation.
- Assisting the Department to organise workshops, field trips and annual OBT training

REMV RCB - CLUB

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

2.7.10 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.

2.7.11 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 organising 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.

2.7.12 International Conference on Real Estate Management and Valuation (ICREMV)

ICREMV is a well-organised 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.

2.7.13 Head of the Department

Professor Prathap Kaluthanthri

2.7.14 Academic Staff

Senior Professor R. G. Ariyawansa
Senior Professor (Chair) of Estate Management and Valuation
PhD (USJ); M.Sc. Development Planning (London); M.Sc. (Mgt.) (USJ); B.Sc. Est. Mgt. & Val. (Special) (USJ) ; AIV

Senior Professor K. G. P. K. Weerakoon
Senior Professor in Estate Management and Valuation
PhD (USM); M.Sc. Human Sett. Pl. (AIT); PGD Urban Dev. (UoM); B.Sc. Est. Mgt. & Val. (Special) (USJ); FITP (SL); AIV

Professor N. C. Wickramaarachchi
Professor in Estate Management and Valuation
PhD (Colombo); M.Sc. T & CP (UoM); B.Sc. Est. Mgt. & Val. (Special) (USJ); FITP (SL); MRICS; AIV

Professor T. G. U. P. Perera
Professor in Real Estate Management and Valuation
PhD (Birmingham); Master of Urban Engineering (Tokyo); B.Sc. Est. Mgt. & Val. (Special) (USJ); CIMA (UK) Passed Finalist; MITP (SL)

Professor Prathap Kaluthanthri
Professor in Real Estate Management and Valuation PhD (USM); PGDipM (UK); M.Sc. in REMV (USJ); MBA (PIM-USJ); B.Sc. Est. Mgt. & Val. (Special) (USJ); MRICS; AIV

Mr. W. H. T. Gunawardhana
Senior Lecturer
MSc. in PM (UOM); MSc. In REMV (USJ); B.Sc. Est. Mgt. & Val. (Special) (USJ); PhD (RMIT) (Candidate); A/IVSL(Probationary)(SL)

Dr. Chameera Udawattha
Senior Lecturer
PhD Civil Engineering (UOM); B Arch Hons Architecture (UOM); Chartered Architect AIA (SL); GREENSL® AP, Chartered Member of Royal Institute of British Architects (RIBA)

Mr. Lasika Madhawa Munasinghe
Lecturer
M.Phil (USJ); M.Sc. Technology (Candidate) (Aalto); B.Sc. Est. Mgt. & Val. (Special) (USJ); PG Ex. Dip. Bank Mgt. (IBSL); DABF (IBSL); AssocRICS; GREENSL® AP

Ms. Yasheema Kumuduni
Lecturer (Probationary)
B.Sc. Est. Mgt. & Val. (Special) (USJ); MSc. in REMV (USJ)

Mr. Nimasha B. Sugathadasa
Lecturer (Probationary)
B.Sc. Est. Mgt. & Val. (Sp.) (USJ-SL), M.Sc. Agri. Econ (Candidate) (UoP) Passed Finalist: AAT (SL); ICASL–CL (SL)

Ms. Githmi Oshara Abeysooriya
Lecturer (Probationary)
B. Sc. Est. Mgt. & Val. (Sp.) (USJ-SL) M. Sc. Project Mgt. (UoM) (Candidate) Dip. In GIS and RS (USJ) GREENSLAP
AssocRICS, RICS- UK

Mr. B. S. N. Mendis
Lecturer (Probationary)
B.Sc. Est. Mgt. & Val. (Special) (USJ), Master in Applied Finance (USJ) (Candidate)

Ms. A. I. Indumini
Lecturer (Probationary)
B.Sc. Est. Mgt. & Val. (Special) (USJ); MSc. in REMV (USJ) AAT Passed Finalist

2.7.15 Non Academic Staff

Mr. Manjula Pushpakumara
Office Assistant

Mr. L. C. J. Edirisinghe
Working Assistant

2.7.16 Contact Details

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FIN

2.8 BSc Honours in Finance Degree Programme

2.8.1 Evolution

BSc Honours in Finance Degree is one of the specialised Degree Programmes offered by the Faculty of Management Studies and Commerce since the academic year 2001/2002. 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 locally and globally over the recent years.

2.8.1.1 Graduate Profile

The intent of the Department of Finance is to produce graduates specialised in the areas of capital markets, investments and finance. Their major skills include, the ability to analyze relevant issues, consider options, and make informed decisions using supportive knowledge of information and communication technology, quantitative models and research methods. Their interpersonal skills, self-discipline, multicultural and language competencies, moral and ethics are also emphasised. More specifically, the expected academic and personal competencies are given below.

Expected Graduate	Graduate Traits	Skills and Attributes	Objective
An Impactful Co-creator, Competent Professional, Global Scholar	Intellectually Curious	Discipline-specific Expertise	Possess specialized finance expertise through intense study and research to ensure immediate work readiness.
		Interdisciplinary Integration	Integrate diverse knowledge from various fields to create positive changes that transcend boundaries.
		Cognitive Skills	Foster analytical and critical thinking for effective problem-solving in diverse contexts.
	Practically Smart	Professional Competence	Showcase ability to deliver quality services in line with industry standards and public interests.
		Ethical and Professional Understanding	Embrace ethical values across personal, social, and professional realms.
		Effective Collaboration	Thrive in diverse teams, adept navigation, effective communication, and varied role experiences for collaborative success.
	Globally Oriented	Digital Literacy	Efficiently manage, adapt, and utilize digital technologies for interpreting and conveying financial information.
		Inventiveness	Harness creative prowess for transformative changes within the financial landscape.
		Cultural Competence	Make informed financial decisions considering the broader cultural context.
	Emotionally Intelligent	Lifelong Learning	Encourage s elf-directed learning and independent thinking for sustained learning and reflection.
		Resilience	Display the capacity to persevere and grow in the face of challenges.
		Empathy	Extend professional interactions to foster a supportive environment that enhances connecting with others.

2.8.1.2 Programme Learning Outcomes (PLOs)

PLO 1: Understand the concepts and the theoretical knowledge in finance

PLO 2: Understand financial markets & financial services, its mechanism, compliance and influences in terms of local and international perspectives including economic, legal and management strategies

PLO 3: Exhibit the ability to apply theory into practice with critical thinking, analytical reasoning in an innovative financial and technological environment while creating new knowledge

PLO 4: Display a range of personal and interpersonal skills, including the capacity for leadership and professionalism, corporate communication, initiative taking, creativity, innovation and working in teams

PLO 5: Exhibit equal treatment, while being flexible and adaptable to changing socio-cultural environment

PLO 6: Enrich attitudes, ethical conduct and social responsibility in wider social context

PLO 7: Commit for lifelong learning and reflect upon themselves, while inculcating aesthetic values and an inclusive vision for life

2.8.2 Programme objectives

The BSc Honours in Finance Degree Programme has been designed to produce graduates in finance who are capable of meeting the new challenges in the global financial and capital markets. This degree is designed to provide a solid understanding in finance principles, practice and exposure to capital markets in order to facilitate better decision making. It enables students to collect and analyse necessary data critically and creatively to solve problems related to investments and finance.

2.8.3 Nature of the Programme

2.8.3.1 Subjects

The BSc Honours in Finance Degree Programme aims at producing skilful and employable finance graduates who are capable of standing up to the challenges created by the ever-changing local and global financial markets. 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. It consists of carefully integrated subjects in the key areas of Finance such as Corporate Finance, Investment and Portfolio Management, Business Valuation Theory and Application, Risk Management and Insurance, Real Estate Finance and Financial Services & Regulations. The degree at its completion requires its students to compile either a Dissertation or Research Project while being employed within the financial market, giving students great exposure and practical training to ensure a holistic educational experience. 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, critical thinking, problem solving and communication skills which help 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 BSc Honours in Finance 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/ Internship

This degree programme offers an internship 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 in the field of finance and other related disciplines. The main objective of this component is to allow students to gain hands-on experience in applying their theoretical knowledge in a real-world business environment. Additionally, it intends to develop students' generic skills such as team work, time management, and communication and to build-up corporate networking. This component is monitored and evaluated by the employer and a panel of academic staff members of the Department continuously, in order to ensure that the students obtain a comprehensive internship.

2.8.4 Programme Structure for Years II, III and IV

The structure for years II to IV of BSc Honours in Finance Degree Programme is depicted in Table 2.8.1.

Table 2.8.1: BSc Honours in Finance Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year II - Semester I				
FIN 2370	Financial Management	Core	150	03
FIN 2371	Financial Mathematics	Core	150	03
ACC 2370	Management Accounting	Core	150	03
BEC 2370	Macroeconomics	Core	150	03
MAR 2370	Marketing Management	Core	150	03
DSC 2370	Operations Management	Core	150	03
Total Credit Hours				**18**
Year II - Semester II				
FIN 2372	Advanced Corporate Finance	Core	150	03
BUS 2371	Organisational Behaviour	Core	150	03
ITC 2371	Business Analytics	Core	150	03
LAW 2373	Corporate Law	Core	150	03
FIN 2273	Professional Skills Development	Core	100	02
ITC 2277	Programming in Python	Core	100	02
Total Credit Hours				**16**
Year III - Semester I				
FIN 3370	Financial Derivatives	Core	100	03
FIN 3371	Business Valuation Theory and Applications	Core	150	03
BEC 3370	Managerial Economics	Core	150	03
BEC 3371	Econometrics	Core	150	03
ITC 3371	Management Information Systems and ERP Applications	Core	150	03
	One Elective Elective 1		150	03
Total Credit Hours				**18**
Year III - Semester II				
FIN 3373	Financial Modeling and Forecasting	Core	150	03
FIN 3374	Research Methodology	Core	150	03
FIN 3375	Investment and Portfolio Management	Core	150	03
FIN 3376	International Financial Management	Core	150	03
FIN 3377	Bank Management	Core	150	03
	One Elective Elective 2		150	03
Total Credit Hours				**18**
Year IV- Semester I				
FIN 4370	Financial Analysis	Core	150	03
FIN 4371	Internship I	Core	300	03
BUS 4370	Strategic Management	Core	150	03
	One Elective Elective 3		150	03
Total Credit Hours				**12**

Year IV- Semester II					
Option 1					
FIN	4376	Corporate Governance and Business Ethics	Core	150	03
FIN	4677	Dissertation	Core	600	06
		One Elective Elective 4		150	03
Total Credit Hours					**12**
Option 2					
FIN	4376	Corporate Governance and Business Ethics	Core	150	03
FIN	4382	Research Project	Core	300	03
		Two Electives Elective 5		300	06
Total Credit Hours					**12**

Elective 1

FIN	3372	Credit and Treasury Management
ACC	3374	Taxation
DSC	3370	Operations Research

Elective 2

FIN	3380	Python for Finance
ENT	3385	Entrepreneurship
ACC	3376	Artificial Intelligence and Data Analytics in Accounting
BEC	3375	Monetary Economics
DSC	3381	Supply Chain Management
ITC	3377	Digital Business Management and Enterprise Applications
BEC	3374	Project Management

Elective 3

FIN	4372	Financial Risk Management
FIN	4373	Real Estate Finance
FIN	4374	Insurance and Actuarial Finance
FIN	4375	Corporate Documentation and Reporting
BEC	4370	Development Economics

Elective 4

FIN	4378	Contemporary Issues in Finance
FIN	4379	Entrepreneurial Finance
FIN	4380	Cyber Risks, Blockchain and Investments
FIN	4381	Financial Services and Regulations
FIN	4383	Internship II

Elective 5

FIN	4378	Contemporary Issues in Finance
FIN	4379	Entrepreneurial Finance
FIN	4380	Cyber Risks, Blockchain and Investments
FIN	4381	Financial Services and Regulations
FIN	4383	Internship II

*Note: The elective courses offered in a particular semester will be decided by the department based on the resource availability and number of students registered for each elective course.

2.8.5 Description of Courses

A short description of courses offered from the year II to IV of BSc Honours in Finance Degree Programme is provided below.

FIN 2370: FINANCIAL MANAGEMENT

This introductory finance course is designed to familiarise the student with the role of financial management in maximising the value of the firm. Students will gain

familiarity with the functions of finance, and the institutions and instruments that carry out these functions in the current financial marketplace. The course primarily encompasses corporate finance. This course provides a basic understanding on: scope and environment of financial management, time value of money, risk and return, securities valuation, capital structure and leverage, capital budgeting and working capital management.

FIN 2371: FINANCIAL MATHEMATICS

This is an introductory course in Financial Mathematics, and it is compulsory for all Finance undergraduates. This course extends the discussion of Business Mathematics into its application in Finance. The subject is introduced with the intention of providing a sound knowledge on the ground principals of finance which paves the path to learn advanced finance courses in the years to come. Though Financial Mathematics is a very broad and expanding area, this course is carefully structured to foster the thorough understanding of our undergraduates in relation to the concepts of time value, probability and expected value, contingent payments, linear programming, life annuities and insurance and financial derivatives, involving differential equations and matrices. In addition, this course further provides awareness on modern applied mathematics in finance and it intends to extend this knowledge through a sequentially planned comprehensive set of lectures and tutorial sessions.

FIN 2372: ADVANCED CORPORATE FINANCE

The primary objective of this course is to deepen students' knowledge in financial management pertaining to the investment and financing decision making domains in increasing corporate performance and value. Accordingly, this course covers advanced techniques of capital budgeting and involvement of risk, the process of going public and capital structure, working capital management and short-term financial planning, and dividend policy. This course also includes areas such as framework of corporate finance, regional and global financial markets, long-term financial planning, valuation of corporate securities, cost of capital, leverage, financial distress and restructuring, corporate mergers and acquisitions, and alternative financing options. Moreover, this course enables students test out the applicability of theoretical and conceptual knowledge by engaging in discussions of contemporary topics and issues in the area via academic oriented research papers as well as papers published by global professional associations of finance. Similarly, students get the opportunity to analyse case studies and provide recommendations for real-world corporate finance issues faced by finance managers. The delivery modes of this course mainly include student-centered lecture sessions, interactive tutorial classes, guest lectures, group discussions, presentations, study tours, and field visits.

FIN 2273: PROFESSIONAL SKILLS DEVELOPMENT

The course is carefully designed to inculcate potential skills in finance students to prepare them to deal with the external world in a collaborative manner, communicate effectively, take initiative, solve problems and demonstrate positive work ethics. This course helps students in developing an accountable character informed not only by reason but also by heart and spirit.

FIN 3370: FINANCIAL DERIVATIVES

This course introduces the basic principles, concepts and theories that are necessary to understand and analyse available financial derivatives in the market. The course covers the characteristics and pricing of various derivatives (e.g., forward contracts, futures contracts, put options, call options, and swaps) and provides an overview of how they are used by hedgers, speculators and arbitrageurs. This also focuses on lessons for the users of financial derivatives and

provides an understanding on how some users of derivatives have ended up with making losses.

FIN 3371: BUSINESS VALUATION THEORY AND APPLICATIONS

This course explores both the theoretical basis and practical applications of all major elements of discounted cash flow valuation, relative valuation and asset- based valuation. This course discusses the selection and the use of different valuation techniques in forecasting the company's strategic position, and economic and business values. This course focuses on corporate valuation. The topics in relation to valuation include; fundamentals of valuation, core principles of value creation, concept of conservation of value, followed by core valuation techniques both absolute and relative, and advanced issues in valuation. Key emphasis is given on restating the required financial information for corporate valuation from financial statements and other sources of information.

FIN 3373: FINANCIAL MODELING AND FORECASTING

The objective of this course is to provide undergraduates with a practical perspective of the finance theories and models using Microsoft Excel. It focuses the use of spreadsheet-based financial model designing methodology, utilisation of finance theories over a wide range of applications to be used in the finance industry. This also emphasise on simplicity, modularity and ease of use, while using Excel features to speed up development and reduce errors. The course provides students a career path in financial services including debt and equity, investment banking, portfolio optimisation, corporate valuation and analysis, research and consulting.

FIN 3374: RESEARCH METHODOLOGY

This is a compulsory course that is aimed at providing a clear guide on how to undertake research in Finance. The course takes a step-by-step approach to the design and implementation of quantitative and qualitative techniques including case study, surveys, interviews, focus groups, participant observation, textual and media analysis. Further, this course inculcates students on how to manage and analyse data (including computer assisted), and how to write up and present findings. It is also intended to equip students with the knowledge and ability to undertake original research projects and develop a set of transferable workplace skills.

FIN 3375: INVESTMENT AND PORTFOLIO MANAGEMENT

This course is designed to provide students with basic concepts, theories, and practices in understanding, analysing, 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 and portfolio performance evaluation. It also discusses empirical findings on these topics to understand the application of them in practice.

FIN 3376: INTERNATIONAL FINANCIAL MANAGEMENT

This is a specialised 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. This course intends to provide a basic understanding on how managers of international companies manage their finance resources via investment and finance decisions in order to maximise the wealth of the owners under

the dynamic international business environment. This course unit basically covers international financial environment including foreign exchange markets and instruments, behaviour and determination of exchange rates, relationship among exchange rates with other macroeconomic variables, measurement and management of exchange rate risk and the long-term and short-term global investment and financing aspects. This knowledge is aimed to deliver via a comprehensively prepared set of lectures, tutorials, case studies, field visits and a series of guest lectures conducted by the experts in the industry.

FIN 3377: BANK MANAGEMENT

This course focuses on the management of banks as a professional function based on theories and practices. The course focuses on decision making and offers a unique approach to understanding bank management. The course begins with a discussion of the financial system stability in Sri Lanka and it is intended to give students a mix of essentials; credit policy, liquidity management, assets and liability management, analysis of performance and risk management in banks and opportunity to share the experiences of management practices in Sri Lankan financial institutions.

FIN 3380: PYTHON FOR FINANCE

Python is a high-level language and is largely used in the financial industry. This preliminary course mainly emphasises on using python for the basic applications in finance including, visualisation of financial data, dealing with financial time series data, and frequently required mathematical tools in finance. By the end of this course students should have a solid foundation in python and be well equipped to pursue further learning using python in portfolio optimisation, asset valuation, derivatives pricing, corporate finance, insurance, and FinTech.

FIN 4370: FINANCIAL ANALYSIS

This course introduces techniques of financial information, investments, and market analysis. It develops essential analytical skills for managing investments and finance, financial statements-based decisions, operations, marketing, human resources related decision making, commercial lending, and the extension of credit. The course presents financial tools, and applications in technical analysis, wave theories, sentiment and charting. It aims to guide managing the performance and direction of investments.

FIN 4371: INTERNSHIP I

This is a three (03) credit programme offered in Year IV - Semester I to facilitate student interns to obtain relevant practical and professional hands-on experience in the field of finance and other related disciplines. This programme further enables student interns to enhance understanding and application of managerial concepts, principles, theories, and procedures learnt in the classroom and to get familiarised with industry best practices in a real-world organisational setting. Student interns are required to obtain the internship under a training-in-charge, who is a senior officer at the internship sponsoring organisation and will be supervised and evaluated by the training-in-charge throughout the semester. In addition, student interns will also be evaluated by a panel of academic staff members via a viva-voce examination at the end of the semester.

FIN 4376: CORPORATE GOVERNANCE AND BUSINESS ETHICS

This course aims to offer an understanding of the core principles of Corporate Governance and Business Ethics by which students are encouraged to learn business fundamentals and best practices to evade future failures and to enhance self-discipline promoting the ethical behaviour in the society. Both internal aspects; ownership structure, monitoring function and

management incentives, and the emerging codes of corporate governance and external insights of corporate governance discipline; take-over market, creditors and other stakeholder relations are discussed in detail. Moreover, this course will extensively examine different corporate governance models practised around the world. Considering the changing nature of the subject the scope of coverage extends to contemporary governance issues, recent episodes of governance related failures, corporate responses, and the requirement of Environmental, Social and Governance (ESG) considerations. This course will use formal lectures, interactive tutorial sessions, real world case studies and reference of recommended publications to enable students to obtain the necessary knowledge and skills required.

FIN 4677: DISSERTATION

Dissertation is an optional course for the final year undergraduates following BSc Honours in Finance degree programme.

This course comprises a supervised research supported and complemented with supervisory discussions. It is designed for those who wish to undertake original research in a selected area of Finance. Students will identify their own research topic in discussion with the supervisor, and thereafter frame appropriate research questions and hypotheses or propositions, adopt appropriate research methodology, develop an analytical framework, conduct necessary detailed research, and write an academic research report.

FIN 4382: RESEARCH PROJECT

Research Project is an optional course for the final year students following BSc Honours in Finance degree programme. This course requires the student to identify a finance related issue in an organisation and write a project report under the guidance of a supervisor allocated by the Department of Finance. This exercise provides an opportunity for students to integrate knowledge, skills and competencies gained in their studies throughout their previous semesters and to develop explorative, investigative, analytical and synthesising skills.

FIN 3372: CREDIT AND TREASURY MANAGEMENT

The credit management module of this course deals with concepts and techniques related to management of credit in institutions. This section mainly focusses on credit operations, credit policy, credit terms and conditions and credit risk assessment. The course provides necessary knowledge about sales ledger management, liquidity management and consumer credit together with export credit finance and credit insurance. The second module of the course intends to provide a comprehensive understanding on the treasury functions of corporate and financial institutions together with the rational for the availability of treasury function in corporations. The major aspects covered include treasury functions, international borrowings, corporate ratings, foreign exchange exposure management, interest rate risk management, value based management, treasury performance measurement, liquidity management systems and controls, tax and accounting issues.

FIN 4372: FINANCIAL RISK MANAGEMENT

This course focuses on risk management in business organisations by identifying, measuring, and managing risk within it's risk appetite to maximise investment returns. The objective of this course is to introduce the fundamental concepts, principles, and practices of financial risk management by focusing on a variety of financial risks including market risk, credit risk and liquidity risk. This course will also address basic financial and risk assessment techniques that would enhance the risk management decision-making allowing to

construct a robust risk management system. Moreover, the course intends to target the student population who aims to join the financial services industry, while keeping the other options open.

FIN 4373: 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 analyse an issue related to real estate finance.

FIN 4374: INSURANCE AND ACTUARIAL FINANCE

This course focuses on both insurance and actuarial science which are integral parts of insurance business. It covers various types of life insurance, health benefits, features of insurance contracts and four areas in actuarial: investments, life insurance and annuities, retirement benefits, and health benefits. Actuarial science provides students and finance professionals the ability to excel in many sectors including insurance, banking and investments which are highly volatile, unpredictable and dealt with lot of risks.

FIN 4375: CORPORATE DOCUMENTATION AND REPORTING

Documentation and reporting play a vital role in communicating and interacting with the internal and externalenvironments during the delivery of financial services. Many of these documents and reporting requirements also function as analysis tools that aid the decision making in finance. Thus, the understanding of these requirements is essential in applying the theories into practice. Therefore, this course is organised to facilitate the students to get themselves exposed to hands on experience on the finance applications in the industry. This multifaceted course is developed to cover a wider knowledge on the documentation and reporting requirements in broader areas in the investment management, corporate finance, business valuation, and international finance fields. Through the practical exposure, the course intends to bridge the gap between the students – industry and bring the class room experience closer to the finance workplace. Documentation and reporting requirements vary across different fields of finance and companies in the industry. Nevertheless, the underpinning rules, structures and the logic of these requirements are held upon a commonly accepted guidelines and protocols. This module is structured in different delivery modes such as in class case studies, visiting lectures by industry experts and practical assignments.

FIN 4378: CONTEMPORARY ISSUES IN FINANCE

This course is made up of a combination of lectures, seminars, workshops and student presentations, discussion on research papers & case studies and aims to achieve the learning outcomes by critical examination of current issues in local and global context relevant to the field of finance. This is not a traditional theory based course unit, but a review of the current global and local issues in finance field to understand the current dynamic environment as a learner. Further,

the industry practitioners share their experiences related to the current issues with learners through workshops and seminars, which enhance learners' practical knowledge on finance.

FIN 4379: ENTREPRENEURIAL FINANCE

This is a specialised course designed to introduce financial thinking and the tools and techniques adapted to deal with the new, young, and small business ventures. The course covers the theories, knowledge, and financial tools an entrepreneur needs to start, build and harvest a successful venture. This course incorporates a life cycle approach of successful ventures typically begins with an initial development stage, startup stage, survival stage, rapid growth stage, and early maturity stage. The major areas of coverage include organising and operating the venture, planning for the future, creating and reorganising venture value, structuring finance for the growing venture, and exit and turnaround strategies. The knowledge and skills learned would be invaluable for all students, whether they find a job in an entrepreneurial enterprise, work in an established firm or start a company of their own.

FIN 4380: CYBER RISKS, BLOCKCHAIN AND INVESTMENTS

This course covers the fundamentals of Blockchain, Cryptocurrencies and digital form of Investments. It discusses the origin, technology , application, commercials and limitations of blockchain technology and cryptocurrencies. In the context of modern investment portfolios, this course analyses the security aspects in blockchain, cryptocurrencies, digital investment and identifies various risks involved . It discusses on recent developments in blockchain , digital currencies and highlights any significant recent events. The course develops understanding of the current and potential Blockchain applications in the financial sector, the intricacies of blockchain technology, and effective strategies for incorporating cryptocurrency into investment plans.

FIN 4381: FINANCIAL SERVICES AND REGULATIONS

This course focuses on the fast-growing financial services industry with financial innovations, modern technologies, and opening of the global economy. This dynamic growth of the financial markets and the reforms has opened the need for financial intermediation, insurance, payment and settlement, and a host of other financial services. Therefore, the course covers the topics on credit rating, factoring, venture capital, securitization, and depositories. Furthermore, abreast the growth of financial services is the need for streamlining an effective regulatory framework. This course investigates the regulatory framework of the financial services in the financial system. It also examines the essential elements of effective compliance programmes, the regulatory expectations for investment advisers and investment companies. Thus, the objective of this course is to explore functioning and performance of the financial services sector along with the regulatory framework which is vital in the current and future business settings.

FIN 4383: INTERNSHIP II

This is a three (03) credit programme (elective) offered in Year IV - Semester II to facilitate student interns to obtain an in-depth relevant practical and professional hands-on experience by undergoing an internship with a more emphasis in the field of finance. In addition to getting familiar with industry best practices in a real-world finance setting, this course alsoenables student interns to build up a network among the business community. Student interns those who obtained an internship related to the field of finance in Year IV - Semester I, have the possibility of extending it at the same organisation. Student interns are required to obtain the internship under a training-in-charge, who is a senior officer at the internship sponsoring organisation and will be supervised and evaluated by the training-in-charge throughout the semester. In addition, student interns will also be evaluated by a panel of academic staff members via a viva-voce examination at the end of the semester.

2.8.6 Professional Links

The Department of Finance has affiliations with many professional institutions including Chartered Financial Analyst (CFA), Chartered Institute for Securities and Investments (CISI), Institute of Chartered Accountants of Sri Lanka (CA), Colombo Stock Exchange (CSE), Securities and Exchange Commission (SEC).

Further, the Department has MOUs (Memorandum of Understanding) with different institutes including Acuity Knowledge Partners and Senfin Securities Ltd.

This mutual relationship with the industry pave the way for the undergraduates of the Department to participate in various competitions and workshops organised by different institutes in the industry.

CFA Affiliation

BSc Honours in Finance is an affiliated degree programme of the CFA Institute's University Recognition Programme.

ACCA Recognition

BSc Honours in Finance Degree Programme has been recognised by Association of Chartered Certified Accountants (ACCA) and accordingly the students are granted exemptions for 5 modules in the ACCA (UK) examinations.

CIMA Recognition

BSc Honours in Finance Degree programme has been recognised by Chartered Institute of Management Accountants (CIMA), UK and students are granted exemptions at CIMA examinations.

CISI Affiliation

BSc Honours in Finance Degree programme has been recognised by Chartered Institute for Securities and Investment (CISI) through their acceptance of the University of Sri Jayewardenepura as its partner university in management education.

CA Recognition

Institute of Chartered Accountants of Sri Lanka (CA) has granted exemptions for 10 courses up to the Corporate Level in CA examinations.

CMA Recognition

Institute of Certified Management Accountants (CMA) of Sri Lanka has offered exemptions for 11 course units up to the Managerial level in CMA examinations.

2.8.7 Employment Opportunities

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

2.8.8 Asian Finance Review

The Asian Finance Review (AFR), established in 2022, is a peer-reviewed journal exploring finance in Asia's diverse economies. Indexed in EBSCOhost, it publishes cutting-edge research on finance, investments, governance, FinTech, and sustainability. It serves academics, practitioners, and policymakers shaping the region's evolving financial landscapes and bridges theory and practice.

2.8.9 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 BSc Honours in Finance 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 BSc Honours in Finance 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 BSc Honours in Finance Degree Programme.

Gold Medal – For excellent academic performance in the Accounting and Finance related courses

This is awarded by the Institute of Chartered Accountants of Sri Lanka (CA) to the student who has excelled in academic performance in the Accounting and Finance related courses (highest average marks) securing a First class pass in the BSc Honours in Finance Degree Programme.

2.8.10 Student Associations

Students' Association of Finance (SAF)

The Students' Association of Finance (SAF), a Department of Finance initiative, focuses on enriching the undergraduate

experience and fostering personal growth. Each year, they host a range of activities that promote student interaction, including sports events and social gatherings. The 'Snehadhara' Project stands out as a community service endeavor, providing resources to rural schools as part of a CSR initiative. The SAF conducts different programmes that enhances capital market understanding, showcasing students' aesthetic and leadership skills, fostering harmony and leadership development. Additionally, the SAF publishes the 'Financial Explorer' magazine annually.

Finance Alumni Association (FAA)

The Finance Alumni Association (FAA) is driven by a multitude of objectives, which encompass conducting various activities, such as symposiums, online events, and seminars, aimed at enhancing financial literacy within society. In close collaboration with the Department of Finance, FAA serves its members by providing activities that contribute to their professional growth and success, while also acknowledging and celebrating their achievements. The association plays a pivotal role in creating global opportunities for research, scholarships, and employment. It further focuses on upgrading the professional capacities of its members, fostering lifelong learning among undergraduates and alumni, facilitating research initiatives within the department, and actively participating in national contribution activities. FAA also supports the department's internship program and actively contributes to the development and enhancement of the BSc Honours in Finance Degree programme, among various other endeavors.

2.8.11 Head of the Department

Dr. N. S. Nanayakkara

2.8.12 Academic Staff

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HRM

2.9 BSc Honours in Human Resource Management

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 afield 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 Bachelor of Science Honours in Human Resource Management. The degree is a programme of four-year duration including compulsory internship in HRM for period of one year that enables the student to acquire a practical exposure to various aspects of HRM in an organization and independent research study that enables the student to engage in a systematic, and/or scientific investigation into a HRM phenomenon. The degree instructs the student with regard to morality enhancement, ethical and social performance, natural environment enhancement, and self-management. The degree has been designed to develop right graduates in HRM to work as executives, managers, consultants, leaders, administrators, trainers, teachers, and academics in HRM and related fields. The programme is appropriate for those who possess ability and motivation to become real HRM catalysts (who cause to establish right HRM in industries) and professionals who are drivers of providing all the organizations with appropriate and contented workforces which give maximum individual and collective contributions to organizational success and sustainability. The degree provides a general understanding of organizational management, competencies in communication, quantitative reasoning and information technology and then increasing specialisation in HRM commencing from the second year up to the final year. The seven programme learning outcomes or goals of the degree programme are to develop:

1. To become a good citizen of Sri Lanka.
2. To value excellence, productivity, integrity, expertise and job and business performance.
3. To become an effective and efficient professional in the field of human resource management.
4. To become a person of good character.
5. To make a significant and unique contribution to human and institutional development in Sri Lanka.
6. To have a passion as well as a mental and physical preparedness for continuous learning and self - development.
7. To become a person 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 relations capability, Information technology capability, Communication capability, Personal management capability and Personal quality enhancement capability. The curriculum of the degree programme 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 Bachelor of Science Honours in Human Resource Management Degree Programme is depicted in Table 2.9.1.

