

# 2

## DESCRIPTIONS OF DEGREE PROGRAMMES AND SUBJECTS

OFFERED BY  
THE ACADEMIC  
DEPARTMENTS  
AND UNITS



# ACC

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



### 2.1.1 Evolution

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

Public Administration and Commerce. However, these departments did not offer a special degree programme in Accounting, though a few subjects in accounting were offered. Public Administration and Commerce. However, these departments did not offer a special degree programme in Accounting, though a few subjects in accounting were offered.



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

The B.Sc. Accounting (Special) Degree Programme has been well received by the corporate and public sectors in Sri Lanka as well as globally, and continued to grow in stature and acceptance. This has been clearly demonstrated by the overwhelming demand for admission to the Degree Programme, its graduates securing employment gainfully both locally and globally, and accreditation of Degree Programme by international professional accounting bodies. With the competitive position that it has achieved over the years, presently, the DA is working to realise the mission of "to be the premier centre of excellence in accounting education, research and industry engagement in South Asia" under its core values: wisdom; intellectual rigour; professionalism; truthfulness and ethical conduct; equality; and helpfulness and compassion.

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

## 2.1.2

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

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

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

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

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

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

### 2.1.3 Skill Development Programme of Intern Accountants

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

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

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

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

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

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



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

## 2.1.4

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
ACC 2241	Professional Communication and Academic Writing	Core	30	02
<b>Total No. of Credits – Semester I</b>				<b>17</b>
<b>Year II - Semester II</b>				
ACC 2342	Advanced Financial Accounting and Reporting	Core	45	03
ACC 2343	Accounting Information Systems	Core	45	03
COM 2343	Corporate Law	Core	45	03
ACC 2344	Computer Based Accounting	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>32</b>
<b>Year III - Semester I</b>				
ACC 3340	Auditing and Assurance Services	Core	45	03
ACC 3341	Corporate Reporting	Core	45	03
FIN 3340	Corporate Finance	Core	45	03
FIN 3341	Investment and Portfolio Management	Core	45	03
ACC 3342	Skill Development of Intern Accountants I <b>OR</b>	Elective	300	03
ACC 3343	Professional Development	Elective	45	03
<b>Total No. of Credits – Semester I</b>				<b>15</b>

<b>Year III - Semester II</b>					
ACC	3344	Advanced Management Accounting	Core	45	03
ACC	3345	Taxation	Core	45	03
ACC	3246	Accounting Modeling	Core	30	02
FIN	3343	Business Valuation Theory and Applications	Core	45	03
ACC	3347	Skill Development of Intern Accountants II	Core	300	03
		Elective Course ( <i>Ref. Table 2.1.2</i> )	Elective	45	03
<b>Total No. of Credits – Semester II</b>					<b>17</b>
<b>Total Credits Values for the Third Year</b>					<b>32</b>
<b>Year IV - Semester I</b>					
ACC	4340	Research Methodology	Core	45	03
ACC	4341	Advanced Accounting Theory	Core	45	03
ACC	4242	Corporate Governance and Ethics	Core	30	02
BUS	4340	Strategic Management	Core	45	03
ACC	4343	Skill Development of Intern Accountants III	Core	300	03
<b>Total No. of Credits – Semester I</b>					<b>14</b>
<b>Year IV - Semester II</b>					
ACC	4344	Strategic Management Accounting	Core	45	03
ACC	4345	Financial Statement Analysis	Core	45	03
ACC	4346	Skill Development of Intern Accountants IV	Core	300	03
		<i>Plus Option I or Option II</i>			
		<b>Option I:</b>			
ACC	4347	Research Project in Accounting	Core	45	03
		Elective Course ( <i>Ref. Table 2.1.2</i> )	Elective	45	03
		<b>Option II:</b>			
ACC	4648	Dissertation in Accounting	Core	90	06
<b>Total No. of Credits – Semester II</b>					<b>15</b>
<b>Total Credits Values for the Fourth Year</b>					<b>29</b>
<b>Total Credit Value for the programme</b>					<b>126</b>

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

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



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

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

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

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

### 2.1.5 Descriptions of Courses:

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

#### **ACC 2340: MANAGEMENT ACCOUNTING**

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

#### **ACC 2241: PROFESSIONAL COMMUNICATION AND ACADEMIC WRITING**

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

#### **ACC 2342: ADVANCED FINANCIAL ACCOUNT- ING AND REPORTING**

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

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

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

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

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

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

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

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

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

### **ACC 3341: CORPORATE REPORTING**

This course familiarizes the students with corporate reporting practices and issues involved in the publication of financial and non-financial information of companies, including groups of companies and public sector corporations, and enable them to appraise and critically evaluate current practices adopted in corporate reporting. The following study areas are covered: corporate reporting environment; role of



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

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

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

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

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

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

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

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

### **ACC 3345: TAXATION**

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

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

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

professionalism, ethics and internal controls; transaction processing in the AIS; information technology (IT) and systems modelling techniques-flow charting, data flow programming and IT; business processes (sales/collection, acquisition/payment etc.); computer crime and IT security; decision making models and knowledge management, e-business and enterprise resource planning (ERP) systems; and auditing and evaluating the AIS.

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

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

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

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

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

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

### **ACC 3350: ENTERPRISE RESOURCE PLANNING SYSTEMS**

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

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

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



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

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

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

#### **ACC 4341: ADVANCED ACCOUNTING THEORY**

This course provides students with a sound understanding of accounting theories that are integral to accounting practice and thereby enables them to appraise implications of these theories on the accounting practice. The areas covered are: the concepts of theory and accounting theory; evolution

of accounting theory; accounting theory construction; financial reporting environment; international accounting; normative theories of accounting-measurement issues; effects of accounting for changing prices and changing business conditions, and conceptual framework for financial reporting; Positive Accounting Theory (PAT); system oriented theories – political economy theory, legitimacy theory, stakeholder theory and institutional theory; capital market research in accounting; behavioural research in accounting; extended systems of accounting – the incorporation of social and environmental factors within external reporting; and critical perspectives of accounting.

#### **ACC 4242: CORPORATE GOVERNANCE AND ETHICS**

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

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

This course, the third of the four units conducted under the Skill Development Programme of Intern Accountants, emphasises on the development of Accounting and Financial Management Skills, Management and Personal Capacity Skills and

Communication Skills. These skills are developed through the Internship Programme together with other skill development activities.

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

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

#### **ACC 4345: FINANCIAL STATEMENT ANALYSIS**

This course provides students with a framework to analyze financial and non-financial information of a firm to evaluate its operations and to predict its future prospects leading towards the valuation of the organization. In this course, the students are made to appreciate and understand the connections between strategies of a firm and its operating, investing and financing activities in the broad socio-economic context, and thereby to develop the ability to analyze and interpret financial and non-financial information of a firm to gain further insights into its performance from an analyst's point of view. The areas covered are: business analysis and its role in

financial statement analysis; accounting analysis covering the analysis of investment, financial and operating activities of a firm; financial analysis covering profitability credit, equity, cash flow and risk of a firm; prospective analysis and company valuation; and analysis of non-financial information and value drivers covering social and environmental effects of a firm's operations.

#### **ACC 4346: SKILL DEVELOPMENT OF INTERN ACCOUNTANTS IV**

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

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

This course provides the students with a thorough understanding on addressing pragmatic issues in accounting and finance. The students will be able to develop their understanding of the research process and the key elements of a sound research design. They are required to carry out a research study in accounting and write a research report based on their study under the guidance of a research supervisor appointed by the Department.

#### **ACC 4648: DISSERTATION IN ACCOUNTING**

This course provides the students the opportunity to study in depth an issue in accounting or finance and write a dissertation on the study under the guidance



of a research supervisor appointed by the Department. It has been designed to facilitate a student-centred approach to deep learning using positivistic or/and post-positivistic research paradigms. The dissertation in accounting will provide the student with a degree of academic self-confidence based on the experience of studying and researching an area independently.

### **ACC 4349: PUBLIC SECTOR ACCOUNTING AND FINANCE**

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

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

The course provides an understanding of the main areas of Enterprise Risk Management (ERM). ERM takes a broad perspective in identifying the risks and factors contributing towards those risks. The

following study areas are covered: sources of risk (credit risk, interest rate risk, liquidity risk, foreign exchange risk, operational risk and reputational risk etc); identification of risks; risk management processes, strategies of managing risk in organizations {(together with Transference, Avoidance, Reduction or Acceptance (TARA) framework)}; and external risk frameworks. This course uses case studies from different business areas to illustrate the mounting importance of ERM in today's business world.

### **ACC 4351: ARTIFICIAL NEURAL NETWORKS IN ACCOUNTING AND FINANCE**

This course imparts students with skills required to make models for prediction of corporate failure, detection of management frauds using published financial data, prediction of earnings using financial statement information and relative costs of financial distress by using computer-based mathematical modelling. The areas covered are: classification of multivariate techniques, guidelines for multivariate analysis and interpretation; multiple regression analysis and model building; neural computing; neural computing applications, and advanced intelligent systems and applications; bivariate statistics; parametric test using SPSS and SAS; computational applications: soft computing and artificial neural networks (ANN) capabilities; ANN architecture; bankruptcy prediction, mergers/acquisitions prediction, credit rating, derivative pricing, stock return prediction, portfolio management, testing market efficiency, market segmentation; and modelling issues.

### **ACC 4352: CONTEMPORARY ISSUES IN ACCOUNTING**

This course explores accounting and related concepts and policies by applying them to a range of contemporary issues. The topics

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

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

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

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

This course develops the technical and conceptual skills of the students in relation to taxation in Sri Lanka. The areas covered are: administration of income tax (administrative structure, officers and responsibilities, returns, assessments & refunds); the self-assessment system; taxation of companies (types of companies and tax implications, different components of income tax payable by companies, human resource

endowment fund contribution, dividend tax, remittance of tax, social responsibility levy, economic service charges and nation building tax); taxation of partnerships; taxation of other entities (charitable institutions, clubs and trade associations); appeal procedures; tax law; tax incentives, and VAT. This course also covers tax planning and international taxation at an advanced level.

## **2.1.6 Professional and Industry Links**

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

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

Professional Accounting Body	Exemptions	Papers to be completed
Association of Chartered Certified Accountants (ACCA), UK	Knowledge Level (All 3 papers) Skills Level (All 6 papers)	Professional Level (Essentials all 3 papers) (Optional 2 out of 4 papers)
Certified Public Accountants (CPA), Australia	Foundation Level (All 12 papers)	Professional Level (All 6 papers)
Chartered Institute of Management Accountants (CIMA), UK	Certificate Level (All 5 papers) Operational Level (All 3 papers and the case study) Management Level (3 papers)	Management Level Case Study Strategic Level (3 papers and Strategic Level Case Study)
Institute of Chartered Accountants of England and Wales (ICAEW)	Certificate Level (All 6 papers) Professional Level (1 paper)	Professional Level (5 out of 6 papers) Advanced Level (All 3 papers including the Case Study)
Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka)	Executive Level (All 5 papers) Business Level (2 papers out of 5)	Business Level (3 out of 5 papers) Corporate Level (All 5 papers)
Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka)	Foundation Level (All papers) Operational Level (All papers) Managerial Level (4 papers out of 5)	Strategic Level (All 4 papers and the Integrative Case Study)

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

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

### **2.1.7 Employment Opportunities**

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



## 2.1.8 Medals and Scholarships

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

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

## 2.1.9 Student Associations

### Accountancy & Financial Management Association (AFMA)

The Accountancy & Financial Management Association (AFMA) is the student association of the Department. AFMA aim at the enhancement of knowledge and skills pertaining to the development of students in the spheres of leadership qualities, organizing abilities, communication skills, networking and sharing, and helping each other. This is attained through an array of activities such as organizing guest lectures, workshops and seminars in collaboration with the industry; conducting sports and cultural activities such as 'Sports Fiesta', 'Ridma Nadee' and 'Legacy English Day'; carrying our CSR projects such as 'Supan Bindak' and 'Nethu Pahan' conducting 'Esperanza' quiz programme for G.C.E. (Advanced Level) Commerce Stream students, compiling the magazine of AFMA; and assisting in the daily operations of the student resource centres of the Department, viz. Accounting Resource Centre, Skill Development Centre, Department Library, Research and Information Centre, and the Music Centre. Its office bearers are selected annually from among the second year-students of the Department.

### Alumni Association of Accountancy (AAA)

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

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

### 2.1.10 Student Resource Centres

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

#### Accounting Resource Centre (ARC)

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

#### Skill Development Centre (SDC)

SDC is the language laboratory of the Department set up to improve the English language skills of students. This is a

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

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

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

#### Accounting Library and Archives

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

#### Research and Information Centre (RIC)

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

#### Music Centre

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

## 2.1.11 Head of the Department

**Dr. A. Harendra N. Kariyawasam**

## 2.1.12 Academic Staff

### **Emeritus Prof. M. W. Wickramarachchi**

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### 2.1.13 Non-academic Staff

**Ms. H P G Perera**

*Typist*

**Ms. G S Thilakamali**

*Computer Application Assistant*

**Ms. N I Udayangani**

*Computer Application Assistant*

**Mr. N K Susitha Kumara**

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### 2.1.14 Contact Details

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### 2.2.1 About Us

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

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



# (BUS

2.2

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



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

the top choice for Sri Lankan students seeking rigorous training in theory and practice of Business Management. The external degree is also highly popular among the students who could not secure an internal placement in a state university.

The curriculum of the Department is designed to prepare students to take leadership roles in the corporate world and to make them sensitive to ethical and social issues and adaptable in the dynamic business environment. It gives students a solid foundation in theory of Business Management and exposes them to contemporary business practices. The pedagogical approaches adopted in the Department are learner-centred and research-led.

The role of the Department in the Faculty of Management Studies and Commerce is unique and significant in 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.

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

The members of the Department are active in research across broad areas of Management and Organisation Studies. In order to enrich the research culture of the Department, the Department has recently organised its research activities under three clusters: *the Cluster for Organisation & Society (COS)*, *the Cluster for Leadership & Strategy (CLaS)*, and *the Cluster for Knowledge Management & Business Innovation*

(CKMBI). The research clusters provide a scholarly platform for local and global researchers as well as the members of the Department to share their ideas and work. Further, the clusters facilitate the members of the Department to engage mainly in collaborative research.

## 2.2.2 Objectives, Graduate Profile and Expected Learning Outcomes

### 2.2.2.1 Objectives

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

- provide study programmes that offer high quality learning opportunities, in line with the University's Vision, Mission, Values and Policies while keeping its students abreast of on-going developments in the broad area of Business Management;
- 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;
- provide support for students to develop interdisciplinary knowledge, analytical skills, entrepreneurial, technical, and transferable skills that allow students to holistically understand organisations and their environment to effectively realise the corporate end-results;
- provide support for students to develop their knowledge and competencies and to keep their enthusiasm in lifelong learning;
- provide a friendly, responsive, and supportive academic atmosphere that is conducive to learn willingly, while maintaining high academic standards;
- 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 competencies in the broad areas of Management;
- g. provide support for the academic staff in their career development through learning and research;
- h. deliver the programmes through classroom interaction and innovative Learning Management Systems (LMS) to make sure the effectiveness of teacher-learner activities;  
and
- i. create and maintain a conducive department culture that foster proactiveness, foresightedness, creativity, cooperativeness and initiativeness.
- 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 internationally.
- f. be continuous learners, resourceful catalysts and effective communicators.
- g. know how to successfully apply the knowledge and learning experience acquired in the classroom in different and changing situations.
- h. be competent management graduates who could contribute towards the socio-economic advancement and wellbeing of the Nation.
- i. be ethical and socially responsible citizens with good virtues, values and morality.

### 2.2.2.2 Graduate Profile

A graduate of Business Administration should be a competent and versatile individual who has the capacity to initiate and manage any organisation towards superior performance as a visionary, innovative and strategy-oriented leader with entrepreneurial insight, enterprise-wide focus and ethical spirit.

### 2.2.2.3 Expected Learning Outcomes

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

- a. be competent and versatile individuals who are able to confidently commence and progress in the chosen career/s while keeping a deep sense in human-beings.
- b. be able to view and comprehend personal, organisational and national problems and issues holistically as well as from different perspectives.
- c. be able to integrate all the functional areas of Management and other related disciplines to understand and cope with the multiple realities of the World of Work.

Overall, B.Sc. Business Administration (Special) Degree Programme integrates knowledge from all functional areas of Management and many related disciplines. Hence, the core courses of the Degree Programme include subjects, such as Organisational Behaviour, Society and Organisation, Knowledge Management, Organisational Culture and Leadership, Managing for Productivity and Quality, Business Innovation, Strategic Management, International Business Management, Organisational Change and Development, and Business Ethics and Corporate Social Responsibility, with a view of producing competent and versatile management graduates.



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

The curriculum of the Department is inspired by learner-centred and research-led pedagogical approaches. It aims to prepare students to take leadership roles in the corporate world while making them sensitive to ethical and social issues and adaptable in the dynamic business environment. Thus, the programme structure of B.Sc.

Business Administration (Special) Degree provides students with a solid foundation in theory of Business Management and exposes them to contemporary business practices.

