

Information Booklet - 2: **Internal Degree Programmes**

B.Sc. Accountancy (Special) Degree

B.Sc. Business Administration (Special) Degree

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

B.Sc. Business Information Systems (Special) Degree

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

B.Sc. Finance (Special) Degree

B.Sc. Human Resource Management (Special) Degree

B.Sc. Marketing Management (Special) Degree

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

B.Sc. Public Management (Special) Degree

B.Com. (Special) Degree



Faculty of Management Studies & Commerce

University of Sri Jayewardenepura

Gangodawila, Nugegoda

Sri Lanka

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B.Sc. Accountancy (Special) Degree

Department of Accounting

Evolution

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

In order to fill this lacuna, in November 1991, the Department of Accountancy and Financial Management was set up with the objective of offering a special degree programme in Accounting and the first-degree programme commenced in January 1992. This was well received by the corporate and the public sectors in Sri Lanka and continued to grow in stature and acceptance. This has been clearly demonstrated by the overwhelming demand for admission to the programme. The Department was renamed as Department of Accounting in 2001 under the restructuring of the Faculty of Management Studies and Commerce. The programme continues to be offered with some modifications.

Programme Objectives

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

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

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

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B.Sc. Business Administration (Special) Degree

Department of Business Administration

Evolution

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

Programme Objectives

The coming decade will witness remarkable advances in the availability of information and speed of communication and explosive growth in global business and international competition. This paradox of technological advances and evolving globalization requires a multidisciplinary and integrative approach to comprehend the exact realities in management. It is this fundamental assumption which induced the newly introduced Business Administration (Special) Degree to re-orient its thinking to view management as a field of inquiry that focuses on the organization as a whole and its continuous interaction with emerging trends in the local and global business activities. In this context, the programme philosophy of this degree programme is mainly guided by the following core values:

- To be more futuristic through constant updating of knowledge
- To be more leadership and strategy oriented
- To be more external environmental focused and sensitive

- To adopt an integrative or holistic approach to management
- To be more change oriented (Creative, Innovative, Adaptive)
- To be more learning oriented
- To adopt more flexible, contingent and culture specific approach to management
- To be more contributory to the university, business community, society and the national development of our country

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

Department of Business Economics

Evolution

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

Programme Objectives

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

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

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B.Sc. Business Information Systems (Special) Degree

Department of Information Technology

Evolution

The rapid development in Information Technology (IT) has enabled business organizations to exploit IT as a tool to obtain competitive advantages. A key ingredient in the formula for success in this endeavour is for business professionals to apply Information Technology in management practices. Graduates armed with appropriate knowledge in Management and Information Technology disciplines is desired by the industry to meet the national requirement. The launch of a new Special degree programme named B.Sc. Business Administration (Information Systems) (Special) by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura in 2001 was aimed to meet this demand. This programme was the first of its kind in Sri Lanka that combines Management and Information Technology disciplines for students in the Advanced Level Commerce stream. The Department of Information Technology and Decision Sciences was established in the Faculty to provide the organizational infrastructure for the degree programme.

In December 2007, the Department was split into two separate departments –namely Information Technology and Decision Sciences to facilitate the development of the separate disciplines. Subsequently, the existing degree programme offered by the Department of Information Technology was renamed as B.Sc. Business Information Systems (Special) Degree. The renaming of the degree was carried out to better reflect the composition of the course structure and to address the evolving market needs.

Programme Objectives

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

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

Department of Estate Management and Valuation

Evolution

The profession of estate management had its origin with the beginning of human civilization when man decided to live in huts in hamlets cultivating their own plot of land. The hut he built and the plot he cultivated had to be managed. This in essence is estate management, i.e, property development and its management during its useful life. Over a hundred years ago it received professional status with the establishment of the Royal Institute of Chartered Surveyors in London. Later a degree programme was established in the University of London. During the colonial days the valuation officers in Sri Lanka were Europeans trained in the United Kingdom. After the independence in 1948, Sri Lankan staff was trained by sending them to the United Kingdom. The first attempt to train the staff locally was made in the early part of 1950's with the establishment of the Diploma Programme in Valuation at the Ceylon Technical College. This programme was later abandoned.

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

Program Objectives

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

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B.Sc. Finance (Special) Degree

Department of Finance

Evolution

B.Sc. Finance (Special) Degree is one of the new specialized degree programmes offered by the Faculty of Management Studies and Commerce starting in the 2001/2002 academic year. In 2001, the Faculty split-up then existing Department of Accountancy and Financial Management into two departments, namely the Department of Accounting and Department of Finance, thus creating a separate department for the subject of Finance. Although, the old Department of Accountancy and Financial Management did not offer a degree in Finance, starting in 1995, the Department of Business Administration offered a very successful degree in Business Administration with finance as a concentration subject. Now, the subject of finance has been elevated to a fully-fledged degree programme in recognition of the growing demand for finance specialists, which has been created by the unprecedented growth in financial markets and institutions in Sri Lanka over the past decade.