Table 2.9.1 BSc Honours in Human Resource Management Degree Programme Structure for Year II to IV

Course Code	Course Name	Credit Value	Notional Hours	Status (Compulsory /Optional/Elective
Year II - Semester I				
BEC 2370	Macroeconomics	3	150	Compulsory
DSC 2370	Operations Management	3	150	Compulsory
FIN 2370	Financial Management	3	150	Compulsory
MAR 2370	Marketing Management	3	150	Compulsory
HRM 2370	Human Resourcing	3	150	Compulsory
BCC 2171	Professional Communication I	1	50	Compulsory
Total notional hours/ credit values for Semester I		**16**	**800**	
Year II - Semester II				
HRM 2371	Performance Evaluation and Management	3	150	Compulsory
HRM 2372	Personal Quality Development	3	150	Compulsory
HRM 2270	Self and Professional Development	2	100	Compulsory
BUS 2371	Organizational Behaviour	3	150	Compulsory
ITC 2372	Business Analytics	3	150	Compulsory
BCC 2173	Professional Communication II	1	50	Compulsory
Total notional hours/ credit values for Semester II		**15**	**750**	
Total notional hours/ credit values for year II		***31***	***1550***	
Year III - Semester I				
HRM 3370	Human Resource Development	3	150	Compulsory
HRM 3371	Employee Safety and Health Management	3	150	Compulsory
HRM 3372	Work Psychology and Counselling	3	150	Compulsory
	ONE Course from Elective List I	3	150	Elective
HRM 3270	Sustainable HRM	2	100	Compulsory
BCC 3170	Professional Communication III	1	50	Compulsory
Total notional hours/ credit values for Semester I		**15**	**750**	
Year III - Semester II				
HRM 3375	Rewards Management	3	150	Compulsory
HRM 3376	Human Resource Information Systems	3	150	Compulsory
	ONE course from Elective List II	3	150	Elective
BEC 3270	Economics of Labour	2	100	Compulsory
LAW 3273	Labour Law	2	100	Compulsory
HRM 3170	Industrial Relations	1	50	Compulsory
BCC 3171	Academic Writing	1	50	Compulsory
Total notional hours/ credit values for Semester II		**15**	**750**	
Total notional hours/ credit values for year III		***30***	***1550***	

Year IV- Semester I					
HRM	4370	International HRM	3	150	Compulsory
HRM	4371	Contemporary Issues in HRM	3	150	Compulsory
HRM	4670	Internship in HRM	Annual Assessment	300	Compulsory
HRM	4270	Research Methodology for HRM	2	100	Compulsory
BUS	4370	Strategic Management	3	150	Compulsory
DSC	4175	Data Analysis Methods in Research	1	50	Compulsory
Total notional hours/ credit values hours for Semester I			**12**	**900**	
Year IV- Semester II					
HRM	4372	Advanced HRM	3	150	Compulsory
HRM	4373	Sri Lankan Applications in HRM and Industrial Relations	3	150	Compulsory
HRM	4670	Internship in HRM	6	300	Compulsory
HRM	4671	Independent Research Study	6	600	Compulsory
Total notional hours/ credit values hours for Semester II			**18**	**1200**	
Total notional hours/ credit values for year IV			***30***	***2100***	
Total notional hours/credit values for Year I - Year IV			***122***		

Elective List I

Course Code		Course Name
HRM	3373	HRM : Buddhist Approaches
HRM	3374	Public Sector HRM
ACC	3380	Management Accounting
BUS	3371	Business Innovation
BUS	3372	Managing for Productivity and Quality
DCS	3370	Operations Research
ITC	3371	Management Information Systems and ERP Applications

Elective List II

Course Code		Course Name
HRM	3377	High Performance Work Systems
HRM	3378	Innovation and Change for HRM
HRM	3379	HR Analytics
BUS	3373	Business Ethics and Corporate Social Responsibility
BUS	3375	Knowledge Management
BUS	3376	Leadership and Cross Cultural Management

2.9.4 Description of Courses

A short description of courses offered in the years II to IV of BSc Honours in Human Resource Management Degree Programme is provided below.

HRM 2370: HUMAN RESOURCING

Employment planning and staffing are two major fields of HRM which deal with employee resourcing which is critical as the success and progress of success of organizations heavily depend on the quality of people they plan, recruit, select, hire, and induct. This specialised course has been designed to provide a specialised learning with regard to Employee Resourcing. At the end of successful completion of this course, students will be able to acquire a sound theoretical comprehension of concepts, principles, processes, and theories with regard to employee resourcing, develop an application-oriented understanding in order to apply concepts, principles, processes and theories of employee resourcing into practice, develop potential towards formulating appropriate policies, procedures and systems with regard to employee resourcing, build potential towards attracting and selecting the most appropriate applicants for the right jobs when entering the world of work and, believe and appreciate that sound specialised understanding of employee resourcing is critical for achieving organizational success and progress of success. The course content includes Introduction to Employee Resourcing, Job Design, Job Analysis, Human Resource Planning, Recruitment, Selection, Hiring, Induction and, Critical Incidents, Cases, Skill Builders, Role Plays and Student Journal of Application Learning.

HRM 2371: 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 systematic approach to the analysis and handling of problems in performance evaluation with special reference to the Sri Lankan context. Having completed this course, participants will have a firm foundation upon which to further study performance evaluation, and evaluate job performance of human resources in an organization in an efficient and effective way. Course contents are HRM and PE context; definition, nature and significance of PE; purposes of PE; process of PE; PE policies; PE criteria and standards; PE methods; PE forms and procedures; 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 dynamic PE system; performance management and Sri Lankan practices.

HRM 2372: PERSONAL QUALITY DEVELOPMENT

Our current society is a society in which frauds, corruptions, evil conflicts, assassinations, assaults, retaliations and even wars are present and unfortunately the situation has been increasing. It is more likely that future society will be distressing and full of problems including serious damages to human well-being and development. In order to avoid or at least minimize this plight every society does need, inter alia,

managerial professionals who are appropriate. There is a highly felt need in every society to develop a professional who will become a good citizen of the country as well as a person of good personal character. The objectives of this course are to: demonstrate a theoretical understanding of three major components of personal quality (PQ), i.e. personal character (PC), personal management (PM), and personal key success factors (PKSFs); build a strong ability about how to create and enhance excellence in morality, and managing self; and to believe firmly, feel positively and intend to deal with various aspects of personal quality positively. The content includes introduction to PQ, the concept of three Ps, the concept of three Vs, PC versus personality, virtues, vices, seven aspects of PM, balancing life, managing time, managing career at individual level, managing eustress and distress, PKSFs, and analysis of different PQ aspects through selected moves.

HRM 2270: 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 several skills: understanding about life, death and life after death, comprehensive self-evaluation, developing a personal life plan, developing a professional life plan, self-mastering, getting ready for the first job, preparing for professional advancement, and facing worries of life, seven habits for success, personal branding and self-marketing.

HRM 3370: HUMAN RESOURCE DEVELOPMENT

This core course aims to provide students with a conceptual and practical understanding of the development of human resources at work. Further, it focuses on the systematic and scientific approach to the analysis and handling of issues/problems in HRD with special reference to the Sri Lankan context. The course intends to cover the topics related to the design, development, implementation and evaluation of various HRD interventions including training, development, career management, talent management etc. The course also highlights the nature of HRD in the global context and the skills students need to develop to work in the HRD profession.

HRM 3371: 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 safety and health of employees which ensure the constant availability of high quality human resources. This is a specialised 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 practices in organizations, Factories Ordinance, Laws relating to Health and Safety, Industrial hazards and risks, occupational accidents, occupational diseases, occupational stress, temperature, food safety, alcoholism, poisoning, an effective safety and health programme, first aid, safe disposal of waste, safety audit, statistical analysis, assessment of the effectiveness of health and safety management and safety awards in Sri Lanka.

HRM 3372: WORK PSYCHOLOGY AND COUNSELLING

Industrial/Work Psychology (WS) is one of the major applied specialties 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 specialised 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, work and mental health, and managing occupational stress. The counselling part of this course emphasises the importance of having a basic knowledge of counselling skills for an HR manager. Counselling skills are essential for the success of an HR manager as they are to be the employee champions at the workplace. Hence this course content includes the history of counselling, differences between conversation and counselling, common principles of counselling, counselling theories, the eight-stage model, skills development model in counselling, career counselling, and common issues and problems in counselling.

HRM 3270: SUSTAINABLE HRM

Goals of the organization will have to be expanded to address current challenges which are being faced by HR Managers in contemporary organizations which are increasingly expected to serve not only owners and other direct stakeholders (customers, employees, and suppliers) but also society and environment. In the modern world, every organization and every manager must be concerned with making significant and positive contributions to environmental, social, and economic performance of the organization. Sustainability is the most important issue that the professionals have to deal with now and will have to deal with in the future too. The objective of this course is to provide both conceptual understanding and application-oriented understanding of Sustainable HRM based on a model. It delivers a systematic approach to the analysis and handling of major issues in Sustainable HRM. The content includes sustainability and HRM, green HRM, organizational ethics and HRM, QWL through HRM, happiness and HRM, employee retention, absenteeism and presenteeism, and customer satisfaction and HRM

HRM 3373: HRM : BUDDHIST APPROACHES (ELECTIVE)

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 3374: PUBLIC SECTOR HRM (ELECTIVE)

This course is a basic introduction to public sector HRM for undergraduate students those who wish to start their career attached to the government sector. This course is designed to help students understand the ways in which public sector organizations utilize HRM and consequent impact on

their productivity with special reference to Sri Lanka. In addition to that, students will also learn basic concepts including major theories of public sector management, the policy process, and the relationships among politics, regulatory bodies and employee management at public sector organizations. This course is designed as a hybrid course that will involve lectures, student presentations, group discussion, reflective exercises and case studies based on real working life of government officers.

HRM 3375: REWARDS MANAGEMENT

The objective of this course is to provide a systematic and rational approach to the analysis, synthesis and handling of issues in rewards management in organizations according to the theories of rewards management with special reference to Sri Lanka. It focuses on main aspects such as wages and salaries management, incentives management, welfare/benefits management and total rewards strategies. Its central question is how policies, procedures, rules, systems and guidelines of rewards can be developed to ensure pay equity & fairness, legal compliance, employee attraction, employee retention, citizenship behaviour, employee involvement, and employee cost control and finally, to motivate employees intrinsically towards innovation and organizational goals attainment.

HRM 3376: HUMAN RESOURCE INFORMATION SYSTEMS

The effective management of human resources in a firm to gain competitive advantage in the marketplace required timely and accurate information on current employees and potential employees in the labour market. With the evolution of computer technology, meeting this information requirement has been greatly enhanced through the creation of HRIS. The course intends to provide information on analysing, implementation and maintenance of HRIS and how HRIS can be used in traditional HRM programmes such as selecting and training employees, to make these programmes effective and efficient and how HRIS can provide timely and accurate employee information to assist decision makers at both the strategic and operational levels in an organization. Additionally, how big data analytics, mobility, Data science of HRIS, robotics and artificial intelligent are being used in HRIS will be covered. Further, on post-pandemic new normality, the role of HRIS further evolved. How to work on new normality, disconnected workstyle, and role of HRIS in new normality are discussed.

HRM 3170: 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 specialised course, which provides conceptual and practical aspects of employee relations with special reference to Sri Lankan business organizations, and human resource management policies and practices. The objective of this course is to impart to the student a right understanding of the industrial context of a manager with respect to personnel and HR management. Major topics covered in this course include historical evolution of employee relations, theories of employee relations, trade unions and employee relations, collective bargaining, negotiation and consultation, role of the human resource manager in employee relations employee turnover and absenteeism, participative management, sexual harassment in workplace, workplace surveillance, and industrial disputes.

HRM 3377: HIGH PERFORMANCE WORK SYSTEMS (ELECTIVE)

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 practices, 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 HRM contributes to firm performance. The main questions for both academics and practitioners are: which work systems perform in which contexts and why? How do managers envisage HRM? How do they interpret and enact? How does it affect the psychological and social climate inside the organization and for whom is 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 (internal & external) and try to conceptualise this and make it operational for research as well as practice.

HRM 3378: INNOVATION AND CHANGE FOR HRM (ELECTIVE)

This course is designed with the aim of introducing the undergraduates to 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 they will be 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 3379: HUMAN RESOURCE ANALYTICS (ELECTIVE)

Human Resource (HR) Analytics is an emerging and increasingly critical sub-discipline of Human Resource Management (HRM) that enables the HR Manager to fulfill the promise of becoming a true strategic partner. It provides statistically valid information and evidences that can be used in the process of making right HR decisions in order to meet the strategic needs of the organization to a greater extent. This is a trending course that aims at providing the students with the capability of HR researching and making HR decisions based on statistical evidences. The content of this course includes the topics i.e. Introduction to HR Analytics, Evolution of HR Analytics, HR Analytics Process, HR Analytics and HRM Functions, HR Analytics Tools and Techniques, HR Metrics, Models for HR Analytics, Challenges for HR Analytics, Competencies Needed to Perform HR Analytics and, Case Studies, Critical Incidents, and Skill-Builders on HR Analytics.

HRM 4370: INTERNATIONAL HRM

The globalisation 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; stages of internationalization and their impact on HRM; international HRM approaches; types of

international assignments, as well as HRM practices with regards to expatriate management including staffing, performance management, training and development, reward management, international labour relations and repatriation management. Further issues of IHRM and some other dimensions of IHRM will be included.

HRM 4371: CONTEMPORARY ISSUES IN HRM

This course deals with current issues in HRM rather than those that existed in the past. Issues are non-traditional 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; Contemporary nature of world of work and their impact on HRM, changing nature of the psychological contract, Whistle Blowing at work, Surveillance at work, Diversity Management, HR Analytics, Digital HR, Work-life Balance, Gender issues in HR, Bullying, harassment, and discrimination at work, HR outsourcing, knowledge creation and management. In addition, this course addresses timely topics related to the HR profession.

HRM 4270: RESEARCH METHODOLOGY FOR HRM

This course elucidates the nature 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. Having completed this course, students 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, research design, HRM research process, problem identification and formulation, literature review, development of a theoretical or conceptual framework, operationalisation, data collection methods, sampling design and data analysis. At the end of the course students are required to prepare a research proposal based on the knowledge gathered from the lecture series.

HRM 4670: INTERNSHIP IN HRM

Powerful learning takes place when the student is allowed to use theory within the context of the real world. Placing the student in a simulated organizational situation and submitting him/her in the place of the manager who is required to resolve the problem(s) in HRM is very important for effective learning. 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 students need 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 evaluating training record book and oral test.

HRM 4372: 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 including advanced aspects of managing employee movements and business and personal negotiations.

HRM 4373: SRI LANKAN APPLICATIONS IN HRM AND INDUSTRIAL RELATIONS

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 utilise 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-centered.

HRM 4671: 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 is conducted to enable students to understand the ways in which systematic research can be conducted to describe, explain and predict phenomena of interest pertaining to various aspects of managing human resource in an organizational context. The student may conduct a survey, an audit, an evaluative study, causal comparative study or any systematic study under this subject.

The following course is offered as an elective subject for the 4th year undergraduates of the Department of Business Administration.

HRM 4374: HUMAN RESOURCE DEVELOPMENT

In order to survive and thrive in the competitive business environment, employees in an organization need to learn faster, creative, and this can be effectively achieved through Human Resource Development (HRD). Hence, HRD is treated as a key function that systematically leads to the growth and development of individuals, making organizations more effective and nations to compete and prosper.

This course is designed to provide a holistic understanding of the HRD process, practices, and perspectives. The main objective of this course is to explain and demonstrate the contribution of HRD in an organization and enable students to develop appropriate HRD strategies in line with the organization's business goals. The course will include the topics related to the design and development, implementation and evaluation of HRD interventions including training, development, learning, coaching, mentoring, career management, and talent management. In addition to the HRD interventions, it will discuss systematic and rational approaches to the analysis and handling of issues in HRD with particular reference to Sri Lankan organizations. Hence, this course is about HRD from a micro perspective.

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 6 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 forthat 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 students' magazine, guest lectures, welcome party and HRM Scintilla Night, HR dialogue, International HR Conference, fund raising activities, to outbound training programmes (HR Ape Iskole).

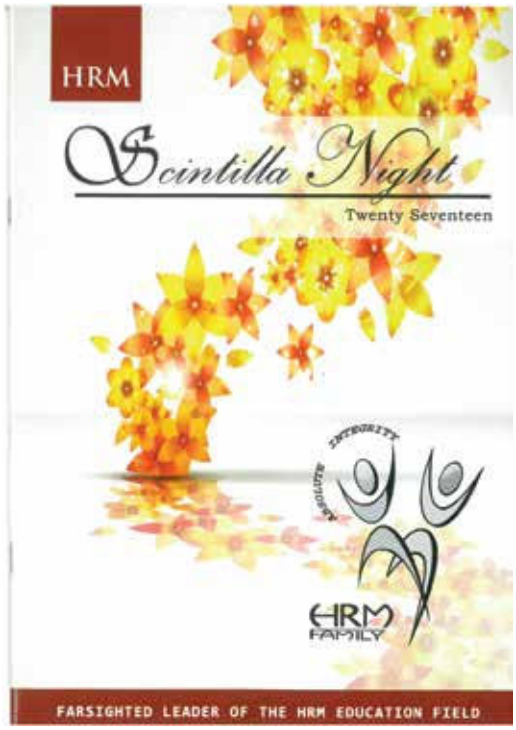
HR Dialogue

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 organised by the HRM family. This is organised 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

Senior Professor K. H. Hemantha Kottawatta

2.9.9 Academic Staff

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ITC

2.10 BSc Honours in Business Information Systems

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 InformationTechnology was renamed as Bachelor of Science Honours in Business Information Systems 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 specially 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 BSc Honours in Business Information Systems (BIS) 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 BSc Honours 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 Bachelor of Science Honours in Business Information Systems degree has been designed to meet the requirement of SLQF Level 6. The study

programme consists of 127 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 programme 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 two 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 Bachelor of Science Honours in Business Information Systems Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Credit	Notional Hours
Year I – Semester I				
BUS 1370	Principles of Management	Core	3	150
DSC 1370	Business Mathematics	Core	3	150
ITC 1370	Information Technology for Business	Core	3	150
PUB 1270	Socio – Political Environment	Core	2	100
LAW 1270	Legal Environment	Core	2	100
BCC 1370	Business Communication I	Core	3	150
Total No. of Credits — Semester I			**16**	**800**
Year I – Semester II				
HRM 1370	Human Resource Management	Core	3	150
DSC 1371	Business Statistics	Core	3	150
BEC 1370	Microeconomics	Core	3	150
ACC 1370	Financial Accounting and Reporting	Core	3	150
BCC 1371	Business Communication II	Core	3	150
ITC 1171	Computational Thinking for Problem Solving	Core	1	50
Total No. of Credits — Semester II			**16**	**800**
Total Credit Value for the First Year			**32**	
Year II – Semester I				
ITC 2370	Computer Programming	Core	3	150
FIN 2370	Financial Management	Core	3	150
MAR 2370	Marketing Management	Core	3	150
DSC 2370	Operations Management	Core	3	150
BEC 2370	Macroeconomics	Core	3	150
ITC 2171	Personality & Skills Development (PSD) 1	Core	1	50
Total No. of Credits — Semester I			**16**	**800**
Year II – Semester II				
ITC 2372	Business Analytics	Core	3	150
ITC 2373	Database Design and Development	Core	3	150
ITC 2374	Systems Analysis and Design	Core	3	150
ITC 2375	Web-based Application Development	Core	3	150
BUS 2371	Organizational Behavior	Core	3	150
BCC 2174	Professional Communication	Core	1	50
ITC 2176	Personality & Skills Development (PSD) 2	Core	1	50
Total No. of Credits — Semester II			**17**	**850**
Total Credit Value for the Second Year			**33**	

Year III - Semester I					
ITC	3370	Information Technology Infrastructure	Core	3	150
ITC	3371	Management Information Systems and ERP Applications	Core	3	150
ACC	3380	Management Accounting	Core	3	150
ITC	3172	Personality & Skills Development (PSD) 3	Core	1	50
ITC	3374	Information Technology Project Management	Core	3	150
Electives: Select Three (02) elective courses from the elective list below					
ITC	3373	Object Oriented Programming	Elective	3	150
ITC	3375	Software Engineering	Elective	3	150
DSC	3371	Data Analysis for Managers	Elective	3	150
DSC	3370	Operations Research	Elective	3	150
Total No of Credits — Year III Semester I				**19**	**950**
Year III – Semester II					
ITC	3382	Information Systems Auditing and Control	Core	3	150
ITC	3377	Digital Business Management and Enterprise Applications	Core	3	150
ITC	3378	Research Methodology	Core	3	150
ITC	3179	Personality & Skills Development (PSD) 4	Core	1	50
Electives: Select Three (03) elective courses from the elective list below					
ITC	3389	Information Technology Management Frameworks	Elective	3	150
ITC	3380	Programming applications and Frameworks	Elective	3	150
ITC	3381	Software Quality Assurance #	Elective	3	150
ITC	3388	User Experience Design	Elective	3	150
ENT	3384	Managing Creativity and Innovation	Elective	3	150
DSC	3381	Supply Chain Management (DSC 2371)	Elective	3	150
Total No of Credits — Year III Semester II				**19**	**950**
Total Credit Value for the Third Year				**38**	
Year IV – Semester I					
BUS	4370	Strategic Management	Core	3	150
Electives: Select One (01) elective course from the list below (ITC 4670 or ITC 4671)					
ITC	4670	Research Study in Information Systems	Elective	6	600
ITC	4671	Information Systems Development Research Project *	Elective	6	600
Electives: Select One (01) elective course from the list below					
ITC	4372	Professional Ethics and ICT Law	Elective	3	150
ITC	4373	Advanced Enterprise Resource Planning Systems	Elective	3	150
ITC	4374	Virtualization and Cloud Computing	Elective	3	150
ITC	4375	Artificial Intelligence Applications	Elective	3	150
Total No of Credits — Year IV Semester I				**12**	**900**
Year IV – Semester II					
ITC	4377	Business Process Management	Core	3	150
Electives Basket I: Select One 6 Credit OR Two 3 Credit Course from the list below					
ITC	4676	Internship in Information Systems	Elective	6	600
ITC	4682	Technopreneurship in Information Systems	Elective	6	600
ITC	4383	Information Technology Product Management	Elective	3	150
ITC	4384	Emerging Technologies	Elective	3	150
Electives Basket II: Select One 3 Credit Course from the list below					
ITC	4378	Big Data Analytics	Elective	3	150
ITC	4379	Cybersecurity and Risk Management	Elective	3	150
BUS	4376	Organizational Change and Development	Elective	3	150
Total No of Credits — Year IV Semester II				**12**	**900**
Total Credit Value for the Fourth Year				**24**	
Total Credit Value for the Programme				**127**	

Note: Pre-requisites

 # – Students who follow this course has to follow pre-requisite courses below

ITC3373 : Object Oriented Programming

ITC3375 : Software Engineering

*** – Students who follow this course has to follow pre-requisite courses below.**

ITC3373 : Object Oriented Programming

ITC3375 : Software Engineering

ITC3380 : Programming applications and frameworks

2.10.6 Descriptions of Courses

A short description of courses o□ered from the year II to IV of Bachelor of Science Honours in Business Information Systems Degree Programme is provided below. Courses o□ ered by the Department may have prerequisites. Pre-requisite subject details are indicated at https://mgt.sjp.ac.lk/itc/study/bis/

ITC 1171: COMPUTATIONAL THINKING FOR PROBLEM SOLVING

This course intends to develop the analytical skills of the students. The course is focused on developing and improving the problem-solving skills which are essential in developing computer-based software solutions. This course consists of data management methodologies in programming, using programming constructs for real world problem solving and implementing solutions for problems using the fore mentioned techniques using generic syntax of design techniques.

ITC 2370: COMPUTER PROGRAMMING

Computers really do not perform any task on their own. They have to take instructions from humans. ese instructions are written and fed into the computer in a way that after a certain translation process, the computer understands and performs the given task. The course will provide you with the basics of programming for business applications which will render you capable of solid algorithmic thinking, building your own programmes and of understanding and critically reflecting on the technical aspects of quantitative business problems. It covers all the essential programming concepts including variables, data types, control statements, debugging, loops, functions and arrays.

ITC 2171: PERSONALITY & SKILLS DEVELOPMENT (PSD) 1

This is an introductory course focusing on the development of a fundamental set of soft skills that should be possessed by students which would ultimately support them to groom themselves into strong personalities. is is an activity-based course where students will learn basic concepts relevant to a variety of soft skills and practice them by engaging with different activities in the classroom. With the active engagement in this course, the students will learn how to build and maintain better interactions with others, how to understand and develop their personalities, how to maintain effective communications and how to build confidence and mental health. Further, this course will enable the students to develop self-awareness and condence on themselves and pursue personal and professional goals for their lives.

ITC 2372: BUSINESS ANALYTICS

Current business organizations expect their employees to master the science of analyzing data to find out patterns that will help them to develop business strategies. Analytics as a decision-making approach has been used by big corporations, governments, entrepreneurs and almost everyone else to generate insights by unearthing patterns and decoding data. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem-solving. This course provides knowledge on Business Analytics that cover business problem formulating, analytics problem framing,

data selection, methodology selection, model building, model validation and deployment. Through this course, students get theoretical knowledge and practical exposure to offer innovative solutions to business problems.

ITC 2373: 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, the database development process, different modelling techniques, database designs and developments and accessibility, data/database administration and data warehousing. The second module provides the necessary practical skills to strengthen the knowledge gained in the first module. During this module, the students are exposed to relational and non-relational database management systems currently available in the business environment.

ITC 2374: SYSTEMS ANALYSIS AND DESIGN

This course provides the knowledge and skills to analyze business problems and design information systems to fulfil business requirements using both structured and object-oriented system analysis and design techniques. Main topics included in this course: The Context of Information Systems Development, Systems Analysis, Fact-finding Techniques for Requirement Discovery, System Design, Output Design, Input Design and Object-oriented Analysis & Design (using Object Modelling technique with UML). The practical component in this course (using Microsoft Visio) provides the skills required to develop main diagrams to support systems analysis and design.

ITC 2375: WEB-BASED APPLICATION DEVELOPMENT

This specialised course provides a comprehensive understanding of web-based application development, integrating both theoretical and practical knowledge. e theoretical module explores key concepts such as Internet communication, web design fundamentals, and emerging trends in web technologies. e practical module focuses on designing and developing dynamic, user-centric web applications, emphasizing the use of industry-standard tools and best practices. Students will also gain hands-on experience in managing and collaborating on projects using version control systems and code repositories, fostering skills essential for modern web development.

ITC 2176: PERSONALITY & SKILLS DEVELOPMENT (PSD) 2

This is second course on Personality & Skills Development focuses on sharpening intrapersonal and interpersonal skills of students in order to uphold their personality. This course utilizes an activity-based approach to develop the necessary soft skills of the students. With the active engagement in the activities, the students will get the opportunity to learn how to work in teams, how to be adoptable to the changing circumstances, how to develop their own personal portfolio and skills relevant to effective communication.

ITC 3370: INFORMATION TECHNOLOGY INFRASTRUCTURE

Organizations are increasingly relying on digital technologies for their service delivery. Information Systems are a key component in the provisioning of services. Information Technology (IT) Infrastructure encompasses major underlying pillars that are essential for operation of Information Systems. This course aims to provide participants with knowledge and skills on the key IT infrastructure elements used in organizations today – Computing and Networking Infrastructure. e course will involve site visits and case studies to study implementations. Participants are also expected to acquire skills on service provisioning as well as service level agreements.

ITC 3371: MANAGEMENT INFORMATION SYSTEMS AND ERP APPLICATIONS

Information technology has changed from a minor corporate support function to a primary driver of corporate profitability.

Information technology is fundamentally changing businesses and the way they operate. Production, distribution, and control of information has become the primary driver of today's economy where information systems play a critical role. Integrated systems such as Enterprise Resource Planning (ERP) systems have become the primary source of information for most of the organizations. Therefore, understanding the use of such integrated systems and the effects of information technology and information systems to individuals, businesses, and the society are of paramount importance. This course is aimed at providing hands-on experience on the use of ERP systems and insight and knowledge on the effect of different technologies and systems on individuals, businesses, and the society. Special attention is drawn as to how organizations can use these technologies and systems to optimise its performance and gain competitive advantage, while mitigating the risks associated with them. e course will equip the students with essential knowledge and exposure related to the use of technologies and systems so that they would become effective business managers and leaders in today's technology rich
organizations.

ITC 3172: PERSONALITY & SKILLS DEVELOPMENT (PSD) 3

This third course on Personality & Skills Development has been designed to increase the success of students in their university life, work life and social life. This course provides the students with an opportunity to obtain a better understanding on the nature of conversations that frequently take place within the business context and a wider exposure to personal grooming and social etiquette. The course also aims to improve other aspects of soft skills such as creativity and innovation, how to work and negotiate with people, managing stress and anger, and resolving conflicts within themselves and with others.

ITC 3374: 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, Project Management Knowledge Areas such as Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, and Project Quality Management, and Agile Project Management. The practical component in this course provides the skills to apply the Microsoft Project 2016 tool to support IT Project Management.

ITC 3373: OBJECT ORIENTED PROGRAMMING

The objective of this course is to offer in-depth theoretical and practical knowledge in the area of object-oriented programming and extend the knowledge and skills acquired during the course of "Computer Programming". The course consists of two modules. Module-I is theoretical and covers the advanced concepts of object-oriented programming for component-based" designed and development of software for console and GUI. This includes user-defined classes, methods, objects, interface, inheritance, polymorphism, operator overloading, events, console I/O operations, handling errors and exceptions, multi-threading and GUI applications. Module-II, the practical component, involves the design and development of an effective fully-fledged software system.

ITC 3375: SOFTWARE ENGINEERING

Computer software are developed in diverse areas and a systematic approach to manage

them is discussed in the subject of software engineering. This is a specialised course 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 3382: INFORMATION SYSTEMS AUDITING AND CONTROL

Presently, information systems (IS) are key assets for most organizations. As more systems are deployed, stakeholders (including the board) are increasingly concerned with ensuring governance of these systems in compliance with government regulations and internationally accepted good practices, both in terms of design and effectiveness. This course provides participants with comprehensive knowledge of the potential risks that may affect information systems and how these risks can be managed through appropriately designed and sufficiently scoped information system controls. These controls aim to properly mitigate targeted risks and achieve intended objectives, in line with the assurance practices of an information system auditor. Students will also gain familiarity with IS audit procedures as applied to organizational practices related to information systems.

ITC 3377: DIGITAL BUSINESS MANAGEMENT AND ENTERPRISE APPLICATIONS

This course is intended to equip the students, who are going to be future managers, with required knowledge and skills to help them navigate their organization towards digital business, by analysing the market it operates and various other environmental factors. A key feature of this course is to identify and review key management decisions and strategies required by organizations to transform it to a digital business. The course will also highlight the process through which those decisions are taken. Students will also learn how to enhance the competitiveness of an organization by deploying innovative digital technologies throughout an organization and beyond, through links to partners and customers and promotion through digital media. Considering the vital role played by ERP systems in today's digital businesses, the course provides hands-on experience on several important modules of an ERP system. Further, the students will be exposed to important digital marketing applications such as search engine optimization, website content creation and management, and personalised marketing.

ITC 3378: RESEARCH METHODOLOGY

Research is a systematic process of investigating a specific topic or answering a question to generate new knowledge. This course equips students with theoretical and practical understanding of how quantitative and qualitative approaches and design science methods are applied in Information Systems research. In this course, students will learn to formulate research questions, conduct comprehensive literature reviews, select appropriate research methods to answer the research questions, and collect and analyse data to draw meaningful conclusions. This course emphasises applying either the behavioral science approach or design science approach to effectively address Information Systems research questions. It also provides students with the essential knowledge and skills to critically evaluate research, develop a well- structured research proposal, and carry out a research study with academic rigor and ethical consideration.

ITC 3179: PERSONALITY & SKILLS DEVELOPMENT (PSD) 4

This is the fourth and nal course on Personality & Skills Development and it has been designed to help the students plan their future career paths successfully by providing them with necessary guidance and training on facing the interviews effectively and by developing comprehensive and convincing CVs and personal portfolios. The course also aims to develop a wide variety of other soft skills such as public speaking skills, how to work in teams, and leadership skills.

ITC 3389: INFORMATION TECHNOLOGY MANAGEMENT FRAMEWORKS

The course will focus on IT Management frameworks which are commonly used in the industry. Though there are many IT Management Frameworks, this subject will focus on TOGAF an Enterprise architecture framework, PRINCE2 Agile as Agile methodology, ITIL a Service Management Framework, PRINCE2 a Project Management Methodology and CMMI a Maturity Model focusing on organizational Capability will be covered under this subject. The subject will also focus on introducing the Frameworks, its relevance, applicability and capability requirements in adapting or implementing.

ITC 3380: PROGRAMMING APPLICATIONS AND FRAMEWORKS

This is a specialised course available only to the students who are specialising in the field of Information Systems. In computer programming, an application framework consists of a software framework used by developers to implement the standard structure of application software. This course provides students with practical knowledge of a few selected contemporary application frameworks and computer-aided software engineering tools (CASE). These frameworks will be practised using modern integrated development environments, and students will learn through group projects. Also, this course demonstrates how the development team members communicate and collaboratively work using computer CASE tools. At the end of the course, students should be able to assess application frameworks, understand the development process of enterprise systems and collaboratively work as a team member of a large software development project using industry-standard CASE tools.

ITC 3381: SOFTWARE QUALITY ASSURANCE

Software Quality Assurance (SQA) ensures that the quality is incorporated into a software product. It aims at preventing errors and detecting them as early as possible. In this case, quality assurance is viewed as an activity that runs through the entire development process. In order to assure the integrity and effectiveness of the software development process, SQA has taken on an important prominence in the IT and business communities. This course discusses fundamentals of SQA, principles of testing, test design techniques, test planning and controlling and the automation testing frameworks. Further, the development of a test plan and the new trends in SQA will be discussed. In addition, few practical sessions regarding test automation tools will be conducted with the participation of industry experts. The course is aimed at enhancing students' theoretical knowledge and practical skills of SQA.

ITC 3388: USER EXPERIENCE DESIGN

This course delivers in-depth knowledge on enhancing user experience (UX) and designing user-centered applications. The main objective of the course is to improve knowledge and skills of the undergraduates to create applications with enhanced user experience. The course will cover main topics in UX such as principles of user experience design, UX design fundamentals, researching and measuring user experience, and principles of good visual design.

ITC 4670: RESEARCH STUDY IN INFORMATION SYSTEMS

Research is beneficial in studying issues related to Information Systems. This course requires the students to conduct an independent, in-depth research study in an area related to information systems under the close supervision of a research supervisor appointed by the department. It provides an opportunity for students to understand the 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 course requires each student to engage in directed and self-directed reading in relation to the area of study; collection, analysis and interpretation of data; compiling a written research report based on the guidelines given; and present the research context and findings in a viva voce examination.

ITC 4671: INFORMATION SYSTEMS DEVELOPMENT RESEARCH PROJECT

The Information Systems Development Research Project is a capstone course designed for final-year students in B.Sc. (Hons) Business Information Systems Degree Program. This course requires students to integrate their knowledge and skills to develop a prototype system that addresses a research question or problem within the information systems domain. In that case, this course provides the opportunity for students to apply their conceptual knowledge of the courses followed, such as Information Technology for Business, Systems Analysis and Design, Database Management System, Programming Fundamentals, IT Project Management, Web-based Application Development and Research Methodologies. At the end, the students will also be able to make a contribution to existing knowledge, building innovative solutions to real-world problems that benefit the industry, fellow researchers, academia, and themselves.