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
BUS 2341	Organisational Behaviour	Core	45	03
BUS 2344	Society and Organisation	Core	45	03
BUS 2345	Managing Personal and Managerial Competencies	Core	45	03
ENT 2344	Entrepreneurship and Business Development	Core	45	03
COM 2345	Business Law	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>30</b>
<b>Year III - Semester I</b>				
BUS 3340	Organisational Culture and Leadership	Core	45	03
BUS 3350	Managing for Productivity and Quality	Core	45	03
BEC 3340	Managerial Economics	Core	45	03
DSC 3340	Operations Research	Core	45	03
ITC 3340	Management Information Systems	Core	45	03
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year III - Semester II</b>				
BUS 3346	Knowledge Management	Core	45	03
BUS 3347	Research Methodology (Option 01) (See, Note 2.2.3.1)	Core	45	03
BUS 3348	Research Methods in Management (Option 02) (See, Note 2.2.3.1)	Core	45	03
BUS 3349	Organisational Change and Development	Core	45	03
COM 3350	Corporate Law	Core	45	03
BEC 3344	Project Management	Core	45	03
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Third Year</b>				<b>30</b>

<b>Year IV - Semester I</b>					
BUS	4340	Strategic Management	Core	45	03
BUS	4341	Contemporary Issues in Management	Core	45	03
BUS	4655	Research Study (Dissertation) (Option 01) (See, Note 2.2.3.2)	Core	90	06
BUS	4356	Research Project in Management (Option 02) (See, Note 2.2.3.2)	Core	45	03
DSC	4340	Service Management	Core	45	03
		One Elective Course from the List of Courses provided in Table 2.2.2. (See, Note 2.2.3.2)	Elective	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
BUS	4343	International Business Management	Core	45	03
BUS	4344	Business Ethics and Corporate Social Responsibility	Core	45	03
BUS	4357	Case Studies in Management	Core	45	03
BUS	4358	Management Training	Core	45	03
		One Elective Course from the List of Courses provided in Table 2.2.3. (See, Note 2.2.3.3)	Elective	45	03
<b>Total No. of Credits – Semester II</b>					<b>15</b>
<b>Total Credits Values for the Fourth Year</b>					<b>30</b>
<b>Total Credit Value for the Degree Programme (including 31 Credits in the First Year)</b>					<b>121</b>

### 2.2.3.1 Completion of Year III–Semester II of the Degree Programme

Students are required to complete fifteen (15) credits (five (5) courses with three (3) credits each) in each Semester. Thus, in addition to the four (4) core courses in the Year III–Semester II, the students need to select either BUS 3347 Research Methodology (Option 01) or BUS 3348 Research Methods in Management (Option 02) to cover the fifteen (15) credits requirement. BUS 3347 Research Methodology course (Option 01) is designed for the students who intend to undertake BUS 4655 Research Study (Dissertation)—i.e., a six (06) credit course—in the Year IV–Semester I. The students who prefer to undertake BUS 4356 Research Project in Management in the Year IV–Semester I should undertake BUS 3348 Research Methods in Management course (Option 02) in the Year III–Semester II.

### 2.2.3.2 Completion of Year IV–Semester I of the Degree Programme

In addition to the four (4) core courses in the Year IV–Semester I, the students who follow BUS 4356 Research Project in Management (Option 02) need to undertake one (1) elective course to cover the fifteen (15) credits requirement of the Semester. Students could select one (1) elective course from the elective courses provided in Table 2.2.2. (Please note that the Department has the final authority to determine the elective courses to be offered in this Semester based on the student demand for such courses).

**Table 2.2.2: List of Elective Courses offered by the Department in Year IV–Semester I**

YEAR IV – SEMESTER I		
Course Code	Course Title	Credit Hours
BUS 4347	Internship in Management	3
BUS 4348	Group Dynamics and Performance	3
BUS 4349	Business Analysis and Decision Making	3
BUS 4359	Business Innovation	3
BEC 4351	Development Economics	3
COM 4342	Banking	3
MAR 4346	Digital Marketing	3
HRM 4349	Work Psychology and Counseling	3
PUB 4354	Procurement Management	3

### 2.2.3.3 Completion of Year IV–Semester II of the Degree Programme

Students are required to complete fifteen (15) credits (five (5) courses with three (3) credits each) in Year IV–Semester II. Thus, apart from the core courses mentioned above, the students are required to select

one elective course provided in Table 2.2.3. (Please note that the Department has the final authority to determine the elective courses to be offered in this Semester based on the student demand for such courses).

**Table 2.2.3: List of Elective Courses offered by the Department in Year IV–Semester II**

YEAR IV – SEMESTER II		
Course Code	Course Title	Credit Hours
BUS 4351	Small and Medium Enterprise Management	3
BUS 4352	Environmental Resource Management	3
BUS 4353	Business Intelligence and Creative Thinking	3
BUS 4360	Indigenous Management	3
DSC 4346	Logistics and Distribution Management	3
MAR 4347	Product and Brand Management	3
HRM 4350	Labour Law and Industrial Relations	3
ACC 4344	Strategic Management Accounting	3
ITC 4343	Enterprise Resource Planning Systems	3

## 2.2.4

### Description of the Courses offered by the Department

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

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

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

#### **BUS 2344: SOCIETY AND ORGANISATION**

Society and Organisation is an important foundation course in your degree programme. It aims to familiarise partici-

pants with some of the key concepts, issues and trends that are central to understand the role of business in contemporary society. The course encourages the participants go beyond the conventional understanding of Business in Society and facilitates them to critically reflect on how Society and Organisation interact in the contemporary market economy.

#### **BUS 2345: MANAGING PERSONAL AND MANAGERIAL COMPETENCIES**

This is a managerial and personal skills development course. Personal and managerial competencies facilitate managers to perform their multiple roles in work organisations effectively. Thus, managing personal and managerial competencies has been recognised as a significant factor that affects work organisations for their survival and sustainability. However, in today's turbulent 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—prospective managers—has become a vital requisite. In this context, by examining the competencies, which should be developed among our undergraduates, this skills-oriented Course seeks to cultivate critical reasoning and thinking among the participants while facilitating them to identify and develop their conceptual, inter-personal, technical and communicative competencies in the broad area of Management. Also, this Course will help the participants to enhance their personal qualities, such as values, and thereby facilitate them to develop their personality. After successful completion of the Course it is intended that the participants will be able to mould themselves to become effective managers in the World of Work.



### **BUS 3340: ORGANISATIONAL CULTURE AND LEADERSHIP**

This course integrates different concepts of and views on organisational culture and leadership. Organisation as a social system has its own culture which makes its existence in wider society unique. Hence, understanding and managing organisational culture has been identified as a complex task. Furthermore, it has been identified that the leadership plays a vital role in creating, embedding and transmitting organisational culture. In this context, as a prospective manager, it has become one of the prerequisites for Management Undergraduates to have a comprehensive understanding about the inseparable relationship between organisational culture and leadership. Thus, this course seeks to enhance theoretical and conceptual knowledge of the students on and about organisational culture and leadership with a view of strengthening their potential leadership role in the World of Work.

### **BUS 3350: MANAGING FOR PRODUCTIVITY AND QUALITY**

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

productivity improvement projects as active learning methods to improve students' practical knowledge on productivity and quality.

### **BUS 3346: 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, companies have finally come to realise that technology alone is not what sustains knowledge. The primary focus is on the effects of recognizing knowledge within the organisation, capturing this knowledge, and using it to position the organisation in a competitive environment. In this course, students are encouraged to acquire skills and knowledge that facilitate to find out solutions that leverage organisational and individual knowledge.

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

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

Programme. The contents of the Course cover both qualitative and quantitative methodological approaches to Management Research.

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

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

### **BUS 3349: ORGANISATIONAL CHANGE AND DEVELOPMENT**

This is an integrated course aimed at emphasising the importance of continuous change and persistent development needed to ensure timely business survival and growth especially useful for organisations operating in highly volatile business environments. Change is an ever-present feature of organisational life, both at an operational and strategic level. Hence, there is no doubt regarding the importance to any organisation of its ability to identify where it needs to be in the future, and how to manage the changes required in getting there. Starting with an initial historical perspective of the field, the course explores the core organisational model of planned change followed by the various change interventions. Students reading for a degree in Business Administration are intended to become catalyst of change. For them to become successful change agents, this course is structured around opportunities to put the diagnostic and prescriptive tools of organizational development (OD) into action.

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

This is an advanced and capstone course that draws upon knowledge of previous courses delivered at elementary and intermediary levels of the Degree Programme. The purpose of this course is to deliver a holistic understanding of corporate and business strategy that ties previous disciplines together at a strategic level, in determining the strategic direction of organisations in the context of the broad general and immediate competitive environment and how successfully these strategies could be executed to ensure long term business survival and growth. The emphasis will primarily be on the analysis of the external and internal environment of various organisations and industries using appropriate model, frameworks, theories and approaches. Students will be provided with multiple perspectives to view organisations or industries. The students are thought to make the appropriate choice of future direction and alternative strategies to gain and retain competitive and corporate advantages.

### **BUS 4341: 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 board area of Management this course in Business Administration seeks to achieve two pedagogical objectives. The course, on the one hand, encourages participants to critically dissect and reflect 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 4655: RESEARCH STUDY (DISSERTATION) (OPTION 01)**

As this is the major independent research study component of the Degree this course is designed as a six (6) credit course located in Year IV–Semester I of the Degree Programme. In this course students are required to conduct an independent study on a topic of their choice which is subject to the Department approval. As such, the independent research studies carried out by students are supervised by the academic members of the Department according to their expertise and/or research interests. In order to undertake BUS 4655 Research Study (Dissertation), it is necessary that a student should successfully complete BUS 3347 Research Methodology.

### **BUS 4356: RESEARCH PROJECT IN MANAGEMENT (OPTION 02)**

This is a three (3) credit research oriented course offered in Year IV–Semester I of the Degree Programme. Having a holistic view on any given situation/issue may facilitate a manager to make effective data collection, analysis and decision-making. Effective decision making can be identified as a vital process for the survival and sustainability of any work organisation. Thus, cultivating and developing analytical skills among Management undergraduates—prospective managers—to conceptualise organisational problems and to formulate pragmatic solutions in the field of Management can be identified as one of the essential requirements to be addressed in this course. In this context, this course directs the students to analyse a selected managerial problem by integrating diverse subject knowledge that they have gained during the earlier stages of the Degree Programme. While enhancing participants' investigative, explorative, analytical and synthesising skills, this course will facilitate them to conceptualise

managerial issues and create alternative solutions in the broad area of Management with proper application of research methods.

### **BUS 4343 / BUS 3345: INTERNATIONAL BUSINESS MANAGEMENT**

This is an advanced course that provides the knowledge in doing business in the globalised world. This course is designed as a culmination of knowledge and skills from all management related subjects learned in the previous semesters of the Degree Programme and how that knowledge could be profoundly applied in order to exploit the opportunities of globalization and to successfully engage in overseas expansion. The major areas covered in this course include; analysis and understanding the international and global environments, global opportunity and threat assessment, risk analysis and overseas market selection, international market entry strategies, international trade theory, government and regional influences with respect to international business management. It also focuses on the ongoing and upcoming trends in global business management.

(This course is also offered to the students in the Departments of Commerce and of Decision Sciences under BUS 3345.)

### **BUS 4344: BUSINESS ETHICS AND CORPO- RATE SOCIAL RESPONSIBILITY**

This is an advanced course aimed at cultivating the importance of becoming a good corporate citizen by adhering to Business Responsibilities, Business Ethics and Good Governance. Social responsibility encompasses a wide variety of concerns such as ethical values in business, welfare of society, awareness, respect, protection of the natural and built environment as regular action that business can take to solve the problem being faced by e- society. This course will



discuss the emerging concepts of social responsibility while examining how companies have responded to the demand for ethical behaviour and social and environmental responsibilities. Furthermore, it will also examine how corporations can become more effective in managing their social impact and improving the reciprocal relationships with all of the stakeholders of the organisation.

### **BUS 4357: CASE STUDIES IN MANAGEMENT**

As a capstone course in the Year IV–Semester II of the Degree Programme, this course aims to integrate and synthesise the key learning from the previous courses into a coherent set of skills and competencies that are needed to be competent managers in the contemporary World of Work. It recognizes the key managerial issues that are emerging in the World of Work. Hence, this course as a whole involves in analysing integrative case studies in Management and Corporate Policy.

### **BUS 4358: MANAGEMENT TRAINING**

This is a three (3) credit course offered in Year IV–Semester II of the Degree Programme. The emerging socio-economic trends in the World of Work compel the undergraduates in our Degree Programme to absorb more professional-oriented skills. It also compels to acquire real world business exposure and practical management applications. Thus, this practical-oriented course is aimed at exposing the undergraduates to the World of Work and to learn by real world experiences. The Course, therefore, facilitates the undergraduates to involve in management-related training in a business organisation. It also facilitates to test out the applicability of their theoretical and conceptual knowledge in a selected business organisation. The students are required to engage in Practical Training in

Management in an organisation approved by the Department for a period of three months (at least 400 practical training hours). 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. Here, the management trainees will be closely monitored and supervised by the academic members of the Department and the immediate superior of the organisation for which the student is attached to. A practical training record book is maintained for this purpose. Please note that finding a placement for internship is the responsibility of the student.

### **BUS 4347: INTERNSHIP IN MANAGEMENT (ELECTIVE)**

This elective course provides an opportunity for students to gain considerable practical knowledge and experience in management and related areas while applying their conceptual and theoretical understanding of management. It emphasises that the training should be related to the field of management. Internship placements are required to be found by the students and are required to be approved by the internship coordinator. The course carries three credits and the progress of the students is reviewed by the respective academic supervisor on a regular basis. Also, students will have to maintain their training record book which is monitored by both his/her immediate supervisor at the selected organisation and the academic supervisor. At the end of the semester, students are required to submit a written report with evidence and the extent of the exposure gained. The performance of the student is reviewed by a panel of lecturers at a viva-voce examination.



### **BUS 4348: GROUP DYNAMICS AND PERFORMANCE (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester I. This is an advanced course which attempts to provide a specialised knowledge in sociological and psychological aspects of group behaviour in organisations. This course covers theories of group formation, group conflicts, group effectiveness and group entropy. This Course is delivered through classroom discussions and student seminars based on selected case studies, videos, research and journal articles.

### **BUS 4349: BUSINESS ANALYSIS AND DECISION MAKING (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester I. This is an advanced course, which attempts to provide a specialized knowledge on various issues and concerns related to Business Analysis and Decision Making in both Private and Public Sector. This course covers the process of Business Analysis and Decision Making Approaches in both public and private sector organisations. The exploration of theoretical frameworks available for business analysis and theoretical approaches used for effective decision making will also be addressed in this Course. This Course is delivered through classroom discussions and student seminars based on selected case studies and journal articles.

### **BUS 4359: BUSINESS INNOVATION (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester I. This course aims to equip students with an understanding of the main issues in business innovation vis-à-vis the appreciation of the relevant competencies that needed to manage innovation at strategic, business as well as

operational levels. It provides evidence of different approaches based on real-world examples and experiences of leading national and international firms. Further, this course will enable students to develop an understanding of analytic frameworks for managing the innovation process. In particular students will be able to examine the patterns and sources of technological and other changes and the mechanisms for capturing the economic benefits from innovation as well as to identify the strategic and organisational challenges involved in managing innovation.

### **BUS 4351: SMALL AND MEDIUM ENTERPRISE MANAGEMENT (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester II. This is an advanced course, which attempts to provide a specialized knowledge on various management issues and concerns related to Small and Medium Enterprises. Hence, this course covers various management issues and concerns related to the successful management of Small and Medium enterprises, various challenges faced by the SME's. Policies and Strategies related to SME sector in developing and developed contexts. Decision making approached in both small and medium organisations. This Course is delivered through classroom discussions and student seminars based on selected case studies and journal articles.

### **BUS 4352: ENVIRONMENTAL RESOURCE MANAGEMENT (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester II. This is an advanced course, which attempts to provide a specialized knowledge on various issues and concerns related to Environmental Resource Management. Hence, this course covers various management issues and concerns related to successful management

of Natural Resources and the Ecological system, the management of the issue of Sustainability, Various challenges faced by the organisations in developing and maintaining a green policy, policies and strategies related to ERM in developing as well as developed country contexts. This Course is delivered through classroom discussions and student seminars based on selected case studies and journal articles.

### **BUS 4353: BUSINESS INTELLIGENCE AND CREATIVE THINKING (ELECTIVE)**

This is one of the elective courses offered in Year IV–Semester II. This is an advanced course, which attempts to provide a specialized knowledge on various issues and concerns related to Business Intelligence (BI) and Creative Thinking (CT). This course aims to provide a profound understanding of Business Intelligence (BI) systems in terms of its tools, current practices and impacts. The students will be encouraged to acquire knowledge on how to design BI solutions for different BI targets and users. This course also intends to cultivate a mood of creativity in workplace and try to bring back the sensitiveness and inquisitiveness in learning and applying new things, reveal the fact that all people are creative, all people experience fears and anxieties, all people experience success and failure, and that the object of the search for creativity is not happiness but rather growth. It also encourages the student to deepen their understanding of self and creative abilities and finally build confidence by introducing them to innovation and creative problem solving. Finally, the course will guide the students to structure their experiences that will let them to develop their hidden abilities and potentials towards creative thinking.

### **BUS 4360: INDIGENOUS MANAGEMENT (ELECTIVE)**

This is an integrative course offered to understand the concepts of management from broader philosophical and religious bases. In comparison with other nations, Sri Lanka has a prestigious and long cultural heritage. Despite the Hindu, Christian and Islamic interventions that occurred from time to time, since ancient times, Sri Lankan society has been influenced and shaped by the Buddhist teachings. Thus, this has created a society characterised by indigenous management practices. Analysing the indigenous management practices in ancient Sri Lanka, historical periodicals of the nation provides evidence of highly advanced methods of management and knowledge in managing their scarce resources for sustainable development of the country.

#### **2.2.5 Professional and Industry Links**

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

#### **2.2.6 Employment Opportunities**

Being the pioneer Department in the field of Business Administration, over the past 50 years, the Department has produced a number of eminent professors, and prominent business leaders, politicians and entrepreneurs in Sri Lanka. Moreover, enumerable executive and managerial level positions

in the public and private sector 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.

### 2.2.7 Student Association

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

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

organised by ABA each year. Moreover, ABA publishes the student magazine, titled "Biz Track", annually.

### 2.2.8 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.

### 2.2.9 Medals and Scholarships

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



## 2.2.10 Head of the Department

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# (BEC

2.3

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



### 2.3.1 Evolution

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

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



### 2.3.2 Objective and the graduate profile of the degree programme

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

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

#### Graduate profile

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

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

An integral part of the degree programme is the research project which involves building up a research culture among the undergraduates. This would in turn contribute to nation's development as well as the world's,

by disseminating knowledge emerged from researching on contemporary issues.

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

#### Experience of the Best Student

"Selecting the Business Economics degree programme offered by the Department of Business Economics of the Faculty of Management Studies and Commerce is a milestone in my life and I can confidently say that it is one of the best decisions I have made. The well qualified and experienced lecture panel and the well-organized curriculum guarantee a clear and stable future for the students. In addition to the academic exposure, the department offers various opportunities to the students to brush up their soft skills and competencies. Students are provided a thorough understanding and practice on research and analysis which is another key attribute of the degree which distinguishes it from the other degree programmes. I consider it a worthwhile opportunity to obtain a business economics degree which helps to reach heights in the corporate world with knowledge in both Management and Economics. I am really grateful to all of the lecturers of my department for the great support and guidance provided to me throughout the degree programme".