Program Objectives

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

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B.Sc. Human Resource Management (Special) Degree

Department of Human Resource Management

Evolution

The B.Sc. Human Resource Management (Special) Degree was commenced in 1994 under a separate unit attached to the Department of Public Administration of the Faculty. It gained departmental status in 1999. The Department of Human Resource Management (HRM) is a major line Department of the Faculty of Management Studies and Commerce and it also plays a service role to all other (nine) Departments of the Faculty by teaching HRM and Personal and Social Responsibility, of which the latter is a newly developed and introduced course to all the students in the Faculty.

It has been observed that one of the major reasons for inefficient and ineffective Sri Lankan organizations in specific and the relative underdevelopment of Sri Lanka in general is mal-HRM/bad HRM. It is mainly due to lack of sufficient personnel qualified in specialised HRM and lack of understanding of the overwhelming importance of HRM as a source of more sustainable competitive advantage. Hence, HRM education has become one of the top priority areas of the University. The Department endeavours to supply a pool of HRM graduates of high calibre to the country. Though the Department has a fairly short history, it has already achieved the status of the most highly respected University Department in teaching, researching, publishing and consulting in the area of HRM in Sri Lanka. It aims at maintaining and enhancing this status and also at becoming a highly respected University Department in the same in Asia. The Department's line role is to offer a special degree in HRM.

Program Objectives

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

in HRM commencing from the second year up to the final year. The seven Outcomes or Goals of the degree programme are to develop:

- A graduate who will become a good citizen in Sri Lanka.
- A graduate who values excellence, productivity, integrity, expertise and job & business performance.
- A graduate who has the potential to become an effective and efficient professional in the field of Human Resource Management.
- A graduate who is a person of good character.
- A graduate who can give a significant unique contribution to human development and institutional development of Sri Lanka.
- A graduate who has a passion as well as a mental and physical fit for continuous learning and self-development.
- A graduate who is special, giving from his/her heart, making the world a better place for those whose lives he/she touches.

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B. Sc. Marketing Management (Special) Degree

Department of Marketing Management

Evolution

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

Program Objectives

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

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

Department of Decision Sciences

Evolution

Operations Management/ Production Management was taught for almost all the degree programmes offered by the FMSC until 2001. With the formation of new department of Information Technology and Decision Sciences in 2001 under the faculty restructuring programme, the subject Operations Management was introduced to the management common degree programme. The department felt that there was a need of a degree programme in the Operations Management area as it was one of the main functional areas of a business. However, it was found that Operations Management alone was insufficient as modern operations managers had to make decisions regarding rapidly changing technologies as well. Therefore, the department initiated the development of new degree programme in 2002 and the University approved the program in 2003. The department also felt the need for two separate departments for future progress and development of the two degree programmes in their respective fields. In September 2007 the University Grants Commission approved the new degree programme and the proposal for splitting the Department to form two departments, Department of Decision Sciences and Department of Information Technology. Due to the nature of the subjects to be offered under the degree programme it was decided to select students through an aptitude test. The first batch of students was admitted to the new degree programme in 2008.

Program Objectives

It covers philosophies, issues, theories and implementation of management principles, in particular, pertaining to operations and technology management. Students are expected to go through a practical training programme in addition to class room learning at the university to gather much needed exposure. This programme focuses on developing problem solving skills, analytical thinking, communication and the implementation of cutting edge management principles and technologies. These skills are needed to deal with operational problems faced by managers in manufacturing, services and public organizations. Activities performed by operations managers include: improving quality of manufactured products or services, selecting and implementing appropriate technologies, increasing

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

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Public Management (Special) Degree

Department of Public Management

Evolution

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

Program Objectives

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

The programme attempts to integrate management and administration theories with the realities of policy formulation and implementation, and is structured to provide a foundation that is intensive, wide in scope and multidisciplinary in nature. It is aimed at developing student's the knowledge and the managerial skills required for both public and private sector

organizations. Thus, this programme is designed to equip students with the skills needed to apply this managerial knowledge to real world decision-making in the capacity of professional managers and administrators in both the public and private sector institutions.

Lectures and tutorial/practical sessions are used as the principal means of instruction. Workshops, seminars, guest lectures etc. are used as supplementary tools. Course-work assignments and field/project work are used to help the student to develop an appreciation for the application of knowledge to real world situations.

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Evolution

The Department of Commerce was set up in the Vidyodaya Campus of the University of Sri Lanka in 1973 concurrently with the establishment of the Faculty of Management Studies & Commerce under the University re-organization scheme in 1972. The department commenced its four-year program leading to the Bachelor of Commerce (Special) degree for internal students in Sinhala, Tamil and English media at the beginning of the same academic year. The first batch of B. Com. students graduated in 1977.

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

The Department currently conducts its program in the English medium only. It has a total of over 492 undergraduate students. The full time academic staff of the Department is supplemented by a team of visiting lecturers holding higher academic and professional qualifications with a wider experience in the industry. The Department is being assisted in teaching by other departments of the faculty in respective subject areas.

Programme Objectives

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

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Faculty of

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Mission

To be the Centre of Excellence for Management Education in Sri Lanka

For over 35,000 students, Faculty of Management Studies and Commerce (FMSC) has been a gateway to successful life. For nearly 50 years we have led the development of management education in Sri Lanka by designing our programmes to meet the need of Sri Lanka's economy and of its many employers.



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