ITC 4372: PROFESSIONAL ETHICS AND ICT LAW

In an era defined by data and digital systems, IT professionals face critical ethical and legal decisions daily. This course prepares you to confront these challenges head-on. You will explore real-world scenarios to build a robust understanding of your professional duties to clients, employers, and the public. Learn to apply ethical codes, navigate ICT laws, and make responsible choices that shape the future of technology.

ITC 4373: ADVANCED ENTERPRISE RESOURCE PLANNING SYSTEMS

Advanced ERP Systems course builds on foundational ERP knowledge, offering an in-depth exploration of ERP system capabilities in managing end-to-end business processes. Focus will be placed on integration, process customization, and data-driven decision-making. Through hands-on labs, case studies, and simulations, students will master advanced concepts in ERP architecture, configuration, and system optimization.Due to the technical nature of the content, a solid foundation in programming is required, as students will be expected to apply coding skills in practical, hands-on scenarios. By the end of the course, students will be equipped to analyze, design and implement complex ERP solutions that align with organizational goals and drive operational efficiency.

ITC 4374: VIRTUALIZATION AND CLOUD COMPUTING

Cloud computing is revolutionizing the way organizations deal with computing resources. It has one of the fastest adoption rates in terms of technology. This course aims to provide participants an abstract, yet practical exposure into the management of cloud resources. The course introduces major concepts in cloud computing and its economic foundations. e course provides an in-depth understanding of how virtualisation

results in cloud infrastructure and how cloud service providers organise their offerings. The course will provide hands on skills on managing the infrastructure as a service offering by the leading commercial cloud providers.

ITC 4375: ARTIFICIAL INTELLIGENCE APPLICATIONS

Artificial Intelligence (AI) could change the world dramatically. AI is a research field that studies how to understand intelligent human behaviors on a computer. The ultimate goal of AI is to make a computer that can learn, plan, and solve problems independently. The main topics in this course include: problem-solving, reasoning, planning, natural language understanding, computer vision, automatic programming, and machine learning. This course will introduce some AI applications for problem-solving; knowledge representation and reasoning; pattern recognition; fuzzy logic; and neural networks. Participants are also expected to have hands-on experience while learning the theories.

ITC 4377: BUSINESS PROCESS MANAGEMENT

This is an advanced course that basically deals with aligning organisational objectives 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 Reeng neering (BPR) that leads to BPM. The second module provides an overview of the BPM concepts, BPM principles and BPM practices. In this context it shows how 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 implement BPM is provided.

ITC 4676: INTERNSHIP IN INFORMATION SYSTEMS

This course offers participants an opportunity to apply the knowledge and skills acquired in the classroom to real-world settings. This course provides two pathways for students: the Internship Pathway and the Entrepreneurship Pathway. Internship Pathway: Students following this pathway will gain hands-on experience working in an organization related to Information Systems. They will be immersed in a professional business environment, where they will collaborate closely with organizational Information Systems teams. The process is guided by an external supervisor from the host organization, and progress is monitored by an internal supervisor from the academic department. This pathway also enables students to develop valuable professional networks that can support their career development after completing their degree.

ITC 4682: TECHNOPRENEURSHIP IN INFORMATION SYSTEMS

This course allows students to pursue a technology startup project in place of an internship. Students will identify a problem, develop a solution, and validate it by creating a startup. Throughout the semester, students will be guided via milestone based evaluations, mentor feedback, and a final demo day. The course requires students to legally register their business, develop a working MVP,maintain audited financial records, and present a business pitch to industry and academic panels. There are no lectures in this course. Instead, learning happens through doing supported by mentors, industry feedback and regular evaluations.

ITC 4383: INFORMATION TECHNOLOGY PRODUCT MANAGEMENT

This course explores the end- to-end management of digital products, from concept to delivery, with a strong focus on creating value for users and aligning solutions with business objectives. Building on their foundational knowledge in Systems Analysis and Design, students will deepen their understanding of user needs,functional requirements and technical feasibility in the context of iterative product development. The course covers essential practices such as product visioning, customer discovery, MVP (minimum viable product) design, backlog prioritization, and agile team collaboration. Furthermore, students will learn critical aspects of product road

mapping and go-to-market strategies, understanding the product manager's role in guiding the user experience (UX) and navigating the legal and ethical considerations inherent in digital product development. The course will emphasize data-driven decision-making, exploring how to define key performance indicators (KPIs), conduct A/B testing and leverage product analytics to iterate effectively. Through practical exercises and real-world case studies, students will gain the necessary skills to manage digital products effectively within fast-paced, cross-functional environments locally and globally.

ITC 4384: EMERGING TECHNOLOGIES

Emerging technologies are transformative innovations that are rapidly changing the way we live, work, and interact, creating both opportunities and challenges for businesses and society.

This course introduces students to the latest advancements in digital technologies that are reshaping businesses and societies. Through a series of interactive lecture sessions, students will explore the foundations, applications, and future potential of emerging technologies such as blockchain, quantum computing, drones, robotics and AI, fintech and insurtech, IoT, edge computing, Space and Remote Sensing Technologies, 3D/4D printing, and cryptocurrencies.

Designed for future business and IT leaders, the course emphasizes how these technologies create new business opportunities, disrupt industries, and influence decision-making. Students will engage in case studies, discussions, and practical insights to critically evaluate the strategic, ethical, and managerial implications of adopting and implementing these technologies in real-world business contexts.

ITC 4378: BIG DATA ANALYTICS

This course introduces students to the foundational concepts, tools, and techniques of Big Data Analytics. Through hands-on sessions and casebased learning, students will explore the Big Data ecosystem. The course covers machine learning techniques for Big Data, real-time data processing, text analytics, and data visualization using industry-standard tools such as Spark, Power BI, and Tableau. Emphasis is also placed on ethical considerations and governance practices in handling Big Data. The course culminates in a practical project that allows students to apply their knowledge to a real-world Big Data problem.

ITC 4379: CYBERSECURITY AND RISK MANAGEMENT

In today's context, information remains one of the most important yet intangible assets in any type of business. Using information prudently ensures a competitive advantage. Therefore, Information System Security and Risk Management is a field of study focused on safeguarding that advantage while adhering to best practices. The information systems we interact with must operate with precision (Integrity), serve only authorized users (Confidentiality) and remain functional and accessible when needed (Availability). The course content also addresses the technologies, controls, and mechanisms required to maintain confidentiality, integrity and availability at a managerial level, in order to mitigate risks associated with critical information across an organization's entire ecosystem.

Courses offered to other departments only

ITC 1277: PROGRAMMING IN PYTHON (FIN)

The course covers the fundamental concepts of Python programming, including setting up a development environment, working with variables and data types, controlling the flow of programs using conditional statements, and loops, as well as organizing code using functions. Additionally, the course introduces popular Python libraries and explains how to

leverage them to solve real-world problems. By the end of this course participants should have a solid foundation in Python programming and be well equipped to pursue further studies in model development and data analysis for real-world business scenarios.

ITC 3385: BUSINESS ANALYTICS (MAR)

Current business organizations expect their employees to master the science of analysing data to find out patterns that will help them to develop business strategies. Analytics as a decision-making approach has been used by big corporations, governments, entrepreneurs and almost everyone else to generate insights by unearthing patterns and decoding data. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem-solving. This course provides knowledge on Business Analytics that cover business problem formulating, analytics problem framing, data selection, methodology selection, model building, model validation and deployment. Through this course, students get theoretical knowledge and practical exposure to offer innovative solutions to business problems.

ITC 3284: ERP APPLICATIONS (REQUESTED BY MAR)

Enterprise Resource Planning (ERP) systems are essential to businesses because they help to integrate all of the processes needed to run businesses with a single system. An ERP system can integrate planning, purchasing inventory, sales, marketing, finance, human resources, and more. The course provides hands-on experience of typical Enterprise Systems modules: Sales and Marketing (SM), Customer Relationship Management (CRM), Materials Management (MM), Financial Management (FM), Supply Chain Management (SCM) and Project Management. The course will also provide an overview of Business Intelligence (BI) and analytics in the ERP context.

ITC 4380: DIGITAL ECONOMY AND FUTURE OF WORK (REQUESTED BY BUS)

The rapidly expanding digitalization of the economy and the swift advancement of information and digital technologies are challenging traditional business and employment models. While these shifts present significant challenges, they also create valuable opportunities for businesses, prompting leaders to develop innovative strategies to capitalize on these changes. In this context, this advanced course in the degree programme is designed to provide students with a strategic perspective of the digitalization of the economy and its profound impact on existing business and employment structures.

2.10.7 Teaching and Learning Methods and Strategies

The 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, Industrial visits, Work-based learning (industrial training) and Active learning (self-learning)

2.10.8 Assessment Methods and Strategies

The study programme utilises several assessment strategies to measure the performance of students. They include: Examinations (Mid-semester, and End-semester), Spot tests, Group work, Presentations, Dissertations and projects, Software projects, Continuous assessments (e.g. in-class Assessments), and Viva.

2.10.9 Internship

The degree programme encourages all students to actively engage with the corporate sector as part of their professional development. This engagement may take the form of internships in Information Systems–related organizations or through entrepreneurial initiatives.

Internships, while not a compulsory requirement, are highly valued as they

provide students with industry exposure, practical experience, and career-relevant skills.

As an alternative pathway, the Department offers the Technopreneurship in IS course, enabling students to pursue start-up ventures. To be eligible, students must have legally registered a start-up prior to the commencement of the course. The start-up must focus on delivering a solution that incorporates Information Systems.

2.10.10 Industry and Professional Links

The department has strong links and collaborations with many Information Technology and Business Process Management Industry bodies. This includes SLASSCOM (Sri Lanka Association for Software and Service Companies), FITIS (Federation for Information Technology Industry in Sri Lanka), ISACA (Information Systems Audit and Control Association), BCS, the Chartered Institute for IT, Project Management Institute (PMI) and Computer Society of Sri Lanka (CSSL).

The collaborations with leading corporates in the Industry have enabled the undergraduates to be exposed to latest industry practices via Industry visits. In the recent past Industry visits have been carried out to Sri Lanka Telecom DataCentres, Dialog Axiata DataCentres, London Stock Exchange Group (LSEG).

Furthermore the department regularly signs Memorandums of Understanding with leading corporates to provide latest software and access to learning resources. Accordingly the department has active MOUs with Microsoft Sri Lanka and Virtusa Corporation.

Such collaborations with industry have enabled our students to participate in events and competitions organized by such institutions. In 2021-22, a team of undergraduates (Project Sanifly) of the department won the National Runners up position at SLASSCOM Ingenuity Awards, Gold Medal for ICT Innovation at Sri Lanka Inventors Commission Sahasak Nimavum Competition, Merit Award at e-Swabhimani Digital Social Impact Competition as well as winning Internationally at Innoserve International Innovation Competition and Commonwealth Digital health Awards. In 2022, a student of the department was selected as the National Champion in Huawei ICT Skills Competition, and two students of the Department represented Sri Lanka at the regional finals held in Indonesia in March 2023. In October 2023, a team of undergraduates (Apollo's Archers) Won Second Place at TADHack Sri Lanka. In 2024, a student startup won the Best Startup Award (Central Province) at the SLASSCOM National Ingenuity Awards, and the same student was honored with the title, "Student ICT Entrepreneur of the Year" Award at the National ICT Awards, NBQSA 2024. Additionally, a team of undergraduates secured a Bronze Award in the Tertiary Student Project (Business) category for their SpokenMaster project at the same competition. Furthermore, a student was honored at the CSSL National ICT Awards with the title "Best ICT Undergraduate Student".

2.10.11 Employment Opportunities

Graduates of this degree program have diverse career opportunities to explore, spanning both the Information Technology (IT) and Management domains. Those pursuing careers in IT can begin as Business Analysts, Web Developers, Software Engineers, Quality Assurance Engineers, Cloud Solutions Architects, ERP Consultants, or IT Advisory Consultants. Graduates interested in Management can start as Product Managers, Project Managers, or Social Media Managers, or secure roles in functional areas such as Accounting, Marketing, Finance, Human Resource Management, Production, and Operations Management. Pursuing further studies or obtaining professional qualifications in relevant fields can significantly enhance career prospects and support long-term personal and professional growth.

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 Business Information Systems Student Symposium

The Department of Information Technology organises annual event Business Information Systems Student Symposium (BISSS). The main aim of this is to promote research and information systems development capabilities among students and also to encourage research collaboration between students, staff and industry. The students who performed exceptionally well in the research and information system development project related courses obtain the chance to present their findings in BISSS. The event was first launched in 2020 and the research papers and abstracts are annually published as a proceeding book. https://mgt.sjp.ac.lk/itc/bisss/

2.10.14 Students' Association

The official student association affiliated with the department is the Student Association of Information Technology (S@IT). With the support of the Department of Information Technology, S@IT organizes several key activities throughout the academic year, including:

- D-Hack Design Hackathon: Introduced in 2019 as an intra-departmental competition, this event aims to enhance Business Information Systems undergraduates' abilities in proposing innovative business ideas and showcasing their User Interface (UI) and User Experience (UX) development skills in computer applications. This year, the competition has expanded into an inter-university event.
- Enliven: Designed as a welcome event for first-year students of the department, this activity-filled day features sports and talent showcases and promotes community among students.
- Sinasara: S@IT's annual corporate social responsibility initiative, aimed at making a meaningful impact on the community.
- E-Nenadahara: Outreach activities targeted at schools to support Advanced Level ICT students by enhancing their subject knowledge and skills.
- SkillsUp: Knowledge-sharing sessions led by industry professionals and alumni, providing valuable insights and practical knowledge.
- EditX: Hands-on skill development workshops focused on video and image editing techniques.
- Sparsha Talent Show: The Student Association proudly presents "Sparsha Talent Show" in collaboration with the Department of Information Systems. This event aims to provide students with a platform to showcase their hidden talents beyond the classroom. From singing, dancing and drama to many other creative performances, the stage will be filled with entertainment, energy and inspiration. With thoughtful event planning and vibrant participation Sparsha Talent Show promises to be a memorable evening that celebrates the creativity, passion and spirit of our students.

These events reflect S@IT's commitment to fostering innovation, collaboration, and social responsibility while supporting the academic and professional growth of its members.

2.10.15 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.

2.10.16 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 utilise the IT Resource Centre of the FMSC for their regular lecture/practical sessions.

2.10.17 Insights from the Best Students

"Completing my B.Sc. in Business Information Systems (Special) has been a defining chapter in my academic journey. The programme's broad curriculum is meticulously designed, mastering the balance between theoretical foundations and practical applications in both Management and Information Systems, to meet the demands of today's fast-paced job market. This interdisciplinary approach has provided me with ample personal experiences in positioning myself as a unique asset in the workforce.

The Department of Information Technology deserves special mention for its unwavering commitment to excellence. The lecturers, with their dedication and expertise, continually encourage students to stay ahead of technological trends, uphold high standards in research and project work, and participate in initiatives that challenge conventional thinking.

This degree programme has undeniably been the cornerstone of my confidence to thrive in today's professional world, shaping not only my career prospects but also my approach to challenges and opportunities."

Ms. Sophia Fernando
Joint Highest GPA Holder of the Department of Information Technology - 2018/2019 Batch
Business Analyst at CodeGen International

"Pursuing the Business Information Systems as my first degree was more than an academic decision. It marked a leap into a future characterized by inventiveness, innovation, and limitless possibilities. The Department of IT and the BIS Degree has given me a strong base to work on and has made sure that I am competent in all the technical skills such as systems design, database development, and software engineering, in addition, I have an understanding of business processes that are relevant to my field.

In terms of academic excellence and strong industrial connections, this degree should be regarded as the ideal example of preparation. Insights from cutting-edge workshop sessions and technology talks with industry professionals were highly beneficial in identifying various trends and practices. Not only did these experiences widen the area of our thinking but they also brought about the undertaking of important contacts within the industry as well. I'm deeply grateful for this transformative journey I've had throughout the past four years."

Mr. Rajkumar Barathkanthan
Joint Highest GPA Holder of the Department of Information Technology - 2018/2019 Batch
Cloud Solutions Architect at Huawei Technologies Lanka Pvt. Ltd.

2.10.18 Head of the Department

Professor K. S. Lasith Gunawardena

2.10.19 Academic Staff

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MAR

2.11 BSc Honours in Marketing Management 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 recognised 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 programme was renamed as the Bachehor of Science Marketing Management (Special) Degree in the academic year 2001/2002 with further strengthening of the curriculum. Being updated with the new development in the field of marketing management and to reflect the unique characteristics of the programme, presently, Bachelor of Science Honours in Marketing Management Degree is retained as the official title of the degree programme.

A number of curriculum revisions have been undertaken since the inception of the degree programme and presently the Department offers a comprehensive and up-do-date academic curriculum to the students to equip them with modern marketing theories and practices.

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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 endeavours 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 Bachelor of Science Honours in Marketing Management Degree a graduate should be able to:

1. Demonstrate the knowledge of 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 and root disciplines of marketing such as economics, sociology, mathematics, and statistics to develop an inter-disciplinary and multi-disciplinary understanding,
3. Manage cross-functional interfaces of organizations assimilating the knowledge of both functional and other root disciplines,
4. Integrate and contextualize theoretical knowledge in practical scenarios in the field of marketing, and
5. Analyse and reflect on contemporary marketing practices and issues to develop innovative and sustainable solutions pertaining to both business and social contexts. On completion of the BSc Marketing Management Degree, a graduate should display:

Skill Based Outcomes

On completion of the Bachelor of Science Honours in Marketing Management 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 team-working 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 and information management skills required to perform in IT based and digitally enabled working environment
6. Adaptability skills to be a 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 role of marketing discipline
2. Develop positive attitudes towards entrepreneurship and intrapreneurship
3. Apprehend 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 to improve the quality of life
2. Recognise a role for themselves in creating a sustainable future by considering the impact of their decisions and conduct to the economy, society, culture and environment a. Respect the diversity and develop harmony among the multi-cultural/ethnic/religious communities
3. Develop professionalism in his/her conduct

2.11.3 Graduate Profile

Graduate Profile	
The graduate who successfully completes the Bachelor of Science Honours in Marketing Management Degree offered by DMM, FMSC, USJP, will possess a deep, coherent and extensive knowledge in marketing and related disciplines coupled with an appreciation of the contribution of research to the discipline, and practical exposure. They will possess the characteristics needed to be professional marketers, entrepreneurs and leaders who can challenge the status quo to bring about sustainable changes at individual, organizational and social levels. They will be young scholars, critical thinkers and ethical solution seekers who can think reflectively and reflexively. The graduates will reflect the following discipline-specific, scholarly, personal, professional, and ethical and social attributes.	
Discipline-Specific Attributes:	The Graduates of DMM: • will have the capability to comprehend contemporary theories, research and practice in the field of marketing and to appreciate the role of marketing discipline in its context. • will possess interdisciplinary and multidisciplinary knowledge and an understanding of links among them • will have an awareness of the limits of current knowledge and practical applications • will be capable of handling marketing related information, in particular, recognising the growing prominence of digital-based platforms.
Scholarly Attributes:	The Graduates of DMM: • will be capable of being independent and critical learners while appreciating the importance of the acquisition and development of knowledge in the field of marketing and related disciplines, • will possess the intellectual openness and curiosity to engage in research and other scholarly activities.
Personal Attributes:	The Graduates of DMM: • will be initiative, dynamic, self-disciplined, self-motivated and resilient individuals who have wisdom to make sound decisions and exercise good judgments. • will be life-long learners who are committed to on-going acquisition of new knowledge and skills, and an ability to apply these in an ever-changing environment.

Professional Attributes:	The Graduates of DMM: • will be equipped with the capabilities to be smart practitioners by being: • an outside-in thinker to sense the market, • an effective communicator to analyse information and to put forward arguments based on facts both written and oral, • a good network builder and a team player to foster and maintain collaborative relationships, • a skilled project manager to produce desired results with minimum resources. • will be competent in analysing contemporary marketing issues and developing innovative and sustainable solutions by analysing issues logically, challenging conventional assumptions, considering different options and viewpoints, and making informed decisions while acting with flexibility, adaptability and creativity
Ethical and Social Attributes:	The Graduates of DMM: • will display 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. • will possess the knowledge and appreciation of multiculturalism; and an ability to apply such knowledge in a culturally appropriate manner. They are expected to be respectful of cultural and other forms of diversity and to embrace difference.

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 programme covers principles of marketing, advanced marketing management, fine arts, product and brand management, marketing communication, sales management, retail marketing, consumer behaviour, services marketing, international marketing,hospitality marketing, strategic marketing, Sports and Personality Development, Research Methodology, Professionalism in Marketing, Software Applications for Marketing Research, Network Marketing, Sustainability Marketing and Spirituality Mindset, Marketing Analytics and Marketting 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, Business Analytics and Finance. The Table 2.11.1 depicts the course content of the degree for year II, III, and IV.

Table 2.11.1 Bachelor of Science Honours in Marketing Management Degree Programme Structure for Years II, III and IV

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
Year II - Semester I				
MAR 2370	Marketing Management	Compulsory	150	3
MAR 2371	Communication Skills I	Compulsory	150	3
FIN 2370	Financial Management	Compulsory	150	3
DSC 2370	Operations Management	Compulsory	150	3
BEC 2370	Macroeconomics	Compulsory	150	3
MAR 2272	Fine Arts	Compulsory	100	2
Total No of Credits – Semester I				**17**
Year II - Semester II				
MAR 2373	Consumer Behaviour	Compulsory	150	3
MAR 2374	Sports and Personality Development I	Compulsory	150	3
BUS 2371	Organizational Behaviour	Compulsory	150	3
MAR 2275	Advanced Marketing Management	Compulsory	100	2
MAR 2276	Communication Skills II	Compulsory	100	2
LAW 2271	Legal Aspects in Marketing	Compulsory	100	2
Total No of Credits – Semester II				**15**
Total Credit Value for the Second Year				**32**
Year III - Semester I				
MAR 3370	Integrated Marketing Communications	Compulsory	150	3
ACC 3380	Management Accounting	Compulsory	150	3
MAR 3271	Research Methodology	Compulsory	100	2
MAR 3272	Communication Skills III	Compulsory	100	2
MAR 3273	Sales Force Management	Compulsory	100	2
MAR 3274	Professionalism in Marketing	Compulsory	100	2
MAR 3175	Sports and Personality Development II	Compulsory	50	1
MAR 3276	Agriculture and Food Marketing	Elective	100	2
MAR 3277	Creative Strategy and Media Planning	Elective	100	2
MAR 3278	Marketing Metrics	Elective	100	2
ITC 3284	ERP Applications	Elective	100	2
Total No of Credits – Semester I				**17**
Year III - Semester II				
MAR 3379	Product and Brand Management	Compulsory	150	3
MAR 3380	Services Marketing	Compulsory	150	3
ITC 3385	Business Analytics	Compulsory	150	3
MAR 3281	Marketing Research	Compulsory	100	2
MAR 3282	Digital Marketing	Compulsory	100	2
MAR 3283	Strategic Marketing	Compulsory	100	2
MAR 3284	Retail and Shopper Marketing	Elective	100	2
MAR 3285	Crisis Communication	Elective	100	2
MAR 3286	Hospitality and Tourism Marketing	Elective	100	2
MAR 3287	Entertainment and Event Marketing	Elective	100	2
Total No of Credits – Semester II				**17**
Total Credit Value for the Third Year				**34**

Year IV - Semester I					
MAR	4370	Software Applications for Marketing Research	Compulsory	150	3
MAR	4271	Network Marketing	Compulsory	100	2
MAR	4272	Sustainability Marketing	Compulsory	100	2
BUS	4370	Strategic Management	Compulsory	150	3
MAR	4274	Advanced Digital Marketing	Elective	100	2
MAR	4275	Entrepreneurial Marketing and Marketing Innovations	Elective	100	2
MAR	4276	Customer Relationship Management	Elective	100	2
Total No of Credits – Semester I					**12**
Year IV – Semester II					
Option 01					
MAR	4677	Dissertation	Compulsory	600	6
MAR	4678	Internship	Compulsory	600	6
MAR	4284	Marketing Analytics	Compulsory	100	2
Total No of Credits – Semester II (Option 01)					**14**
Option 02					
MAR	4678	Internship	Compulsory	600	6
MAR	4379	Research Project	Compulsory	300	3
MAR	4284	Marketing Analytics	Compulsory	100	2
MAR	4380	International Marketing	Elective	150	3
MAR	4381	Advanced Services Marketing	Elective	150	3
MAR	4382	Territory Management	Elective	150	3
MAR	4383	Technology Marketing	Elective	150	3
Total No of Credits – Semester II (Option 02)					**14**
Total Credit Value for the Fourth Year					**26**
Total Credit Value of the Programme					**123**

2.11.5 Description of the Courses

MAR 2272: FINE ARTS (02) – (YEAR II – S 01)

This course aims at building students' ability to develop creativity, relax mentally and improve concentration through aesthetic skills which are essential to become professional and emotionally balanced marketers. This is a skills development course which provides opportunities to engage in music, dancing, drama, drawing/paintings, photography and other related activities. This unique course evaluates the students' performance through a panel of experts in a concert that showcases their aesthetic creations.

MAR 2371: COMMUNICATION SKILLS I (03) - (YEAR 11-S 01)

This core course aims at equipping students with basic communication skills required as marketing undergraduates to practice and effectively engage in interactions in English. The areas covered are: basic communication, introducing people, interactions during personal encounters, convincing and following up in personal interactions, and negotiation and resolving conflicts within the immediate circle. This course requires prior knowledge on Business Communication I and Business Communication II.

MAR 2370: MARKETING MANAGEMENT (03) - (YEAR II – S 01)

This is an introductory core course which aims at providing students with the knowledge on concepts, theories and applications in the area of marketing management. The areas covered are: role and importance of marketing in a business and a society; marketing philosophies; marketing environmental analysis; consumer behaviour; segmenting, targeting and positioning strategies; and marketing programme development. This course requires prior knowledge on BUS 1340- Principles of Management.

MAR 2275: ADVANCED MARKETING MANAGEMENT (02)- (YEAR II – S 02)

This is an advanced core course which aims at providing an in-depth knowledge on marketing theories and their applications. The areas covered are: capturing marketing insights, connecting with customers, crafting the brand positioning, managing competitive dynamics, shaping the market offerings, delivering value, communicating value, and creating successful long-term growth. The course also provides an opportunity to apprehend the ethics and social responsibility in marketing perspective. This requires prior knowledge on Marketing Management.

MAR 2374: SPORTS AND PERSONALITY DEVELOPMENT 1 (03) - (YEAR II – S 02)

This is a core course which aims at developing students' mental and physical strengths to be a resilient marketer with strong personality. Particularly this course assists students to develop physical fitness, self-confidence and emotional stability to face personal and professional challenges. The areas covered are: setting personal vision and goals; developing positive attitudes; learning and unlearning habits; engaging in sports, mastering social dancing; and practicing relaxation, mindfulness and yoga exercises. Students are encouraged to be life-long learners together with continuous self-development.

MAR 2373: CONSUMER BEHAVIOR (03) – (YEAR II – S 02)

This core course aims at providing students with knowledge on relevant concepts, theories and models to understand and predict the behavior of individuals, groups and organizations during the stages of acquisition, consumption and disposition of goods and services. The areas covered are: introduction to consumer behavior, consumer decision-marketing process and psychological and socio–cultural aspects which influence consumer decision making. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

MAR 2276: COMMUNICATION SKILLS II (02) - (YEAR II – S 02)

This core course aims at enabling effective interactions in target situations with the correct use of language structures and vocabulary. The areas covered are: communicating with internal and external parties, introducing and representing organization, review of project proposals, convincing and following internally and externally managed activities, and negotiation and resolving conflicts of external and internal parties of organization. The teaching and learning process includes stimulated contexts which enables effective classroom interactions for the learners to practice the target language. This course requires prior knowledge on Business Communication I, Business Communication II and Communication Skills I.

MAR 3271: RESEARCH METHODOLOGY (02) – (YEAR III - S 01)

This core course aims at reinforcing student learning on the research process giving more emphasis on philosophies and quantitative and qualitative research methods applied in social research. The areas covered are: research philosophies and paradigms; problem definition and literature review; qualitative and quantitative research designs; qualitative and quantitative data collection methods; analytical tools for qualitative and quantitative data and; addressing ethical issues in conducting research. This course requires prior knowledge on Business Statistics, Marketing Management and Advanced Marketing Management.

MAR 3370:
INTEGRATED MARKETING COMMUNICATION (03) (YEAR III – S 01)

This core course aims at fostering the knowledge on Integrated Marketing Communications (IMC) including its role in the marketing mix. It emphasises the role of different promotional tools in the IMC programme of an organization to execute effective marketing campaigns with clear objectives. The areas covered are: identifying and analysing the target audience, setting communication objectives and budgets, integrating and implementing conventional and contemporary communication tools, and evaluating effectiveness of the communication programme. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer behavior and Fine Arts.

MAR 3273:
SALES FORCE MANAGEMENT (02) – (YEAR III- S 01)

This core course aims at providing the students with knowledge on concepts, theories and models applied in different sales contexts. The areas covered are: Introduction to sales management, Selling theories, Personal selling process, Recruiting, Selecting, Training and Compensating of sales force, Motivating sales force and Managing sales force performance. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

MAR 3274:
PROFESSIONALISM IN MARKETING (02) (YEAR III – S 01)

This core course aims at shaping and moulding students' mindset with necessary skills and competencies to be professional marketers. This core course enables students to apprehend and inculcate qualities, traits and skills necessary for being unique professionals. The areas covered are: professional communication skills (verbal, non-verbal, written and listening), stakeholder management skills, effective presentation skills, coping stress and managing nervousness, negotiation skills, networking skills and character building. This skills-based course is conducted as a combination lectures, training workshops and events.

MAR 3175:
SPORTS AND PERSONALITY DEVELOPMENT-II (01) (YEAR III – S 01)

As a continuation of Sports and Personality Development-I (MAR 2374), this core course aims at strengthening physical and mental health of the students to be balance human beings. The course focuses the inculcation of certain qualities needed to be professional marketers such as team building, leadership, punctuality, emotional stability, and compassion. This course is facilitated by a residential personality and skills development programme conducted outside the university.

MAR 3272:
COMMUNICATION SKILLS III (02) - (YEAR III – S 01)

This core course aims at empowering the learners to expand the language learning horizons to reach the intended level of language production. The stimulated contexts of learning are closely linked to the professional contexts the learners are likely to be engaged as employees in corporate settings. Thus, the course consists of two case studies combining learnings related to communication, presentation, sensitivity analysis, convincing and following up, and negotiation and conflict resolution. Further, the course consists of basics in academic writing to assist the learners to enhance their writing and presentation. This course requires prior knowledge on Business Communication I, Business Communication II, Communication Skills I, and Communication Skills II.

MAR 3276/MAR3376: AGRICULTURE AND FOOD MARKETING (02) - (YEAR III S1)

This is an elective course which aims at imparting contemporary knowledge on agricultural and food marketing strategies and practices highlighting the special features of both components. The Agriculture Marketing component of the course assists students to apprehend the relevance and importance of marketing agricultural input and output. The areas covered are: the role of agricultural sector in local and global economy, managing demand and supply of the agricultural the products, managing supply chain of agricultural products, educating farmers on customer expectations, application of technology and value additions to agricultural products. The Food Marketing component assists students to apprehend the relevance and importance of innovations and promotions of the food products. The areas covered are: significance of food industry in the local and global economy, new trends and issues in the food industry, unique consumer behaviour related to food consumption, designing value through effective food supply chain management, and driving behavioural changes in food consumption. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Macro Economics, Consumer Behavior, Integrated Marketing Communication and Network Marketing.

MAR 3277: CREATIVE STRATEGY AND MEDIA PLANNING (03) - (YEAR III – S 01)

This intermediary course aims at providing in-depth knowledge on two major aspects of developing and executing an effective marketing communication strategy: Creative Strategy and Media Planning. Creative Strategy facilitates students to sharpen knowledge and creativity in developing creative concepts for marketing communication campaigns. 'Media Planning' enables students to acquire knowledge and practical exposure in selecting the appropriate Above-The-Line (ATL) media platforms to advertise and determine when, where and how a message should be placed under a given budget. The areas covered are: introduction to creativity in promotion, evolution of creative era, promotional writing and templates, content planning and third-party content management, media terminology, interpret syndicated research, gather audience measurements, conduct competitive analysis, create and evaluate marketing/media objectives and design effective integrated media plans. This course requires prior knowledge on Advanced Marketing Management, Integrated Marketing Communication and Digital Marketing.

MAR 3278: MARKETING METRICS (02)- (YEAR III – S 01)

This elective course aims at providing knowledge on how marketing metrics can be used to measure marketing effectiveness and/or performance, as well as identify the key metrics that can be utilised to assess the efficiency and effectiveness of marketing activities of firms. Students are equipped with important tools and techniques to evaluate productivity and profitability of marketing investments. The areas covered are: basic principles of marketing metrics, design of basic marketing performance measurement systems, uses of appropriate metrics to measure effectiveness and efficiency of both tactical and strategic decisions. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Services Marketing, Consumer Behaviour and Product and Brand Management.

MAR 3379: PRODUCT AND BRAND MANAGEMENT (03) – (YEAR III – S 02)

This core course aims at providing students with contemporary knowledge on management of existing products, development of new products and management of brands and brand equity. The areas covered are: meaning and role of products; managing course provides undergraduates with conceptual and practical knowledge on

strategic marketing process, strategic product mix decisions; new products development; product life cycle strategies; developing brand strategies; implementing brand marketing programmes; measuring and interpreting brand performance; and growing and sustaining brand equity. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Services Marketing and Consumer Behaviour.