Ms. Gamage Amanda Nishamini Perera  
Gold Medal Winner – 2011/2012 Batch  
ICASL Prize Winner

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

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

## 1. Development Studies (DS)

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

## 2. Banking (BNK)

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

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BEC 2041	Career Development Training	Non-Credit	45	00
BEC 2001	English for Business Economics Part I	Non-Credit	30	00
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
BEC 2343	Mathematical Methods for Economics	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
BEC 2344	Advanced Economic Theory	Core	45	03
ENT 2341	Introduction to Entrepreneurship and SMEs	Core	45	03
ITC 2340	Computer Application for Managers	Core	45	03
BEC 2045	Career Development Training	Non-Credit	45	00
BEC 2002	English for Business Economics Part II	Non-Credit	30	00
<b>Total No. of Credits – Semester II</b>				<b>15</b>
<b>Total Credits Values for the Second Year</b>				<b>30</b>

Year III - Semester I					
DSC	3340	Operations Research	Core	45	03
BEC	3340	Managerial Economics	Core	45	03
ITC	3340	Management Information Systems	Core	45	03
BEC	3341	Monetary Economics	Core	45	03
BEC	3342	Development Economics	Core	45	03
BEC	3001	English for Business Economics Part III	Non-Credit	30	00
Total No. of Credits – Semester I					15
Year III - Semester II					
BEC	3344	Project Management	Core	45	03
BEC	3345	Economic Thought	Core	45	03
BEC	3346	Financial Economics	Core	45	03
BEC	3347	Labour Economics	Core (DS)	45	03
FIN	3343	Business Valuation Theory and Applications	Core (BNK)	45	
BEC	3348	Asian Economics	Core (DS)	45	03
FIN	3346	Bank Management	Core (BNK)	45	
BEC	3002	English for Business Economics Part IV	Non-Credit	30	00
Total No. of Credits – Semester II					15
Total Credits Value for the Third Year					30
Year IV - Semester I					
BEC	4340	Econometrics	Core	45	03
BEC	4341	Research Methodology	Core	45	03
BUS	4340	Strategic Management	Core	45	03
BEC	4342	International Economics	Core	45	03
BEC	4343	Environmental Economics	Core (DS)	45	03
FIN	4352	Risk Management and Insurance	Core (BNK)	45	
BEC	4001	Academic Writing	Non-Credit	30	00
Total No. of Credits – Semester I					15
Year IV - Semester II					
BEC	4645	Independent Study on Business Economics	Core	45	06
BEC	4646	Practical Training	Elective	45	06
BEC	4647	Social Development Project	Elective		
BEC	4349	Regional Economics	Core (DS)	45	03
BEC	4348	Money and Banking	Core (BNK)		
Total No. of Credits – Semester II					15
Total Credits Value for the Fourth Year					30

### 2.3.4 Description of Courses

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

#### BEC 2340: MACROECONOMICS

This course intends to provide students with the basic understanding of the aggregate economic system: concepts of aggregate demand and supply, national income and product measures, consumption and investment, supply side economics and its applications, the government's role in an



economy, use of fiscal, monetary, and exchange rate policies to guide the economy, employment and inflation. It also encompasses macroeconomic analysis both in a closed and open economy, income-expenditure, IS-LM model and modern approaches.

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

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

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

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

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

This course provides students with an advanced knowledge on application of

economic theory and decision science tools in in-firm managerial decision making. The major subject area includes demand analysis, demand estimation and forecasting, advanced production and cost analysis, market structures, game theory and strategic behaviour, pricing practices, and business and government decision making.

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

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

### **BEC 3342/ 4351: DEVELOPMENT ECONOMICS**

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

*Note: BEC 4351: Development Economics is being offered by the department to the students of the Department of Business Administration, Entrepreneurship and Finance in the year IV, semester I.*

### **BEC 3344: PROJECT MANAGEMENT**

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

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

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

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

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

This course provides the students with an understanding of the principles and applications of financial markets. Further, it aims to provide comprehensive knowledge

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

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

Labour Economics is a combination of both theoretical and empirical analysis of labour market dynamics, wage setting and employment determination. The specific topics to be analysed include labour force trends, education and training, wage and employment setting at the company level, unions, discrimination, labour productivity and real wages, government policy and technological change.

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

Asia, especially in political and economic aspects, has been one of the most important parts of the world today that makes a considerable contribution to the world economy. Therefore, this subject emphasizes the social contributions of Asian economies to world development process. The teaching and learning process include lectures, discussions, video sessions and examinations. At the end of this course, students should be able to understand the practice and trends of the development of Asia.

### **BEC 4340: ECONOMETRICS**

This course provides students with an introduction to the theory and practice of Econometrics, and experience in estimating econometric models with actual data. The course mainly focuses on techniques for estimating regression models, 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. The course will be taught through lectures, practical sessions and tutorials. Software packages will be used in practical sessions.

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

This course introduces a complete set of techniques and concepts in conducting a scientific enquiry. This subject is inclusive of the planning of social surveys, coverage of surveys, basic ideas of sampling, type of sample design, experiments and investigations, methods of collecting information, questionnaires, scaling methods, response errors, processing of the data, analysis, interpretation and presentation as major areas.

### **BEC 4342: INTERNATIONAL ECONOMICS**

The aim of this unit is to provide students with an understanding of the principles and applications of International Economics, so that students will be prepared to face the future complexities of the world economy. The unit is divided into two parts International Trade and International Finance. Part one examines reasons for and consequences of international trade. This will cover the law of comparative advantage, 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. Part two, International Finance, focuses on foreign exchange market, fixed and flexible exchange rates, balance of payments and adjustment policies, international capital mobility and international macroeconomic policy coordination.

### **BEC 4343: ENVIRONMENTAL ECONOMICS**

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

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

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

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

This course intends to make the undergraduates aware of the current economic and business trends in the country and in the world, to improve professional skills, and to strengthen them with exposure to real world business. The students are encouraged



to gain this training experience at the Central Bank of Sri Lanka, the Colombo Stock Exchange, Asian Development Bank, and other institutions that are directly related to the economy of the country. Additionally, training opportunities are available at different private sector organizations as well. The students are able to find training opportunities at such institutions through the established network of the Department. The evaluation scheme of this course is designed to test the ability of the students to apply theoretical and conceptual knowledge in the real work environments and to what extent they have added values to their lives through this practical training programme.

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

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

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

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

The course unit, Money and Banking, is designed to provide an advanced knowledge of the economic principles applied to the monetary policy analysis and to the banking system. It also examines the impact of the monetary policy on any economy with special emphasis on Sri Lanka. It

covers the nature and functions of money, credit and financial markets in modern economy, central banking and effects of the interest and foreign exchange rates on the real economy.

### **BEC 4349: REGIONAL ECONOMICS**

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

### **CAREER DEVELOPMENT TRAINING (Non-Credit)**

This is a course which provides the students with soft skills that need to be acquired by a professional. The main objective of this course is to develop an individual well-equipped with professional skills and positive attitudes. It also aims to develop a balance personality with higher social and career prospects. Methods of instruction are mainly interactive sessions, guest lectures, discussions, lectures and workshops covering areas of personal grooming, etiquette, planning self-presentation at different occasions and effective interpersonal skills. Two

day Outward Bound Training Programme is one of the main events organized under this course. This career development training would be offered in two semesters as Part I, BEC 2041: Career Development Training in the year II, semester I and Part II, BEC 2045: Career Development Training in the year II, semester II. Evaluation criteria of these non-credit courses are discussed in a note below\*.

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

This is a Special English Language Programme introduced by the Department for the improvement of English language competence of the students, in addition to the credit courses in the degree programme. The programme has specially been designed for the students who require further English language competence at an advanced level for communicative, academic, reference and research purposes parallel to the objectives of the Department. This is a five-semester programme which offers the course units; BEC 2001 English for Business Economics Part I, BEC 2002 English for Business Economics Part II, BEC 3001 English for Business Economics Part III, BEC 3002 English for Business Economics Part IV and BEC 4001 Academic Writing for Business Economics. Evaluation criteria of these non-credit courses are discussed in a note below\*.

#### **BEC 2001: English for Business Economics Part I**

The BEC 2001 course on English for Business Economics is designed with the aim of enhancing the four competency skills of reading, listening, writing and speaking skills of the students in the field of Business Economics. The courses have been formulated according to the UTEL Benchmark band of 6, which will develop the skills of the students to comfortably reach the

benchmark band of 7, thus the course will proceed in a gradual and an incremental manner. The courses of BEC 2001 and BEC 2002 would provide the students the opportunity to develop their English language skills while gaining increased confidence and competence in social and professional contexts. The courses will cover the areas of vocabulary, grammar, reading comprehension, presentation skills, letter writing, summarizing, business correspondence and preparation for a meeting/interview.

#### **BEC 2002: English for Business Economics Part II**

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

#### **BEC 3001: English for Business Economics Part III**

This course is an extension of BEC 2001 and 2002 Courses. This is designed with the intention of further enhancing reading, writing, listening and speaking, skills of students in the field of Business Economics and this has been formulated according to UTEL Benchmark Band 8. This course focuses on level-appropriate grammar, vocabulary specific to various business domains, reading comprehensions related to field of business, presentation skills,

letter writing skills and summarizing skills. This course also aims to familiarize students with finer points of business etiquettes and business correspondence. These aims will be achieved through a series of lectures conducted weekly within the semesters developing proficiency of students in Business English.

### **BEC 3002: English for Business Economics Part IV**

This course is a further extension of the skills based learning series of BEC 3001 and formulated according to UTEL Benchmark Band 9. This is designed with the intention of improving students' English proficiency in core areas such as reading, writing, listening and speaking, while reviewing key areas of Business Economics. This course focuses more on advanced professional writing and speaking skills which will allow them to face the English-speaking business world with confidence and in an assertive manner. Sharpening the reading and listening skills are also focused in this series of lectures through advanced materials from real business world. These aims will be achieved through a series of lectures conducted through the semester in a gradual and incremental manner.

### **BEC 4001: Academic Writing for Business Economics**

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

### **Evaluation Criteria for the Non - Credit Courses**

\* Students belonging to the batches 2014/15 onwards will be given either a Pass or a Fail for each of the non-credit courses. Since these are soft skills enhancing courses, evaluation and assessments would be done in numerous ways including; role plays, creative work pieces, presentations, workshops, attendance, oral tests, paper based tests etc. Students should obtain more than 40% from the overall marks in order to earn a Pass. Furthermore, results of these non-credit courses will not have any impact on the pass or fail of the semester of the students; however the final result (Pass/Fail) will appear in their detailed results sheet.

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

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

### **2.3.6 Employment Opportunities**

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



research consultants, financial analysts, policy makers and managers in their respective fields.

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

### 2.3.7 Medals and Scholarships

#### NIBM Gold Medal

The NIBM Gold Medal is awarded for the best student in the Department every year at the completion of the degree programme. As the selection criterion terms of it, students graduated 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.

### 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, BIZCON aims at enhancing the performance of the students through improving the knowledge, skills and attitudes for which it annually organizes various

activities such as exhibitions, competitions and other social activities. One of the outstanding such activities initiated by BIZCON since the year 2011 is the Annual Drama Festival. BIZCON Association also supports the undergraduates to maintain links with other academic institutions, professional and business organizations.

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

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

### 2.3.9 Student Resource Centres

The Business Economics Resource Centre (BRC) is situated in the top 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 is a specialized Economics library. It 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 program. Also 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 facilities and a collection of research projects, research articles and databases on Economics and related fields.

## 2.3.10 Head of the Department

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

## 2.3.11 Academic Staff

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### 2.4.1 Evolution


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

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



# COM

## 2.4 B.Com (Special) Degree Programme



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

students. In 1992 a major curriculum revision was implemented to give students an opportunity to specialize in one of the subject areas in International Trade, Marketing and Accountancy in the final year of the degree program. This has opened up vast and tremendous opportunities for students expanding employment opportunities upon graduation.

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

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

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

## 2.4.2 Objective and Graduate profile of the degree programme

### 2.4.2.1 Objective

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

## 2.4.3 Graduate's Profile

The goal of Bachelor of Commerce (Special) Degree program is to prepare its graduated 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 and international perspectives in the fields they study. Also, a commerce graduate should have the capacity for critical, conceptual and reflective thinking and inquiry including an ability to evaluate and apply underlying assumptions and theories, identifying problems, develop appropriate processes for their solution and apply the processes of strategic decision-making.

## 2.4.4 The Nature of the Programme

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

careers and more advanced study in Commerce and Management. In addition to that, it seeks to help in upgrading the quality of the undergraduate programme by creating corporate sector links with the department.

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

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

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

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



<b>Year IV - Semester I</b>					
COM	4340	Development Economics	Core	45	03
COM	4341	International Finance	Core	45	03
COM	4342	Banking	Core	45	03
FIN	4352	Risk Management and Insurance	Core	45	03
BUS	4340	Strategic Management	Core	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
COM	4643	Independent Study	Core		06
COM	4644	Internship	Core		06
<b>Total No. of Credits – Semester II</b>					<b>12</b>
<b>Total Credits Values for the Fourth Year</b>					<b>27</b>
<b>Total Credit Value of the Program</b>					<b>120</b>

## 2.4.6 Description of Courses

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

### COM 2340 : MACROECONOMICS

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

### COM 2341 : COST AND MANAGEMENT ACCOUNTING

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

### COM 2342 : AUDITING AND ASSURANCE

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

### COM 2344 : COMPUTER BASED ACCOUNTING

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

### COM 3340 : MANAGEMENT SCIENCE

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

problems using Management Science techniques and methods will enable students to formulate mathematical models of practical problems, then to solve them and finally to interpret the results, as they might have to do as managers and business executives of enterprises making decisions. Topics such as introduction to management science, linear programming (LP): model formulations, the graphical method, simplex method, duality and sensitivity analysis, transportation and assignment problems, project scheduling: PERT/CPM network, decision theory and dynamic programming (DP) are covered.

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

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

### **COM 3342 : TAXATION**

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

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

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

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

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

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

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

This course is designed to familiarize students with the basic concepts, tools and techniques of research methodology as applied in research in the field of Business. On the completion of the course, students are required to compile a research proposal which serves as a working plan for COM 4643 – Independent Study (research project) in the fourth year. The topics covered include introduction to research in commerce and management, the research process, the research proposal, selection and

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

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

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

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

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

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

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

### **COM 4342 : BANKING**

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

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

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

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

#### **COM 4644 : INTERNSHIP**

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

#### **2.4.7 Professional and Industry Links**

B.Com (Special) Degree Programme of the Department has a wide recognition worldwide. The department maintains close relations with organisations in the private and public sectors. Most of these industrial relationships have offered internship placements for the B.Com. final year undergraduates. B. Com. graduates of the University of Sri Jayewardenepura have been awarded full marks in the Australian Migration Program. Most professional bodies such as CIMA-UK and ACCA-UK, etc. have recognized B. Com. (Special) degree qualification and grant exemptions for B.Com (Special) degree holders. Industry surveys have revealed that B. Com. (Special) degree holders from the University of Sri Jayewardenepura are preferred over those with other qualifications in the industry both private and public sectors. The Internship programme of the Department in the final year has broadened scope of opportunities for B. Com. Degree holders and enhanced their potential of securing gainful employment speedily.

#### **2.4.8 Awards and Scholarships**

- **Professor Hema Wijewardena Gold Medal:** This medal was established in 1994 by Professor Hema Wijewardena, the founding Head of the Department, a former Dean of the FMSC and a former Professor in Commerce at the USJP. He was a Professor in Accounting and presently Honorary Principal fellow in the School of Accounting and Finance at the University of Wollongong, Australia.

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

- **Hirdaramani Memorial Scholarship:** This scholarship is awarded annually by the Hirdaramani Group of Companies in memory of the late Mr. Bagawandas Hirdaramani and the late Mr. Nanda Hirdaramani, founder members of the Hirdaramani group. It is offered to a student who obtains the highest GPA in the B.Com (Special) Degree Part I examination.
- **Best Student Award – B.Com (Special) Degree Part I, II, III and IV**  
This award is annually awarded to students who had obtained the highest marks for their End Semester Examinations for the subjects offered by the Department of Commerce.



### 2.4.9 Students' Associations

#### Commerce Society (COMSO)

Commerce Society is the student association affiliated to the Department of Commerce. The society operates under the direct purview of the department by a committee elected annually from among the members of the society. Membership is open to students registered in the Bachelor of Commerce (Special) Degree Programme. COMSO is facilitated with fully equipped Student Resource Centre located at the faculty. Head and academic staff of the department serve as patron of the society. They are advising, monitoring and coordinating all activities of COMSO.

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

#### Alumni Association of Commerce

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

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

### 2.4.10 New developments of the Department

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

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

## 2.4.11 Head of the Department

**Prof. E. Dayaratne**

## 2.4.12 Academic Staff

**Prof. E. Dayaratne**

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Dip. in HR (Uni. of Ad. Mic) (Poland) ; Dip. in Digital Arc. (Central European University) (Hungary) ; Attorney-at-Law*  
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## 2.4.13 Non Academic Staff

**Mrs. L.I. Dilhani**

*Computer Application Assistant*

**Mrs. S.M.S. Kumari**

*Stenographer*

**Mr. M.N. Kodagoda**

*Labourer*

## 2.4.14 Contact Details

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### 2.5.1 Evolution

Before 1990, Production and Material Management was offered to students following main degree programs of the FMSC. In 1990 the subject was upgraded to Operations Management and it was taught in almost all degree programmes offered by the FMSC as a main subject until 2001. Since the formation of the new Department of Information Technology and Decision Sciences in 2001 under the

faculty restructuring programme, the subject Operations Management was offered in the Management Common Programme of the FMSC. It was the duty 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



# DSC

2.5

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



was there since 1989. However, it was possible to develop a proposal to establish a degree program on Operations and Technology Management in 2002 and the University approved the proposal in 2003. In order to run degree programs on Operations and Technology Management and Business Information systems smoothly, it was decided to propose the separation of the Department of Information Technology

and Decision Sciences along with the establishment of the new degree programme. In September 2007 the University Grants Commission approved the new degree programme and the proposal for splitting the department to form two departments, Department of Decision Sciences and Department of Information Technology. Due to the nature of the subjects to be offered under the degree programme it was



decided to select students through an aptitude test. The first batch of students was admitted to the new degree programme in 2008. However, due to practical difficulties, the department decided to select students for this degree programme too according to criteria given in section 4.1.1.

## 2.5.2 Programme Objectives

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

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

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

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

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

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

**Table 2.5.1: B.Sc. Operations and Technology Management (Special) Degree Programme Structure for Years II, III and IV**

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

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

## 2.5.4 Description of Courses

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

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

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

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

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

### **DSC 2340 : OPERATIONS MANAGEMENT**

This course, which is the first course in Operations Management, introduces the students to key concepts, principles and design techniques that are essential to develop an appreciation of their uses in the field, and their interactions and relationships with parallel management activities in order to cultivate a general understanding of the field as a totality. Major topics include operations strategy and competitiveness, product design and process selection, total quality management, capacity management, layout planning, job design, work measurements, supply chain management, inventory control, business process reengineering and manufacturing and service strategy.