MAR 3380: SERVICES MARKETING (03) - (YEAR III – S 02)

This core course aims at providing an understanding of key theories, concepts, tools, models and practices in the development and execution of services marketing strategy for the business success. Particularly, the course expects to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. The areas covered are: Distinctive and New Perspectives on Marketing in the Service Economy, Consumer Behaviour and Customer Involvement in Service Setting, Customer Satisfaction and Service Quality, Internal Marketing, Relationship Marketing and Customer Loyalty, Service Product Strategy, Managing the Service Delivery Process, Pricing of Services, Service Communication Mix, Customer Service & Service Recovery and Managing Capacity and Demand. This course requires prior knowledge on Marketing Management and Advanced Marketing Management.

MAR 3281: MARKETING RESEARCH (02) – (YEAR III S 02)

This core course aims at providing conceptual and practical knowledge on models, methods and techniques of marketing research by enhancing students' skills in conducting marketing research. Areas covered are: introduction to marketing research, importance of research to marketing, role of theory in research, identification of research problem, formulation of research design, management of field works and, presentation of data and analysis. This course is primarily oriented towards successful completion of a marketing research project. The course requires prior knowledge on Business Statistics, Marketing Management, Advanced Marketing Management and Research Methodology.

MAR 3282: DIGITAL MARKETING (03) – (YEAR III – S 02)

This core course aims at providing knowledge on digital and interactive marketing tactics to blend with overall strategy of an entity. This basic course introduces digital marketing technologies and their applications and usefulness in marketing. The areas covered are: introduction to digital business models, digital media planning, social media marketing, search engine marketing, display banner advertising and web-based marketing. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communication.

MAR 3283: STRATEGIC MARKETING (03) – (YEAR III – S 02)

This core course aims at facilitating undergraduates to blend, coordinate and synthesise their knowledge and skills to develop appropriate marketing strategies in achievement of the organizational objectives. This marketing analysis, strategic direction and strategy formulation, strategic implementation and control. This course requires prior knowledge on Macro and Micro Economics, Principles of Management, Marketing Management, Advanced Marketing Management, Consumer Behaviour and Financial Management.

MAR 3284: RETAIL AND SHOPPER MARKETING (02)- (YEAR III – S 02)

This core course aims at providing students with in-depth knowledge on retailing and

retail marketing practices and how retailers/brands can stimulate the customers throughout their shopping process at retail settings. The areas covered are: introduction to retail marketing, types of retailers, retailer marketing strategies, principles of shopper marketing from both tactical and strategic perspectives, methods for developing and executing shopper marketing strategies and programmes; and use of data analytics in developing shopper marketing strategies. The course requires prior knowledge on Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

MAR 3285: CRISIS COMMUNICATION- (02) (YEAR III – S 02)

This elective course aims at providing basic knowledge on how communication is used in crisis situations and fundamentals in crisis management - before, during and after scenarios. The areas covered are: introduction to crisis communication theory, types of crises, crisis communication plans, best practices in crisis management process and variety of crisis responses. This course requires prior knowledge on Integrated Marketing Communication.

MAR 3286/MAR 3386: HOSPITALITY AND TOURISM MARKETING (02)- (YEAR III – S 02)

This elective course aims at providing an understanding of the theories and practices in hospitality marketing with special emphasis on travel and tourism industry. The areas covered are: the role of hospitality marketing in the economy, global trends in the hospitality and tourism industry, devising competitive strategies, managing customer loyalty programmes and promoting sustainable practices. This course requires prior knowledge on Marketing Management, Advanced Marketing Management and Services Marketing.

MAR 3287: ENTERTAINMENT AND EVENT MARKETING (02) - (YEAR III – S 02)

This elective course aims at imparting knowledge of applying relevant marketing tools in entertainment industry and; creating, delivering, and communicating a value through events to enhance the customer experience and brand engagement. The areas covered are: introduction to entertainment industry and its dynamics, analysis of audience behavior, application of entertainment marketing mix, and apprehension the link between brands and events, conceptualisation and design of an event, event operations and evaluations in event marketing. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Product and Brand Management, Consumer Behaviour and Digital Marketing.

MAR 3388: INTERNATIONAL MARKETING (03) (ELECTIVE)

This elective course aims at providing students with conceptual and practical understanding of international marketing process. The areas covered are: an overview of international marketing, analysing international marketing environment, entry strategies into international markets, formulating international marketing strategies and controlling international marketing process. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

MAR 4370: SOFTWARE APPLICATIONS FOR MARKETING RESEARCH (03)- (YEAR IV – S 01)

This core course aims at providing the students with an understanding on the use of software for analysing qualitative and quantitative data in marketing research. This course focuses on 264 | P a g e developing skills in analysing qualitative data through NViovo/Maxqda software and quantitative data through SPSS, AMOS and SmartPLS software. The course requires prior knowledge on Business Statistics, Marketing Research and Research Methodology.

MAR 4271: NETWORK MARKETING (02)- (YEAR IV - S 01)

This core course aims at providing knowledge on principles, concepts and applications in business networks and the unique aspects of managing business processes in the business networks operating at the dynamic business environment. This course provides opportunities for students to expose to a range of business network scenarios and to develop skills for designing competitive strategies at the network level. The areas covered are: principles, concepts and applications of network marketing; strategic and operational strategies for B2B marketing; developing competitive strategies at the networks and managing the entire network in order to deliver superior customer value. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Services Marketing and Operations Management.

MAR 4272: SUSTAINABILITY MARKETING (02) - (YEAR IV - S 01)

This core course aims at providing students with opportunities to gain knowledge on sustainable marketing practices at both organizational and individual levels from ethical and spiritual perspectives. The areas covered are: social criticism of marketing, spiritual mindset, addressing global challenges in sustainable development, evolution of sustainability marketing, marketing ethics, sustainable marketing process and business transformation, sustainable innovations, consumer ethics, and mindful consumption. This course requires prior knowledge on Macro Economics, Socio Political Environment, Marketing Management, Advanced Marketing Management, Legal Aspects in Marketing and Consumer Behavior.

MAR 4274: ADVANCED DIGITAL MARKETING (02) – (YEAR IV-S 01)

This elective course is an extension of Digital Marketing (MAR 3282) which aims at applying digital and interactive marketing tactics to create overall marketing strategy for an organization and using consumer insights in digital platforms to make marketing decisions. The areas covered are: advanced public relations & reputation management in social media, designing and managing digital campaigns through behavioral insights of customers in digital platforms, evaluating performance of digital marketing strategies, performance marketing in digital platforms, exploring emerging trends in digital marketing and applications of E-commerce. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour, Integrated Marketing Communication and Digital Marketing.

MAR 4275/ MAR 4375: ENTREPRENEURIAL MARKETING AND INNOVATIONS (02)- (YEAR IV-S 01)

This elective course aims at providing conceptual and practical knowledge on creativity, innovations and proactive thinking to impart entrepreneurial competencies. The areas covered are: understanding marketing innovations from the perspectives of product and process, applications of business re-engineering to SMEs, how to generate new business ideas, strategies and structures for SMEs, apprehending the entrepreneurial mindset and paradigms to capitalise emerging opportunities, designing new entrepreneurial ventures and adopting marketing strategies to align with SMEs contexts. This course requires prior knowledge on Macro Economics, Marketing Management, Advanced Marketing Management and Product and Brand Management.

MAR 4276/MAR 4376: CUSTOMER RELATIONSHIP MANAGEMENT (CRM) (02) – (YEAR IV — S 01)

This elective course aims at imparting knowledge of customer relationship management concepts, frameworks and their applications in developing relationships with customers. Students are enabled to learn how effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. The areas covered are: nature of relationships and relationship marketing, CRM technology and software applications in CRM, managing processes of CRM, implementing CRM and ethics, privacy and future of CRM. This course requires prior knowledge on Marketing Management, Advanced Marketing Management and Services Marketing.

MAR 4677: DISSERTATION (06) – (YEAR IV - S02)

Dissertation aims at providing an opportunity for students to improve their scholarly skills and critical thinking by undertaking a research dissertation within the domain of marketing under the supervision of an academic member of DMM. Completion of an independent study enables students to improve planning, analytical and communication skills which are vital for the successful academic and professional career. The issue being addressed in the dissertation needs to be theoretically driven and be able to make a significant contribution to the current body of knowledge by integrating knowledge gathered through different courses of the programme. This is compulsory for students who select academic path option 1 in the Year IV Semester II. This course requires prior knowledge on Business Statistics, Research Methodology and Software Applications for Marketing Research.

MAR 4678: INTERNSHIP (06) - (YEAR IV - S 02)

This core course aims at providing opportunities for students to apply theories, concepts, models learned during course work in the real-life work environment, further strengthening the knowledge, skills, and attitudes to match with the expectations of potential employers. The course also encourages students to become entrepreneurs by managing self-business ventures. This course runs in a collaborative manner with the close monitoring of academic supervisors and/or industry mentors. This comprehensive training enables students to plan their career development opportunities through exploring their interests and potentials in a reflective way to become a change agent.

MAR 4284: MARKETING ANALYTICS (02) - (YEAR IV-S 02)

This core course aims at providing knowledge on the application of data science for generating marketing insights and facilitating better marketing decisions. This course explores how analytical techniques and their theoretical foundations can be applied to real world marketing scenarios based on market data. The areas covered are: facilitating segmentation, targeting and positioning through data science, satisfaction management, customer lifetime value analysis, customer choice, product and price decisions using conjoint analysis, text analysis and search analytics and time series analysis for forecasting. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Business Statistics, Operations Management, Consumer Behaviour and Business Analytics.

MAR 4379: RESEARCH PROJECT (03) – (YEAR IV- S02)

Research Project aims at applying the research knowledge in conducting a project in relation to a specific organizational problem within the domain of marketing under the supervision of an academic member of DMM. This course is compulsory for students who select the academic path

option 2 in the Year IV Semester II which facilitates students to apply and integrate knowledge gathered through different courses of the programme. This requires students to: observe and analyse marketing related managerial issue/s at workplaces, identify research problem based on the management problem/s, develop a research plan, analyse data and provide recommendations for decision makers to solve the problems identified. This course requires prior knowledge on Business Statistics, Marketing Research, Research Methodology and Software Applications for Marketing Research.

MAR 4380: INTERNATIONAL MARKETING (03) – (YEAR IV– S 02)

This elective course aims at providing students with conceptual and practical understanding of international marketing process. The areas covered are: an overview of international marketing, analysing international marketing environment, entry strategies into international markets, formulating international marketing strategies and controlling international marketing process. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Consumer Behaviour and Integrated Marketing Communications.

MAR 4381: ADVANCED SERVICES MARKETING (03) (YEAR IV - S 02)

This elective course aims to provide an in-depth understanding of the theories and practices in managerial aspects of service organizations. The areas covered are: the quantitative models and their applications for designing and managing service facilities; servisecape designing and process management; demand, supply management and yield management; and statistical approaches for ensuring quality in service organizations. This course requires prior knowledge on Services Marketing.

MAR 4383: TECHNOLOGY MARKETING (03) - (YEAR IV-S 02)

This elective course aims at providing knowledge on conceptual models and analytical tools in the area of Technology Marketing for technology-intensive businesses and solutions. The areas covered are: introduction to the world of high-technology marketing, strategic market planning in high-tech firms, managing high-tech customers, building high value content, marketing automation and interactive tools, and developing marketing programmes in high-tech markets. This course requires prior knowledge on Information Technology for Business, Marketing Management, Advanced Marketing Management, Integrated Marketing Communication, Digital Marketing, Business Analytics and Research Methodology.

MAR 4382: TERRITORY MANAGEMENT (03)- (YEAR IV-S 02)

This elective course aims at providing knowledge and skills on designing and managing territories for better overall sales performance. It also explores the applicability of advanced technologies for productive territory and salesforce management. The areas covered are: salesforce organization; designing, re-arranging and managing territories; evaluating the performance of territories, and applications of GIS for territory management. This course requires prior knowledge on Marketing Management, Advanced Marketing Management, Enterprise Resource Planning (ERP) Systems for Marketing and Sales Management.

2.11.6 Practical Training

The Department of Marketing Management offers a robust corporate training for the internship, which contains six credits, to equip students with the skills and exposure needed for professional success. It serves as a platform to bridge theoretical

knowledge with practical applications, preparing students to seamlessly integrate into professional environments and meet the expectations of future employers.As a preparatory step, the Corporate Mentoring Program is conducted during the third year under the course MAR3274: Professionalism in Marketing, which provides students with valuable corporate exposure and opportunities to enhance their soft skills prior to commencing their internships.

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 Bachelor of Science Honours in Marketing Management Degree

Agreement to promote Entrepreneurs in Sri Lanka

The Department of Marketing Management signed an Agreement with the Ministry of Rattan, Brass, Clay, Furniture, and Rural Industry Promotion with the steering vision of promoting the selected entrepreneurs in the nation to uplift them to cater the both local and international markets with a novel approach.

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 programme for the students of the department under the course unit of MAR3175: Sports and Personality Development II.

MOU with Ogilvy & Mather

Department of Marketing Management and Ogilvy & Mather who is a giant multi-national in the -field of Advertising signed a MOU, with the purpose of creating a bridge between academia and industry. Both parties aimed at the development of both organisations in particular and the media industry in general. Ogilvy & Mathar will Provide research and internship opportunities, facilitate knowledge sharing sessions and invite lecturers of the faculty to conduct training programmes.

MOU with ekaterra Ceylon (Pvt) Ltd

Both the Department of Marketing Management and ekaterra Ceylon (Pvt) Ltd pledge themselves to cooperate in a spirit of mutual understanding and to develop a close relationship of goodwill and friendship. Providing internship opportunities in the area of International Marketing, sponsoring sustainability projects carried out by the department annually, facilitating knowledge-sharing sessions by providing resource persons are the key benefits to the department of the MOU.

MOU with C.W.Mackie PLC

The enhancement of cooperation between the two parties is aimed at the development of both organisations through mutually beneficial engagements while providing a platform for undergraduates to grow themselves. C.W. Mackie shall facilitate the 'Marketing Week' for the second-year undergraduates and the 'Simulation Game' related to a brand of the company as a partial fulfilment of the assessment of the Product and Brand Management subject. While providing internship opportunities, C.W. Mackie shall share industry expertise for periodic curriculum revisions.

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

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.

Charted 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 organising 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 organise Personality & Skill Development Programme at Diyathalawa Military Academy, Social Projects, Simulation Games, Workshops and Field Visits with the purpose of improving students' organising 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 programme. 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.

Digitalised Library

The Department has its own Digitalised Library funded by the World Bank ELTA/ELSE project bringing undergraduates one step closer to the digitalised 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 namely the Systems Applications and Products in Data Processing (SAP) and Adobe Photoshop installed in all the computers along with other self-learning software. A special training is facilitated in the hybrid mode to shoulder the students in receiving the initial knowledge and practice of the software. Also, the softcopies of the outstanding research thesis are available for the reference of the students.

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

Professor Sandamali Galdolage

2.11.13 Academic Staff

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PUB

2.12 BSc Honours in Management and Public Policy Degree Programme

2.12.1 Evolution

The Department of Public Administration has gained eminent recognition with distinguished memories over the past six decades. The Department is the pioneer in the field of Public Management that produces a large number of graduates. The BSc Honours in Management and Public Policy 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 in1980, 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. Since 2015/2016, the B.Sc. Management (Public) (Special) Degree was offered by the Department and in 2022, BSc Honours in Management (Public) Degree. Commencing from 2026, BSc Honours in Management and Public Policy Degree offered by the Department.

2.12.2 Programme Learning Outcomes (PLOs)

The Department of Public Administration offers the BSc Honours in Management and Public Policy degree programme that focuses on both management and public policy disciplines. This four-year degree programme constitutes a blend of subjects which are interdisciplinary and multidisciplinary in nature. This programme intends to develop managers of higher caliber to enhance and enrich the productivity and attractiveness of the public-sector institutions while broadening out its scope to serve the needs of non-public sector and the community in general, through pursuing and disseminating knowledge via teaching, scholarships, research and publications in the field of Public Management. Upon completion of the degree programme graduates will possess knowledge, skills and attitudes that enable them in excelling as leaders/managers/administrators/policy professionals and entrepreneurs in public, private and NGO sector organizations locally and globally.

Hence, upon successful completion of the programme graduate will be able:

PLO1: To have a sound theoretical and practical knowledge of Management, Public Administration, and Public Policy and their key functional areas.

PLO2: To critically analyse and examine practices of contemporary Management, Public Policy formulation, and implementation based on a theoretical foundation.

PLO3: To evaluate and compare alternative Management practices and Public Policy options with the use of Information Communication Technology tools and decision making tools to reach effective solutions.

PLO4: To communicate effectively in both written and oral forms to promote networking and social skills enhancing respect, trust and relationship among the stakeholders, and to practice active listening to grab a clear understanding of ambiguous situations explained by others.

PLO5: To maintain self-conduct in academic activities in such a way that it reflects a system of ethics and responsible behaviour.

PLO6: To identify and anticipate future challenges faced by and opportunities available (locally and globally) for managers, administrators, and policy professionals.

PLO7: To be self aware, reflective and motivated to identify lifelong learning opportunities to improve own quality of life and to serve the society.

2.12.3 Graduate Profile

The Department of Public Administration, University of Sri Jayewardenepura is ambitious for its graduates, and it expects that they will be instrumental in shaping the future of Sri Lanka and global communities at large. To this end, the Department dedicates to develop in its graduates the knowledge, skills, and attitudes that they will require to perform in public, private, and NGO sectors as visionary leaders/managers/administrators/policy professionals and entrepreneurs, contributing to the sustainable development of the society.

The Department expects Management and Public Policy graduates to have the below stated attributes:

1. Theoretical & Practical Knowledge
2. Managerial, Leadership & Entrepreneurial skills
3. Creativity & Decision Making skills
4. Networking, Public Relations & Communication skills
5. ICT skills
6. Adaptability & Flexibility
7. Positive Attitudes, Values & Professionalism
8. Vision for Life & Life-long learning

2.12.4 Programme Structure

The structure for years I to IV of BSc Honours in Management and Public Policy 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 BSc Honours in Management and Public Policy Degree Programme Structure for Years I, II, III and IV

Course Code	Course Title	Course Status	Notional Hours	Credit Hours
Year I - Semester I				
BUS 1370	Principles of Management	Core	150	03
DSC 1370	Business Mathematics	Core	150	03
ITC 1370	Information Technology for Business	Core	150	03
PUB 1370	Political Science	Core	150	03
BCC 1370	Business Communication I	Core	150	03
Total No of Credits – Semester I				**15**
Year I - Semester II				
HRM 1370	Human Resource Management	Core	150	03
DSC 1371	Business Statistics	Core	150	03
ACC 1370	Financial Accounting and Reporting	Core	150	03
BEC 1370	Microeconomics	Core	150	03
BCC 1371	Business Communication II	Core	150	03
Total No of Credits – Semester II				**15**
Total Credit Value for the First Year				**30**
Year II - Semester I				
PUB 2370	Sociology and Psychology	Core	150	03
BEC 2370	Macroeconomics	Core	150	03
FIN 2370	Financial Management	Core	150	03
MAR 2370	Marketing Management	Core	150	03
DSC 2370	Operations Management	Core	150	03
ACC 2370	Management Accounting	Core	150	03
Total No of Credits – Semester I				**18**

Year II - Semester II					
ITC	2372	Business Analytics	Core	150	03
BUS	2371	Organizational Behaviour	Core	150	03
PUB	2371	Theory and Practice of Public Administration	Core	150	03
PUB	2372	Development Administration	Core	150	03
PUB	2373	Managing Rural and Urban Development	Core	150	03
Total No of Credits – Semester II					**15**
Total Credit Value for the Second Year					**33**
Year III - Semester I					
PUB	3370	Public Management	Core	150	03
PUB	3371	Public Finance	Core	150	03
PUB	3372	Research Methodology	Core	150	03
ITC	3371	Management Information Systems & ERP Applications	Core	150	03
Only one subject from the following elective subjects					
DSC	3370	Operations Research	Elective	150	03
DSC	3371	Data Analysis for Managers	Elective	150	
ACC	3372	Auditing and Assurance Services	Elective	150	
PUB	3373	Managing Local Government	Elective	150	
Total No of Credits – Semester I					**15**
Year III - Semester II					
PUB	3674	Independent Research Study	Core	600	06
PUB	3375	Public Policy Analysis	Core	150	03
PUB	3376	Procurement Management	Core	150	03
Only one subject from the following elective subjects					
PUB	3377	Empirical Policy Analysis	Elective	150	03
PUB	3378	Environmental Management	Elective	150	
PUB	3379	Managerial Skills and Competencies	Elective	150	
ACC	3381	Taxation	Elective	150	
Total No of Credits – Semester II					**15**
Total Credit Value for the Third Year					***30***
Year IV - Semester I					
PUB	4370	E-Governance	Core	150	03
PUB	4371	Public Sector Accounting and Finance	Core	150	03
PUB	4372	Constitutional and Administrative Law	Core	150	03
BUS	4370	Strategic Management	Core	150	03
Only one subject from the following elective subjects					
PUB	4373	Practical Training*	Elective	150	03
PUB	4374	Contemporary Issues in Development	Elective	150	
PUB	4375	Comparative Public Administration	Elective	150	
PUB	4376	Disaster Management	Elective	150	
Total No of Credits – Semester I					**15**

Year IV - Semester II					
PUB	4377	Project Management	Core	150	03
PUB	4378	International Relations	Core	150	03
PUB	4379	Development Policy and Management	Core	150	03
Only one subject from the following elective subjects					
PUB	4380	Internship	Elective	150	03
PUB	4381	Conflict Resolution and Mediation	Elective	150	
PUB	4382	Public Relations	Elective	150	
LAW	4371	Commercial Law	Elective	150	
Total No of Credits – Semester II					**12**
Total Credit Value for the Fourth Year					***27***
Total Credit Value for the programme					***120***

Note:
*If an undergraduate selects Practical Training elective option, it is required to take Internship as well.

2.12.5 Description of the Courses

A short description of courses offered in the years II to IV of The BSc Honours in Management and Public Policy Degree Programme is provided below.

PUB 2370: 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. This course 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 2371: 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 such 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 2372: 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 2373: MANAGING RURAL AND URBAN DEVELOPMENT

This course provides the strategic perspective to understand the theories and practices of Rural and Urban 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 and urban sector. This offers the opportunities to explore experiences and prospects of Rural Development and urban Development particularly in Sri Lankan context.

PUB 3370: PUBLIC MANAGEMENT

The course provides a basic understanding of the theoretical background of public sector management and aims to develop skills in comparative analysis and research in different areas of public sector management and developing positive attitudes of graduates in assisting better public service to the community. The students would learn and examine how to improve performance and productivity in public sector organizations based on theories, case studies, and research. The emphasis will be given for discussions and assessment of theories and practice of public management and comparing and contrasting these with the traditional model of Public Administration. Other discussion topics include Strategic Management in the Public Sector, Delivery of Public Service, Public Management Functions, Managerial Innovation, Leadership Skills and Competencies, Ethics and Responsible Management in the Public Services and Public Management Reforms.

PUB 3371: 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 3372: RESEARCH METHODOLOGY

This course aims to develop students' knowledge and skills of the role and conduct of quantitative and qualitative research methods. The course assists students to learn, examine, and practice the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. At the end of the course, students will be prepared in developing a research proposal to design and conduct research of their interest for their academic and /or professional reasons.

PUB 3373: MANAGING LOCAL GOVERNMENT

The course mainly aims to provide a basic understanding of the prevailing Local

Government Systems in Sri Lanka as grass root level governing institutions. It covers the principles of local government, local government models, historical background of Sri Lankan local government institutions, the present structure of local authorities, their powers, functions and role in the development, and centric-local relations and novel trends and developments in the local government system. Also, a special emphasis has been placed to identify the issues and challenges of the local government system in Sri Lanka and lessons can be learnt from international experience.

PUB 3674: INDEPENDENT RESEARCH STUDY

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 3375: PUBLIC POLICY ANALYSIS

This course provides an introduction to public policy analysis and examines various tools and processes of policy analysis and development. The main goal of this course is to acquaint students with the theoretical knowledge and skills of policy analysis including normative and empirical policy analysis methods. The major areas of coverage include an introduction to policy analysis and decision making, approaches, and methodology for policy analysis, theories and models of policymaking, formation of public policy, implementing policy choices, evaluating the impact of public policies and policy change. The course is taught concerning both developed and developing countries. Throughout the course, students will work on a policy analysis report with the use of both primary and secondary data quantitatively and qualitatively.

PUB 3376: 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, 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 an 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 3377: 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 3378: 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 3379: 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 highly interactive module and mainly touches upon the practical aspects of Management. The key areas to be covered in the course are written and verbal communication, interpersonal skills, time and stress management, filling and records management, leadership and 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 4370: E-GOVERNANCE

This course aims to provide theoretical and practical knowledge on E-governance and E- Businesses and examines how people and businesses interact with government by using internet technology and how governments, in turn, use and manage these technologies to provide information and services to the public and business. Students are encouraged to obtain practical knowledge on government websites and online applications in delivering public services. At the end of the course, students will develop and evaluate assigned websites to improve essential knowledge, skills and practical experiences on e-governance and e-business by using the internet and related technologies to manage e-government projects and programmes effectively.

PUB 4371: PUBLIC SECTOR ACCOUNTING AND FINANCE

This course 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 management, delegation of financial authority, responsibilities of accounting officers and chief accounting officers, role of the Auditor General and parliamentary select committees. Finally, the course would facilitate the students to develop into matured individuals who can contribute greatly to public sector accounting system in Sri Lanka.

PUB 4372: 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 4373: PRACTICAL TRAINING

The objective of this course is to provide opportunities for the students to gain an entrylevel practical exposure in the field of management and administration in public, private, or non-profit organizations. The course is designed to help students apply theoretical knowledge in the real work-settings and develop core managerial skills while gaining firsthand experience of an organizational culture. The students are under the supervision of both an academic supervisor assigned by the Department and an industry mentor from the training organization. The students are evaluated on the extent of practical exposure, with assessments including creating a mind map, training record evaluation, independent supervisor's report and a viva voce examination.

PUB 4380: INTERNSHIP

The objective of this course is to prepare undergraduates for future career and to help students enhance their employability. This course is designed to offer a planned/-structured workplace experience for students to integrate academic knowledge with professional practices, helping students develop workplace skills and supporting them adapted to organizational culture in public, private, or nonprofit organizations. Students are under the supervision of both an academic supervisor assigned by the Department and an industry mentor of the internship organization. The students are assessed through multiple methods, including creating a mind map, training record evaluation, independent supervisor's report, final student survey, reflective report and a viva voce examination.

PUB 4374: CONTEMPORARY ISSUES IN DEVELOPMENT

The aim of this course is to familiarise 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 synthesise innovative ideas which contribute to new concepts and issues of development.

PUB 4375: 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 4376: DISASTER MANAGEMENT

In the era of the increasing impact of disasters, this course facilitates the undergraduates to enhance their know-how and skills to manage disaster situations. Managing a disaster situation is completely different from managing under normal circumstances. Therefore, the main objective of this course is to provide sound knowledge to

understand the disaster management process namely, mitigation, preparedness, response, and recovery; natural, technical and human-induced disasters; related legal framework and international conventions; application of GIS and RS for risk reduction; disaster resilience; and practical processes associated with disaster management. Also, this course uses simulations and training to develop practical knowledge and insight about disaster management processes and procedures.

PUB 4377: PROJECT MANAGEMENT

Managing projects involve challenges in an environment of often-conflicting goals and outcomes, diverse stakeholders with varied interests, and constrained resources. This course provides knowledge related to project initiation, project planning, project execution, monitoring and controlling, and terminating projects. Further, it covers the application of project management tools at the distinct stages in the project's life cycle. Thus, the course facilitates students to gain an understanding of project management concepts and hands-on skills to manage projects effectively while outweighing involved risks.

PUB 4378: 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 4379: 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 4381: 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 ccontextualising 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 4382: PUBLIC RELATIONS

This course introduces strategic issues and effective practices of communication between organizations and their stakeholders. The main objective of the course 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.

2.12.6 Practical Training

Being well equipped with the multidisciplinary knowledge, the students of the Department have the choice of taking two courses as Practical Training (Semester I) and Internship (Semester II) in public, private or non-profit organizations in their final year, enabling them to gain 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 articles based on their dissertation. The proceedings 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 The Ministry of Public Administration, Home Affairs, Provincial Councils and Local Government, Ministry of Finance, 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.

Senior Professor R. Lalitha S. Fernando served as the Secretary General of the NAPSIPAG from 2015 to 2018.

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 organise 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 a 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 discussions by the Department of Public Administration.

2.12.9 Employment Opportunities

A degree in Public Administration is a stepping stone which prepares 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 held by the graduates of the Department.

2.12.10 International Journal of Governance and Public Policy Analysis

This journal is published by the Research Centre for Governance and Public Policy of the Department of Public Administration. It aims to advance the frontiers of discipline by generating and disseminating knowledge, and by identifying, encouraging, and exchanging ideas on public policies. The journal serves as a platform to foster collaboration among public administrators, policymakers, government agencies, the non-government sector, and academics to achieve meaningful results in the empirical world. Since 2023, it has been indexed in the EBSCO Political Science Complete database. Further details about the journal are available at: https://journals.sjp.ac.lk/index.php/ijgppa.

2.12.11 Awards and Scholarships

2.12.11.1 Awards

The department recognises the outstanding performances of the students by awarding five 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 BSc Honours in Management and Public Policy Degree Programme 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 BSc Honours in Management and Public Policy Degree Programme. This is also awarded at the University Convocation being subject to other selection criteria stipulated.

Ramanie Samaratunga Gold Medal

This is awarded to the student who had obtained the highest score for the subject Public Finance of the BSc Honours in Management and Public Policy Degree Programme. 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 The 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 extracurricular 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.

Dr. U.B. Ramanayake Gold Medal

This is awarded to the student who had obtained the highest score for the subject Sociology and Psychology of the BSc Honours in Management and Public Policy Degree Programme. This gold medal is awarded at the Annual General Meeting of the Alumni Association of Public Administration being subject to other 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. Wijewardena Public Management (Merit) Scholarship

This scholarship has been instituted by Dr. W. A. Wijewardena, former Deputy Governor of Central Bank of Sri Lanka, also an alumnus of the Department of Public Administration, with the objective of promoting excellence among 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 late Prof. H.M.A. Herath through the Alumni Association of Public Administration. The

scholar is selected within the 2nd year students of the Department. The selection criteria have been set focusing the needy students of the Department of Public Administration.

Prof. H.M.A. Herath Memorial Scholarship

This scholarship has been instituted in the memory of late Prof. H.M.A. Herath. The Scholarship is offered to the needy students with satisfactory academic performance.

B.Y.G. Rathnasekara Scholarship

This scholarship has been instituted by the former senior lecturer Mr.B.Y.G.Rathnasekara, an alumnus of Department of Public Administration 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 attached to the Department of Public Administration. 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 the students of Department of Public Administration. With the aim of developing mutual relationships among themselves, the association annually organises several programmes such as publishing “Classic”, an educational magazine, “Lohitha Pooja", a blood donation camp, sports days, cultural, religious and 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 of the Department of Public Administration 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. 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

Professor L. A. Pavithra Madhuwanthi

2.12.16 Academic Staff

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Academic Units

2.13 Business Communication Unit

2.13.1 Evolution

Language and Communication skills development courses of the FMSC were conducted by the Faculty of Arts until such time as the Faculty finalised 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.

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, 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 1370: 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.
Refer Section 1.2.4 on Common Programme for details.

BCC 1371: 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.
Refer Section 1.2.4 on Common Programme for details.

Second Year – First Semester

BCC 2270: PRACTICAL COMMUNICATION FOR OPERATIONS MANAGEMENT (DSC)

Practical Communication for Operations Management, taught in Second year, focuses on improving both written and spoken communication skills essential at workplace for the undergraduates of the BSc Honours in Operations and Technology Management Degree Programme. The main objective of the course is to equip these undergraduates with the relevant competencies required, especially to make effective decisions, in their specific fields in the industry. Accordingly, the participants will learn and practice intra and inter organizational communication genres such as emails, telephoning, reports and meetings mainly through class discussions, pair/group work and simulations. The evaluation will be carried out through continuous assessments.

BCC 2272: EFFECTIVE COMMUNICATION FOR ENTREPRENEURS (ENT)

The course is offered to the BSc Honours in Entrepreneurship Degree Programme in the Second year, First Semester. The aim of this course is to improve all the four skills: Writing, Listening, Reading and Speaking, with special focus on vocabulary development. In order to uplift the afore mentioned skills of the students, the sessions are planned to be conducted through a student-centred learning approaching.

BCC 2171: PROFESSIONAL COMMUNICATION I (HRM)

This is the first course of a tailor made course series offered throughout the second and third years of BSc Honours in Human Resource Management Degree Programme. The course is designed to develop communication skills effectively and handle any business situation confidently. The following areas will be covered: small talk and negotiating skills, leadership, motivation and teambuilding skills and meeting and discussions.

Second Year- Second Semester

BCC 2175: EFFECTIVE WRITING FOR ACADEMIC PURPOSES (DSC)

Effective Writing for Academic Purposes, taught in Second Year, Second Semester, focuses on improving academic writing skills, essential in both academic and professional settings, of the undergraduates of the BSc Honours in Operations and Technology Management Degree Programme. Thus, the aim of this course is to introduce the participants to the standard practices and/or further develop their written communication required as undergraduates in the university and later, as professionals in the industry. The course covers topics such as Basics of Effective Writing, Presenting Data in Writing, Academic Essays and Executive Summary Writing delivered through a student-centered approach. The evaluation will be carried out through continuous assessments.

BCC 2173: PROFESSIONAL COMMUNICATION II (HRM)

This course is entirely devoted to business correspondence as it aims to assist the students in developing their written communication skills by equipping them with the necessary tools not only to compete verbally but also in a written context.

BCC 2174:
PROFESSIONAL COMMUNICATION (IT)

BCC 2174: Professional Communication is an innovative task-based business English course. This course has been prepared with the intention of helping the students to develop their communication skills and business skills further so that they can use English for business communication confidently and effectively. Students will be working most of the time in pairs or in small groups. This will provide them with the opportunities to develop the soft skills of business such as teamwork, interpersonal skills, taking responsibilities, making decisions etc. Throughout the course the students are encouraged to be active, creative participants in the class and outside the class unlike in other classes where they passively receive knowledge.

BCC 2276:
ENGLISH FOR BUSINESS ECONOMICS I

The aim of this course is to further develop and reinforce the four basic language skills, foster students' critical attitude towards the topics discussed and build up their competence in using English in real situations, further helping students to communicate more effectively and confidently in English and improving listening comprehension skills, participating in class discussions, making group presentations, asking and answering questions. On successful completion of this course, students will be able to develop their communication skills to help them in their university studies, recognise the importance of communication in English, understand contexts of communication, communicate clearly on a variety of different contexts to a wide range of audiences, effectively formulate arguments and communicate research findings through the process of researching and confidently engage in constructive and critical dialogue.

Third Year- First Semester

BCC 3170:
PROFESSIONAL COMMUNICATION III (HRM)

This course aims to help students to further develop their speaking skills in professional contexts more confidently and effectively. The following areas will be covered: making and conducting presentations, public speaking and communicating effectively and confidently in any business situation.

BCC 3273:
English for Business Economics II

This course will provide techniques, guidelines, and suggestions to improve students' academic written communication. It will give hands-on experience in drafting, organising, and revising academic texts. Further, this course introduces students to principles of effective written communication and critical reading. At the end of the course, students will be able to organise and write texts that meet the demands of specific genres, purposes and audiences, employ appropriate usage, grammar, and spelling, discover, analyse, summarise, and synthesise appropriate source material from both print and electronic environments, present focused, logical arguments that support a thesis and use reliable and varied evidence to support claims, incorporate sources from others appropriately, and acknowledge and document the works of others appropriately.

Third Year – Second Semester

BCC 3171:
ACADEMIC WRITING (HRM)

The course aims to develop the issue students face in expressing them in an organised and structured manner, both in academic and business contexts. The course will also be helpful to students in carrying out their research in the fourth year. The areas covered: types of academic writing (mainly focusing on literature reviews), elements of writing, summarizing, paraphrasing and plagiarism, writing business reports and preparing formal documents.

BCC 3372:
ACADEMIC WRITING (ENT)

The course is offered to the BSc Honours in Entrepreneurship Degree Programme in the Third year, Second Semester. The aim of this course is to mainly improve the writing skills of the students, so that it will help the students in writing their thesis. Areas covered are: Writing academic essays, reports, literature reviews and other related academic or professional documents, summarizing, paraphrasing and plagiarism.

Complementary Course in English

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. Depending on students' preferences, the classes are offered in both online and onsite formats and are open to all students of the Faculty.

2.13.4 Student Facilities

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 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. Lishanthi Wijewardene

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Academic Units

2.14

The Legal Studies Unit

2.14.1 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 1300 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 currently offers 17 courses with 8 newly designed 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

LAW 1270: LEGAL ENVIRONMENT

Legal Environment of Business is a core subject offered by Legal Studies Unit for the first year undergraduates of the Faculty of Management Studies and Commerce. This course intends to help undergraduates attain a basic knowledge of the legal environment in Sri Lanka. Undergraduates must be able to appreciate the very effect of areas of law in their work and what they must be ready for as they encounter legal issues and business issues throughout their career. For this purpose the course is designed under three major topics i.e. introduction to Law, legal and court system and Law of obligations which covers a spectrum of laws affecting businesses.

LAW 2270: LAW OF CONTRACT AND DELICT

This course is designed to provide students with a basic understanding of the law of obligations which is an aspect of private law dealing with the rights and duties of individuals and organisations. It will first acquaint students with the Law of Contracts where they will learn the fundamentals of any legally binding agreement. This will cover topics such as the formation of a valid contract, the terms of a contract, vitiating factors of a contract, termination of a contract, and contractual remedies. The second half of the course will introduce students to the concept of Delicit or civil wrongs. Considering the fact that Sri Lanka is influenced by both Roman Dutch Law and English Law principles, this course will prepare undergraduates to face legal issues relating to Delicit as well as its Roman Dutch Law Counterpart-Tort. Students will learn how tort liability is established and how negligence can give rise to legal action. The course pays special attention to topics such as professional negligence, vicarious liability, and the Rylands vs Fletcher Rule which are especially useful for management students.

LAW 2271: 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 Introduction to Legal System/Court System of Sri Lanka, Fundamental Rights including Right to freedom of expression, Privacy & Right To Information Act No. 12 of 2016, Contract Law, Law of Agency, Commercial Business Structures including Corporate Law and Partnerships, Company Law, Employment Law, Law of Delict & Product Liability,

Consumer Protection Law, Intellectual Property Law, ICT Law, Distance selling, Law of Insurance, Law relating to Cheques, Negotiable Instruments and credit cards, International Trade Law, Moral philosophy & Business and Emerging areas of Law relating to Marketing.

The awareness gained for the course empowers and assists the future professionals on their activities to ensure that they are successfully able to adhere to the legal and moral obligations towards the nation.

LAW 2372: BUSINESS AND CORPORATE LAW

This integrated course provides undergraduate broader knowledge about business and corporate law. The course is well structured including legal regulations within which businesses in general and companies in particular must operate in Sri Lanka. Main objective of the course is to provide in depth knowledge about both business and corporate law. In achieving the above objective, business law focused at law of agency, law of partnership, intellectual property law, and environmental law while corporate law focused at legal requirements of formation, ownership, management, and dissolution of companies in Sri Lanka. The course will support undergraduates with sufficient knowledge about legal requirements during the life time of companies and legal compliances required for companies in the business environment.

LAW 2373: 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 law of agency, partnership and 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.

LAW 2374: BUSINESS LAW

This course provides the undergraduates 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 Law of Agency, Partnership, International trade law, ICT law, Property law, law relating to marketing, Consumer protection, property law, Law of Delict and Alternate Dispute Resolution. The students are expected to be aware of the legal and social costs associated with non-compliance with legal as well as moral requirements.

LAW 2376: LEGAL ASPECTS OF ENTREPRENEURSHIP

This course is specially designed for students involved in the field of entrepreneurship with the aim of providing them with a comprehensive awareness of the

relevant laws and ethics. The course will provide an introduction to the Legal System/Court System of Sri Lanka, with special focus on the regulation of small and medium enterprises and dispute resolution-mechanisms available to entrepreneurs. The course will then cover areas of law including Contract Law, Law of Agency, Commercial Business Structures including Corporate Law and Partnerships, Employment Law, Law of Delict & Product Liability, Consumer Protection Law, Intellectual Property Law, ICT Law, Distance selling, Law of Insurance, Law relating to Cheques, Negotiable Instruments and credit cards, International Trade Law, Moral philosophy & Business and Emerging trends in Law relating to entrepreneurship. The awareness gained for the course empowers and assists future entrepreneurs and professionals in their activities to ensure that they are successfully able to honour their legal and moral obligations towards the nation.

LAW 3370: NEW DIMENSIONS IN BUSINESS LAW

This course intends to provide the undergraduates an overview of the New Dimensions in Business Law which every businessman should have knowledge on. The module is designed to comprehensively understand various new trends in the business field such as distance selling, privacy and technology policy concerned with business. The topics of Distance selling, Technology law, Media law, Environmental law, Legal aspect of real estate, Intellectual property law, Corporate governance, Privacy, Technology Policy and Law, Gender issues and law, and, Ethics and moral issues of business will cover some aspects of new trends in business law. The students are expected to have an understanding and, adapt and adhere accordingly with these new trends of business law.

LAW 3371 COMMERCIAL ADMINISTRATIVE LAW

Commercial Administrative Law is a core/an elective subject offered by the Legal Studies Unit. Commercial Administrative Law also has an international dimension as a result of increasing internationalisation and it is a special subject area in the field of administrative law, which deals with the regulations that apply to the interaction between businesses and public authorities. This cross disciplinary course intends to help undergraduates attain a basic knowledge of the businesses interact with the public sector in a number of legal areas. Law of Contracts, Human and Fundamental Rights, Administrative Law, Environmental Law, Public Procurement Law, Construction Law, Bribery and Corruption Laws, Information Technology Law and Tax Law are just some examples of legal areas in which such interactions could occur. The course is designed to equip undergraduates to appreciate the very effect of areas of law in their work and to be ready for as they encounter legal issues and business issues throughout their career.

LAW 3372: INTERNATIONAL TRADE AND INVESTMENT LAW

The course "International Trade and Investment Law" is designed to improve legal knowledge of management undergraduates who encounter with growing trans-national business ventures in Sri Lanka. Vibrant and vigilant employees with adequate

awareness with international economic affairs from different angles are welcomed by many organizations that interested to expand their businesses towards international level. Therefore, this course focuses the principles of International Trade Law and International Investment Law to facilitate the most appropriate investment decision making within globalized business environment. This course provides comprehensive legal background on state activities in international trade and investments. International Trade Law regulates transnational trade between countries, whilst, International Investment Law realises how the host state should treat foreign investors. International Trade Law focus at relevant treaties on international trade and relevant customary international law as well as structural aspects such as role of international organizations such as of United Nations Commission on International Trade Law, United Nations Conference on Trade and Development, World Trade Organization, International Monetary Fund, and World Bank. The latter part of international Investment Law focus at sources international investment law; key actors in international investments; the settlement of disputes between the host state and the foreign investor, with special reference to the role of International Centre for Settlement of Investment Disputes; and the relevance of non-investment concerns, such as the environment and human rights, and the goals of sustainable development, within the international and Sri Lankan legal framework on investment. The course will provide a general introduction to the international legal framework on trade and investment as it emerges from international conventions, bilateral /multilateral investment treaties and international arbitral case-law.

LAW 3273
LABOUR LAW

This course is designed to transform future human resource managers to make informed decisions with sufficient knowledge about the concepts, principles and standards of labour law. The course ensures the understanding of applicable labour laws to protect rights of employees leading industrial peace. The main objective of this course is to equip undergraduates with adequate knowledge about labour laws to avoid unsolicited legal consequences when managing the human resource in organizations. This course enables future human resource managers to settle disputes within organizations by addressing legal requirements of the employment relationship internally. The course specially articulates undergraduates with up to date labour laws applicable in changing organizational environments. This course will encourage future human resource managers to create policies and procedures to maintain a safe, healthy workplace where employees are protected by aspirations of labour law.

LAW 3374:
LABOUR LAW AND INDUSTRIAL RELATIONS

This course provides legal aspects of employer-employee relationship to manage industrial relations in modern world of work. The course recognizes the importance of being obedient and informed about relevant labour laws by businesses for better people management at work. The objective of the course is to make undergraduates aware of the legal obligations of a manager with respect to labour and industrial relations. This course is aimed at providing the necessary knowledge and insights on labour laws and standards apply

in the modern work environments and their effect on individuals, businesses, and the society. Special attention is drawn as to how organizations can use sound awareness of labour laws to manage workplace conflicts to optimise the industrial peace enabling sustainable business growth. The course will equip undergraduates with essential knowledge and exposure to the labour laws and standards to become informed decision taker in policy making, managing and leading diversified workforce in the complex and evolving organizational environments.

LAW 4370: INTERNATIONAL TRADE AND INVESTMENT LAW

The course "International Trade and Investment Law" is designed to improve legal knowledge of management undergraduates who encounter with growing trans-national business ventures in Sri Lanka. Vibrant and vigilant employees with adequate awareness with international economic affairs from different angles are welcomed by many organizations that interested to expand their businesses towards international level. Therefore, this course focuses the principles of International Trade Law and International Investment Law to facilitate the most appropriate investment decision making within globalized business environment. This course provides comprehensive legal background on state activities in international trade and investments. International Trade Law regulates transnational trade between countries, whilst, International Investment Law realizes how the host state should treat foreign investors. International Trade Law focus at relevant treaties on international trade and relevant customary international law as well as structural aspects such as role of international organizations such as of United Nations Commission on International Trade Law, United Nations Conference on Trade and Development, World Trade Organization, International Monetary Fund, and World Bank. The latter part of international Investment Law focus at sources international investment law; key actors in international investments; the settlement of disputes between the host state and the foreign investor, with special reference to the role of International Centre for Settlement of Investment Disputes; and the relevance of non-investment concerns, such as the environment and human rights, and the goals of sustainable development, within the international and Sri Lankan legal framework on investment. The course will provide a general introduction to the international legal framework on trade and investment as it emerges from international conventions, bilateral /multilateral investment treaties and international arbitral case-law.

LAW 4371: 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 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.

LAW 4372: COMMERCIAL ADMINISTRATIVE LAW

Commercial Administrative Law is a core/an elective subject offered by the Legal Studies Unit. Commercial Administrative Law also has an international dimension as a result of increasing internationalisation and it is a special subject area in the field of administrative law, which deals with the regulations that apply to the interaction between businesses and public authorities. This cross disciplinary course intended to help undergraduates attain a basic knowledge of the businesses interact with the public sector in a number of legal areas. Law of Contracts, Human and Fundamental Rights, Administrative Law, Environmental Law, Public Procurement Law, Construction Law, Bribery and Corruption Laws, Information Technology Law and Tax Law are just some examples of legal areas in which such interactions could occur. The course is designed to equip undergraduates to appreciate the very effect of areas of law in their work and to be ready for as they encounter legal issues and business issues throughout their career.

LAW 4373: INFORMATION & COMMUNICATIONS TECHNOLOGY LAW

This course will offer an exclusive opportunity to study the initial aspects of elements of Information and Communications Technology (Cyber) Law. It aims to provide students with knowledge of the legal perspectives of elements of Information and Communications Technology Law in the sphere of commercial studies. The course will also discuss the recent trends and current developments in this area of law at the domestic and international levels.

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) to the Bachelor of Commerce (General) External Degree; Business Law (BME 1506) for B.Sc. Business Administration (General) External Degree; Business Law (BSC 1407) for Business Studies (General) Degree; ව්‍යවස්ථා හා පරිපාලන නීතිය (MEX 2506) විද්‍යාවේදී කළමනාකරණ (රාජ්‍ය) සාමාන්‍ය (බාහිර) උපාධිය; Legal Environment (HD EMB 2301) Higher diploma Entrepreneurial Business Management.

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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 USJ at large, providing latest and advanced knowledge and highest quality of skills in computing and communication technologies, media and information literacy, using agile, innovative, reliable and secure technologies and services in support of productivity and wider accessibility to information resources, and utilizing them for educating and guiding users, and strongly dedicating to support the core activities of the faculty and professional conduct.

3.1.2 Teaching and Learning Support

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

- Facilitates the conduct of IT courses of the common programme and subject based IT courses of the degree programmes of the FMSC.
- Provides assistance for conduct of online and other computer based examinations of the degree programmes.
- Assists the conduct of IT based courses of certificate, diploma and 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 06 computer labs equipped with a total of 600 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 our 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.

All the 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.

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

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P. A. K. Tharushika
Bsc .in Information Systems

Wijayawickrama Krishna Thisari
Bsc(Hons) Computer Science

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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.fmsc.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 intellectual community of the university.

3.3.2 Facilities

Library collection is housed under three main categories; Permanent Reference (PR), Scheduled Reference (SR) and Lending Collection. PR books are available 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 Periodicals Division which contains serial publications in print. Availability of print journal issues can be checked using Visible Index at Periodicals Division or through OPAC. Library subscribes a few electronic databases in addition to the databases obtained 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.). These e-resources

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 the Internet. The attractive 'English Learning Zone' comprises of simplified English story books and classic books. The Scholar Bank (digital repository) of the library has included the journals, articles, documents and various publications done by the university staff for the research purposes of the university user community. Laptop lending facility is available for users to borrow laptops to use within the library premises during 8.00 a.m. to 4.00 p.m. User education and Research Support Education unit provide facilities such as guiding the users on accessing library resources efficiently, citation styles and information literacy sessions. The Digital Wall facility was launched at the library in collaboration with the British Council, Sri Lanka. The facility enables the University's community to scan QR codes and download the available books, podcasts and reports on UK contents. "Sri Lanka Collection" maintained in the 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. The collection in the Ceylon Room is only for reference purpose. Preserving and conserving of 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 to 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 with regard to library materials and their access.

3.4 Centre for Student Support (CSS)

The Centre for Student Support is committed to creating a welcoming, nurturing, and empowering space where every student can flourish — academically, emotionally, economically, and socially. Our purpose is to provide you with a safe and positive environment that supports both your learning goals and your overall well-being. As a reliable partner throughout your academic journey, we deliver a wide range of services aimed at helping you grow and succeed. Our committed team offers personalized academic support, professional counselling, mentorship opportunities, hardship fund programs, and wellbeing programs designed to strengthen your confidence and capabilities. Whether you need guidance, encouragement, or simply someone to talk to, the Centre for Student Support stands by you.

Our objectives

- To provide a safe, friendly, and inclusive environment for all students.
- To support students in achieving academic success through guidance and resources.
- To promote personal well-being by offering emotional and social support.
- To offer industry exposure that helps students understand real-world opportunities and career pathways.
- To help students build confidence and develop important life skills.

Our services

- Academic support
  - Study guidance
  - Workshops for academic development
- Counselling services
  - Confidential guidance from trained professional counsellors
  - Help with stress, anxiety, and personal concerns
- Mentorship
  - Guidance from experienced academic mentors
  - Support in adapting to university life and making positive choices
- Wellbeing initiatives
  - Wellness programs and activities
  - Stress-relief and mental health awareness sessions
  - Events that promote healthy lifestyles
- Information and referral services
  - Directing students to other helpful resources when needed
  - Support in connecting with specialists or external services

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The following professional counsellors are available to help students at any time.

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Ms J K Kalyani P Jayasinghe
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Mr K R Tharaka Kariyawasam
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The following academic members will take on the role of mentors, offering their expertise and support to our students.

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3.5 Career Guidance Unit

The Career Guidance Unit (CGU) of the University of Sri Jayewardenepura aims to support and facilitate undergraduates to develop and enhance employability skills to be aligned with their life goals and to assist the graduating students in their employment search and career projects through different platforms.

Objectives of CGU

- To provide a service in Career Education, Career Guidance and Career Management
- To expose undergraduates and recent graduates of the university to a variety of resources including people, data and information.
- To support undergraduates in their efforts to set life goals, plan future careers and put those plans into effect.
- To support students in employability skills development through various activities and programs
- To help graduating students in their job search and career projects through recruitment-related services.

Facilities and Services Provided by the CGU

- Facilitating the young person's transition from school to university by conducting awareness programs for A/L students the Government schools
- Counseling and advising on careers
- Conducting employability skill development workshops
- Conducting CV writing and mock interview sessions for career-related information provision
- Networking with the industry by conducting Job Fairs
- Providing internship training for graduate job placement
- Conducting Outward Bound Training (OBT) camps for undergraduates
- Conducting entrepreneurship skill development programs searching career guidance course units based on modules introduced by UGC
- Guiding students for research, development and innovations.

Clubs and Society Details

01. Gavel Club

The Gavel Club of the University of Sri Jayewardenepura is one of the most prestigious clubs in the university. Over the years the club has reached immense heights by pioneering the public speaking arena among other universities. Most importantly the club is known for its sincere, welcoming and unbreakable bond it has with its members as well as the other undergraduates and clubs in the university.

We conduct educational meetings every week to improve the public speaking skills of our undergraduates. The meetings consist of two sessions followed by comprehensive evaluations provided by fellow role-players at the respective meeting, giving a massive opportunity to enhance public speaking skills for our gaveliers. To add variety, we also organize special Themed meetings and Joint meetings with other Gavel clubs of Sri Lanka. The meeting enables any individual to take up roles such as Toastmaster, General Evaluator, Timer, Grammarian, Ah – Counter and Vote Counter which allows them to get awesome exposure from the respective roles. It also enables students to inspire, persuade and entertain others and in return to be inspired, `persuaded and entertained by the other members throughout the session. The friendly atmosphere that has around the Career Guidance Unit acts as a magnet in attracting the family and gives newfound freedom capabilities and abilities. The educational meetings are indeed a work of miracle

Speech Master and Junior Speech Master

Speech Master is the biggest all-island prepared speech competition rallied out by Japura gavel to drive, motivate, and bring the best orators in the Sri Lankan undergraduates' communities into the spotlight. The Grand Finale of speech master 2024 was held for the Seventh consecutive year at the Sumangala Auditorium of the University of Sri Jayewardenepura. This project builds up a platform for the University and school youth to showcase their youthful spirits and focus on developing and strengthening the public speaking skills needed to take up chances and raise their voices as future leaders.

02. Career Skills Development Society - CSDS

The **Career Skills Development Society (CSDS)** is one of the oldest student associations at the University of Sri Jayewardenepura, established to enhance undergraduates' soft skills and prepare them for the professional world. CSDS focuses on industry engagement, networking with the corporate sector, and understanding industry requirements by facilitating student participation in various collaborative projects. These initiatives help develop essential employability skills such as teamwork, leadership, communication, and organizational skills.

One of the society's flagship events is the **"Touch the Peak" Job Fair,** an annual career fair that connects students from all faculties with top employers, providing a platform for networking and career opportunities. Another significant initiative is "Fabricating Futurity," a series of workshops designed to create industry awareness among students. Additionally, the "Shadows of Success" program runs throughout the year, offering young individuals insights and inspiration from accomplished professionals, including artists, athletes, and chefs, to guide them toward success in the corporate world.

A special highlight of CSDS's efforts is the **J'pura Employability Skills Awards (JESA),** which recognizes outstanding undergraduates for their achievements beyond academics, promoting active participation in extracurricular activities to develop soft skills. This award ceremony encourages students to engage in leadership roles, volunteering, mentoring, and various professional development activities.

CSDS actively contributes to social responsibility through initiatives such as **"Sathkaara"** and **"Donate Happiness,"** which focus on improving healthcare for cancer patients and providing essential infrastructure for educational institutions and healthcare facilities. These projects aim to enhance public healthcare standards and educational opportunities, making a lasting impact on communities.

Additionally, CSDS conducts the **"Green Hope"** project annually, promoting environmental sustainability among undergraduates. This initiative includes beach cleanups, plastic reduction campaigns, and other eco-friendly activities to foster a sense of responsibility and care for the environment. Through these efforts, CSDS aspires to create a greener, healthier future while instilling values of social and environmental consciousness in students.

Through these projects, CSDS continues to bridge the gap between undergraduates and industry professionals, equipping students with the confidence and skills required to excel in their careers while also fostering a sense of social responsibility.

03.Flair Club

The Flair Club is a vibrant student association under the Career Guidance Unit (CGU) at the University of Sri Jayewardenepura, dedicated to enhancing the artistic talents of undergraduates. With a strong focus on music, dance, drama, and art, the club provides a platform for students to express their creativity while managing academic stress. By fostering artistic abilities, Flair Club helps students develop confidence, teamwork, and leadership skills.

One of its key initiatives is the Flair Music Band, which supports students who play musical instruments, and from this year, it aims to encourage more female undergraduates to join. The club's signature event, Dhaara '24, the Inter-Faculty Singing Competition, is a highly anticipated musical showcase that allows students to unleash their potential, culminating in a grand finale at Nelum Pokuna.

Beyond singing, the Flair Club organizes various workshops and competitions: "Rhythm to Personality" and "T-Tune" guitar training workshops for music enthusiasts, "Theatro" drama competitions and training sessions by the Drama Circle, "Nachna" weekly dance practices by the Flair Dancing Circle, "Picasso" an art competition, and "Thusara Thelithuda" a lyrics and creative writing competition by the Art and Creative Writing Circle. These initiatives collectively provide students with a well-rounded artistic development experience, making the Flair Club a hub of creative expression and growth.

04. Adventure Club

Adventure Club has been one of the most anticipated clubs in our university club history. During adventure learning, students work both independently and collaboratively to complete tasks, solve problems, and support one another as they are challenged to go outside of their comfort zones.

The Adventure Club provides opportunities for students to participate in rock climbing, zip lining, ropes courses, OBT sessions, and other activities that involve appropriate risk-taking. By joining the club, members will gain valuable experience

and knowledge, contributing to the long-term success of the club.

The Japura Adventure Club is a platform for enthusiastic undergraduates to develop their skills while pursuing their passion for adventure. The club fosters a close-knit community where every member is treated equally, regardless of their background. These are the main events of the Adventure Club.

01. INGRESS –"The Arousal of Adventure Heroism"
02. EXORDIUM - "The dawn of an adventurous era"
03. SENDERISMO- "Beyond the limitations"
04. AVENTUREROS - "To conquer the limits"
05. EUPHORIA- "Touch the sky with glory"
06. ROBAROSIYA – "Valentine's Day celebration with Adventurers"

Programs

- √ Adventure Base Camping
- √ Fire Camping
- √ OBT
- √ Hiking and Hiking Competitions
- √ Rock Climbing
- √ Water Rafting
- √ Leadership and Personality Development Programs/Workshops
- √ First-Aid/Swimming/Life Saving/Cooking and Map Reading, Nots and adventure-related workshops
- √ Annual Inter-University Competitions
- √ Annual Adventure Awards Ceremony

05. Vow Society

Values of the Wise Society (VOW) is a pioneering initiative under the guidance of the Career Guidance Unit, designed to equip individuals with the virtues and values necessary for thriving in today's dynamic professional world. Established with a forward-thinking mission, VOW is dedicated to fostering an environment where ethical principles and strong values are integral to personal and professional growth.

VOW's mission is to "prepare individuals for the world of work by creating an environment rich in virtues and values to ensure that they meet the requirements of the future." This mission underscores our commitment to not only addressing the practical aspects of career readiness but also emphasizing the importance of character and integrity in shaping successful professionals.

Objectives:

01. **Understanding Virtues and Values in Professional Development:** VOW aims to deepen the understanding of how virtues and values play a crucial role in career advancement and global professional settings. By highlighting the intersection of ethical behaviour and career success, we prepare individuals to navigate their careers with a strong moral foundation.
02. **Enlivening a Value-Based Mindset:** Our objective is to inspire and cultivate a value-based mindset among undergraduates. Through various programs and activities, we encourage students to integrate core values such as honesty, responsibility, and respect into their academic and professional lives.
03. **Realizing Societal Integration and Personal Growth:** VOW helps individuals recognize their role as active members of society, emphasizing that personal development is intertwined with societal betterment. By aligning personal values with societal needs, we

empower students to contribute positively to both their growth and the welfare of the community.

Through its comprehensive approach, VOW is dedicated to preparing individuals not just for professional success but for meaningful and ethical participation in the global workforce.

Programs

I. Be the Change - Service Learning Program

Certificate of Achievement Service Learning for Leadership and Career Development

Course Duration - 6 months

Course Overview -

This curriculum integrates leadership and career development principles with the experiential learning approach of service learning. The program encourages students to apply leadership skills in real-world settings through community service, fostering personal growth, and preparing them for successful careers with a strong sense of social responsibility, teamwork, work ethics and self-awareness. The Career Guidance Unit of the University of Sri Jayewardenepura and Inspire Village, Thalawa offer this certificate course, specifically designed for students to engage in community service in different settings (rural and urban), putting theory into practice and reflecting on gaining a deeper understanding of the interconnectedness of the world we live in.

II. International Conference on Living Values Education - ICLVE

The International Conference on Living Values Education (ICLVE) is a premier global event dedicated to exploring and advancing values-based education. Bringing together educators, policymakers, and thought leaders, ICLVE focuses on integrating core values into teaching practices and curricula. The conference aims to showcase innovative approaches, share research findings, and foster collaborative efforts to enhance educational outcomes through the promotion of ethical and value-centered learning environments.

III. World Mental Health Day – INSPIRA

Inspira is an annual program at the university dedicated to enhancing mental health literacy among undergraduates. Through workshops, seminars, and interactive sessions, Inspira provides students with essential tools and knowledge to understand, manage, and improve their mental well-being. The program aims to create a supportive environment, reduce stigma around mental health issues, and empower students to seek help and build resilience. Inspira fosters a culture of openness and support within the university community.

IV. Tune In - Active Listening Training Program (05 days)

Tune In is a 5-day active listening training program designed to enhance university students' basic counselling skills. It focuses on improving their ability to understand peers' mental health issues, practice effective listening, and make appropriate referrals. The program equips students with essential skills to offer meaningful support and guidance.

V. Sign Language Training - 05 days

The 5-day Sign Language Training program is designed to cultivate professional interest in working with individuals with disabilities. It enhances empathy and communication skills while opening up new job opportunities in a growing market. Participants gain practical sign language skills, improving their ability to connect with and support the disability community.

06. Startup Hub

The Startup Hub is a newly established society dedicated to aspiring entrepreneurs, providing them with the skills and mindset needed to navigate an ever-changing business environment successfully. Through programs like Success Mindset, students gain essential entrepreneurial skills, while initiatives such as Kadamandiya offer a vibrant annual platform for USJ entrepreneurs to showcase their products and connect with buyers and customers. Additionally, the Future Founders Forum fosters innovation, the Green Gifts Project promotes sustainable entrepreneurship, and the Cafeteria Project encourages hands-on business experience. The Tradexpert Program educates students on exporting products, while Diriya, an annual CSR initiative, provides financial assistance to students in need. With a range of tailored programs, the Startup Hub empowers young individuals worldwide to transform their ambitions into reality, guiding them from the fundamentals of business ideation to the successful launch of their ventures.

Japura Rover Scout Crew

For Rover Scouts, personal development is a key part of their adventures. Rover Scouts may volunteer regularly at a food bank, assist with organizing and running their group's All-Section camp, or they might organize a rappelling adventure or a multi-day portage paddling excursion for undergraduates by the National Rover Scout Association with the collaboration of the Career Guidance Unit.

Counselling Services

We provide psychological counselling services with professional counsellors who take a holistic approach. We believe that integrating the mind, body, and spirit is essential for a healthy and productive student life. We are committed to safeguarding the con□dentiality of all your information.

Career Guidance Unit – Staff

Academic Staff Details

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Director - Career Guidance Unit

Academic Supportive Staff Information

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Career Guidance Counselor
04. Mrs. Shashika Niroshani
Career Guidance Counselor

Non- Academic Staff

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

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

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

4.1.1 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 first 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.	Bachelor of Science Honours in Business Information Systems	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.	Bachelor of Commerce Honours	
3.	Bachelor of Science Honours in Real Estate Management and Valuation	
4.	Bachelor of Science Honours in Management and Public Policy	
5.	Bachelor of Science Honours in Accounting	Students are firstly selected to the FMSC under the heading of 'Management' and thereafter, in the year one, first semester of the common programme, the students are selected to these programmes based on criteria given in page 240.
6.	Bachelor of Science Honours in Business Administration	
7.	Bachelor of Science Honours in Business Administration (Business Economics)	
8.	Bachelor of Science Honours in Operations and Technology Management	
9.	Bachelor of Science Honours in Finance	
10.	Bachelor of Science Honours in Entrepreneurship	
11.	Bachelor of Science Honours in Human Resource Management	
12.	Bachelor of Science Honours in Marketing Management	

Criteria for Selection

The procedure followed in the selection of the students to the degree programmes from 5 to 12 in Table 4.1.1. are as follows:

Department 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.

District Quota for each Department

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 for each degree programme. District quota for each department will be decided considering the number of students selected from each district. After deciding the maximum student quota available for each department and the district quota for each department, students will be selected to the respective degree programmes based on the following criteria.

Z-Score of the Student

The Z-score obtained by the students at the G.C.E. (Advanced Level) examination will be considered as a basis for allocating them to respective degree programmes.

Preference of the Student

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

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

No:	Degree Programme	Maximum Number of Students Allocated
Number of Students allocated by the FMSC from the Management Common Programme		
1.	Bachelor of Science Honours in Accounting	225
2.	Bachelor of Science Honours in Business Administration in Business Economics	100
3.	Bachelor of Science Honours in Business Administration	210
4.	Bachelor of Science Honours in Operations and Technology Management	75
5.	Bachelor of Science Honours in Entrepreneurship	40
6.	Bachelor of Science Honours in Finance	175
7.	Bachelor of Science Honours in Human Resource Management	50
8.	Bachelor of Science Honours in Marketing Management	100
Number of Students directly allocated by the UGC for Specialized Windows		
9.	Bachelor of Science Honours in Business Information Systems	80
10.	Bachelor of Commerce Honours	125
11.	Bachelor of Science Honours in Real Estate Management and Valuation	70
12.	Bachelor of Science Honours in Management and Public Policy	100

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.

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

Any exceptions to the above shall be approved by the Faculty Board and the Senate.

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	Grade	Grade Point
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

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

$$GPA = \frac{\sum_{i=1}^{N} (Credit\ Hours)_i \ X\ (Grade\ \ Point)_i}{\sum_{i=1}^{N} (Credit\ Hours)_i}$$

where, i = course number, and N = the total number of courses considered

The maximum possible GPA is 4.00 while the minimum is 0. Table 4.2.3 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the degree programme.

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
Total		15		42.00

GPA = Total number of Grade Point Values Earned / Total number of Credit Hours = 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

University of Sri Jayewardenepura
Faculty of Management Studies and Commerce

<Degree Programme>
Examination Result Sheet - < Year I/ II/ III/ IV>

Full Name	
Registration Number	
Index Number	

Semester I (Month/Year)

Course Code	Course Title	No. of Credits	Grade Obtained
BUS 1340	Principles of Management	3	
DSC 1340	Business Mathematics	3	
ITC 1340	Introduction to Information Technology	3	
PUB 1270	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	

Semester II (Month/Year)

Course Code	Course Title	No. of Credits	Grade Obtained
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	

Grade Point Average : **<PASS/ FAIL/ HOLD/ MCHOLD/ DFR>**

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

Grading System

Range of Marks	Grade	Grade Points	Range of Marks	Grade	Grade Points
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

Note: MC - Medical, AB - Absent, INC – Incomplete, P - Pass, F - Fail

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 he/she 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, the following procedure shall be applied in determining the result of that student.

i. Completed the minimum number of semester hours prescribed for the relevant degree programme

ii. If a student has achieved overall GPA of 2.00 or above with not more than one Absent (AB) grade he/she shall be awarded without considering the requirements for graduation given above. In calculating overall GPA, 0.00 grade point value should be assigned to the absent (AB) course unit of the student.

iii. 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

4.4 Special Note

Under unavoidable circumstances, alternative arrangements will be made to conduct examinations according to the guidelines approved by the Senate of the University from time to time. Such guidelines and notices will be made available in the FMSC Examination Website accordingly.