### **DSC 2241 : QUANTITATIVE TECHNIQUES**

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

### **DSC 2342 : SUPPLY CHAIN MANAGEMENT**

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



supply chains, identification procedures, an overview of methods, processes, and systems used in the operation of supply chains, and the applications of methods, processes, and systems to improve supply chain performance.

### **DSC 2343/ 4347 : TECHNOLOGY MANAGEMENT**

This course provides the students with an understanding of the primary relationship of technology to the strategic position of the firm. First, it emphasizes the importance and role of technology in determining the organization's competitive advantage and its distinctive competence. Second is the drive for acquiring new technology, management of innovation and technology development in organizations. This will be done by conscious design of the organization upon selection of appropriate technology in line with its focused business strategy.

### **DSC 3340 : OPERATIONS RESEARCH**

This course is designed to give a basic introduction to fundamental concepts, methods and techniques of operations research (OR). The topics include definition of OR, scope of OR, the OR problem solving process, models and modelling in OR, model formulations of linear programming (LP), the graphical method and the Simplex method for solving LP problems, special cases of LP problems, definitions of the dual problem, primal dual relationship, economic interpretation of duality, dual simplex method, sensitivity or post optimal analysis, determination of starting solutions and solution of transportation problems, special cases of transportation problems, Hungarian method and an application of the assignment problem, project scheduling with certain activity time and time/ cost trade off in PERT/ CPM networks.

### **DSC 3341 : STATISTICAL ANALYSIS FOR MANAGERS**

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

### **DSC 3342 : TOTAL QUALITY MANAGEMENT**

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

### **DSC 3343 : PROJECT MANAGEMENT**

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

### **DSC 3344 : RESEARCH METHODS FOR OPERA- TIONS MANAGEMENT**

Even though this course has been designed as a prelude to DSC 4643, this is a compulsory course for all students. Its objective is

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

#### **DSC 3345 / 4346 : LOGISTICS AND DISTRIBUTION MANAGEMENT**

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

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

This is an extension of course DSC 3340 – Operations Research. Major areas include advanced topics in linear programming, integer programming, dynamic programming (multistage programming), decision theory, games and queuing theory with management applications. Students are provided with knowledge to apply quantitative techniques to solve various business

problems especially in the operations management departments of both manufacturing and service organizations. Even though various quantitative techniques are successfully used by large as well as small companies in the developed countries they are hardly used in Sri Lanka. Therefore, the emphasis of this course will be on practical applications rather than on theory.

#### **DSC 3347 : OPERATIONS SYSTEMS DESIGN AND MANAGEMENT**

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

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

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

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

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

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

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

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

Under the independent study the students are required to conduct an independent study on an Operations Management topic. Students are required to conduct the research study under the supervision of a

lecturer of the department. Students are expected to carry out a professional research project by using the methods and technologies learned in DSC 3344 –Research Methods for Operations Management and are expected to submit a report at the end of the semester.

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

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

### **DSC 4645 : INTERNSHIP**

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



### 2.5.5 Awards and Scholarships and Professional Links

**“Brandix Gold Medal” awarded to the Best Student of the B.Sc. Operations and Technology Management (Special) Degree Programme.**

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

### 2.5.6 Employment Opportunities

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

### 2.5.7 Student Associations

#### Operations Management Student Association (OMSA)

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

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

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

### 2.5.8 Student Resource Centre

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

## 2.5.9 Head of the Department

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

## 2.5.10 Academic Staff

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*Senior Professor in Decision Sciences  
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### 2.6.1 Evolution

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

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



# ENT

2.6

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



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

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

### Strategic Goals of the Department:

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

### Value System of the Department:

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

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

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

The graduates of B.Sc. Entrepreneurship (Special) Degree Programme would be different from the other traditional management graduates in several dimensions.

Firstly, they would revolutionize the business processes and shatter the status quo through new and better methods. Secondly, they would create new products and improve the existing products with their innovative ideas that ultimately results in the economic development of the nation. Thirdly, they would possess good moral and intellectual values with exemplary personality and lead the rest. Finally, they would challenge traditional university graduates by creating jobs rather seeking job opportunities.

### Program outcomes

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

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

- vii. Possess good moral and intellectual values with exemplary personality and lead the rest.

motivation, creativity of the applicant and willingness to work hard.

### Graduate profile of the degree programme

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

## 2.6.3 Programme Structure

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

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

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

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



<b>Year III - Semester II</b>					
ENT	3343	Business Plan Development – II	Core	45	03
ENT	3344	Managing Entrepreneurial Growth	Core	45	03
ENT	3345	Competitive Strategies for SMEs	Core	45	03
ITC	3347	Digital Business	Core	45	03
ENT	3346	Research Methods in Entrepreneurship	Core	45	03
ENT	3347	Global Business Management	Core	45	03
<b>Total No. of Credits – Semester II</b>					<b>18</b>
<b>Total Credits Values for the Third Year</b>					<b>36</b>
<b>Year IV - Semester I</b>					
ENT	4340	Contemporary Issues in Entrepreneurship	Core	45	03
ENT	4341	Research Study in Entrepreneurship	Core	45	03
ENT	4342	Professional Skills Development -II	Core	45	03
BUS	4350	Strategic Management	Core	45	03
BEC	4351	Development Economics	Core	45	03
<b>Total No. of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
ENT	4643	Internship in Entrepreneurship	Core	90	06
<b>Total No. of Credits – Semester II</b>					<b>06</b>
<b>Total Credits Values for the Fourth Year</b>					<b>21</b>
<b>Total Credit Value of the Programme</b>					<b>121</b>

## 2.6.4 Description of Courses

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

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

This is an introductory level course on basic concepts and theoretical foundations on the concept of Entrepreneurship and Small and Medium Scale Enterprises (SMEs). It discusses the meaning and definitions of entrepreneur, entrepreneurship and intra-preneurship, the nature characteristics and behaviour of the entrepreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, influences on entrepreneurship development. Moreover, the course aims at developing awareness among the students on the specific features of SMEs, especially in the Sri Lankan context. This involves a broad

discussion of business environment of SMEs' in Sri Lanka, problems encountered by Sri Lankan SMEs, overcoming them and current issues in SME sector.

### ENT 2342 : MANAGING CREATIVITY AND INNOVATIONS

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

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

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

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

This is an intermediate course on concepts, theory and practices related to entrepreneurship and business development. It discusses the fundamentals and definitions of entrepreneurship, difference and connection between entrepreneurship and intrapreneurship, the nature of characteristics and behaviour of the intrapreneur, entrepreneur's role as a leader in an enterprise, the role of entrepreneur in the economy, importance of creativity and innovation in entrepreneurial work, related basic business functions in an entrepreneurial firm, content of basic business plan, and influences and issues related on entrepreneurship development. Further this course encourage students to engage in the process of planning a new business and planning for the growth of an existing business through thorough understanding of the challenges faced by a new or growing business in the real world. This course inspires the student to play the effective role of an entrepreneur or an intrapreneur through opportunity identification designing new or modernizing existing artefacts while combining all other resources together to add values through creative and innovative solutions bearing calculated risk.

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

This is an intermediate level course in development of a business plan for an entrepreneurial business that introduces the concept of business plan, its purpose and benefits, preparation of proper format of business plan including executive summary, company description, financial analysis, marketing analysis, organization and management analysis with a human resource plan, problems associated with business plans etc. There are four major plans demonstrating how the nature of a business and the target audience for the plan affect the content. A business owner should have a handle on what information his or her business plan needs to contain to make it the best possible plan in this stage. Further, it develops necessary knowledge and skills in opportunity identification, feasibility analysis and preparation of the business plan. Student evaluation includes development of a business plan for a selected business.

### **ENT 3341 : PROFESSIONAL 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 3342 : INTELLIGENCE AND BELIEF MANAGEMENT**

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

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

A business plan is an essential roadmap for business success. It is always easier to write if it has a clear picture of what the finished product should look like. At the first stage, i.e. under Business Plan Development – I, students learn how to make the business plan stand out. At the second stage, in Business Plan Development – II, more concern is paid to editing and finalizing the business plan and practical views for the effective business plan. The coverage includes concepts of evaluation methods of business plan, elements of managing systems for an effective plan, operational network relations, ethics of business development stages and public relations in marketing. A wide array of teaching and learning methodologies such as case studies, workshops, video film discussions, oral and written presentations, debates, team work, field visits, etc. would be used in developing the best possible business plan.

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

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

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

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

### **ENT 3346 : RESEARCH METHODS IN ENTREPRENEURSHIP**

This course introduces the basic philosophy, concepts and tools of conducting a scientific enquiry. The coverage includes basic philosophical assumptions governing Social Science research, different research paradigms, issues and central concepts in Social Science research such as validity, biasness and generalizability etc., the process of positivistic empirical research, the research proposal, an overview of tools and methods of data collection and validation, an overview of tools and methods of data analysis, styles of writing, formatting and referencing, the research output – research report, papers and orals.



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

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

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

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

### **ENT 4341 : RESEARCH STUDY IN ENTREPRE- NEURSHIP**

This is the major independent study component of the degree program. Students are allowed to conduct their independent study on a topic of their choice subject to the approval of the Department and the supervision of a faculty member. It is necessary that students take the research methodology course to undertake the independent study effectively.

### **ENT 4342 : PROFESSIONAL SKILLS DEVELOP- MENT - II**

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

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

This course is aimed at exposing the students to the real world of work and to learn by first-hand experience. The student is expected start his own venture from the knowledge gathered throughout the degree program and to produce a portfolio of learning experience in a form specified by the Department and face a viva at the end of the semester. The Department will assign a faculty member for counselling on the matters relating to the internship. In addition to that, this course requires the students to develop a case on a selected

management problem that the students actively engaged in as a seeding entrepreneur. Students who fail to start own ventures are given the chance to work in the capacity of a management trainee in an entrepreneurial firm or a firm operates for providing business development support services under the guidance of the department to gain the said exposure.

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

Department has signed Memorandums of Understanding (MOU) with Industrial Services Bureau of North Western Province, Sri Lanka, National Enterprise Development Authority (NEDA)- Sri Lanka, Lovely Professional University, India and Zhejiang Shuren University, China. Further, the Department is in the process of signing MOUs with different public institutions in the field of entrepreneurship development and with recognized foreign universities for the purpose of exchanging resources and facilities for the development of entrepreneurship in Sri Lanka. Some collaborations are already in action and they provide training with practical exposure for the undergraduates of the department.

### **2.6.6 Employment Opportunities**

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

### **2.6.7 Medals and Scholarships**

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

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

### **2.6.8 Students Associations**

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

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

### **2.6.9 Students Resources Centers**

#### **Centre for Entrepreneurship - CEFEN**

The Centre for Entrepreneurship (CEFEN) is the focal point for innovation and entrepreneurship education, training, research, consultation, advocacy and practice at the University of Sri Jayewardenepura. It aims to promote Sri Lankan economy, through

the development of products that encourage innovation, entrepreneurship and support business growth. In doing so, we will draw on FMSC's academic expertise to explore the world of entrepreneurship, and innovation in their socio cultural, economic, political and legal contexts. The centre is a part of the Department of Entrepreneurship of Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.

The staff of the centre will consist of academics and professionals work on full time or part time basis who will engage in teaching, training, consulting and researching. As well, the centre will link with business organizations, educational institutions and business development support service providers, both local and overseas, in pursuing its goals.

### 2.6.10 Chamber of Small and Medium Enterprise - COSME

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

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

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

Small and Medium Enterprises Development Support Unit (SMEDSU) is the official body designed by the Department of Entrepreneurship to link the academia with the industry. SMEDSU is the one and only such institution in Sri Lanka that provides a complete Career Development Path for entrepreneurs. Internal students of the department have the chance of sharing the experience of practicing entrepreneurs by joining the activities organized by SMEDSU. Annually, it offers scholarships for the undergraduates with poor financial background in Faculty of Humanities and Social Sciences and Faculty of Applied Sciences. SMEDSU has been a well known resource center for both the academic staff members and the undergraduates of the faculty for carrying out their research studies, other academic projects and assignments. In the year 2009, SMEDSU has taken a big step by starting an associated legal body named Chamber of Small and Medium Enterprises (COSME) for facilitating establishment and growth of SMEs.

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

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

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



## 2.6.12 Head of the Department

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## 2.6.13 Academic Staff

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**Ms. R. S. Sandamali**

*Clerk (Temporary) / SMEDSU*

**Ms. D.H.S.S. Karunarathna**

*Clerk (Temporary) / SMEDSU*

**Mr. R. M. Aththanayaka**

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## 2.6.15 Contact Details

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### 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 established in the University of London. During the

colonial days the valuation officers in Sri Lanka were Europeans trained in the United Kingdom. After Independence in 1948, Sri Lankan staff was trained by sending them to the United Kingdom. The first attempt to train the staff locally was made in the early part of the 1950's with the establishment of the Diploma Programme in Valuation at the Ceylon Technical College. This programme was later abandoned.

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

At present, the B.Sc. Estate Management Valuation (Special) Degree programme offered by the Department of Estate Management and Valuation has been accredited by the Royal Institution of Chartered Surveyor (RICS) and by the Institute of Valuers Sri Lanka (IVSL).

### 2.7.2 Programme Objectives

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

### 2.7.3 Nature of the Programme

Having recognized the need for multi-disciplinary training in land resource management and the interrelated and interdependent character of the land-based profession, the curriculum of the Estate Management and Valuation Degree programme was designed to provide both theoretical knowledge and technical skills. Each student is required to complete an independent research study on any of the fields such as Valuation, Estate Management, Urban and Land Economics and Urban and Regional Planning in the final year of the programme. In addition, each student has to prepare a non - statutory valuation report in the third year and a statutory valuation report in the final year.

Students also undergo practical training in the third and the final years of the programme. The training given to the students is of three methods. One stream of training has been designed by linking the programme with the industry. Accordingly, students in the third year of the programme undergo practical training in the Government Valuation Department. Secondly, the practical training and project work associated with subjects such as surveying and levelling, building construction, urban and regional planning is the other stream of training given to the students. The annual survey camp further strengthens the application of theory to practice. Third mode of the training is a compulsory industrial training component in the 2nd semester of the final year.

The vital role played by computer and information technology in all disciplines has been duly recognized in designing the course curriculum. Therefore, computer software such as AutoCAD and Geographic Information System (GIS) has been integrated with the subjects such as urban and regional planning and building construction.



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

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

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

**Table 2.7.1: B.Sc. Estate Management and Valuation (Special) Degree Programme Structure for Years II, III and IV.**

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

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

## 2.7.5 Description of Courses

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

### EMV 2240: NATURAL RESOURCE MANAGEMENT

The real estate deals with land and buildings. Land includes everything in terms of natural resources thus deals with land either directly or indirectly affect the natural resource base of any country. The subject natural Resource Management provides the basic knowledge relating to the value of natural resources and the ways in which managing them in a sustainable manner. This course relates with the core subjects of

the degree programme like Valuation, Real Estate Management, Urban and Regional Planning. Though there is no pre-requisite to qualify to follow this subject, it is a general understanding that every student has at least common sense on many aspects that discuss under this course.

### EMV 2241: SURVEYING AND LEVELLING I

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

**EMV2442:  
BUILDING CONSTRUCTION I  
(THEORY AND PRACTICAL) AND  
COMPUTER AIDED DESIGNING**

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

**EMV 2343:  
LAW OF CONTRACT AND TORT**

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

**EMV 2344:  
LAND ECONOMICS**

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

**EMV 2345:  
PRINCIPLES OF VALUATION**

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

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

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

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

**EMV2347:  
BUILDING CONSTRUCTION II  
(THEORY AND PRACTICAL) AND  
COMPUTER AIDED DESIGNING II**

This course provides knowledge of building construction especially in relation to the role of various parties involved in the construction procedure and the professionals working in connection with buildings. It also enhances the skills of drawing and exposes the students to practical experience through site visits. The course on Computer Aided Analysis focuses on enhancing the skills in relation to the construction/project related analysis.

**EMV 2248:  
BUILDING COST ESTIMATION**

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



### **EMV 2045: SOFT SKILL DEVELOPMENT**

The objective of this course is to enhance personality traits that improve the ability of graduates to deal with people effectually and politely, in addition to their technical/-professional skills. The course mainly deals with activity based training programmes to enhance basic skills such as interpersonal skills, team spirit, social grace, business manners, negotiation skills, behavioral characteristics, etc. that enable them to effectively suits their social and business environment through grooming their people skill, social skills, character traits, career attributes and emotional intelligence.

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

This course covers area of Law relating to property. It aims at the application of the principle of Law in the issues of legal interest in land, ownership, acquisition, conveying and compensation etc. This course focuses on the application of Property Law knowledge in other areas of study in B.Sc. (EMV) degree programme.

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

This course focuses on principles, techniques, and applications of Geographic Information Systems (GIS). It combines lectures with substantial amount of practical component. There is no prerequisite for this course. Practical component of this course directly related to application of urban and regional planning I, II, Valuation and Real Estate Development & Management. In addition, knowledge acquired to this course is useful for the Real Estate Project and other practical component of the degree programme.

### **EMV 3342: URBAN AND REGIONAL PLANNING 1**

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

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

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

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

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

The real estate marketing therefore, significantly differs from marketing of other goods and services. It is not a story about the customer and the seller or the marketer. Real estate marketing deals with many other actors who are professionals in their

own fields but has a role to play in transaction of properties in the market. However, principles of marketing equally apply to market real properties under salient characteristics of the real property market and its related functions.

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

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

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

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

This course provides a special knowledge and skills in construction management. It mainly focuses on construction industry and its activities related to the real estate market. The course mainly deals with introduction to construction industry, construction process, role of professions in construction industry, methods and techniques of evaluation of construction projects and cost-in-use.

#### **EMV 3247: LOCAL GOVERNMENT ADMINISTRATION**

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

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

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

#### **EMV 3349: AGRICULTURAL VALUATION**

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

### **EMV3350: APPLIED VALUATION I**

This course provides an in-depth treatment of more advanced concepts in valuation. It focuses largely on valuation mathematics, discounted cash flow, comparative uses of NPV and IRR, and incremental analysis. It also covers valuations of a complex nature involving legislation such as Land Acquisition Act, Rent Acts, UDA Law, NHDA Law and BOI Act etc.