5 RESEARCH CULTURE

Section 5
Research Culture

5.1 Overview

The FMSC is aware of the role it has to play contributing to the body of knowledge by means of engaging in both pure and applied research. Such research engagements will enable the academics to enrich teaching and learning activities while publishing papers in national and international refereed journals. It would also enable the university to reach greater heights especially in the global arena. The FMSC also maintains 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.

5.2 Research Center for Management Studies and Commerce (RCMSC)

The Research Center for Management Studies and Commerce (RCMSC) was established in the faculty to enhance management-related research work. The Research Center promotes research by addressing academic issues in the field of management while taking steps to develop the research skills of academics. It also aims to establish strong links between the FMSC and the industry and other faculties in terms of research. Consequently, the center provides opportunities for multidisciplinary and industry research in a variety of research projects in the field. It also offers a unique opportunity for postgraduate research candidates, faculty from visiting institutions, or post-doctoral students to further their studies and engage in collaborative research efforts with the faculty at their request.

Main Objectives of the Center:

a. To promote and facilitate the development of new research initiatives and to enhance broad-based and collaborative research efforts through single or multi-disciplinary fields.

b. To establish strong links between the FMSC and the industry in terms of research.

Ancillary Objectives:

c. To self-generate funds through direct grants and related programs, workshops, etc., and benefit researchers, FMSC, and the University.

d. To contribute actively to the economic development of the country.

The Faculty Research Committee (FRC) will be the Board of RCMSC. 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 A D Nuwan Gunarathne is currently working as the Director of the Faculty Research Center for two years, while Professor Dinoka Perera is serving as the Secretary to the Faculty Research Center by the FMSC.

Dr A D Nuwan Gunarathne
Director - The RCMSC
nuwan@sjp.ac.lk

Professor Dinoka Perera
Secretary - The RCMSC
dinokagnp@sjp.ac.lk

Research Center for Management Studies and Commerce (RCMSC)
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Phone:(94) 11-2758000:
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- Economics, Trade and Commerce - Dr. P. P. Lalanie
- Entrepreneurship and Business Creation - Professor R. N. Weerasinghe
- Finance, Financial Markets and Institutions - Professor A. G. C. Gunathilaka
- Human Resource Management and Organizational Behavior - Dr. N. W. K. D. K. Dayaratna
- Indigenous Knowledge and Sustainable Development - Professor U. Anura Kumara
- Information Technology and Information Systems - Dr. K. S. L. Gunawardane
- Innovation, Operations & Quality and Information Management - Dr. C..W. Chathurani Silva
- Marketing - Dr. J. W. D .Chaminda
- Public Policy and Governance - Professor M. H. A. Sisira Kumara
- Real Estate and Property Development - Dr. N. C. Wickramrachchi

5.3 Other Research Centres, Clusters and Initiatives

Research Centre for Finance (RCF)

A Research Centre for Department of Finance was established with the intention of fostering finance related research work at the Faculty of Management Studies and Commerce. It facilitates to conduct research on academic and national issues related to Finance, enables the Department to forge links with the industry, promotes postgraduate and post-doctoral level research, and encourage visiting scholars to collaborate in research pursuits with the Department.

Director:
Professor K. L .W. Perera
Professor
Department of Finance
E-mail: rcf@sjp.ac.lk

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.

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 Centre for Business & Society (RCBS)

The Department of Business Administration recently established the Research Centre for Business & Society (RCBS) giving more formality to the three research clusters of the Department—namely, the Cluster for Organisation & Society (COS), the Cluster for Leadership & Strategy (CLaS), and the Cluster for Knowledge Management & Business Innovation (CKMBI)—under which the Department organises its research activities. RCBS provides a scholarly platform for local and global researchers as well as the members of the Department to share their ideas and work.

Director:
Professor Rupika Senadheera
Contact: rupika@sjp.ac.lk

Details of the three research clusters operating under RCBS are as follows.

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) Organisationand 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.

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.

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.

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 continues 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 orga nizations
- 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.

Director:

Senior Professor R. Lalitha S. Fernando
Senior Professor and Chair in Public Administration,
Department of Public Administration

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:

Professor M. A. K. Sriyalatha
Professor
Department of Business Economics
E-mail: rcbeds@sjp.ac.lk

5.4 International Conference on Business Management (ICBM)

The International Conference on Business Management (ICBM), held annually since 1999, is a landmark event in the Faculty of Management Studies and Commerce (FMSC) academic calendar. It serves as a vital platform for academics, researchers, practitioners, and industry experts to exchange knowledge, share insights, and address emerging challenges and opportunities within academic and business communities.

The 22nd ICBM, scheduled from 16th to 20th February 2026, will focus on the theme "Inclusive and Responsible Management for a Circular and Digital Future". This year's conference will feature six key events: the Main Conference, the Higher Degree by Research (HDR) Pitching Competition, the PhD Colloquium, the Business Forum and Case Study Book Publication, the Undergraduate Research Day (URD), and Pre-conference Workshops. The Main Conference includes eleven tracks related to the theme, offering opportunities for researchers to refine their work through rigorous peer reviews and constructive feedback. The HDR Pitching Competition fosters research excellence among Higher Degree by Research candidates, while the PhD Colloquium provides an exclusive platform for doctoral students

to present their research progress and receive expert guidance to strengthen their scholarly contributions. The Business Forum and Case Study Book Publication serve as avenues for integrating industry perspectives into academic discourse, featuring an anchor speech and a panel discussion with distinguished panellists. Complementing these initiatives, the Undergraduate Research Day (URD) highlights exemplary undergraduate research, enabling students to share their insights with a wider audience. Additionally, three Pre-conference Workshops will focus on critical areas aligned with the conference theme, enhancing the knowledge and skills of academics and scholars.

For further details on ICBM 2026, visit 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 annual Faculty Research Session. This has become an internal forum for FMSC academics to share their research findings, initiate a continuous dialogue on research among the academic staff, and provide an opportunity for young academics to present their work.

5.6 Research Conferences Organized by Departments

Department of Business Administration

The Department of Business Administration annually organises its Undergraduate Research Day with the intention of opening up a forum for undergraduates to be part of the knowledge creation and dissemination process. Each year, the third year and final year undergraduates of the Department present their research ideas and/or work on a wide range of topics in the area of Management and Organisation Studies. This enables the presenters to receive constructive feedback to their research ideas and/or work while providing an opportunity for the junior undergraduates to gain insights that will support their own research efforts in the years ahead.

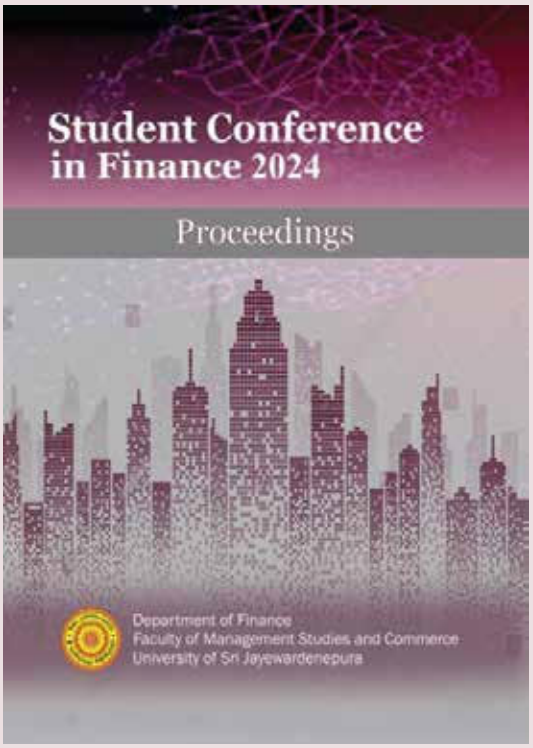
Department of Decision Sciences

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 the only forum in the country opened to share knowledge and experience in the -eld of Real Estate Management and Valuation. With the experience of two successful symposiums, the department had started to organize the 1st real estate conference as an International Forum in 2017. The Department completed its 5th international conference under the broader theme of Smart Real Estate; Unmet society economics need in the year 2021.

Department of Finance



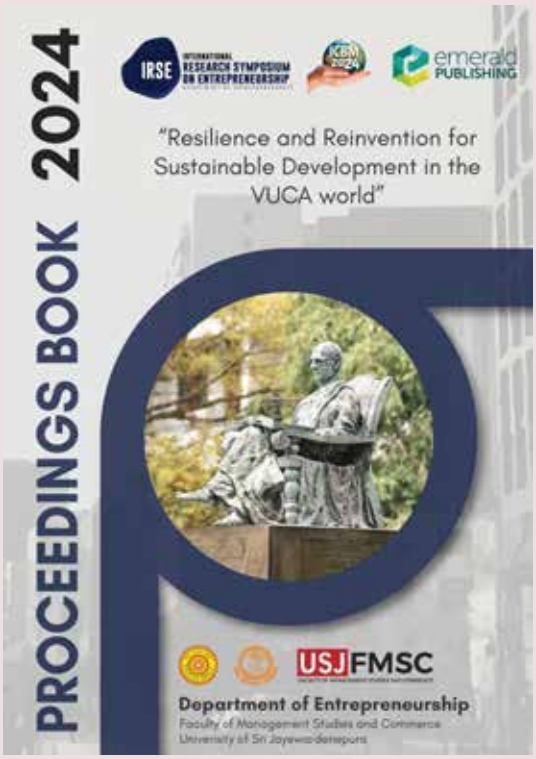
Student Conference in Finance (SCF) organized by the Department of Finance was initiated in 2017. Since then, it has become an annual event of the department. It provides a platform for the final year undergraduates to present their research findings to a panel of intellectuals and receive detailed constructive feedback for further improvement. This also provides them with the opportunity to embark on their publication journey.

Furthermore, the Department of Finance has always recognized the importance of students undertaking research. Thus, this initiative allows students to develop an interest in research by using this as a means of rewarding them for taking up the challenge of conducting a research study.

Department of Public Administration

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. Extended abstracts are published in the conference proceedings.

Department of Entrepreneurship



Research day is organized by the Department of Entrepreneurship annually since year 2018 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, as at the year 2024, DoE has organized the event for five consecutive years under various timely themes. Thereby DoE was able to raise the standard of its research conference extending to a higher level and was thus is currently organized as "International Research Symposium in Entrepreneurship (IRSE)" while the proceedings book is registered under ISSN 2719-2512.

Department of Marketing Management

Launched in 2018, the Marketing Insights: Undergraduate Research Symposium is an annual event organized by the Department of Marketing Management. This symposium aims to provide a platform for undergraduate students to showcase their research capabilities. The selected studies featured in the symposium are comprehensive investigations addressing current and critical real-world issues. These studies are grounded in theoretical frameworks and offer practical recommendations for the corporate sector and policymakers, utilizing diverse research methodologies.The symposium's proceedings are officially registered under ISSN 2659-2142

Department of Commerce

The Department of Commerce organizes the Commerce Research Symposium for the undergraduates of the Department annually. The main intention behind this event is to encourage undergraduates to actively engage on research activities while creating a platform for the students to share novel, original and innovative knowledge among the academic community. The extended abstracts/abstracts are extracted from the undergraduates' research projects which have been completed as a partial requirement of Dissertation (COM 4673) to the Proceedings of the Symposium. The symposium includes presentations from students across a wide range of disciplines in Management being mentored by the Lecturers of the Department and visiting lecturers. With the unleash of the research symposium the department have been able to revive the research culture enriched with the best mentors where the department is equipped with elite panel of lecturers committed to empower researchers to produce best work. The department has also understood the importance of professional development in nurturing undergraduates for the future needs and has signed several significant MoUs with distinguished organizations in the corporate sector. These mutual understandings with the corporate sector have provided the department with the opportunity to conduct research with professionals analyzing the market needs and finding solutions for challenges they face as a service offered by the department agreed through the MoU signings. Our quest is to create a positive research culture contributing to a sustainable future.

The Department maintains a research library and online repository of which assist the undergraduates of the Department engaged in Research activities and has been an additional facility provided for the students to focus better on their Dissertation which is a compulsory course offered by the Department in the final year. The library consists of the Symposium proceedings of the Department, Teacher-student publications over the years further enriching the research culture of the Department.

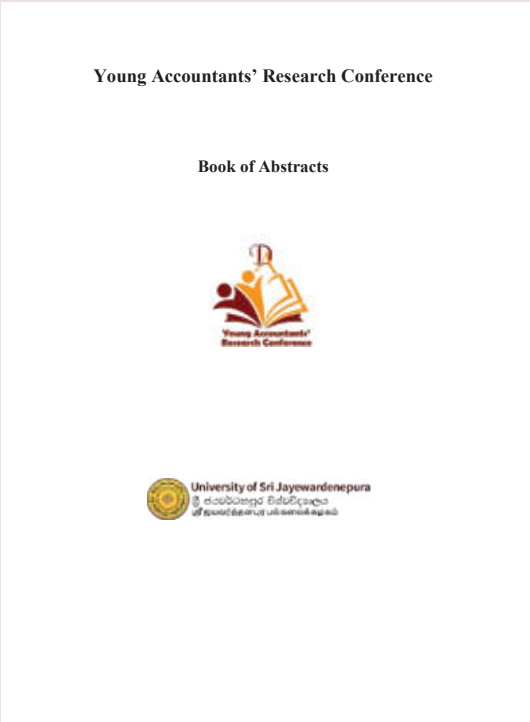
Annual Conference on Business Economics (ACBE)

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.

The Department of Accounting



The Young Accountants' Research Conference (YARC) was inaugurated in 2020 by the Department of Accounting, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura with the intention of inculcating a conducive research culture among the undergraduates of the Department. Accordingly, the primary objective of this Conference is to encourage undergraduates to engage in research and to disseminate their research findings among academia and the industry. Young Accountants present their researches In YARC 2025, 27 young accountants presented their research under four sessions: Session 1 – Corporate Reporting, Session 2 – Corporate Governance and Auditing & Assurance, Session 3 – Sustainability Management and Reporting, and Session 4 – Technology and Innovation in Accounting. A separate session was also held on Accounting Education and Professional Development.

5.7 Research Journals and Proceedings

Journal of Business Research and Insights (JBRI)

The Faculty of Management Studies and Commerce (FMSC) at the University of Sri Jayewardenepura (USJ), Sri Lanka, publishes the Journal of Business Research and Insights (JBRI), a double-blind peer-reviewed indexed journal issued bi-annually. JBRI serves as a platform for disseminating high-quality research, fostering knowledge sharing among academics, professionals, and other stakeholders in the fields of business management and related disciplines.

Originally launched in 2002 as the Vidyodaya Journal of Management Science (VJMS), the journal underwent significant transformations over the years. In 2015, it was rebranded as the Vidyodaya Journal of Management (VJM), reflecting a broader scope. Most recently, in 2024, the journal was relaunched as JBRI to address the need for a more specialized focus. This change was driven by the recognition that the term

"Management" had become overly expansive, encompassing diverse fields such as Medical Sciences, Technology, Engineering, Allied Health Sciences, Urban and Aquatic Bioresources, and Computing Management. By rebranding, JBRI aims to provide a dedicated platform for business-centric research and insights, fostering a more targeted approach to knowledge dissemination.

FMSC, the pioneer of management education within Sri Lanka's university system, boasts a distinguished history spanning over six decades. Its commitment to research underscores its role as a leader in management education, not only in Sri Lanka but across South Asia. Through JBRI, the Faculty continues to promote innovation and intellectual exploration, inviting researchers to contribute their exceptional work in business management and other related fields.

Co-Editors in Chief
Professor Nishani Wickramaarachchi
Dr. Dinesha Siriwardhane

Assistant Co-Editors
Dr. Sampath Kongahawatte
Dr. Sachithra Somasiri

Web: https://mgt.sjp.ac.lk/research/journals/journal-of-business-research-and insights-jbri/
Email: jbri@sjp.ac.lk

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.

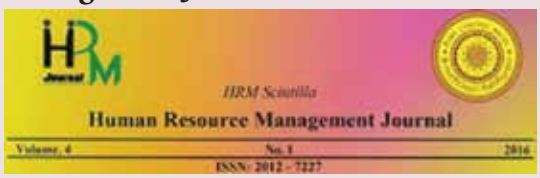
Sri Lankan Journal of Human Resource Management

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.

Journal of Real Estate Studies

The Journal of Real Estate Studies (JRES), formerly known as the Sri Lankan Journal of Real Estate (SLJRE), is a prestigious indexed academic journal published biannually by the Centre for Real Estate Studies (CRES) under the Department of Estate Management and Valuation at the University of Sri Jayewardenepura, Sri Lanka. Transitioning to its new title from Volume 20 Issue 01 (January 2023), JRES has

expanded its reach and relevance in the global real estate research community.

Dedicated to advancing scholarly discourse, the journal focuses on publishing original contributions to the field of real estate from researchers worldwide. Each article undergoes a rigorous blind peer-review process to ensure quality and integrity. JRES issues are released in January and June each year, featuring a wide array of topics that bridge theoretical insights and practical applications in real estate.

Indexed in the EBSCOhost databases, JRES is a valuable resource for academics, practitioners, and policymakers seeking to engage with cutting-edge research in real estate studies.

http://journals.sjp.ac.lk/index.php/SLJRE

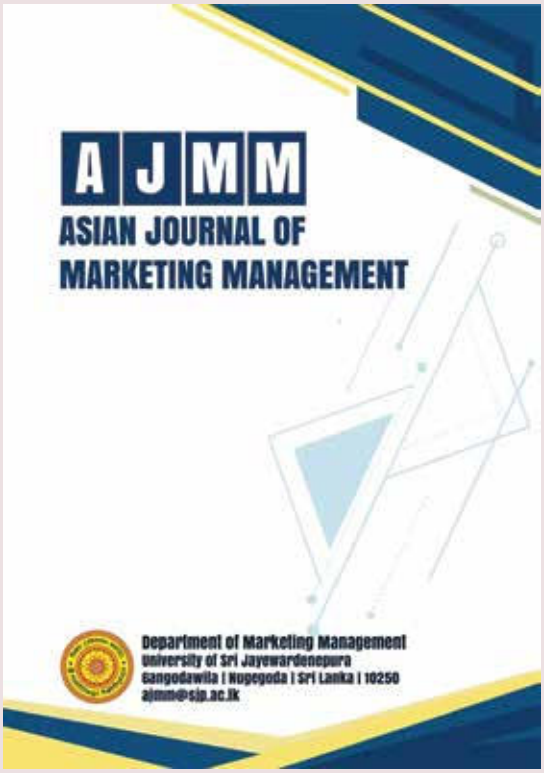
JCPAD
Journal of Contemporary Perspectives in Accounting & Digitalization
Department of Accounting
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura, Sri Lanka

The Journal of Contemporary Perspectives in Accounting and Digitalization (JCPAD), formerly the Journal of Accounting Panorama, is a double-blind peer-reviewed journal focusing on accounting and related fields, published by the Department of Accounting, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. JCPAD serves as a platform for the publication of articles spanning accounting, corporate governance, sustainability, auditing & assurance, taxation, accounting information systems, digitalization, accounting education, and related disciplines at the local, regional, and global levels. The journal's primary objective is to create a platform for instigating intellectual debates among researchers and scholars in the aforementioned fields, contributing to the creation of new knowledge. JCPAD has successfully published eight volumes by the end of 2025, underscoring its commitment to advancing scholarly discourse. For more information about JCPAD, please visit https://mgt.sjp.ac.lk/acc/research/jcpad

Sri Lanka Journal of Entrepreneurship

SLJE is the official scientific journal which is published biannually, by the Department of Entrepreneurship, FMSC, USJ. It publishes original papers of high quality, documenting fresh grounds being explored, new methodologies being employed, conceptual discoveries being made, or innovative experiments being attempted with a view of expanding knowledge and insight in the field of entrepreneurship. The journal also welcomes international, cross-cultural and comparative academic research in entrepreneurship. The department and editorial board reserve the right to determine the format and the style of the journal. Each prospective article is referred through a double-blind process. The department will commit to publishing original contributions to the field of entrepreneurship by respective authors. More details on publication can be obtained through : https://mgt.sjp.ac.lk/ent/sri-lankan-journal-of-entrepreneurship/

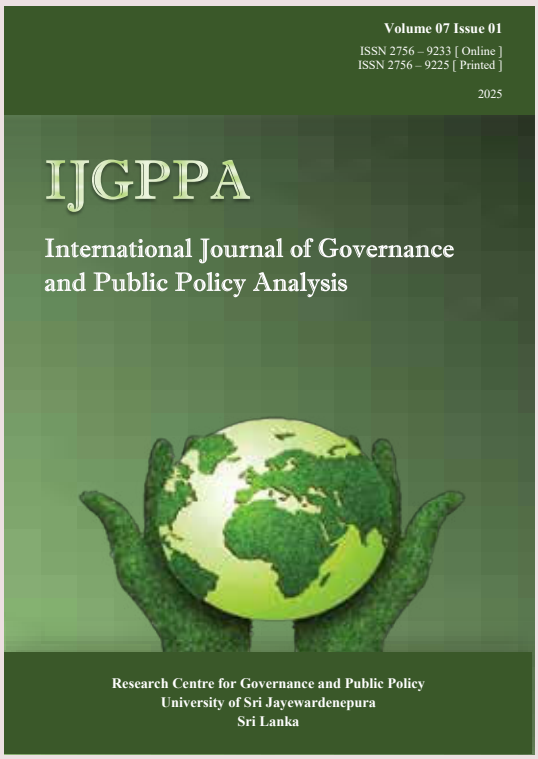
The Asian Journal of Marketing Management (AJMM)



The Asian Journal of Marketing Management (AJMM) is a bi-annual, peer-reviewed academic journal published by the Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. Its inaugural issue was released in January 2022. AJMM welcomes a diverse range of submissions, including conceptual papers, empirical studies, review articles, and action-research-based papers. Since 2024, the journal has been indexed in the EBSCOhost database, enhancing its visibility and accessibility to a global academic audience.

The Scope of the journal covers: Consumer behavior, Distribution and marketing networks, International marketing, Marketing Analytics, Marketing communication, Methodology and meta-theory of marketing research, Product and Brand Management, Sales management and retailing, Services marketing, Strategic marketing, Sustainability in marketing, Technology and innovation in marketing, and any research finding in the discipline of Marketing.

International Journal of Governance and Public Policy Analysis (IJGPPA)



This journal is published by the Research Centre for Governance and Public Policy of the Department of Public Administration. It aims to advance the frontiers of discipline by generating and disseminating knowledge, and by identifying, encouraging, and exchanging ideas on public policies. The journal serves as a platform to foster collaboration among public administrators, policymakers, government agencies, the non-government sector, and academics to achieve meaningful results in the empirical world. Since 2023, it has been indexed in the EBSCO Political Science Complete database. Further details about the journal are available at: https://journals.sjp.ac.lk/index.php/ijgppa.

Asian Finance Review (AFR)

The Asian Finance Review (AFR) is a bi-annual, peer-reviewed journal published by the Department of Finance. The primary objective of AFR is to contribute to the advancement of knowledge in the fields of Finance and Economics by serving as a platform for the dissemination of high-quality research. The AFR welcomes contributions from both local and international academics, professionals, and students. Research encompassing the broader subject area of "Finance and Economics" will be carefully considered for publication in the journal. For more information about AFR, please visit https://mgt.sjp.ac.lk/fin/research/journals/

6

POSTGRADUATE COURSES

Section 6
Postgraduate Courses

This section presents an overview of postgraduate courses conducted by the FMSC.

The University of Sri Jayewardenepura has been providing postgraduate education in the field of Management for over 50 years. The Postgraduate Centre for Business Studies (PCBS) was established at the Faculty of Management Studies and Commerce (FMSC) with the objective of offering all postgraduate taught management programmes previously offered by the Faculty of Graduate Studies. Currently, the PCBS offers the following degree programmes.

- MBA/MSc. in Management
- Postgraduate Diploma in Applied Finance
- MSc. in Applied Finance
- Postgraduate Diploma in Real Estate Management and Valuation
- MSc. in Real Estate Management and Valuation
- Postgraduate Diploma in Entrepreneurship
- Master's in Entrepreneurship
- MSc in Waste Management and Cirular Economy
- Master of Professional Accounting
- Master of Business Economics
- MSc in Business Economics
- Master of Public Management
- MSc in Public Policy and Management
- Master of Commerce
- Master of Marketing
- Master of Science in Marketing

The PCBS is responsible for all the Postgraduate taught Programmes (SLQF level 8,9 and 10) of the FMSC. The PCBS operates under the guidance of the Board of Study in Business Studies of the FMSC. Furthermore, PCBS is in charge of ensuring the quality of all programmes under its purview.

The PCBS serves nearly 600 students enrolled in the aforementioned postgraduate programmes. Since its inception in 2019, the PCBS has been the FMSC's most sustainable unit, contributing to the Faculty's academic excellence in taught postgraduate programmes while also significantly contributing to the Faculty's human resources and infrastructure development.

Contact information:

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Senior Assistant Registrar, Faculty of Management Studies and Commerce

6.1 Master of Business Administration (MBA)/ M.Sc. in Management (M.Sc.) Degree programmes

The New Master of Business Administration (MBA) and the Master of Science in Management (Sri Lanka Qualification Framework level 10), introduced in 2024, are two-year full-time postgraduate degree programs offered by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. The programs offer an option for a Postgraduate Diploma in Management (PGDM/Sri Lanka Qualification Framework level 08).

The New MBA and M.Sc. programs are designed for private and public sector professionals seeking an up-to-date package of knowledge with the right balance of skill development and attitudinal transformation. These courses blend management theories and practices to enhance both the personal and professional growth of

participants, preparing them for challenges in today's complex and rapidly changing corporate environment.

The main purpose of the MBA/M.Sc. programs is to produce future business leaders who are flexible, adaptable, creative, and prepared to face any challenge and uncertainty in the highly competitive business world.

The key benefits of the MBA and M.Sc. programs include enhancing career prospects for professionals in management and related fields, serving as an entry-level qualification for advanced academic studies such as M.Phil./PhD, supporting career progression in both public and private sectors, and providing opportunities for exemptions to expedite completion of international professional programs. These programs are among the most sought-after postgraduate qualifications in Sri Lanka due to their distinctive features, including on-time completion, an updated curriculum, advanced teaching methods such as blended learning, skills development programs, foreign tours, industry visits, local and international workshops, and an expert panel of lecturers.

Participants in the MBA and M.Sc. programs must earn a minimum of 60 credits over two years to graduate. These programs begin with foundational courses, advancing to more integrative courses in both general and specialized study areas, followed by a project, research, or thesis. First-year courses are common to all participants, and after completing the first year, students (other than those in the general MBA program) can choose a preferred specialization such as Accounting, Finance, Business Analytics, Digital Transformation, Human Resource Management, Logistics & Supply Chain Management, or Marketing. The M.Sc. program in Management includes a compulsory thesis with 21 credits. The medium of instruction for these programs is English.

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6.2 M.Sc. in Applied Finance and Postgraduate Diploma in Applied Finance

M.Sc. Degree and Postgraduate Diploma (PGD) in Applied Finance are practitioner and career-oriented programmes ives, and professionals in the discipline of finance. The programme sets the foundation for a successful career in finance which may include opportunities in a wide variety of industries from insurance, banking, financial services, government departments, corporate and industrial sectors, business, and stock brokering. The main objective of these programmes is to produce graduates with sound knowledge of Applied Finance. Upon successful completion, the graduates will be able to: identify, analyse, interpret, and critically assess financial problems and demonstrate a comprehensive understanding of the fundamental principles of finance Analyse the global trends in finance, risks, and challenges of ¬financial management and markets and make optimum investment and -finance decisions; Apply the techniques necessary to analyze and interpret data in financial practice and investments; Solve problems in corporate finance and financial markets, including those involving derivative assets and the operation of the markets; Make optimum corporate finance decisions and apply finance strategies in financial markets; Conduct research, generate new knowledge, and contribute the society by dissemination of knowledge.

The programme of study includes two years. The first year consists of nine courses including electives. Each course carries three or four credit hours per week and fifteen sessions in a semester. Upon completion of the first year the student may proceed to the M.Sc. in Applied Finance Degree Programme or obtain the Postgraduate Diploma in Applied Finance. In the second year, the M.Sc. in Applied Finance Degree Programme consists of six courses in the first two terms. In the third term student have the option of submitting the dissertation or studying for four-credit courses. Those who select a dissertation the option should complete the dissertation within five months period. On successful completion of both years, the student is awarded M.Sc. in Applied Finance Degree.

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6.3 M.Sc. /Postgraduate Diploma 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 programmes offered by the Department of Estate Management and Valuation. 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 programme consists with course-work and a Special Project Report.

The M.Sc. in Real Estate Management and Valuation programme is accredited by the globally renowned professional body; Royal Institution of Chartered Surveyors (RICS) for delivering the highest standards in real estate education. After completing M.Sc degree, it enables graduates to obtain an international postgraduate qualification and a pathway to be a member of the RICS.

Contact Details:

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Professor in Real Estate Management and Valuation
Programme Coordinator
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6.4 Master`s in Entrepreneurship

Master's in Entrepreneurship (MEntr) is designed for students who are either interested in becoming a globally competent entrepreneur or as 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. The main aim of this programme is to persuade to start own business by transforming creative and innovative business ideas into commercially viable business.

Additionally, the programme intends to achieve the objectives of launching and growing innovative enterprises, successfully commercializing new or improved products and services, leading and managing organizations for growth and development,

revitalizing the stagnating organizations through innovations, developing the know-how in obtaining funding, acquiring business acumen and skills in leading businesses and achieving financial independence. 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 programme ensures possibility of matching the graduates with top positions of any organization worldwide. The course units offered in the MEntr can be viewed using the below mentioned web link.

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For further details: Web:
http://mgt.sjp.ac.lk/ent/programs/master-of-entrepreneurship/

6.5 MSc in Waste Management and Circular Economy

The world is rapidly transitioning from linear models of consumption, where products are made, used, and discarded, to more sustainable circular models that prioritize resource efficiency, waste minimization, and environmental preservation. As countries and industries recognize the importance of a circular economy, the demand for professionals equipped with expertise in waste management and circular economy principles has never been higher. Our MSc in Waste Management and Circular Economy is designed to meet this need, providing students with the skills and knowledge to lead in this critical, evolving field.

Waste management and the circular economy are at the forefront of the fight against environmental degradation and climate change. Traditional waste disposal practices, such as landfilling and incineration, contribute to pollution and the loss of valuable resources. In contrast, circular economy principles aim to "close the loop," encouraging the re-use, repair, and recycling of materials. This program equips students to understand, innovate, and implement sustainable practices that reduce waste and promote the efficient use of resources across industries and communities.

Program Overview

Our MSc in Waste Management and Circular Economy is a multidisciplinary program that combines elements of environmental science, engineering, economics, and policy analysis. This broad-based approach allows graduates to tackle waste challenges from multiple perspectives, equipping them with practical skills and strategic insights needed for impactful careers in industry, government, and research.

Key areas of study include:

- **Waste Reduction and Management:** Understanding the various waste streams, strategies for waste minimization, and safe disposal practices.
- **Resource Efficiency and Recovery:** Exploring methods to recover resources from waste and enhance material lifecycle efficiency.
- **Sustainable Design and Innovation:** Focusing on eco-design, sustainable manufacturing, and the development of products that are built to last and designed for easy recycling.
- **Circular Economy Principles:** A deep dive into the foundational principles of a circular economy, including closed-loop systems, resource recovery, and sustainable supply chain management.
- **Environmental Policies and Regulations:** Examining local and global policies, regulatory frameworks, and incentives that drive waste management and circular economy initiatives.

Learning Outcomes

Upon completing this program, graduates will:

1. Develop expertise in identifying, assessing, and managing waste, with a strong foundation in waste reduction techniques and resource recovery.
2. Gain the skills to implement circular economy practices in various sectors, helping organizations transition from linear to circular models.
3. Be adept at designing and applying sustainable solutions to reduce environmental impact across different industries.
4. Be well-versed in the regulatory landscape of waste management and the circular economy, both locally and internationally.
5. Be prepared for leadership roles in environmental consulting, policy-making, corporate sustainability, and research, among other areas.

Career Prospects

Graduates from this program are well-positioned to step into high-demand roles across diverse sectors. They may find career opportunities as sustainability consultants, waste management specialists, circular economy strategists, policy advisors, or environmental scientists. Additionally, the MSc prepares students for doctoral studies and academic careers, empowering them to contribute to groundbreaking research and innovations in sustainability.

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6.6 Master of Professional Accounting (MPAcc) Degree Programme

The Master of Professional Accounting (MPAcc) is a one-year postgraduate degree programme (Sri Lanka Qualification Framework level 9) launched by the Department of Accounting of FMSC, which is a postgraduate Degree Programme that 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 the 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 programmes 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. This programme was launched in October 2016.

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6.7 Master of Business Economics (MBEc)

The Master of Business Economics (MBEc) is a one-year postgraduate degree program aligned with Level 9 of the Sri Lanka Qualifications Framework (SLQF). The program is designed to equip graduates with a comprehensive theoretical foundation in the field of Business Economics, emphasizing its application in business decision-making and public policy formulation.

Graduates of this program are expected to demonstrate a deep understanding of the core theoretical principles of Business Economics and the ability to effectively apply practical knowledge and skills in collecting, analyzing, and interpreting data relevant to economic and managerial decision-making. Furthermore, the program prepares students to conduct independent research, addressing complex issues within the domain of Business Economics.
For further details visit:
https://mgt.sjp.ac.lk/bec/postgraduate-degree/master-of-business-economics-mbe/

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6.8 Master of Science in Business Economics (MSc (BEc))

The MSc in Business Economics is a postgraduate program equivalent to Level 10 of the Sri Lanka Qualifications Framework (SLQF). It is specifically designed to benefit professionals from both the corporate and public sectors by enhancing their theoretical and practical knowledge, analytical capabilities, and research competencies. The program's primary objective is to equip candidates with the economic and managerial skills necessary to address the challenges posed by an increasingly complex and dynamic business environment. In addition to guiding corporate and public sector employees in making informed business and policy decisions, the program promotes employability in national and international organizations by providing opportunities to obtain advanced qualifications. It also supports graduates in pursuing doctoral studies, thereby contributing to their academic and professional advancement.

The MSc in Business Economics offers two distinct pathways: the Special Degree and the General Degree. The Special Degree pathway includes four specialization areas: Development Studies (DS), Policy Analysis (PA), Women's Studies (WS), and Banking (BN). This option combines comprehensive coursework with a dissertation, allowing candidates to gain in-depth expertise in their chosen area of focus. The General Degree pathway, on the other hand, consists of coursework, overseas or domestic fieldwork, and a research component, providing candidates with a broader academic and practical experience.

For further information about the program, please visit the course website at https://mgt.sjp.ac.lk/bec/postgraduate-degree/master-of-business-economics-mbe/.

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6.9 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 Degree 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 launched by the Department of Public Administration of FMSC. It is a one-year programme consisting of 30 credits (Sri Lanka Qualification Framework level 9).

The purpose of this programme is to advance the knowledge and enhance the skills and competencies of managerial and administrative officers by familiarizing the fundamental perspectives of public management. It also facilitates sharpening the expertise in managing resources and adopting innovative and effective service delivery mechanisms to improve public sector

productivity with a strong sense of public purpose and integrity. Further, the programme would assist government officers who are anticipating career promotions and career progression. The course is conducted by academics in collaboration with the experts involved in public sector management, policy analysis, and training. Collaborative research will be carried out through the links developed by the university with other government, non-government and private sector entities. Students will be trained to perform effective leadership roles in government, non-government, and international organizations.

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6.10 Master of Science in Public Policy and Management - MSc (PPM)

The Master of Science in Public Policy and Management Program is designed for middle-level managers and policy professionals who are pursuing their careers in the sphere of public policy and management in the government, non-government sectors, and international organizations. The degree is practically oriented and it allows 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, Faculty of Management Studies and Commerce. The MSc (PPM) is a two-year programme consisting of 60 credits (Sri Lanka Qualification Framework level 10).

Rational and effective public policy formulation is considered an integral part of the development process of any country, though not given due recognition in Sri Lanka. Therefore, there is a need to produce competent public policy formulators and policy professionals for the government and non-government sectors. Hence the purpose of this programme is to address those requirements in the country focusing on knowledge advancement and skills development of policy analysts and policy professionals; and strengthening their policy formulation, implementation, and evaluation capabilities. Furthermore, the MSc (PPM) programme motivates the students to achieve career development and if necessary, pursue doctoral studies.

Though the Public Sector in Sri Lanka plays a key role in the development process, existing public policies and level of public sector management is not geared to support the developmental aspirations of the country. Consequently, the public sector service delivery is often the subject of public criticism leading to an erosion of public trust. Hence, this programme is designed to strengthen the policy-oriented capabilities of public sector managers and policy professionals in the government and non-government sectors. In the process of strengthening public service, a wide range of expertise relating to social and scientific understanding, quantitative expertise, and communication skills which are beyond the confines of traditional disciplines are crucial. However, in the present context, there is a vacuum in providing training opportunities that are essential for such skill development. Therefore, this programme is designed to expand the public policy and management-related knowledge base while promoting and advancing attitudinal changes.

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6.11 Master of Commerce ((MCom) Degree

MCom is a two-year postgraduate degree programme (Sri Lanka Qualification Framework level 10) launched by the Department of Commerce of FMSC. MCom Programme aims to develop professionals with specialized skills and applied competencies in theoretical and practical knowledge in diverse areas of commerce to suit the contemporary needs of industry and academia. The programme is providing student centered learning experience supported with enhancing their critical thinking and problem solving skills. It is expected that this programme would immensely benefit many individuals employed in the public and private sector organizations through developing quality postgraduate students to qualify as professionals.

A graduate of MCom degree would be able to understand conventional as well as contemporary areas in the discipline of Commerce, who is well versed in national as well as international trends where he/she possess an in-depth understanding of all the core areas in commerce including Advanced Accounting, Economics, Management, International Trade and Financing, Banking and Assurance, Digital Commerce and Independent Study.

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6.12 Master of Marketing (MMkt)

Master of Marketing programme is tailored for those who need to pursue higher studies in the field of marketing and intend to improve their knowledge, techniques, skills, approaches, models, and philosophies associated with analyzing, formulating, implementing, and controlling marketing strategies and policies for domestic and global markets by creating a synthesis of theoretical knowledge and practical problem-solving skills.

This program combines modules that a professional marketer requires to comprehend better the business, markets, customers, and competition. The industry project aims to provide students with problem-recognition, analytical, and problem-solving abilities that need to think critically and make fact-based correct decisions. Further, it offers professional and personal skills-related courses such as Personality and Skills Development to enhance personal grooming among professional marketers.

The Master of Marketing is a one-year program (30 credits) equivalent to SLQF level 9 qualification. An individual who completes the Master of Marketing offered by the Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, will possess a deep, coherent, and extensive knowledge of marketing and related disciplines coupled with an appreciation of the contribution of research to the discipline, and practical exposure.

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6.13 Master of Science in Marketing (MSc (Mkt)

Master of Science (M.Sc.) in Marketing Programme is tailored for those pursuing higher studies in marketing and intend to improve their knowledge, techniques, skills, approaches, models, and philosophies associated with analyzing, formulating, implementing, and controlling marketing strategies and policies for domestic and global markets. The M.Sc. in Marketing program combines modules that are essentially required for a professional marketer to better comprehend the business, markets, customers, and competition.

The program also gives students independent reflection on research and critical thinking in the field of marketing. Independent research aims at providing students with problem-recognition, analytical, and problem-solving abilities that need to think critically and obtain fact-based, correct decisions.

The M.Sc. in Marketing program consists of two years with four semesters covering a total of **60 credit values** with the 'Dissertation', being equivalent to the **SLQF level 10** qualification. The individual who completes the M.Sc. in Marketing would possess a deep, coherent, and extensive knowledge of marketing and related disciplines coupled with an appreciation of the contribution of research to the discipline, and practical exposure.

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Postgraduate programmes offered by the Faculty of Graduate Studies

In addition to the taught programmes offer by the FMSC, following MPhil programmes and the PhD in Management programme are offered through the Faculty of Graduate Studies.

6.14 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. From 2025 onwards, the MPhil in Business Economics will be eligible for upgrading to the PhD in Business Economics, subject to the successful completion of all coursework and other prescribed prerequisites.

For further details, please visit the course website at https://mgt.sjp.ac.lk/-bec/course/master-of-philosophy-in-business-economics-mphil-bec/

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6.15 Master of Philosophy in Business (MPhil (Business))

The Degree of MPhil (Business), offered by the Department of Business Administration, is a Master's by thesis which is located at the level 11 of Sri Lanka Qualifications Framework. It aims to facilitate students to acquire necessary knowledge and skills that are required to be independent researchers in the field of Business, while developing their self-discipline and confidence. Hence, the Degree of MPhil (Business) opens students up a learner-centred pathway leading to a rigorous research project in Business of which students are required to conduct under the close supervision of academic supervisors appointed by the Department of Business Administration.

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6.16 PhD in Management Programme

Showing the academic orientation, the FMSC commenced the PhD in Management Programme with the intention to enhance boundaries of knowledge creation and dissemination. PhD Programme 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 programme include the development of an indigenous body of knowledge on management practices in Sri Lanka, development of models or frameworks which are more suitable for Sri Lankan organizational management and the promotion of a culture conductive to high-quality research and scientific thinking in the public and private sectors in Sri Lanka. The structure of the programme is as follows:

Year 1	**Semester 1** Course on Research Methodology (Compulsory for all the students.)
	Semester 2 Develop the detailed research proposal with the assistance of the supervisor/s.
Year 2	**Semester 1** Proposal defence.
	Semester 2 Proceed with their research work.
Year 3	**Semester 1** Proceed with their research work.
	Semester 2 Proceed with their research work.

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7

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 BSc in 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 the students who have passed the Advanced Level examination but could not secure an internal placement in a public university, 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

The BSc. Management (Public) General (External) degree programme was introduced in 1997 by the Department of Public Administration of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. All the academic affairs pertaining to the degree programme are carried out by the Department of Public Administration whilst administrative matters are carried out by the External Degree and Extension Courses Unit (EDECU) of the University of Sri Jayewardenepura.

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

The Department of Commerce provides a highly reputed and successful B.Com (General) external degree programme in Sinhala and English mediums. The main intention of carring out the external degree programme is to offer a comprehensive programme of study in Commerce with a wide coverage of related subjects for those who missed the privilege of university education. The programme is a three year general degree which has been designed to be a 90 credit course and thereby it is being complied with Sri Lanka Qualifications Framework (SLQF). Weblink to access the B.Com (General) external degree programme is https://mgt.sjp.ac.lk/com/b-com-general-external-degree/

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7.2 Certificate Courses, Diploma and Advanced Diploma Programmes

A seperate 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.

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7.2.3 Advanced Certificate in Entrepreneurial Business Management – (AC EBM): SLQF 2

AC 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 indivated in Table 7.2.3.1. Hence, AC 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 7.2.3.1. Programme Structure – AC EBM

Course / Subject / Module Name		Credit Value	Hours of Teaching	Notional Hours	Status (Compulsory /Optional)
Semester 1					
ACEBM 1301	Fundamentals in Business Studies	03	45	150	Compulsory
ACEBM 1302	Commerce for Entrepreneurs	03	45	150	Compulsory
ACEBM 1303	Fundamentals in Economics	03	45	150	Compulsory
ACEBM 1304	Financial Accounting Basics	03	45	150	Compulsory
ACEBM 1305	Fundamentals in Entrepreneurship	03	45	150	Compulsory
Semester 2					
ACEBM 2301	Fundamentals in Basics Management	03	45	150	Compulsory
ACEBM 2402	Basic in Micro and Macro Economics	04	60	200	Compulsory
ACEBM 2403	Fundamentals of Accounting	03	45	150	Compulsory
ACEBM 2204	Small Business Management	03	45	150	Compulsory
ACEBM 2205	Business Communication	02	30	100	Compulsory

Those who possess following education qualifications are eligible to apply for this programme:

(a) General Certificate of Education (Ordinary Level) or an equivalent qualification
Or
(b) Completion of NVQF Level 03.

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7.2.4 Diploma in Entrepreneurial Business Management (D EBM) – SLQF 03:

Diploma in Entrepreneurial Business Management (D EBM) intends to give the participants a wide and thorough knowledge relating to the fields of Entrepreneurship and Management as indicated in Table 7.2.4.1. This programme is highly recommended for those who have received a formal education in the field of Business Management.

Table 7.2.4.1: Programme Structure - D EBM

Course / Subject / Module Name		Credit Value	Hours of Teaching	Notional Hours	Status (Compulsory /Optional)
Semester 1					
DEBM 1301	Entrepreneurship and SME	03	45	150	Compulsory
DEBM 1302	Principles of Accounting	03	45	150	Compulsory
DEBM 1303	Introduction to Management	03	45	150	Compulsory
DEBM 1304	Human Resource Management	03	45	150	Compulsory
DEBM 1205	Commerce for Entrepreneurs	02	30	100	Compulsory
DEBM 1106	Professional Skills I	01	15	50	Compulsory
Semester 02					
DEBM 2301	Management Process	03	45	150	Compulsory
DEBM 2302	Marketing Managemen	03	45	150	Compulsory
DEBM 2303	Microeconomics	03	45	150	Compulsory
DEBM 2304	ICT for Entrepreneurs	03	45	150	Compulsory
DEBM 2205	Business Communication	02	30	100	Compulsory
DEBM 2106	Professional Skills II	01	15	50	Compulsory

Those who possess following education qualifications are eligible to apply for this programme:

(a) General Certificate of Education (Advanced Level) or an equivalent qualification, or

(b) A foundation course equivalent to SLQF level 2 after a minimum of 12 years of schooling followed by passing an aptitude test, or

(c) Advanced Certificate in Entrepreneurial Business Management program, USJ, or

(d) Completion of NVQF level 4 or accredited work experience or accredited prior learning followed by a corresponding cognitive bridging programme of minimum 30 credits as determined by the Senate may also be considered as equivalent qualification for admission to SLQF level 3 in a particular field of specialization.

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7.2.5 Higher Diploma in Entrepreneurial Business Management (HD EBM) – SLQF 04

Higher Diploma in Entrepreneurial Business Management is the level where the participants will be made thorough on the area of Entrepreneurship and Business Management. A profound knowledge on the above areas will be given while improving the entrepreneurial skills of the participants as indicated in Table 7.2.5.1.

Table 7.2.5.1: Programme Structure - HD EBM

Course / Subject / Module Name		Credit Value	Hours of Teaching	Notional Hours	Status (Compulsory /Optional)
Semester 1					
HDEBM 1301	Financial Accounting	03	45	150	Compulsory
HDEBM 1302	Operations Management	03	45	150	Compulsory
HDEBM 1303	Cost and Management Accounting	03	45	150	Compulsory
HDEBM 1304	Creativity and Innovation	03	45	150	Compulsory
HDEBM 1305	Business Planning I	03	45	150	Compulsory
HDEBM 1106	Professional Skills I	01	15	50	Compulsory
Semester 02					
HDEBM 2301	Legal Environment	03	45	150	Compulsory
HDEBM 2302	Financial Management	03	45	150	Compulsory
HDEBM 2203	ICT for Entrepreneurs	02	30	100	Compulsory
HDEBM 2204	Macro Economics	02	30	100	Compulsory
HDEBM 2305	Business Planning II	03	45	150	Compulsory
HDEBM 2106	Professional Skills II	01	15	50	Compulsory

Those who possess following education qualifications are eligible to apply for this programme:

(a) General Certificate of Education (Advanced level) or an equivalent qualification and completion of a minimum of 30 credits at SLQF Level 3, or

(b) Diploma in Entrepreneurial Business Management, USJ, or

(c) Completion of NVQF level 5 followed by a corresponding cognitive bridging programme of minimum 30 credits as determined by the academic authority of the HEI concerned may also be considered as an equivalent qualification in that field of Entrepreneurship.

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7.2.6 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 7.2.6.1: 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 7.2.6.2: 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

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7.2.7 *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)
  - oVariance Based SEM (VB-SEM) (Partial Least Square SEM)

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8

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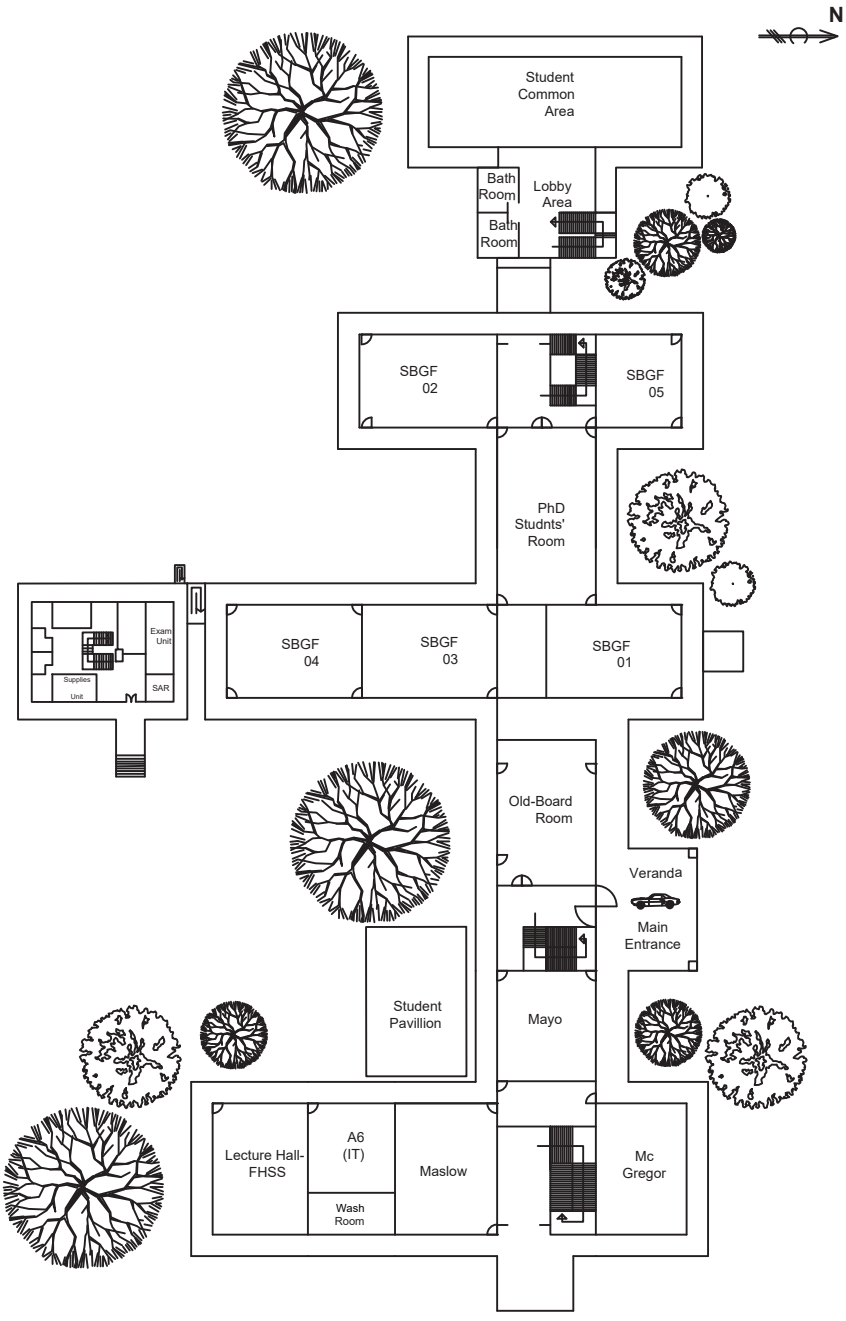
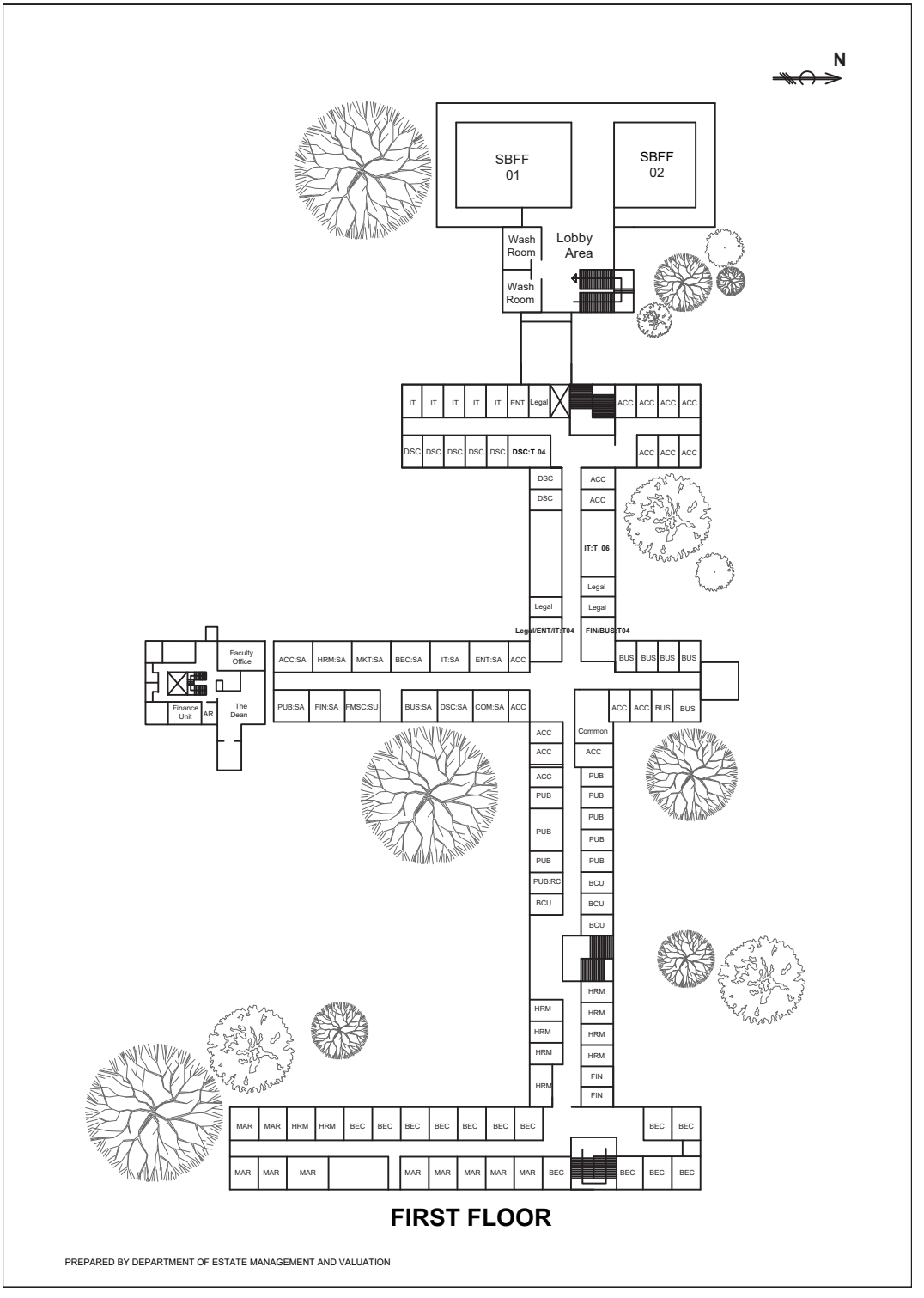
Faculty of Management Studies and Commerce
Sri Soratha Building



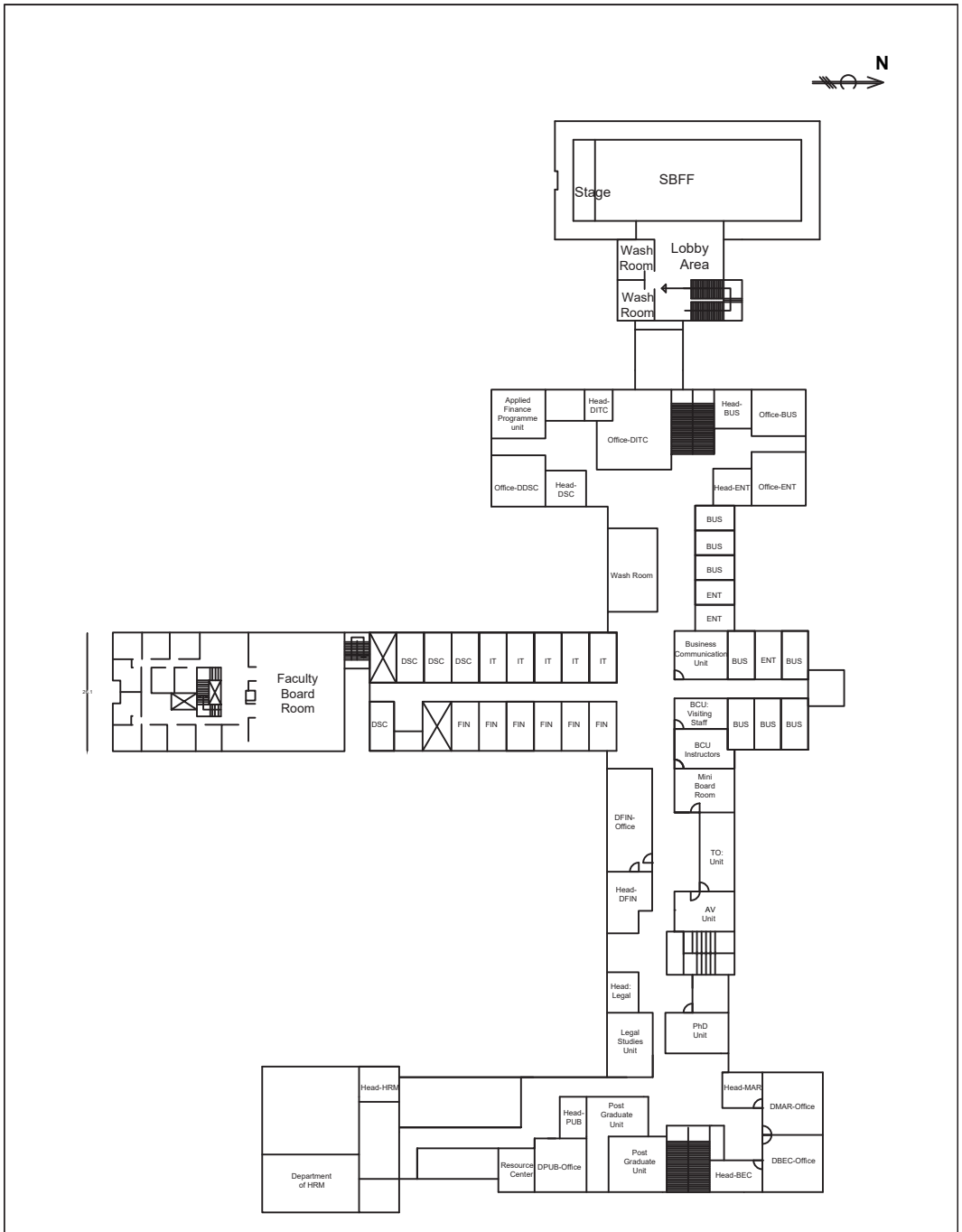
GROUND FLOOR

PREPARED BY DEPARTMENT OF ESTATE MANAGEMENT AND VALUATION



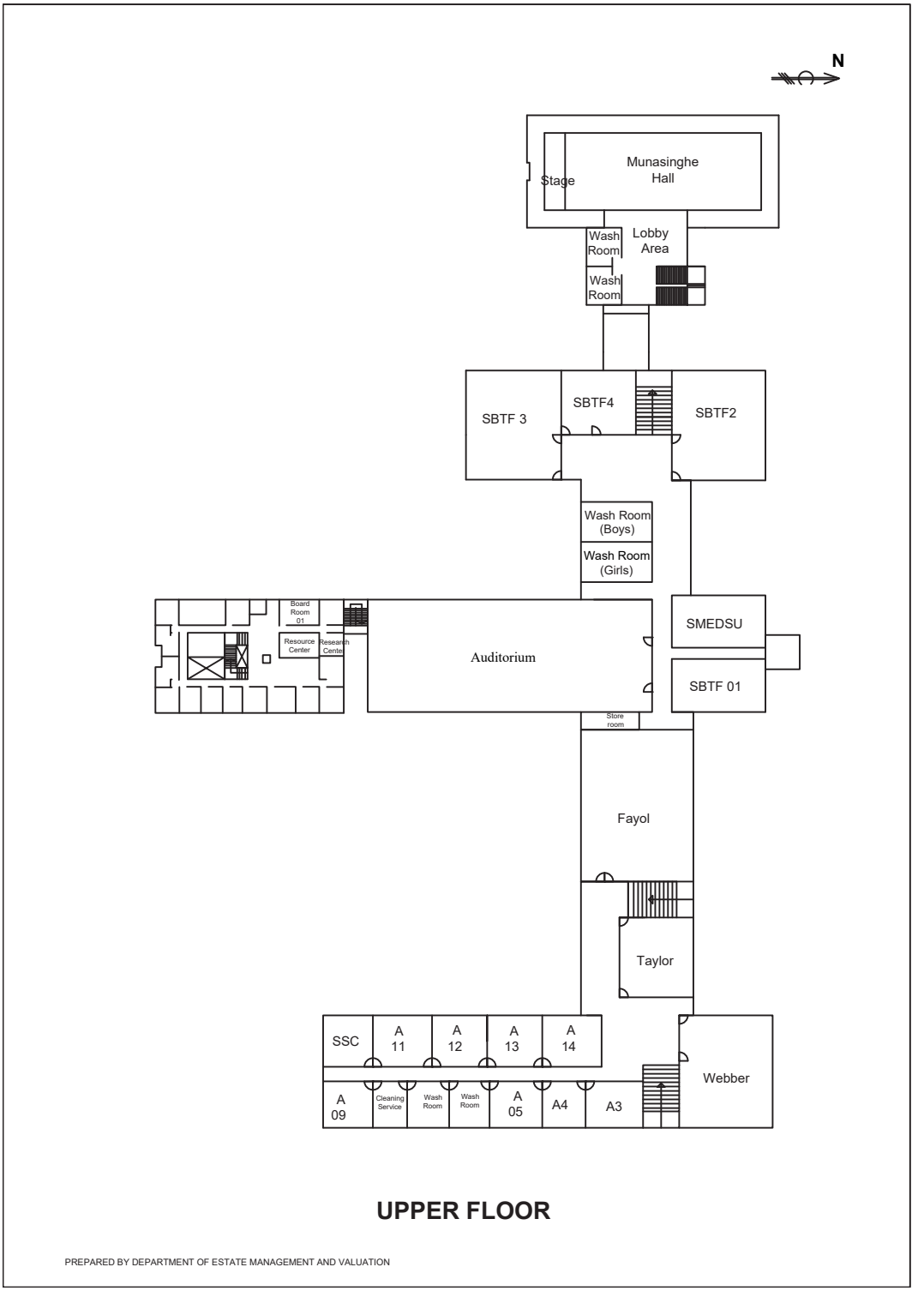
FIRST FLOOR

PREPARED BY DEPARTMENT OF ESTATE MANAGEMENT AND VALUATION



SECOND FLOOR

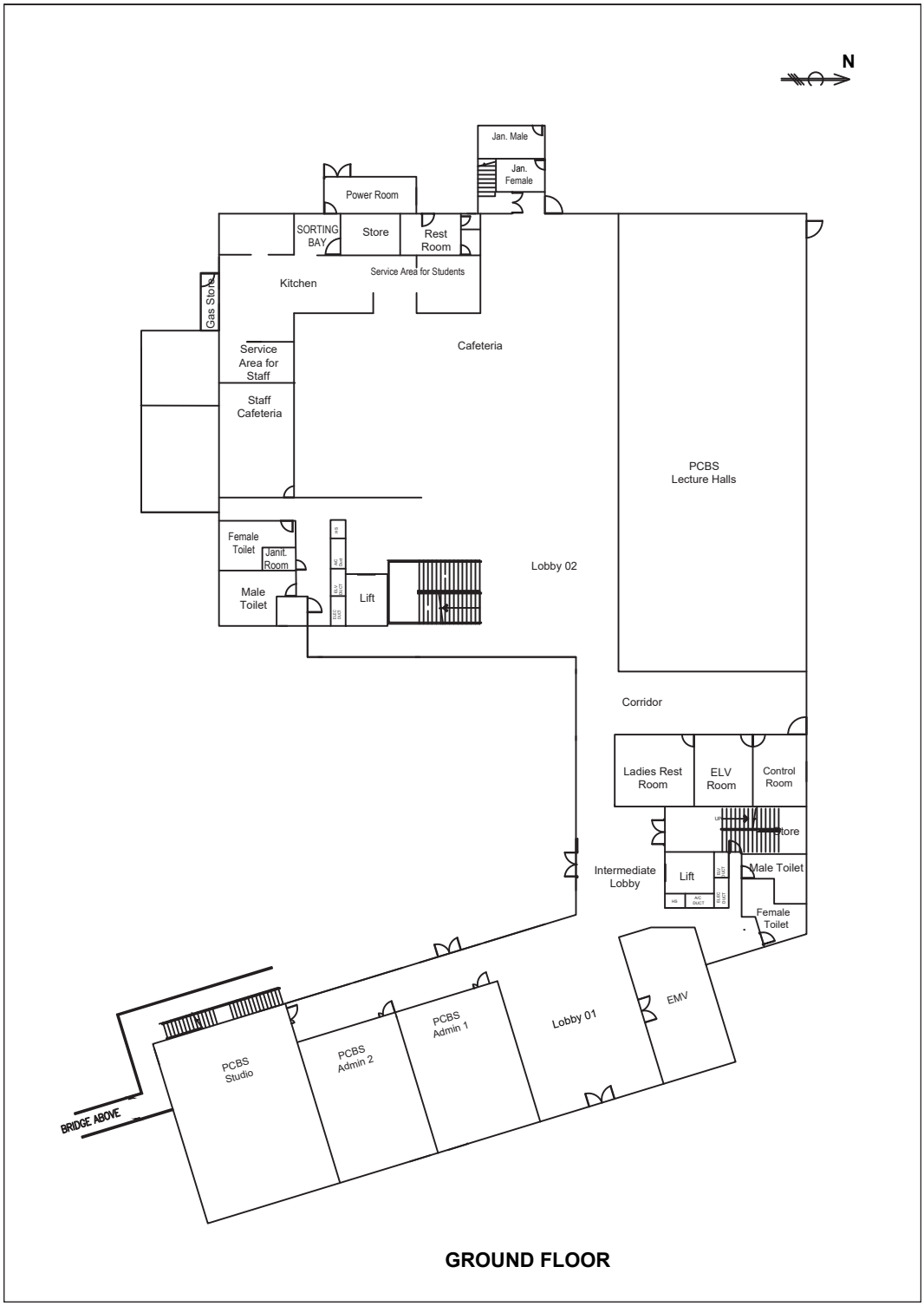
PREPARED BY DEPARTMENT OF ESTATE MANAGEMENT AND VALUATION