### **EMV3351: REAL ESTATE PROJECT**

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

This degree program aims to develop competent graduates for special professions in the real estate sector such as real estate

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

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

The Estate Management and Valuation Degree programme is a blend of academic knowledge and professional competence. Hence, an affiliation with the professional institutions is of vital importance to maintain this character.

The B.Sc. Estate Management and Valuation (Special) degree offered by the Department of Estate Management and Valuation, Faculty of Management Studies and Commerce of University of Sri Jayewardenepura, Sri Lanka, has been accredited by the Royal Institution of Chartered Surveyors. (RICS).



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

Furthermore, other two key institutions associated with the degree programme are the Institute of Valuers of Sri Lanka (IVSL) and the Institute of Town Planners of Sri Lanka (ITPSL).

The Department also maintains strong links with the Government Valuation Department, Survey General's Department, Urban Development Authority, National Physical Planning Department, National Housing Development Authority, State Mortgage Bank and all Local Government Authorities.

Career opportunities available for the B.Sc. Estate Management and Valuation (Special) graduates are:

- In government institutions related to the fields of valuation, real estate management, planning and urban development, housing and environmental management
- Local government institutions
- Financial institutions
- Real estate firms
- Plantation sector organizations, all of which handle a variety of activities related to planning, development and management of real estate.

## 2.7.7 Awards and Scholarships

### Gold Medals

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

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

### Merit Awards

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

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

### Scholarships

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

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

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

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

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

## 2.7.8 Student Association

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

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

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

#### Objectives:

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

#### Annual activities:

- Organizing the “EMV Annual Presentation and Award Ceremony” in collaboration with the Department.
- Conducting the annual “EMV Talent Show” in collaboration with the Department. - “Beyond Vision” (“Nethin Ethera”)
- Real Estate Projects for Social Harmony and Wellbeing (CSR PROJECT).
- Conducting EMV annual sport event.

- Organise guest lectures to improve the skills of the students specially on communication and presentation.
- Assisting the Department to organize workshops, field trips and annual OBT training

### EMV CRB-CLUB

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

## 2.7.9 EMV Resource Centres

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

### 2.7.10 EMV Research and Professional Development Centre (EMV- RPDC)

EMV-RPDC is the latest development 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 RPDC dedicates in organizing conference, workshops and short courses etc. to cater the needs of CPD, APC and LLL requirements of professional bodies and business firms in the field.

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

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

## 2.1.12 Head of the Department

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

## 2.1.13 Academic Staff

**Prof. R.G. Ariyawansa**

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

**Prof. K.G.P.K. Weerakoon**

*Professor in Estate Management and Valuation  
B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); M.Sc. Human Sett. Pl. (AIT); FITP (SL); PhD (Malaysia)*

**Prof. Janakie Edirisinghe**

*Professor in Estate Management and Valuation  
B.Sc. Est. Mgt. & Val. (Special) (SJP); PGD Urban Dev. (Moratuwa.); PGD.Env.Science (Colombo.); M.Sc. Human Sett.Pl. (AIT); MITP (SL)*

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

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

**Ms. T. G. U. P. Perera**

*Senior Lecturer  
B.Sc. Est. Mgt. & Val. (Special) (SJP); Master of Urban Engineering (Tokyo) ICMA (UK); PhD (Candidate), MITP SL*

**Mr. Prathap Kaluthanthri**

*Senior Lecturer  
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**Mr. Iresh Jayawardena**

*Lecturer  
B.Sc (Hons) T & CP (Moratuwa); M.Sc in REMV (SJP); PhD (Candidate) MITP SL*

**Mr W.H.T.Gunawardana**

*Lecturer*

*B.Sc. Est. Mgt. & Val. (Special) (SJP); M.Sc. in REMV (SJP); AIREV (SL); AM (PRRTS)*

**Ms. L.Karunarathna**

*Lecturer-Probationary*

*B.Sc. Est. Mgt. & Val. (Special) (SJP); MBA (PIM-SJP); M.Sc. (Colombo); PhD (Candidate)*

**2.1.14 Non Academic Staff**

**Mr. Manjula Pushpakumara**

*Office Assistant*

*Mrs. Manoja Ranasinghe*

*Technical Officer*

**Mr. K.P.A.K.M. Kumara**

*Labourer*

**2.1.15 Contact Details**

**Head,**

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### 2.8.1 Evolution

B.Sc. Finance (Special) Degree is one of the specialized Degree Programmes offered by the Faculty of Management Studies and Commerce since the academic year 2001/2002. The Department of Finance was established under the Faculty Restructuring Programme of the year 2001. Since

then the subject of finance has been elevated to a fully-fledged Degree Programme in recognition of the growing demand for finance specialists, which has been created by the unprecedented growth in financial markets and institutions both in Sri Lanka and abroad over the recent years.



# FIN

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



### 2.8.1.1 Graduate Profile

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

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

## Academic Competencies

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

## Personal Competencies

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

### 2.8.2 Programme objectives

The B.Sc. Finance (Special) Degree Programme has been designed to produce graduates in finance who are capable of meeting the challenges created by the ever growing financial and capital markets locally as well as globally. This degree is designed to provide a solid understanding of basic concepts, principles and theories in finance, to facilitate the application of financial

theories into practice and to enable students to collect and analyze necessary data critically and creatively to solve problems related to finance.

### 2.8.3 Nature of the Programme

#### 2.8.3.1 Subjects

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

#### 2.8.3.2 Research

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

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

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

### 2.8.3.3 Practical Training

This degree programme offers an internship-training component in the final year of the degree at a variety of organizations and industry sectors. The Department provides

guidance for students in finding suitable internship placements related to the field of finance. The objective of this component is to allow students to gain hands-on experience in using their theoretical knowledge in a real business environment. Further, this practical training aims to improve the corporate networking of undergraduates and to develop their generic skills such as team work, time management and communication skills. The internship training activities are evaluated and monitored by the employer and a panel of academic staff members of the Department to ensure that the students undergo a comprehensive training programme.

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
	Certificate in Professional Communication	Optional	45	-
<b>Total No. of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
BUS 2341	Organizational Behaviour	Core	45	03
ITC 2340	Computer Applications for Managers	Core	45	03
FIN 2341	Financial Mathematics	Core	45	03
COM 2343	Corporate Law	Core	45	03
ENT 2341	Introduction to Entrepreneurship and SMEs	Core	45	03
<b>Total Credit Hours</b>				<b>15</b>



**Year III - Semester I**

ITC	3340	Management Information Systems	Core	45	03
BEC	3340	Managerial Economics	Core	45	03
FIN	3340	Corporate Finance	Core	45	03
FIN	3341	Investment and Portfolio Management	Core	45	03
FIN	3342	Financial Modeling and Forecasting	Core	45	03
		One Elective Elective 1		45	03

<b>Total Credit Hours</b>	<b>18</b>
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**Year III - Semester II**

FIN	3343	Business Valuation Theory and Applications	Core	45	03
FIN	3344	Research Methodology in Finance	Core	45	03
FIN	3345	Financial Derivatives	Core	45	03
FIN	3346	Bank Management	Core	45	03
ACC	3350	Financial Statement Analysis	Core	45	03
		One Elective Elective 2		45	03

<b>Total Credit Hours</b>	<b>18</b>
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**Year IV- Semester I**

BUS	4340	Strategic Management	Core	45	03
BEC	4340	Econometrics	Core	45	03
FIN	4340	International Financial Management	Core	45	03
		One Elective Elective 3	Core	45	03

<b>Total Credit Hours</b>	<b>12</b>
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**Year IV- Semester II****Option 1**

FIN	4341	Corporate Governance and Business Ethics	Core	45	03
FIN	4642	Independent Research Study in Finance			06
		One Elective Elective 4	Core	45	03

<b>Total Credit Hours</b>	<b>12</b>
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**Option 2**

FIN 4341	Corporate Governance and Business Ethics	Core	45	03
FIN 4343	Independent Project in Finance			03
FIN 4644	Internship in Finance			06

<b>Total Credit Hours</b>	<b>12</b>
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**Option 3**

FIN 4341	Corporate Governance and Business Ethics	Core	45	03
FIN 4343	Independent Project in Finance			03
	Two Electives Elective 4		60	06

<b>Total Credit Hours</b>	<b>12</b>
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### Elective 1

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

### Elective 2

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

### Elective 3

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

### Elective 4

FIN 4346	Contemporary Issues in Finance
FIN 4347	Micro Finance
BEC 4348	Money and Banking
ACC 4349	Public Sector Accounting and Finance

## 2.8.5 Description of Courses

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

### FIN 2340: FINANCIAL MANAGEMENT

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

### FIN 2341: FINANCIAL MATHEMATICS

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

### FIN 3340: CORPORATE FINANCE

This is an advanced course in Financial Management. The major areas covered include; however not limited to: risk and return, advanced techniques and risk involvement in capital budgeting, cost of capital, capital structure, dividend policy, hybrid financing, leasing, working capital management, corporate financial strategy, financial distress and restructuring. The course provides necessary knowledge in evaluating different corporate finance decisions and their influence on corporate performance and value. Students get the opportunity to analyse cases using concepts and techniques of corporate finance to address problems faced by finance managers.

### FIN 3341: INVESTMENT AND PORTFOLIO MANAGEMENT

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

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

### **FIN 3342: FINANCIAL MODELING AND FORECASTING**

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

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

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

### **FIN 3344: RESEARCH METHODOLOGY IN FINANCE**

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

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

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

### **FIN 3346: BANK MANAGEMENT**

This is an advanced course that deals with the concepts and techniques related to the management of a commercial bank. It covers the current structure of banking regulations, understanding bank financial statements, evaluation of bank performance, asset and liability management, managing the loan portfolio, interest



margin and sensitivity management, measuring and managing different exposures faced by a bank. At the end of the course, students are required to analyze the performance of a selected commercial bank in Sri Lanka as a case study and provide a report as a group on their analysis.

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

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

#### **FIN 4341: CORPORATE GOVERNANCE AND BUSINESS ETHICS**

This course provides a comprehensive understanding of the theory of the firm, information problems, the theoretical context of firm governance, a framework for identifying the nature and linkages between the three key aspects of internal corporate governance: ownership structure, monitoring function and management incentives and the emerging codes of corporate governance. Further, it gives an understanding of the role of external “discipline” in corporate governance, covering the takeover market, creditors and other stakeholders etc. In addition, an overview of various “national” governance models and comparisons between them - Anglo-Saxon, Germany, Japan, emerging markets and transition economies - is also

provided. Considering the changing nature of the subject, awareness on contemporary governance issues, recent episodes of governance related failures, corporate responses and business ethics are also discussed.

#### **FIN 4642: INDEPENDENT RESEARCH STUDY IN FINANCE**

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

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

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

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

This course provides an opportunity for students to gain a considerable practical knowledge and experience in the area of

finance while applying their conceptual and theoretical understanding. It emphasizes that the training should be highly related to the field of finance. Internship placements are required to be found by the students and are required to be approved by the internship coordinator. The course carries six credits and the progress of the student is reviewed by the internship coordinator on a regular basis. At the end of second semester, students are required to submit a written report with evidence and the extent of the exposure gained. The performance of the student is reviewed by a panel of lecturers at a viva voce examination.

### **Elective 1**

#### **FIN 3347:**

#### **REAL ESTATE FINANCE**

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

### **Elective 2**

#### **FIN 3348:**

#### **FINANCIAL ANALYSIS**

This course provides a practical approach to enhance the theoretical knowledge of finance and its application for analysis. First part of this course covers a top down

approach of financial analysis which consists of an introduction to corporate financial strategy and corporate stakeholders, the analysis of macro-economic environment using PESTEL framework, analysis of the industry and its competitiveness using Porter’s Five Forces Model, analysis of the company in terms of SWOT and Resource Based View, analysis of financial statements. It further discusses technical analysis and corporate distress risk analysis as well. The second part of the course consists of series of lectures which would give the student an exposure to the real life application of financial analysis in the business environment.

### **Elective 3**

#### **FIN 4345:**

#### **RISK MANAGEMENT AND INSURANCE**

This is an advanced course in the theory and practice of risk management and insurance. The objective of this course is to provide an understanding of risk management techniques and the importance of insurance as a risk management technique. This includes four main areas, namely, an overview of risk management, risk assessment methods, techniques of risk management and the role of insurance institutions. This course further provides an introduction to the insurance industry, insurance regulations and financial assessment, pricing of insurance and legal aspects of insurance contracts.

### **Elective 4**

#### **FIN 4346:**

#### **CONTEMPORARY ISSUES IN FINANCE**

This course consists of discussions on contemporary issues and emerging topics in finance with an emphasis on both Local and Global context. This will consist of discussions on research papers, guest lecturers and presentations on current issues and topics in finance and also will make use of relevant case studies to link theory and

practice. Discussions will also be organized with experts in both academia and the corporate sector to enlighten students on current topics in finance.

### **FIN 4347: MICRO FINANCE**

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

## **2.8.6 Professional Links**

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

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

### **CFA Recognition**

B.Sc. Finance (Special) Degree Program has been accepted into the CFA Institute University Recognition Program. This status is granted to institutions whose degree program(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

### **ACCA Accreditation**

B.Sc. Finance (Special) Degree Program has been accredited by Association of Chartered Certified Accountants (ACCA) and accordingly the students receive the following exemptions at ACCA examinations.

F1 Accountant in Business  
F2 Management Accounting  
F3 Financial Accounting  
F6 Taxation  
F9 Financial Management

### **CIMA Accreditation**

B.Sc. Finance (Special) Degree Program has been accredited by Chartered Institute of Management Accountants (CIMA) and accordingly the students receive the following exemptions at CIMA examinations.

C01 Fundamentals of Management Accounting  
C02 Fundamentals of Financial Accounting  
C03 Fundamentals of Business Mathematics  
C04 Fundamentals of Business Economics  
E1 Organizational Management

### **CISI Accreditation**

B.Sc. Finance (Special) Degree Program has been accepted by Chartered Institute for Securities and Investment (CISI) through their acceptance of the University of Sri Jayewardenepura as its partner university in management education.



### 2.8.7 Employment Opportunities

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

It should however be noted that finance job market is highly correlated with the economy and hence the performance of the economy is the key determinant in job prospects for finance graduates. Hence the prospective employers tend to look for progress towards a professional qualification in addition to a degree, finance graduates are strongly encouraged to engage in studies to obtain a professional qualification as well.

### 2.8.8 Awards and Scholarships

#### Gold Medal – For excellent academic performance

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

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

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

#### Gold Medal – For excellent academic performance in Investment and Portfolio Management

This is awarded by the Chartered Institute for Securities and Investment (CISI-UK) to the student who has excelled in academic performance in Investment and Portfolio Management I (highest marks) securing a First class or Second class (upper) division pass in the B.Sc. Finance (Special) Degree Programme.

### 2.8.9 Student Associations

#### Students' Association of Finance (SAF)

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

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

The annual activity plan of *SAF* includes organizing a sports event, an annual get-together, the '*Snehadhara*' Project, University Investment Day, the '*Nada*' Talent Show, publishing the '*Financial Explorer*' magazine and the inter-University Debating competition. The sports event and annual get-together are aimed at enhancing the interaction and building a good relationship among the undergraduates of the Department. The '*Snehadhara*' Project is a community service where a school from a rural area is selected and several needed resources are provided to that school. As a part of that project the students conduct a

survey to assess the level of awareness regarding the financial literacy of the people in the area the CSR project is conducted. The “University Investment Day” is a programme organized to create awareness of the capital markets of Sri Lanka among the interested parties not restricted to university boundary. The Department obtains the contribution from various high profile resource persons of the finance industry for this event by way of guest lectures, presentations and interactive sessions. The ‘Nada’ Talent Show is an annual event organized by the SAF providing an excellent platform for the undergraduates of the Department and all the undergraduates of the University to enhance their aesthetic skills and to promote harmony among them while developing their leadership skills and event management skills. The ‘Financial Explorer’ is the official magazine of SAF commenced with an aim of replenishing the readers thirst for financial knowledge. The magazine targets all who have an interest in the world of finance and its development. It updates the current trends and issues arising in both local and global financial markets and adds knowledge on novel theories of finance. The “Inter-university Debating Competition” is an annual event organized by the Department of Finance since 2016 to enhance the knowledge of the participants, and the university students regarding the capital markets of Sri Lanka in particular and to educate the public in general. Nearly all the universities that offer a degree in the field of finance participate in the competition

### **Alumni Association of Finance (AAF)**

The Alumni Association of Finance (AAF) is established with a motto of ‘Stay connected to the past and build for the future’. The AAF intends to promote and foster mutual understanding, goodwill and friendship among their members, to be of assistance to members in furthering their education and widening the fields of knowledge, to sponsor, encourage and support activities, to enhance the link between the AAF and the Department of Finance, to strengthen the relationship with other professionals and professional bodies and to seize opportunities to develop undergraduates.

## **2.8.10 Head of the Department**

**Prof. D. B. P. H. Dissabandara**

## **2.8.11 Academic Staff**

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amalabey@sjp.ac.lk***Ms. U.G. Kaushalya***Lecturer- Probationary**B.Sc. Fin. (Special) (SJP); CIMA (UK) Passed  
Finalist  
gayani@sjp.ac.lk***2.8.12 Non Academic Staff****Mr. H.C. Ekanayake***Computer Application Assistant***Mr. K.Y.P. Perera***Labourer***2.8.13 Student Profile**

Completing my degree, specializing in Finance laid the foundation to my professional career in the field of Capital Market. The diverse study areas covered in depth under the degree curriculum enriched my knowledge especially pertaining to Financial Modeling and Forecasting, Corporate Finance, Corporate Governance, Investment and Portfolio Management, International Finance, Business Valuation, Economics etc. The key learning and insights gained through the degree programme paved the way for me to discharge my duties and responsibilities more effectively and efficiently. The practical application oriented lecture series along with the internship programme further enhanced the expected competences by any financial professional.

Thakshila Francis, MBA (PIM-SJP)

B.Sc. Finance (Special) - Second Class -  
Upper - 2008-2009

ACMA; CGMA

Senior Assistant Manager

Securities and Exchange Commission of Sri Lanka

With its world class faculty, staff, and rigorous curriculum, the B.Sc. Finance (Special) program truly provides a challenging environment allowing top notch students from diverse backgrounds to optimize their learning experience. The curriculum strikes a practical balance, from quantitative methods and finance theory to economics and IT. After the degree, my skills were quickly recognized enabling me to rise through the ranks to leadership positions.