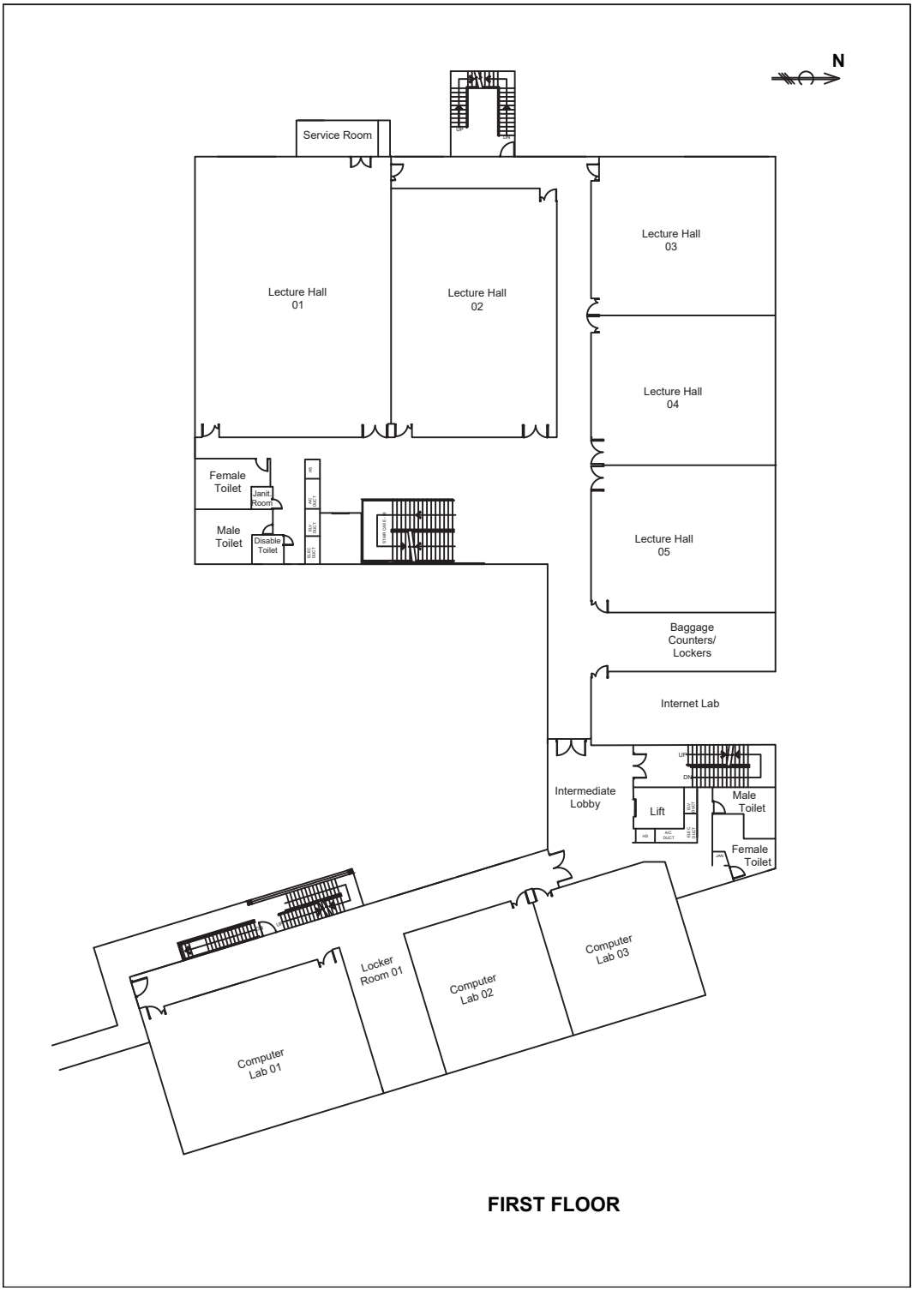


UPPER FLOOR

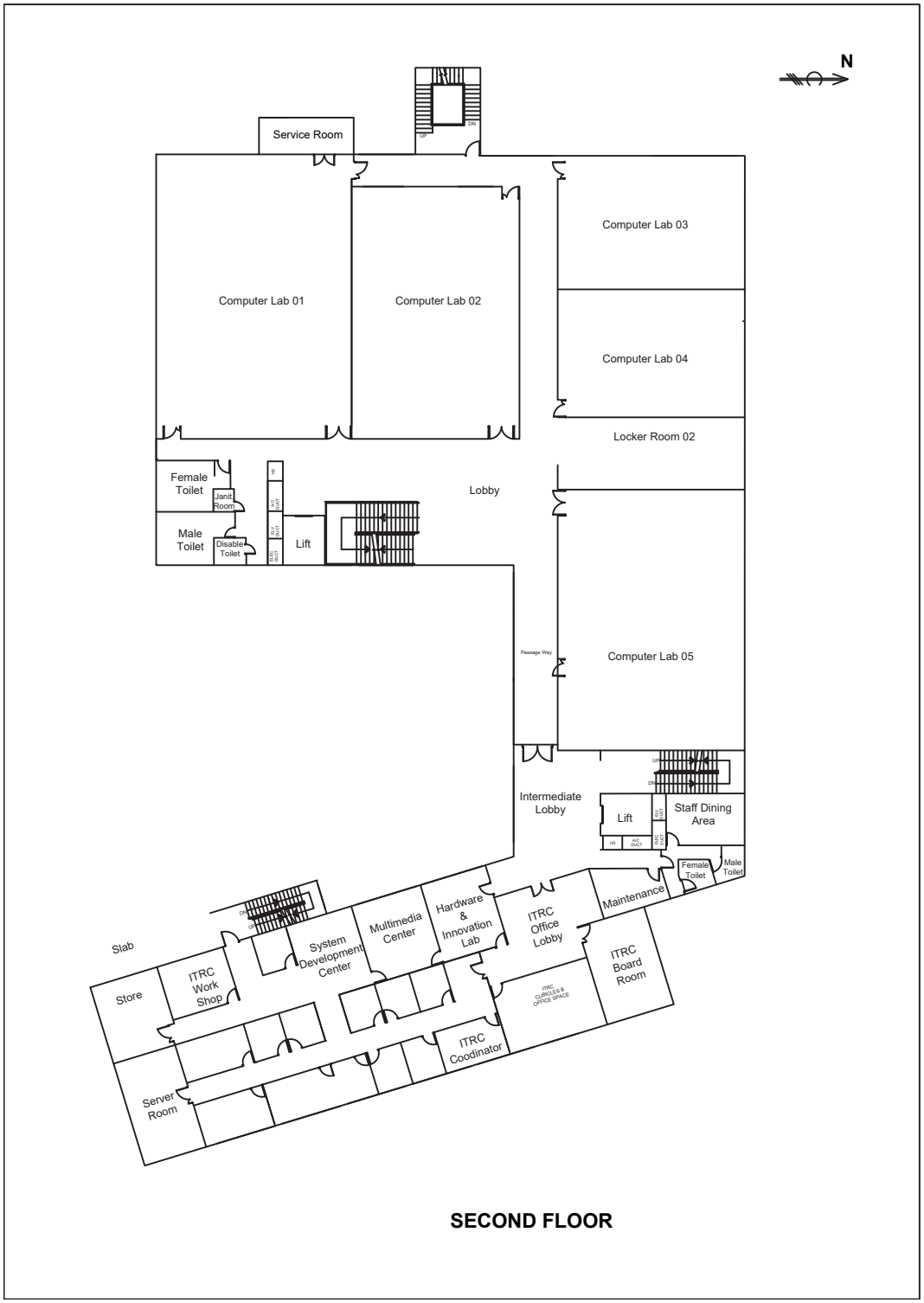
PREPARED BY DEPARTMENT OF ESTATE MANAGEMENT AND VALUATION

Floor Plan
Faculty of Management Studies and Commerce
Sri Soratha Building - Phase IV




N
Service Room
Lecture Hall 01
Lecture Hall 02
Lecture Hall 03
Lecture Hall 04
Lecture Hall 05
Female Toilet
Janit. Room
Male Toilet
Disable Toilet
Baggage Counters/ Lockers
Internet Lab
Intermediate Lobby
Lift
Male Toilet
Female Toilet
Computer Lab 01
Locker Room 01
Computer Lab 02
Computer Lab 03

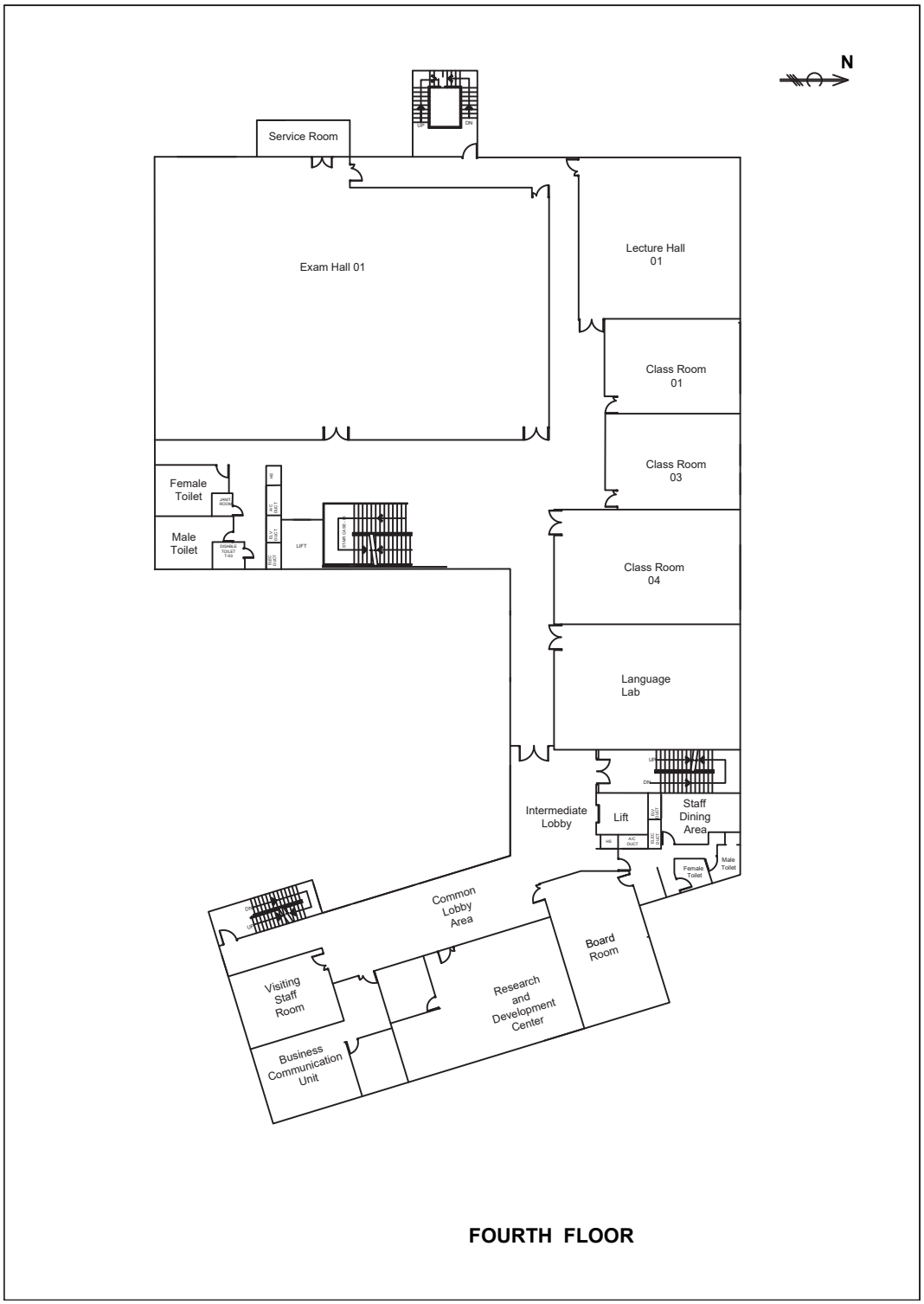
FIRST FLOOR



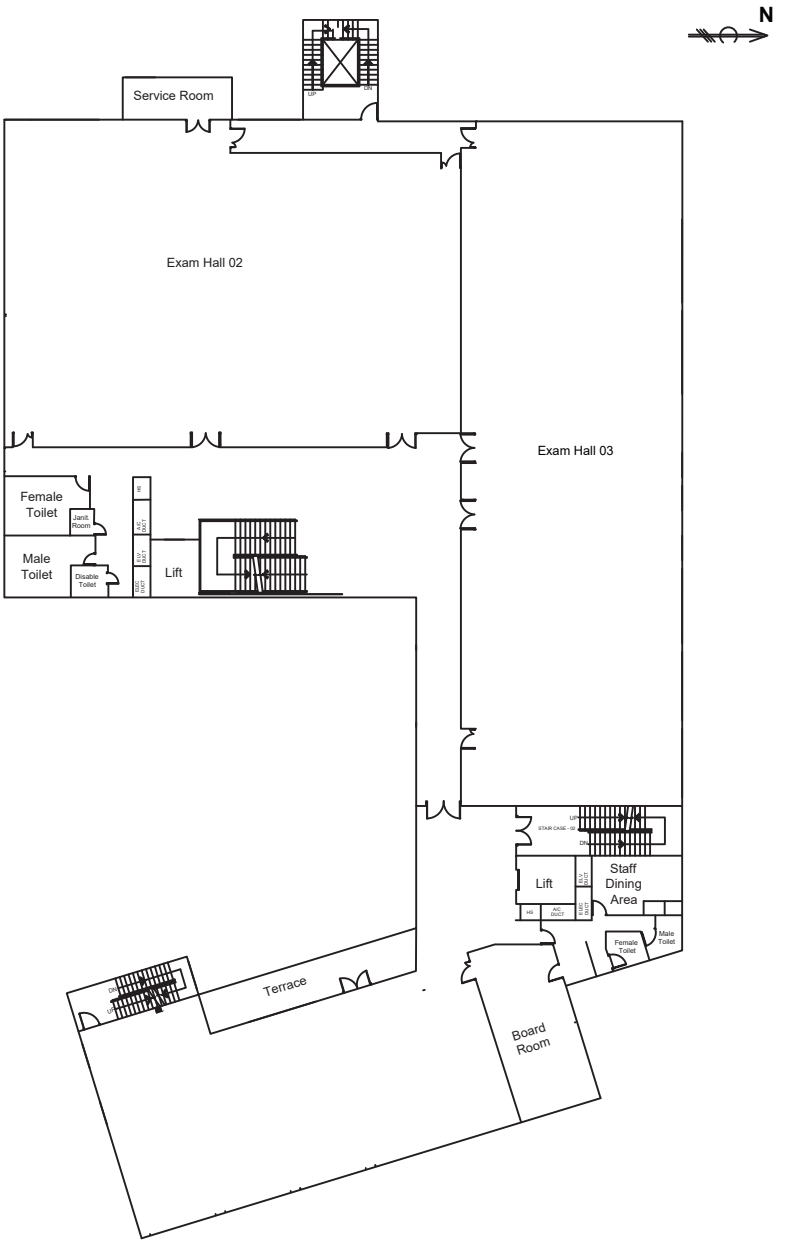
SECOND FLOOR

N
SERVICE ROOM
Lecture Hall 01
Lecture Hall 02
Student Counselling and Welfare Center
Waiting Lobby
Classroom 01
Classroom 02
Classroom 03
Classroom 04
Female Toilet
Janit. Room
Male Toilet
Disable Toilet
Lift
Lobby
Intermediate Lobby
Lift
Male Toilet
Female Toilet
Terrace
Class Room 07
Class Room 06
Class Room 05

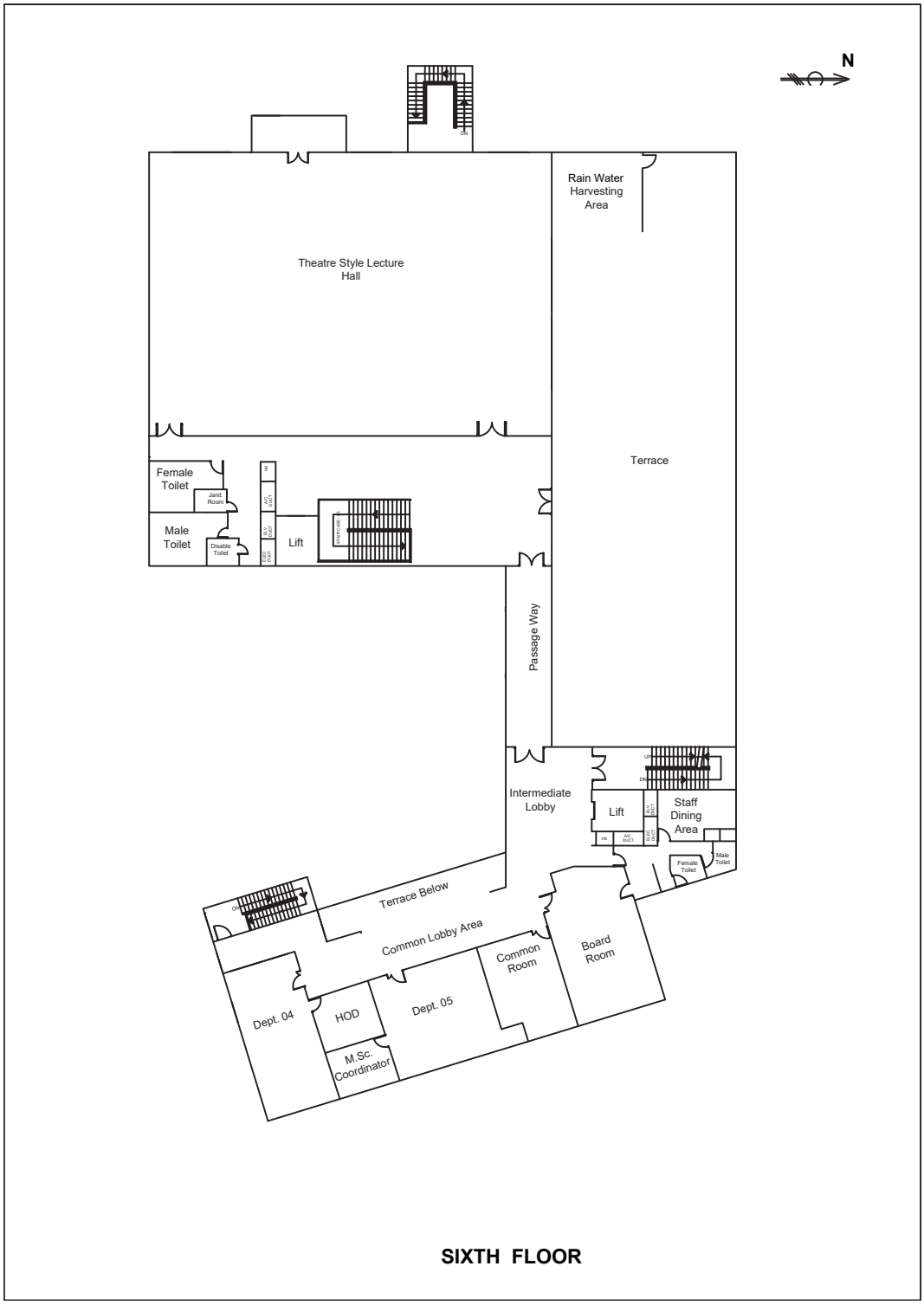
THIRD FLOOR



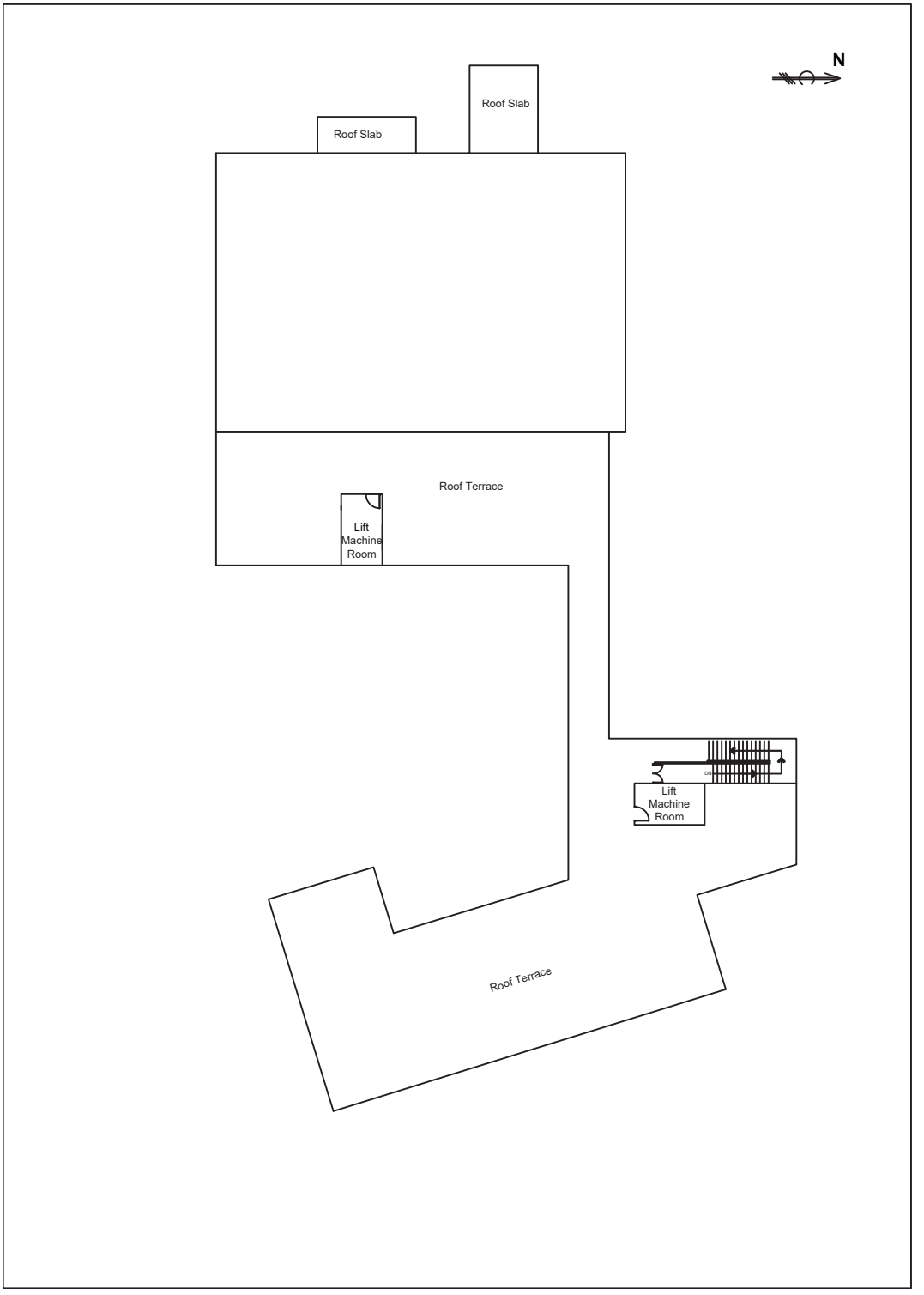
FOURTH FLOOR

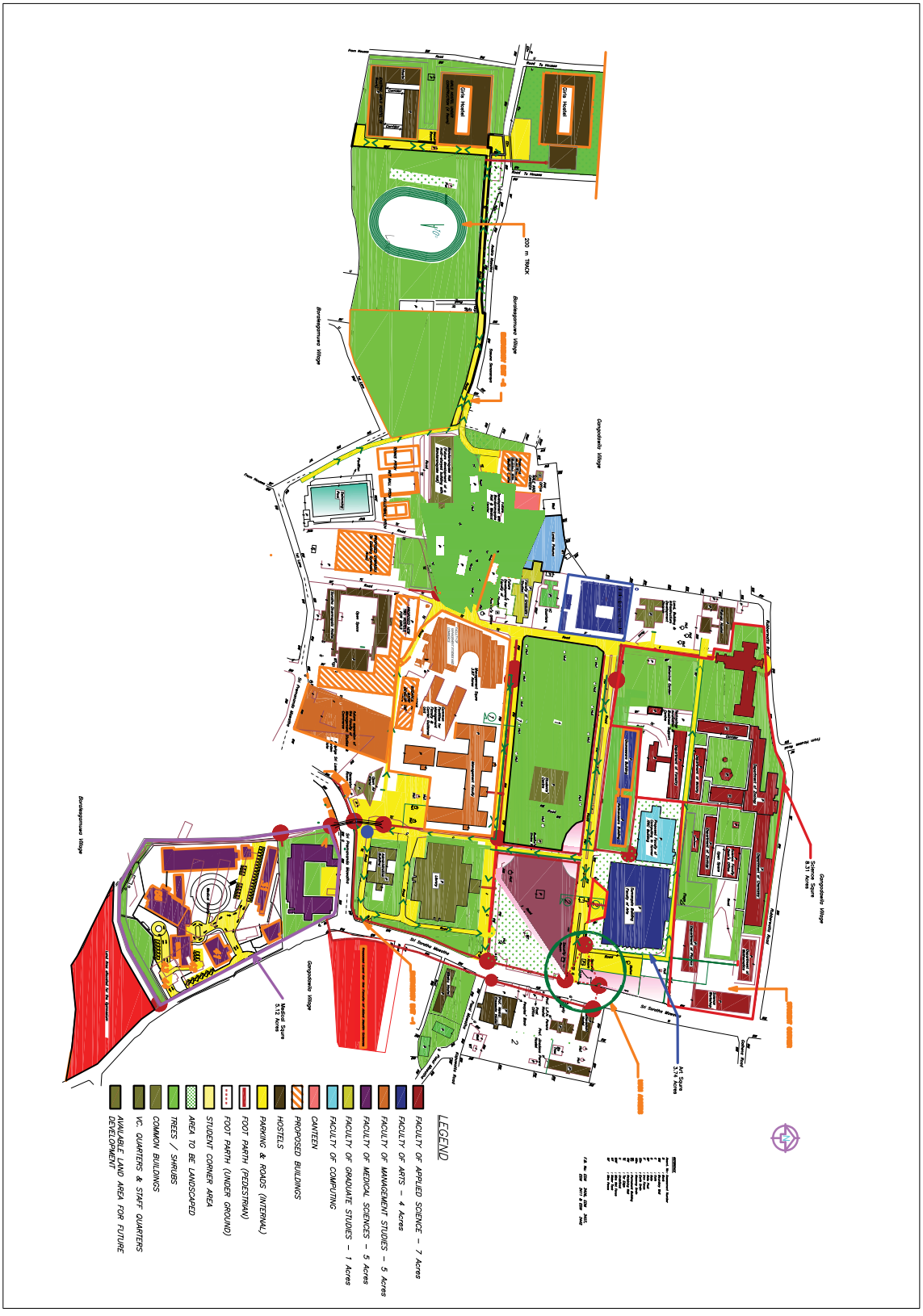

N
Service Room
Exam Hall 02
Exam Hall 03
Female Toilet
Janit. Room
Male Toilet
Disable Toilet
Lift
Lift
Staff Dining Area
Female Toilet
Male Toilet
Terrace
Board Room

FIFTH FLOOR

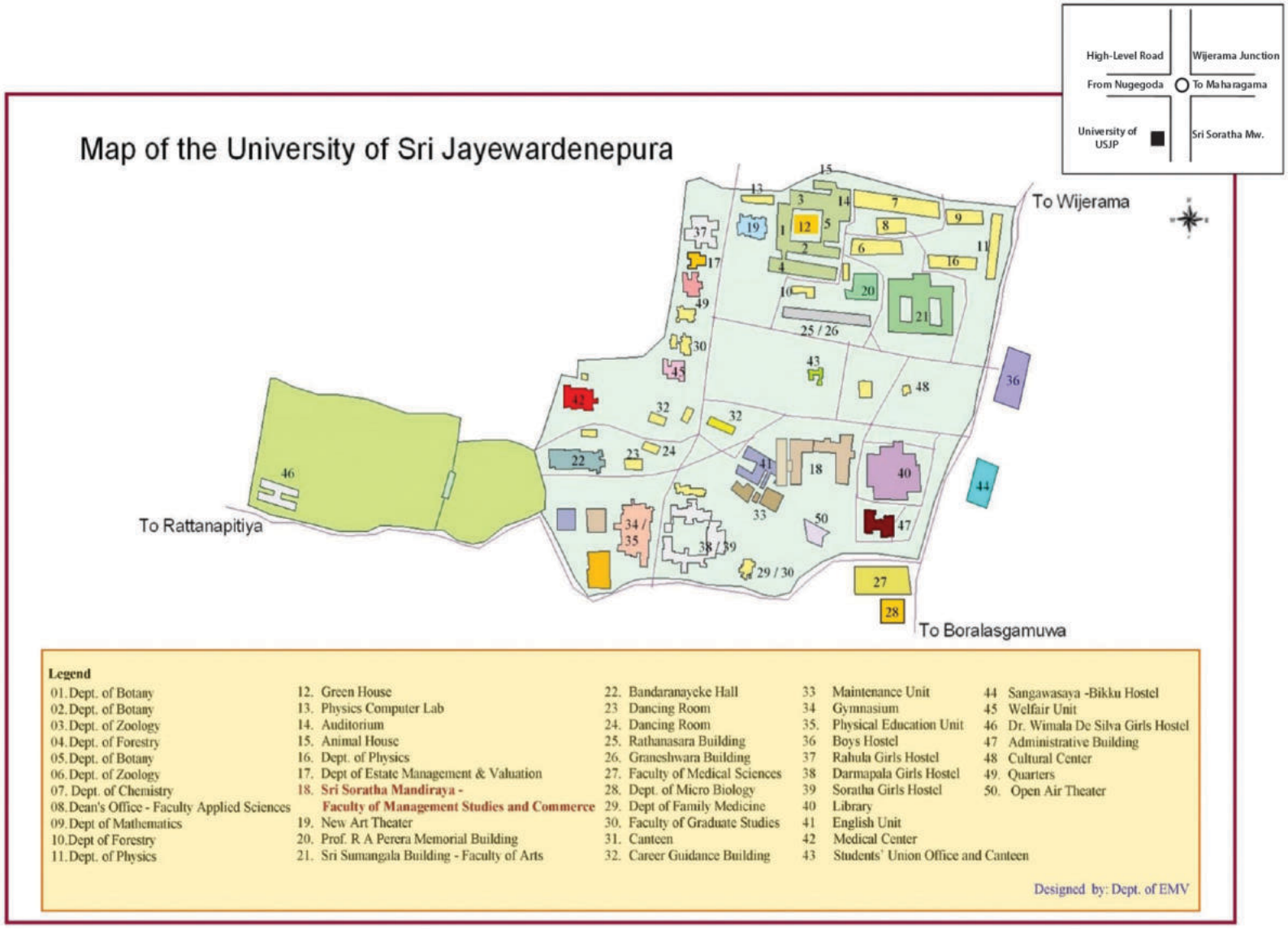

N
Rain Water Harvesting Area
Theatre Style Lecture Hall
Terrace
Female Toilet
Janit. Room
Male Toilet
Disable Toilet
Lift
Passage Way
Intermediate Lobby
Lift
Staff Dining Area
Female Toilet
Male Toilet
Terrace Below
Common Lobby Area
Common Room
Board Room
Dept. 04
HOD
Dept. 05
M.Sc. Coordinator

SIXTH FLOOR


N
Roof Slab
Roof Slab
Roof Terrace
Lift
Machine
Room
Lift
Machine
Room
Roof Terrace


LEGEND
FACULTY OF APPLIED SCIENCE – 7 Acres
FACULTY OF ARTS – 4 Acres
FACULTY OF MANAGEMENT STUDIES – 5 Acres
FACULTY OF MEDICAL SCIENCES – 5 Acres
FACULTY OF GRADUATE STUDIES – 1 Acres
FACULTY OF COMPUTING
CANTEEN
PROPOSED BUILDINGS
HOSTELS
PARKING & ROADS (INTERNAL)
FOOT PARTH (PEDESTRIAN)
FOOT PARTH (UNDER GROUND)
STUDENT CORNER AREA
AREA TO BE LANDSCAPED
TREES / SHRUBS
COMMON BUILDINGS
VC. QUARTERS & STAFF QUARTERS
AVAILABLE LAND AREA FOR FUTURE DEVELOPMENT
200 m TRACK
Gangodawila Village
Boralesgamuwa Village
Medical Square 5.12 Acres
Art Square 3.74 Acres
Science Square 8.31 Acres

Map of the University of Sri Jayewardenepura



Legend

01. Dept. of Botany
02. Dept. of Botany
03. Dept. of Zoology
04. Dept. of Forestry
05. Dept. of Botany
06. Dept. of Zoology
07. Dept. of Chemistry
08. Dean's Office - Faculty Applied Sciences
09. Dept of Mathematics
10. Dept of Forestry
11. Dept. of Physics
12. Green House
13. Physics Computer Lab
14. Auditorium
15. Animal House
16. Dept. of Physics
17. Dept of Estate Management & Valuation
18. **Sri Soratha Mandiraya - Faculty of Management Studies and Commerce**
19. New Art Theater
20. Prof. R A Perera Memorial Building
21. Sri Sumangala Building - Faculty of Arts
22. Bandaranayeke Hall
23. Dancing Room
24. Dancing Room
25. Rathanasara Building
26. Graneshwara Building
27. Faculty of Medical Sciences
28. Dept. of Micro Biology
29. Dept of Family Medicine
30. Faculty of Graduate Studies
31. Canteen
32. Career Guidance Building
33. Maintenance Unit
34. Gymnasium
35. Physical Education Unit
36. Boys Hostel
37. Rahula Girls Hostel
38. Darmapala Girls Hostel
39. Soratha Girls Hostel
40. Library
41. English Unit
42. Medical Center
43. Students' Union Office and Canteen
44. Sangawasaya -Bikku Hostel
45. Welfair 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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