Nuwan Wickramasinghe, CFA

B.Sc. Finance (Special) - First Class -  
2002/03

Senior Assistant Director

Central Bank of Sri Lanka

**2.8.14 Contact Details****Head, Department of Finance,**

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# HRM

## 2.9 B.Sc. Human Resource Management (Special) Degree Programme



### 2.9.1 Evolution

The B.Sc. Human Resource Management (Special) Degree was commenced in 1994 under a separate unit attached to the Department of Public Administration of the Faculty. It gained departmental status in 1999. The Department of Human Resource Management (HRM) is a major line Department of the Faculty of Management Studies and Commerce and it also plays a service role to all other (twelve)

Departments of the Faculty by teaching HRM and Personal and Social Responsibility.

It has been observed that inefficiencies in Sri Lankan organizations are due to the people working in them. As the human resource makes the difference in performance in any organization it is vital to have knowledge of handling this resource. Hence, human resource management as a

field has to be developed within the Sri Lankan context and managers need to be knowledgeable in the subject area of HRM.

HRM education has become one of the top priority areas of the University. The Department endeavours to supply a pool of HRM graduates of high calibre to the country. Though the Department has a fairly short history, it has already achieved the status of the most highly respected University Department in teaching, researching, publishing and consulting in the area of HRM in Sri Lanka. It aims at maintaining and enhancing this status and also at becoming a highly respected university department in Asia.

## 2.9.2 Programme Objectives

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

outcomes or goals of the degree programme are to develop:

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

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

The structure for years II to IV of B.Sc. Human Resource Management (Special) Degree Programme is depicted in Table 2.9.1.

**Table 2.9.1 B.Sc. HRM (Special) Degree programme Structure for year II to IV**

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
HRM 2340	Human Resource Staffing	Core	45	03
<b>Total No of Credits – Semester I</b>				<b>15</b>

<b>Year II - Semester II</b>					
ITC	2340	Computer Applications for Managers	Core	45	03
BUS	2341	Organizational Behaviour	Core	45	03
HRM	2341	Performance Evaluation and Management	Core	45	03
HRM	2342	Self and Professional Development	Core	45	03
HRM	2343	Personal and Social Responsibility	Core	45	03
<b>Total No of Credits – Semester II</b>					<b>15</b>
<b>Total Credit Value for the Second Year</b>					<b>30</b>
<b>Year III - Semester I</b>					
HRM	3340	Work Psychology and Counselling	Core	45	03
HRM	3341	Compensation Management	Core	45	03
HRM	3342	Human Resource Development	Core	45	03
HRM	3343	Employee Safety and Health Management	Core	45	03
HRM	3344	<b>Elective 01</b> HRM: Buddhist Approaches	Elective	45	03
HRM	3345	<b>Elective 02</b> HRM: Religious Perspectives	Elective	45	
<b>Total No of Credits – Semester I</b>					<b>15</b>
<b>Year III - Semester II</b>					
HRM	3346	International HRM	Core	45	03
BEC	3347	Labour Economics	Core	45	03
HRM	3347	Labour Law and Industrial Relations	Core	45	03
HRM	3348	Human Resource Information System	Core	45	03
HRM	3349	<b>Elective 01</b> High Performance Work System	Elective	45	03
HRM	3350	<b>Elective 02</b> Innovation and Change for HRM	Elective	45	
<b>Total No of Credits – Semester II</b>					<b>15</b>
<b>Total Credit Value for the Third Year</b>					<b>30</b>
<b>Year IV - Semester I</b>					
BUS	4340	Strategic Management	Core	45	03
HRM	4340	Contemporary HRM	Core	45	03
HRM	4341	Human Relations: Interpersonal Competencies	Core	45	03
HRM	4342	Research Methods in HRM	Core	45	03
HRM	4343	Internship in HRM – I	Core		03
<b>Total No of Credits – Semester I</b>					<b>15</b>
<b>Year IV - Semester II</b>					
HRM	4344	Advanced HRM	Core	45	03
HRM	4345	Sri Lankan Application in HRM and IR	Core	45	03
HRM	4346	Internship in HRM - II	Core		03
HRM	4647	Independent Research Study	Core		06
<b>Total No of Credits – Semester II</b>					<b>15</b>
<b>Total Credit Value for the Fourth Year</b>					<b>30</b>
<b>Total Credit Value of the Program</b>					<b>121</b>



## 2.9.4 Description of Courses

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

### **HRM 2340: HUMAN RESOURCE STAFFING**

This is a specialized course, which provides theoretical and practical aspects of human resource planning and staffing in work organizations. The major topics covered include meaning, objectives and principles of human resource planning, forecasting techniques of human resource, techniques and approaches to job designing, job design and 5Ss, total quality management, quality circles and total confidence, techniques and approaches of job analysis, process of job analysis, issues in job analysis, recruitment and theories of recruitment, recruitment sources and techniques, selection and selection techniques, selection testing, selection process, placement and orientation, placement process, and orientation techniques.

### **HRM 2341: PERFORMANCE EVALUATION AND MANAGEMENT**

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

HRM and PE/PE context; definition, nature and significance of PE; purposes of PE; process of PE; PE policies; PE criteria and standards; PE methods; PE form and procedure; training of evaluators; PE discussion/feedback; review and renewal; some Issues of PE such as maintaining documentation, minimizing evaluator errors, group evaluation, top management support, strategic issues; expatriate PE; development of a dynamic PE system; performance management and Sri Lankan PE practices.

### **HRM 2342: SELF AND PROFESSIONAL DEVELOPMENT**

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

### **HRM 2343: PERSONAL AND SOCIAL RESPONSIBILITY**

Based on a primary goal of education, this course is designed to develop a person of good character. It is a deliberate and planned endeavour to develop virtues (while minimizing vices) that are essentially good for the individual and society, where the individual will have values such as respect for humanity; loving first the native soil and then the rest of the global village; appreciation and tolerance of the

diversity of human aspirations, norms, attitudes, experiences, education, and dreams for the future; and observing ethical principals in professional work and general social conduct. Therefore, the main objective of this course is to provide a systematic and rational understanding of personal and social responsibility through conceptual and application-oriented understanding. On completing this course, participants will have a firm foundation upon which to further study personal and social responsibility, and live as a personally and socially responsible citizen. This course addresses areas such as character development, time management, important aspects of industrial psychology, solutions for student conflicts, social responsibility, business ethics, anger management and positive thinking.

### **HRM 3340/4349 WORK PSYCHOLOGY AND COUNSELLING**

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

non-work and in-between, and managing occupational choices.

### **HRM 3341: COMPENSATION MANAGEMENT**

The objective of this course is to provide a systematic and rational approach to the analysis and handling of issues in compensation management with special reference to Sri Lanka. It focuses on three main aspects such as wages and salaries management, incentives management and welfare/benefits management. Its central question is how policies, procedures, rules, systems and guidelines of compensation can be developed to ensure pay equity, legal compliance, employee retention, citizenship behaviour, employee involvement, employee motivation and employee cost control.

### **HRM 3342: HUMAN RESOURCE DEVELOPMENT**

The main objective of this specialized course is to provide a systematic and rational understanding of the development of human resources at work, both a conceptual understanding and job-oriented practical understanding. It focuses on a systematic and scientific approach to the analysis and handling of issues/problems in HRD with especial reference to the Sri Lankan context. Micro HRD topics include HRD context; training (T); definition, nature and significance (need and purposes); the psychology of learning (L): definition of L, functions of psychology of L, L curves, types of L, factors affecting L, theories of L, and L principles; orientation: T for new employees; methods of T; T process; identification of T needs and prioritizing T needs; establishment of T /instructional objectives; setting T evaluation criteria and standards; designing the T programme and implementation; evaluation of T; responsibilities for T; trainers and T styles; post

training support for improved performance at work; T centres and like institutions; instructional technology; analysis of syllabus knowledge and skills; expatriate T; HR development today; the HR development process; development needs analysis and succession planning; planning and choosing a development approach; management development; careers and career planning; individual issues; and self-development, some macro issues such as human resources and economic development, global trends and HRD environment, approaches in HRD, basic education, adult education, technical and vocational education, higher education, environmental education, entrepreneurial skills for the poor and unemployed, and the role of non-government organizations in HRD.

### **HRM 3343: EMPLOYEE SAFETY AND HEALTH MANAGEMENT**

The success and progress of any organization largely depends on the quality of the human resources it has and managing soundly the health and safety of employees which ensure the constant availability of high quality human resources. This is a specialized course that provides theoretical knowledge and practical aspects of employee safety, health and well-being in an organizational context and the main objective of the course is to provide a deep conceptual understanding as well as a practical understanding with regard to employee health and safety management. This course covers important aspects such as occupational health and safety (OHS) in organizations, importance of improving OHS, linkage between OHS and HRM, hazards to OHS, occupational accidents, occupational diseases, occupational stress, low quality of work life, OHS strategies for improvement, legislation on workmen's compensation, organizing and staffing for OHS, approaches to effective safety

management, an effective safety management programme, an effective health management programme, poisoning, first aid, safe disposal of waste, in introduction to implementing good housekeeping practices through 5S, safety audit, statistical analysis, assessment of the effectiveness of health and safety management, special issues of OHS in Sri Lanka and safety awards in Sri Lanka.

### **HRM 3344: HRM: BUDDHIST APPROACHES (ELECTIVE 01)**

This is a newly introduced subject for the management field, specially Human Resource Management field aiming to discuss how the Buddhist philosophy, idealism, concepts and practices lead to manage human resources effectively and efficiently. The main objective of this course is to upgrade the student conceptual and practical ability of Buddhist philosophy, idealism, concepts and practices and use that knowledge in the Human Resource Management field.

### **HRM 3345: HRM: RELIGIOUS PERSPECTIVES (ELECTIVE 02)**

This is a newly introduced subject for the management field, specially Human Resource Management field aiming to discuss how the philosophy, idealism, concepts and practices of different religious teaching lead to manage human resources effectively and efficiently. The main objective of this course is to upgrade the student conceptual and practical ability of the philosophy, idealism, concepts and practices of different religions and use that knowledge in the Human Resource Management field.



### **HRM 3346: INTERNATIONAL HRM**

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

### **HRM 3347/4350 LABOUR LAW AND INDUSTRIAL RELATIONS**

Managing people at work needs to be done in compliance with all the relevant labour laws imposed by the government to better the employment relationship at work. This is a specialized course, which provides conceptual and practical aspects of employment law and employee relations with special reference to Sri Lankan business organizations, and human resource management policies and practices. The objective of this course is to impart the student a right understanding of the legal obligations of a manager with respect to personnel and HR management. Major topics covered in this course include employee and independent contractor, the contract of employment,

termination of the contract of employment, employees in shop and office, employees in factory and industrial undertakings, legal aspects of different types of leave, employment of women, young persons and children, employee provident fund, employee trust fund and gratuities, domestic inquiry procedure, industrial disputes, industrial and labour courts, historical evolution of employee relations, theories of employee relations, trade unions and employee relations, collective bargaining, negotiation and consultation, and role of the human resource manager in employee relations.

### **HRM 3348: HUMAN RESOURCE INFORMATION SYSTEM**

The purpose of this course in Human Resource Information System is to provide an in-depth overview of essential Human Resource Information modern concepts and practices in organizational assessment, analysis and development of modern Human Resource Management System Technologies. The course will include fundamental relational database characteristics, information system and management process, system analysis and human resource management system needs assessment and change management. Topics include SHRM, Staffing System, Reward System, Human Resource Technology.

### **HRM 3349: HIGH PERFORMANCE WORK SYSTEMS (ELECTIVE 01)**

The objectives of this course are to develop insight into the HRM-firm performance debate, acquire knowledge of the theories and elements of high performance work systems (HPWS) and develop skills to critically reflect on the literature and research on HPWS. The much-debated relationship between HRM-firm performance has

moved beyond universal best practice, and in recent years academics tend to analyse the chain of links inside the 'black box' of HRM. However, this 'black box' issue is not decided and it is unclear how does HRM contribute to firm performance. The main questions for both academics and practitioners are: which work system performs in which context and why? How managers envisage HRM? How they interpret and enact? How it affects the psychological and social climate inside the organization and for whom it performed? This course focuses on the effects that high performance work principles, policies and practices have on various HR outcomes and on organizational performance. We consider the important construct of fit and try to conceptualize this and make it operational for research well as practice.

### **HRM 3350: INNOVATION AND CHANGE FOR HRM (ELECTIVE 02)**

This course is designed with the aim of introducing the undergraduates a different way of thinking about the HRM practices and procedures. The innovations and change in a generic sense will be introduced at first to the students and encouraged to apply those themes and principles to the field of HRM. A further aim of this course is to equip students with the ability to question and critically evaluate the status quo, and learn to use various lateral thinking tools and techniques which will assist them in preparing for success in their chosen career.

### **HRM 4340: CONTEMPORARY HRM**

This course deals with current issues in HRM rather than those that existed in the past. Issues are non-traditional in nature compared with the traditional functional perspective. The main objective of this course is to enable the students to develop a

systematic and rational approach to analyse contemporary issues of HRM. The main areas covered under this course are dual career couple issues, women managers in organizations, managing diversity, employee relations in small and medium-sized enterprise, sexual harassment, managing professional and managerial employees, human resources, technology and productivity, work ethics, work and leisure, quality of work life, knowledge creation and management, virtual organization and emerging HRM trends, HR in mergers and acquisitions and HR in IT organizations.

### **HRM 4341: HUMAN RELATIONS: INTERPERSONAL COMPETENCIES**

Based on the fundamental belief that the success of any job that involves interaction with people significantly depends on functional skills and generic skills, the main objective of this course has been formulated to provide a systematic and rational understanding of basic concepts in interpersonal relations in organizations. The course focuses on a systematic approach to the development and improvement of interpersonal skills through skill-builders, critical incidents, case studies and role-plays. The principal areas included in the course are understanding individual differences, interpersonal communication, resolving conflicts with others, developing team-work skills, group problem-solving, becoming an effective leader, motivating others, assisting others to develop, developing positive political skills, understanding cross-cultural relations and diversity, developing customer satisfaction skills and improving ethical behaviour.

### **HRM 4342: RESEARCH METHODS IN HRM**

This course elucidates the nature of and processes involved in research with special reference to management of people at

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

#### **HRM 4343: INTERNSHIP IN HRM – I**

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

#### **HRM 4344: ADVANCED HRM**

The importance of HRM in relation to the overall effectiveness of an organization has increased considerably and over the last forty years or so, new techniques, activities, approaches to managing people have been developed as a result of the research and experiences in the field. The main objective of the course is to provide a systematic and rational approach to the analysis and

handling of issues/problems in advanced HRM, and hence leads toward the achievement of the purpose of educating participants to become specialists rather than generalists. The course addresses two main areas of advanced HRM. First, management of HR strategically is examined. The main objective of this module is to provide a systematic and rational understanding of HRM from a strategic perspective. Secondly, the selected topics in HRM are discussed. The main objective of the module is to provide an in-depth knowledge as well as skills in some selected topics in HRM.

#### **HRM 4345: SRI LANKAN APPLICATION IN HRM & IR**

Placing the student in a simulated organizational situation and submitting him/her in the place of the manager or administrator who is required to resolve the problem(s) in HRM is very important for effective learning. Powerful learning takes place when the student is allowed to use theory within the context of the real world. Applications allow learners to utilize theory in practice. This course based on Sri Lankan applications in HRM and IR offers opportunities for students to gather learning experiences and improve analytical and operational problem solving skills. Rather than passive learning, active learning is promoted and the course is student-centred.

#### **HRM 4346: INTERNSHIP IN HRM – II**

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



## HRM 4647: INDEPENDENT RESEARCH STUDY

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

### 2.9.5 Employment Opportunities

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

In order to gain exposure to HRM practices, it is a compulsory component of the degree that undergraduates embark on practical training which carries 3 credits, in a private or government sector organization for a minimum period of six months. The trainees would be attached to an HRM or personnel division of an organization for that period. The Department maintains close relations with the industry and our HRM graduates are highly regarded by the business community. The sole purpose of this is to allow the undergraduates to gain exposure to real HRM practices and to gain hands on experience.

### 2.9.6 Medals and Scholarships

Gold medal is awarded annually by the academic staff to the student with the highest GPA over the entire degree programme. Also, the students are eligible for the Dr.Patrick Mendis Leadership medal, awarded by the FMSC to the student who displays the highest level of leadership skills.

### 2.9.7 Student Association

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

### HR Dialogue



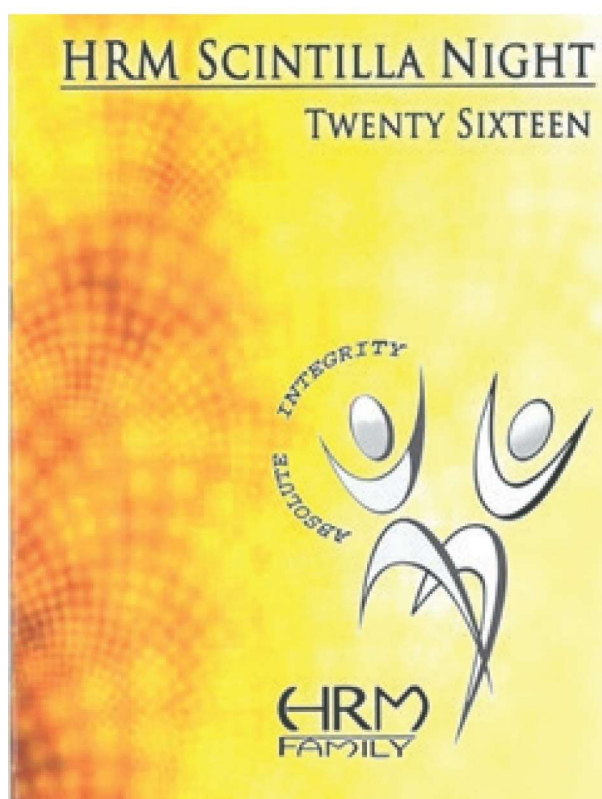
This is the knowledge sharing forum which is blended of academic and professional views in HRM for the benefit with of various stakeholders in the HRM field. The 5th HR Dialogue was held at 19th August 2017.

## 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. The 4th International HR Conference was held at 19th August 2017.

## HRM Scintilla Night



HRM Scintilla Night is an annual event organized by the HRM family. This is organized to appreciate the HRM internship organizations and to award the best HR Manager and the best HR Executive among the HR graduates. This is the main event which showcases the various managerial and non-managerial skills of the HRM undergraduates. The 6th HRM Scintilla Night was held at 02nd September 2017.

## 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

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

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2.10

## B.Sc. in Business Information Systems (Special) Degree Programme



### 2.10.1 Evolution

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

industry to meet the national requirement. The launch of a new Special Degree Programme named B.Sc. in Business Administration (Information Systems) (Special) by the FMSC, USJP in 2001 was aimed to meet this demand. This programme was the first of its kind in Sri Lanka that combined Management and Information Technology disciplines for students in the Advanced Level commerce

stream. The Department of Information Technology and Decision Sciences was established in the Faculty to provide the organizational infrastructure for the degree programme.

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

## 2.10.2 Aims/Objectives of the Programme

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

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC 2340	Business Communication III	Core	45	03
<b>Total No of Credits – Year II Semester I</b>				<b>18</b>
<b>Year II - Semester II</b>				
ITC 2340	Computer Applications for Managers	Core	45	03
ITC 2341	Professional Ethics and Responsibility	Core	45	03
ITC 2342	Programming Concepts	Core	45	03
ITC 2343	Systems Analysis and Design	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
ENT 2341	Introduction to Entrepreneurship and SMEs	Core	45	03
<b>Total No of Credits – Year II Semester II</b>				<b>18</b>
<b>Total Credit Value for the Second Year</b>				<b>36</b>

<b>Year III - Semester I</b>					
ITC	3340	Management Information Systems	Core	45	03
ITC	3341	Database Design and Development	Core	45	03
ITC	3342	Information Technology Project Management	Core	45	03
ITC	3343	Software Engineering	Core	45	03
DSC	3340	Operations Research	Core	45	03
<b><i>Electives : One of The Following Two Courses</i></b>					
ITC	3344	Object Oriented Programming with C#	Elective	45	03
ITC	3345	Object Oriented Programming with Java	Elective	45	03
<b>Total No of Credits – Year III Semester I</b>					<b>18</b>
<b>Year III - Semester II</b>					
ITC	3346	Personality and Skills Development	Core	45	03
ITC	3347	Digital Business	Core	45	03
ITC	3348	Information and Communication Networks	Core	45	03
ITC	3349	Research Methodology	Core	45	03
ITC	3350	Software Quality Assurance	Core	45	03
ITC	3351	Web-based Application Development	Core	45	03
<b>Total No of Credits – Year III Semester II</b>					<b>18</b>
<b>Total Credit Value for the Third Year</b>					<b>36</b>
<b>Year IV - Semester I</b>					
ITC	4340	Independent Research Study	Core	45	03
ITC	4341	Software Development Project	Core	45	03
BUS	4340	Strategic Management	Core	45	03
<b>Total No of Credits – Year IV Semester I</b>					<b>09</b>
<b>Year IV - Semester II</b>					
ITC	4342	Business Process Management	Core	45	03
ITC	4343	Enterprise Resource Planning Systems	Core	45	03
ITC	4344	Internship in Information Systems	Core	420	03
<b>Total No of Credits – Year IV Semester II</b>					<b>09</b>
<b>Total Credit Value for the Fourth Year</b>					<b>18</b>
<b>Total Credit Value for the programme</b>					<b>121</b>

## 2.10.4 Descriptions of Courses

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

### ITC 2340 : COMPUTER APPLICATIONS FOR MANAGERS

In today's business environment, software applications may provide managers with the required knowledge to take swift business decisions. This course builds upon the

knowledge disseminated in ITC 1340 course offered in first year to provide the knowledge and skills required to use application software for organizational productivity and decision making. The course focuses on four areas: using spreadsheets as a decision-making tool, using databases for business intelligence, using online applications for information retrieval and information dissemination on the World Wide Web, and using Software Applications for collaboration in the workplace.



### **ITC 2341 : PROFESSIONAL ETHICS AND RESPONSIBILITY**

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

### **ITC 2342 : PROGRAMMING CONCEPTS**

This course introduces the basic theoretical and practical knowledge required to follow a course in Object-Oriented Programming. The course consists of two modules. Module - I is theoretical and builds upon the basic concepts of programming logic and design required for Object-Oriented Programming through the fundamentals of control structures, classes, and the OOP paradigm. The course covers an overview of computers and logic, OOP language fundamentals, classes and objects, decision structures, loops and files, methods, arrays, text processing and wrapper classes, and object-oriented programming. Module-II is the practical component and involves in the design and development of effective functional and Object-Oriented software modules.

### **ITC 2343 : SYSTEMS ANALYSIS AND DESIGN**

This course provides the knowledge and skills to analyze the business problems and formulate the suitable information system based solutions using both the structured and object-oriented system analysis and

design tools and techniques. Major topics covered in this course include: The Context of Information Systems Development, Systems Analysis, Fact-Finding Techniques for Requirements Discovery, Data Modeling, Process Modeling, Feasibility Analysis, Systems Design, Modeling System Requirements with Use Cases, Object-oriented Analysis and Modeling using the UML and Object-oriented Design and Modeling using the UML. The practical component in this course provides the skills to apply the Microsoft Visio 2016 tool to support the system analysis and design.

### **ITC 3340 : MANAGEMENT INFORMATION SYSTEMS**

This is an advanced course that deals with usage and application of information systems. This course covers information systems in global business today; e-business; information systems, organization and strategy; ethics and social issues in information systems; foundations of business intelligence; securing information systems and building information systems.

### **ITC 3341 : DATABASE DESIGN AND DEVELOPMENT**

This course provides specialized knowledge and skills in designing and development of databases. The course consists of two modules. The first module discusses the importance of the databases to different user groups, database development process, different modelling techniques, database designs and development and accessibility, data/database administration and data warehousing. The second module provides the necessary practical skills to strengthen the knowledge gained in the first module. During this module the students are exposed to database management systems currently available in the business environment.

### **ITC 3342 : INFORMATION TECHNOLOGY PROJECT MANAGEMENT**

This course provides the opportunity to learn how to apply the project management theories and techniques for information technology (IT) projects. This course content is based on the project management framework and its applications to IT projects. The main topics include Introduction to IT Project Management, The Project Management and Information Technology Context, Project Management Process Groups and Project Management Knowledge Areas such as Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management and Project Quality Management. The practical component in this course provides the skills to apply the Microsoft Project 2016 tool to support the IT Project Management.

### **ITC 3343 : SOFTWARE ENGINEERING**

This is a specialized course on software engineering that focuses on the principles of software engineering, with an emphasis on the practical aspects of constructing large scale software systems. This course covers introduction, software life cycle models, software project management, requirement analysis and specification, software design, function-oriented software design, object modelling using UML, object-oriented software development, user interface design, coding and testing, software reliability and quality management, Computer Aided Software Engineering (CASE), software maintenance, reuse with emerging trends.

### **ITC 3344 : OBJECT ORIENTED PROGRAMMING WITH C#**

The objective of this course is to offer in-depth theoretical and practical knowledge in the area of object-oriented programming and extends the knowledge and skills acquired during the course of

“PROGRAMMING CONCEPTS”. The course consists of two modules. Module-I is theoretical and covers the advanced concepts of object-oriented programming using C# for component-based designed and development of software for console and web. This includes user-defined classes, methods, objects, interface, inheritance, polymorphism, operator overloading, delegates and events, console I/O operations, handling errors and exceptions, multi-threading and GUI applications. Module-II, the practical component, involves the design and development of effective fully-fledged software system.

### **ITC 3345 - OBJECT ORIENTED PROGRAMMING WITH JAVA**

The objective of this course is to offer in-depth theoretical and practical knowledge of JAVA in object-oriented programming and extends the knowledge and skills acquired through the course of “PROGRAMMING CONCEPTS”. The course consists of two modules. Module-I is theoretical and covers Inheritance, Exceptions and Advanced File I/O, Recursion, Multi-threading, Databases, Graphical User Interfaces and GUI Applications needed for designed and development of software for console and web. Module-II, the practical component, involves the design and development of effective fully-fledged software system.

### **ITC 3346 : PERSONALITY AND SKILLS DEVELOPMENT**

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

### **ITC 3347 : DIGITAL BUSINESS**

This is an advanced course that deals with the concepts and practice of digital business. The major topics covered in this course include: introduction to e-business and e-commerce, market place analysis for e-commerce, e-environment, e-business strategy, supply chain management, e-marketing and customer relationship management.

### **ITC 3348 : INFORMATION AND COMMUNICATION NETWORKS**

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

### **ITC 3349 : RESEARCH METHODOLOGY**

In this course the student will become acquainted with social research methodologies. The areas covered include: the nature and scope of social research, formulation of the research problem, measurement and the problem of causality, selection of study design, sampling, and methods of data collection, analysis and interpretation of data, formulating the research proposal, and writing the research report.

### **ITC 3350 : SOFTWARE QUALITY ASSURANCE**

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

### **ITC 3351 : WEB-BASED APPLICATION DEVELOPMENT**

This is a specialized course that provides a comprehensive theoretical and practical knowledge in the area of web based applications. The course consists of two modules: theory and practical modules. Theory module covers the basic concepts of Internet communication, fundamentals of web designing, and scripting languages. Practical module gives in-depth coverage of web-based application development including design and development of effective web pages and web-based applications.

### **ITC 4340: INDEPENDENT RESEARCH STUDY**

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



### **ITC 4341 : SOFTWARE DEVELOPMENT PROJECT**

This course provides the opportunity for students to apply their conceptual knowledge obtained from the courses followed such as Systems Analysis and Design, Database Management Systems, Computer Programming, IT Project Management and Web-based Application Development etc. into practice. In this project, students have to select a problem from any organization and to develop an information system to solve the identified problem. At the end students are required to demonstrate the system developed and submit a report on it.

### **ITC 4342 : BUSINESS PROCESS MANAGEMENT**

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

### **ITC 4343 : ENTERPRISE RESOURCE PLANNING SYSTEMS**

The objective of this course is to equip students with knowledge in basic concepts of ERP systems so that they can recognize the need for ERP systems and learn to integrate the business activities in an organization in order to utilize organizational resources effectively and efficiently. This course provides a broad introduction to ERP systems, focusing on the activities of an organization in different business functions.

Areas covered include: ERP systems, ERP software, ERP vendors, implementation of ERP systems, integrating business functions in an organization, decision making under ERP systems, and current issues in ERP systems.

### **ITC 4344 : INTERNSHIP IN INFORMATION SYSTEMS**

The primary purpose of this internship programme is to expose the undergraduate students to the business world and to work in the practical environment. The department prefers the students to have a supervised learning and work experience preferably related to information systems, which enriches the degree programme.

#### **2.10.5 Practical Training**

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

#### **2.10.6 Professional Links**

The department has signed a Memorandum of Understanding with Microsoft Sri Lanka (Pvt) Ltd., which has enabled the Department to get the membership of the Microsoft Developer Network Academic Alliance Programme. Under this programme, students of the department are provided with selected Microsoft Software free of charge for research purposes. The department also maintains close links with several other private sector organizations, which has allowed the department to nominate selected students for industrial placements. Links have also been established with the key Professional Associations which are related to IT Industry.

### **2.10.7 Employment Opportunities**

Presently a high demand exists in business organisations for graduates who can better exploit Information Technology to achieve business goals. The graduates of this degree programme will be able to apply the knowledge to gain competitive advantages for business organisations through the use of Information Technology. A graduate can expect to commence his/her career in a position such as Business Analyst, Systems Analyst, IT Manager, IT Consultant, Knowledge Manager, or Project Manager. Their skills in logical thinking, problem solving and IT applications can also equip them for a more general business career in Marketing, Finance, Human Resource Management, Production and Operations Management. With further enhancements of Information Technology skills, a graduate can open up avenues to positions such as Software Developer, Database Administrator and Network Administrator. Graduates of this degree programme have successfully secured sound positions in different disciplines of reputed organisations, both locally and internationally, as envisaged by the department.

### **2.10.8 Awards and Scholarships**

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

### **2.10.9 Students' Association**

Students' Association of Information Technology (S@IT) is the student body affiliated to the Department of Information Technology. The association carries out various academic and social activities such as

arranging seminars, workshops, field visits and student get-togethers to develop knowledge, skills and research abilities of students.

### **2.10.10 Alumni Association of the Department of Information Technology**

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

### **2.10.11 Facilities at the Department**

The Department is located at the Soratha Building of the university. The department office is equipped with necessary infrastructure, furniture, and other equipment to provide support to both lecturers and students of the department. Each staff member has his/her room with necessary facilities for studying, research, and meeting with students. Students have a resource centre which they use for group activities, and also for various activities performed by their Students' Association. In addition, department has its own Computer Lab with thirty state of the art workstations for exclusive use by students of the department. Students can use this lab freely for their software development, internet access and other research work. In addition, students of the department utilize the IT Resource Centre of the FMSC for their regular lecture/practical sessions.

## 2.10.12 Head of the Department

**Dr. Amitha Padukkage**

## 2.10.13 Academic Staff

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### 2.11.1 Evolution

Due to the growing importance of Marketing as a field of study and the increased demand from students for studies in marketing, the Faculty recognized the necessity for offering a special degree in the field of marketing. As a result, a “Marketing Unit” was established under the Faculty of Management Studies and Commerce in 1994 in

order to offer a B.Sc. degree in Marketing Management. The marketing unit was then promoted to the departmental status as the Department of Marketing Management in 1996. The degree program was renamed as the B.Sc. Business Administration (Marketing) (Special) in the academic year 2001/2002 with further strengthening of



# MAR

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



the curriculum. Being updated with the new development in the field of marketing management and to reflect the unique characteristics of the program, presently, 'B.Sc. in Marketing Management (Special) Degree' is retained as the official title of the degree program. A number of curriculum revisions have been undertaken since the

inception of the degree program and presently the Department offers a comprehensive and up-to-date academic curriculum to the students to equip them with modern marketing theories and practices.

### 2.11.2 Mission and Objectives of the Programme

The Department of Marketing Management is committed to develop innovative, dynamic young marketing professionals with state of art competencies making them change agents in the organizations by realizing full potential of the innate capabilities and aptitude of the undergraduates to add value to marketing efficiency and effectiveness of respective organization and to the society at large. To achieve this broader aim, the main objective of the degree program is to provide undergraduates with knowledge, talents, skills and attitudes to be professional marketers who are recognized both locally and globally. It aims to produce graduates who can make a real difference in the consumer and industrial market, profit and non- profit organizations, small and large firms and domestic and international markets by influencing the development of new products and services, supporting the personal development of the people who work for them, reconciling organizational activities with ecological, social and political concerns across the world, adapting to the challenges that come from globalization of the economy and the constant and quick changing pattern of competitive pressures and opportunities.

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC C001	Certificate in Professional Communication	Optional	45	00
<b>Total No of Credits – Semester I</b>				<b>15</b>



<b>Year II - Semester II</b>					
MAR	2441	Fine Arts	Core	60	04
BUS	2341	Organizational Behaviour	Core	45	03
MAR	2342	Advanced Marketing Management	Core	45	03
MAR	2443	Integrated Marketing Communication	Core	60	04
HRM	2343	Personal & Social Responsibility	Core	45	03
<b>Total No of Credits – Semester II</b>					<b>17</b>
<b>Total Credit Value for the Second Year</b>					<b>32</b>
<b>Year III - Semester I</b>					
ITC	3340	Management Information Systems	Core	45	03
MAR	3340	Sociology & Psychology	Core	45	03
MAR	3341	Services Marketing	Core	45	03
MAR	3342	Digital Marketing	Core	45	03
COM	3247	Legal aspects in Marketing	Core	30	02
BEC	3340	Managerial Economics	Core	45	03
<b>Total No of Credits – Semester I</b>					<b>17</b>
<b>Year III - Semester II</b>					
MAR	3343	Product and Brand Management	Core	45	03
MAR	3344	Marketing Research	Core	45	03
MAR	3345	Consumer Behaviour	Core	45	03
MAR	3346	Advanced Services Marketing	Core	45	03
MAR	3347	Sales Management and Retail Marketing	Core	45	03
MAR	3348	Personality and skill development	Core	45	03
<b>Total No of Credits – Semester II</b>					<b>18</b>
<b>Total Credit Value for the Third Year</b>					<b>35</b>
<b>Year IV - Semester I</b>					
MAR	4340	Strategic Marketing	Core	45	03
MAR	4341	Analytical Tools for Marketing Research	Core	45	03
MAR	4342	International Marketing	Core	45	03
MAR	4343	Sustainability Marketing	Core	45	03
<b>Total No of Credits – Semester I</b>					<b>12</b>
<b>Year IV- Semester II</b>					
MAR	4644	Research (Independent Study)	Core		06
MAR	4545	Internship	Core		05
<b>Total No of Credits – Semester II</b>					<b>11</b>
<b>Total Credit Value for the Fourth Year</b>					<b>23</b>
<b>Total Credit Value of the Programme</b>					<b>121</b>

## 2.11.4 Description of the Courses

### MAR 2340: MARKETING MANAGEMENT

This is an introductory course on basic concepts and theories of marketing

management. It familiarizes students with the marketing discipline. The course provides understanding of the nature and scope of marketing which includes marketing philosophies, the theoretical perspective of marketing strategies and analysing marketing opportunities.

### **MAR 2441: FINE ARTS**

The objective of this course is to help students to relax mentally, develop creativity, and improve concentration and soft skills which are essential to become a good marketer. This course provides opportunities for students to learn music, dancing or art. Further this course provides insights for the students to cope with mental stress thus enabling them to develop emotionally balanced personalities.

### **MAR 2342: ADVANCED MARKETING MANAGEMENT**

The objective of this course is to provide students with practical and specialized knowledge on marketing management, application of marketing strategies, planning the marketing programmes and managing the marketing effort, with special reference to their application in the Sri Lankan context.

### **MAR 2443: INTEGRATED MARKETING COMMUNICATION**

The purpose of this course is to enable students to build a sound theoretical and practical understanding of the integrated aspects of marketing communication. Further it focuses on the formulation of marketing communication strategy and the management of marketing communication efforts. This course covers an introduction to integrated marketing communication, integrated marketing programme, situation analysis, analysing communication process, objectives and budgeting for IMC programmes, developing an IMC programme, monitoring, evaluation and control of IMC.

### **MAR 3340: SOCIOLOGY AND PSYCHOLOGY**

The purpose of this course is to enable students to look at the characteristics of and relationship between individuals, group and whole societies. Studying sociology provides students with a critical perspective and range of key analytical skills which enables them to identify and think through problem thoroughly. Students will be able to become proficient in understanding and explaining how societies work, how identities and divisions are established and reproduced, how social problems arise and how social change comes about.

Psychology is the scientific study of the mind and behaviour. Students will be able to know how and why humans and other species behave in the ways they do, and be able to identify the processes driving these behaviours. With its focus on individual and social behaviour, psychology links naturally with other disciplines such as biology, philosophy and sociology and also it integrates with subjects valued in the workplace.

### **MAR 3341: SERVICE MARKETING**

This course provides an introduction to service marketing and its application to the service industry including the application of basic marketing concepts and strategies. It covers the nature of services, the nature of demand for services, a framework for service marketing management, decisions on extended marketing mix, service quality, customer care and satisfaction.

### **MAR 3342/4346 DIGITAL MARKETING**

Marketing landscape has immensely changed during last few years of time due to the advancements of modern information and internet technologies in the world.

Impacts of these changes are inevitable for local business organizations too. One of the key growing areas due to these advancements is digital and interactive marketing. Areas like search engine optimization techniques, social media, social networking, web site development etc. are of high concern by present markets and organizations. Therefore, the purpose of this course is to provide a sufficient knowledge on digital marketing to grab the opportunities in the field of marketing.

### **MAR 3343/4347 PRODUCT AND BRAND MANAGEMENT**

The objective of this course is to provide students with a specialized knowledge of management of existing products and making innovations to new products. This course covers areas such as meaning and role of products, product development through technological innovations, developing new products, test marketing, managing product life cycle strategies, technological life – cycle strategies, managing product mix decisions and developing marketing strategies for product manufacturing organizations. This course enhances the knowledge of brand management through emphasis on developing and applying marketing techniques to a specific product/product line, thus enhancing customer perceived value.

### **MAR 3344: MARKETING RESEARCH**

The objective of this course is to provide the students with a basic knowledge of the concepts, principles, methods and techniques of marketing research, identifying research problems correctly and formulating research design. Further, the course helps students to familiarize themselves with commonly used research techniques in marketing. The topics covered are introduction

to marketing research, roles and types of research, theory building, research process, research design, measurement and scaling, questionnaire and form design, sampling and preparation of a research proposal.

### **MAR 3345: CONSUMER BEHAVIOUR**

This course imparts knowledge and understanding of the concepts and theoretical foundations of consumer behaviour. It covers areas such as the evolution of the field of consumer behaviour, consumer decision-making process, socio-cultural and psychological factors that influence consumer behaviour. Further it enables students to apply the concepts and terms in related subjects such as Marketing Communication, Product and Brand Management, and Services Marketing, etc.

### **MAR 3346: ADVANCED SERVICE MARKETING**

This course unit aims to provide an understanding of the theories and practices in managerial aspects of service organizations. Specifically, this course unit deals with the role of service in the economy, the service concept and competitive strategy, structuring the service enterprise, managing service options and quantitative models with service applications. Further it discusses the techniques which will be important to managers in improving quality and efficiency in a service organization.

### **MAR 3347: SALES MANAGEMENT AND RETAIL MARKETING**

The objective of this course is to impart foundation of knowledge of sales management and retail marketing. It includes formulation of strategic sales programmes, implementation of the sales programme and evaluation and the control of the sales programme. It also includes planning and implementing basic retailing strategies and programmes.



### **MAR 3348: PERSONALITY AND SKILL DEVELOPMENT**

This course unit is designed to enhance the personality and soft skills of the students of the department through recognizing their importance to become dynamic and successful marketers in the business world. This includes practical and theoretical exposure to personality theories, business etiquette, public speaking, physical and mental fitness, personal development, and leadership. Outward Bound Training (OBT Programme), which comes under this course unit is one of the annual events organized by the department, for the students' personal development.

### **MAR 4340: STRATEGIC MARKETING**

The course provides knowledge and understanding of strategic marketing concepts. It includes strategic management process, strategic and marketing analysis, strategic directions and strategic formulations, strategic choice, strategic evolution and strategic implementation and control.

### **MAR 4341: ANALYTICAL TOOLS FOR MARKETING RESEARCH**

The main purpose of this course is to enable students to undertake a research project. It provides in depth knowledge of research methods by considering critical decision arrears through practical research. It covers data collection, preparation, analysis and reporting. Further it discusses fieldwork, data preparation, analytical methods including frequency distribution, cross tabulation, hypothesis testing, analysis of variance and covariance, correlation and regression, discriminant and logit analysis, factor analysis, cluster analysis, multidimensional scaling and conjoint analysis, etc. with the help of available modern

software. This course covers both qualitative and quantitative phenomena and it also serves as an excellent foundation for the dissertation (MAR 4644).

### **MAR 4342: INTERNATIONAL MARKETING**

The aim of this course is to provide students with insights for understanding the global business process and discipline. It covers introduction to global marketing, global marketing planning environment, targeting global markets, formulating global marketing strategies, global marketing mix, and leading, organizing and controlling the global marketing effort.

### **MAR 4343: SUSTAINABILITY MARKETING**

The course aims mainly to provide students with opportunities to gain knowledge on sustainability marketing and the core environmental, social and economic principles of sustainability. This course focuses on the role of marketing by examining how marketers create values and build sustainable thinking and processes into their marketing activities and strategies from ethics, social responsibility, and ecological aspects. Sustainability marketing requires a rethinking of the assumptions that underlie traditional marketing practices and thus, this course presents a new paradigm through a holistic approach which lays an emphasis on social, environment and economic concerns in the development of marketing strategies.

### **MAR 4644: RESEARCH (INDEPENDENT STUDY)**

Students are required to write a research report based on an independent study of selected marketing related issues. A supervisor is appointed for each student.

## **MAR 4545: INTERNSHIP**

Students are required to gain experience of practical marketing scenarios by working in organizations under the supervision of the Department and an appointed working manager. A record book has to be maintained by the students during the six months of the internship.

### **2.11.5 Practical Training**

The Department is fully aware of the need to give its students a practical exposure to the corporate world so that they will be in a better position to understand the relationship between theory and practice. In order to achieve this, the internship program has been designed which enables final year students to gain exposure by being trained under the corporate sector as management trainees or marketing trainees. With the understanding of the utmost importance of the practical training, the department has allocated 6 credits for internship programme.

### **2.11.6 Professional Links**

#### **Links with professional bodies in education field**

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

## **Link with Sri Lanka Military Academy (SLMA)**

Further, the department has close links with the Sri Lanka Military Academy, Diyatalawa, for conducting the personality and skill development program for the students of the department under the course unit of MAR 3348: Personality and Skill Development.

## **MOU with Ogilvy & Mather**

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

- Ogilvy Group will provide research opportunities for students and lecturers upon agreed areas.
- Ogilvy will provide internship/training and employment opportunities for the undergraduates and graduates of the Department of Marketing Management.
- Industry experts from the Ogilvy Group may be invited to conduct guest lectures for the undergraduates of the Department of Marketing Management under agreed areas
- Ogilvy may invite lecturers and academia from the Faculty of Management Studies & Commerce to conduct training programs if and when there is a requirement.

**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.

### 2.11.7 Employment Opportunities

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

### 2.11.8 Awards and Scholarships

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

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

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

#### **Chartered Institute of Marketing (CIM) Gold Medal**

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



## 2.11.9 Student Associations

### Marketing Management Association (MMA)

Marketing Management Association (MMA) is the official students' Association of the Department of Marketing Management and it is one of the strongest students' Associations within the Faculty with a high recognition. Its office bearers are selected from among students of the department on an annual basis. Marketing Management Association is a very innovative, creative and proactive student body. The main objective of the MMA is to enhance the skills and talents of the students to face the challenges and difficulties of dynamic marketing environment by organizing different kinds of workshops, events, and activities annually. This is a separate student body, which gives more opportunities to enhance the unique skills required to be moulded in marketing undergraduates. MMA can be viewed as the congregation of marketing undergraduates who seek to set trends and do everything in an extraordinary way with the motto of "Dare to be different".

The Department and the Marketing Management Association (MMA) annually organize Personality & Skill Development Program at Diyathalawa Military Academy, Social Projects, Simulation Games, Workshops and Field Visits with the purpose of improving students' organizing capabilities and letting them close to the practical aspects of the philosophical and theoretical knowledge. Accordingly, MMA can be viewed as a well-established student's association seeking to serve all kind of marketing students in every possible way while being the pulls of the Department of Marketing Management and the marketing field of Sri Lanka.

### Marketing Alumni Association

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

## 2.11.10 Facilities at the Department

### Students' Resource Centre

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

### Research Library

The department maintains a research library mainly for the use of final year students of the department which helps them in writing their Research Report, which is a compulsory requirement of the degree program. The research library consists of the accepted researches conducted by the passed out graduates of the department and by the lecturers of the department for students' reference.

## 2.11.11 Head of the Department

**Dr. K. P. L. Chandralal**

## 2.11.12 Academic Staff

**Prof. (Dr.) B. N. F. Warnakulasooriya**

*Senior Professor in Marketing*

*B.Com. (Special) (Colombo); MBA (Colombo); PhD (Pune)*

**Prof. (Ms.) D. S. R. Samarasinghe**

*Professor in Marketing*

*B.Sc. Bus. Admin. (Special) (SJP); PG. Dip. Marketing (PIM); M.Sc. Bus. Admin. (SJP); EPPG. Dip. in Marketing of Services (MSM – Netherlands), Executive Dip in Mktg of Sustainability (MSM-Netherlands), PhD (SJP)*

**Dr. K. P. L. Chandralal**

*Senior Lecturer*

*B. Com. (Special) (SJP); M.Sc. in Management (SJP), EPPG. Dip. In Marketing of Services (MSM– Netherlands); PhD (Australia)*

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

*Senior Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Management (SJP); PhD (Japan)*

**Dr. (Ms.) P. G. S. Amila Jayarathne**

*Senior Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP); Masters in Policy Stud. (Tokyo), MSc in Management (SJP); PhD (UK)*

**Dr. Dushan Jayawickrama**

*Senior Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP), MSc in Management (SJP); PhD (Australia)*

**Ms. B. Sandamali Galdolage**

*Senior Lecturer*

*B.B. Mgt. Mkt. (Special) (Kelaniya); M.Sc. in MIT (Kelaniya), Reading for PhD (UK)*

**Ms. H. P. Samanthika Gallage**

*Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP), CIMA (Passed Finalist); MBA (PIM-SJP); M.Sc. (UK); Reading for PhD (UK)*

**Mr. W.P.S. Harsha Tissera**

*Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP)*

**Mr. Dilan Rathnayake**

*Lecturer*

*B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP)*

**Mr. H.M. Aminda Lakmal**

*Lecturer - Probationary*

*B. Sc. Mkt. Mgt. (Special) (SJP); MBA(PIM-SJP)*

**Ms. Sachithra Somasiri**

*Lecturer - Probationary*

*B. Sc. Mkt. Mgt. (Special) (SJP); M.Sc. (SJP)*

**Ms. V. G. Pavani Lakshika**

*Temporary Tutor*

*B. Sc. Mkt. Mgt. (Special) (SJP)*

## 2.11.13 Non Academic Staff

**Ms. Wasana Thilakarathne**

*Clerk*

**Mr. Chanaka Perera**

*Labourer*

## 2.11.14 Contact Details

**Head, Department of Marketing**

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# (PUB

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



### 2.12.1 Evolution

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

system offering a Degree in Public Management while maintaining its standard of studies with professionalism and knowledge.

At the outset, a Degree in Public Administration has been offered by the Department of Economics in Vidyodaya University, since the academic year 1959/1960 and later it was by the Department of Public



and Business Administration. In 1968 that Department was reconstituted as the Department of Management Studies and in 1980, the Department of Management studies was converted into two separate Departments, called Public Administration and Business Administration. With the establishment of the Department of Public Administration in 1980, it received an independent recognition at the University of Sri Jayewardenepura as it is currently known. The Department then took over the responsibility for the study programme leading to the B.Sc. Public Administration (Special) Degree, which was later renamed as the B.Sc. in Management (Public) (Special) Degree in 1993 and in 2001 as B.Sc. Public Management (Special) Degree. Commencing of the academic year in 2015/2016, the B.Sc. Management (Public) (Special) Degree has been offered by the Department.

### 2.12.2 Programme Objectives

The B.Sc. Management (Public) (Special) Degree Programme has its roots in the B.Sc. Public Administration (Special) Degree, which the Department conducted earlier. That had the distinguishing element of revolving around the principal components of the field of Public Policy & Administration; Development Administration, Public Sector Accounting, Constitutional and Administrative Law, International Relations, Local Government and Rural Development. An interdisciplinary approach was, however, present through courses in Management Studies including subjects such as Management Process, Human Resource Management, Organizational Behaviour and Strategic Management as well as through a host of other

courses in the fields of Accounting and Finance, Economics, Mathematics, Computing and Information Systems. Recent changes have made it possible for students to specialize in some areas so as to be able to enhance their own marketability.

The programme attempts to integrate Management and Administration theories with the realities of policy formulation and implementation, and is structured to provide a foundation that is intensive, wide in scope and multidisciplinary in nature. It is aimed at developing students' knowledge and managerial skills required in both public and private sector organizations. Thus, this programme is designed to equip students with the skills needed to apply this managerial knowledge to real world decision-making in the capacity of professional managers and administrators in both public and private sector institutions.

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

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

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

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

Course Code	Course Title	Course Status	Contact Hours	Credit Hours
<b>Year II - Semester I</b>				
BEC 2340	Macroeconomics	Core	45	03
FIN 2340	Financial Management	Core	45	03
MAR 2340	Marketing Management	Core	45	03
DSC 2340	Operations Management	Core	45	03
ACC 2340	Management Accounting	Core	45	03
BCC C001	Certificate in Business Communication	Optional	45	-
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year II - Semester II</b>				
ITC 2340	Computer Applications for Managers	Core	45	03
PUB 2340	Sociology and Psychology	Core	45	03
BUS 2341	Organizational Behaviour	Core	45	03
PUB 2341	Theory and Practice of Public Administration	Core	45	03
PUB 2342	Public Finance	Core	45	03
<b>Total No of Credits – Semester II</b>				<b>15</b>
<b>Total Credit Value for the Second Year</b>				<b>30</b>
<b>Year III - Semester I</b>				
ITC 3340	Management Information Systems	Core	45	03
PUB 3340	Procurement Management	Core	45	03
PUB 3341	Public Management	Core	45	03
PUB 3342	Development Administration	Core	45	03
<i>Only one subject from the following elective subjects</i>				
DSC 3340	Operations Research	Elective	45	03
DSC 3341	Statistical Data Analysis for Managers	Elective	45	
ACC 3345	Taxation	Elective	45	
<b>Total No of Credits – Semester I</b>				<b>15</b>
<b>Year III - Semester II</b>				
PUB 3343	Research Methodology	Core	45	03
PUB 3344	Policy Analysis and Decision Making	Core	45	03
PUB 3345	Public Sector Project Management	Core	45	03
PUB 3346	Constitutional and Administrative Law	Core	45	03
PUB 3347	Managing Rural Development	Core	45	03
<i>Only one subject from the following elective subjects</i>				
PUB 3348	Managerial Skills and Competencies	Elective	45	03
PUB 3349	Disaster Management	Elective	45	
ACC 3340	Auditing and Assurance Services	Elective	45	
<b>Total No of Credits – Semester II</b>				<b>18</b>
<b>Total Credit Value for the Third Year</b>				<b>33</b>

Year IV - Semester I					
BUS	4340	Strategic Management	Core	45	03
PUB	4340	E-Governance	Core	45	03
PUB	4641	Independent Study (Research)	Elective	90	06
PUB	4342	Independent Study (Project)	Elective	45	
Select one from the following two subjects if one selects independent study (project)					
PUB	4343	Comparative Public Administration	Elective	45	
PUB	4344	Environmental Management	Elective	45	
Select one from the following electives					
PUB	4345	Empirical Policy Analysis	Elective	45	03
PUB	4346	Contemporary Issues in Development	Elective	45	
PUB	4347	Public Sector Accounting and Finance	Elective	45	
Total No of Credits – Semester I					15
Year IV - Semester II					
PUB	4348	International Relations	Core	45	03
PUB	4349	Development Policy and Management	Core	45	03
PUB	4650	Internship	Elective	90	06
Select two of the following subjects, if one does not select internship					
PUB	4351	Conflict Resolution and Mediation	Elective	45	
PUB	4352	Public Relations	Elective	45	
PUB	4353	Managing Local Government	Elective	45	
Total No of Credits – Semester II					12
Total Credit Value for the Fourth Year					27
Total Credit Value for the programme					120

#### 2.12.4 Description of the Courses

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

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

Socio-political environment and profit-oriented businesses are inter-dependent. In one hand, businesses are influenced by the social and political forces while on the other hand, socio-political environment is influenced by the businesses. Accordingly, this introductory course unit is designed for the Management undergraduates to gain fundamental understanding about social and political environment in which every

business operates. As prospective professionals and citizens who will interact with the societal and political institutions, it is necessary for an undergraduate to learn civic, social and political dimensions. This course facilitates learners to identify and respond to various social trends and changes in the political milieu, focusing on the substance of culture, socialization, social trends, social institutions, government, democracy, and interactions between different agents in the society. Further, it discusses the government mechanism which is currently being practiced in Sri Lanka.

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

This course is designed to provide the students with an understanding of the political environment within which a manager/



administrator works and to enable them to appreciate the various political factors affecting their behaviour. The major topics covered include both general theoretical concepts of nation, state, rights, liberty and equality as well as the 'political institutions' with special reference to Sri Lanka. Attention is paid to constitutional developments in Sri Lanka as well as to the evolution of party and electoral politics.

### **PUB 2340 : SOCIOLOGY AND PSYCHOLOGY**

Sociology is a discipline that looks at the characteristics of relationship between individuals, groups and whole society. Sociologists are interested in individuals and collective ways of living and thinking how they came into being, what the connections between them and how they might change over time. Studying Sociology provides students with a critical perspective and a range of key analytical skills which enable them to identify and think through problems thoroughly. Students will be able to become proficient in understanding and explaining how societies work, how identities and divisions are established and reproduced, how social problems arise and how social change comes about. Psychology is the scientific study of the mind and behaviour. Students will be able to know how and why human and other species behave in the ways they do, and be able to identify the processes driving these behaviours. With its focus on individual and social behaviour, Psychology links naturally with other disciplines such as Biology, Philosophy and also it integrates with subjects valued in the workplace.

### **PUB 2341 : THEORY AND PRACTICE OF PUBLIC ADMINISTRATION**

This course is designed to enhance basic knowledge of the principles and practice of

Public Administration both in general and with particular reference to the administrative system prevailing in Sri Lanka. Thus, various central concepts and theories as bureaucracy and its control and accountability, efficiency and effectiveness of public administration, regional administration, and administrative reforms will be discussed. In addition, it is expected to discuss the application of such theoretical knowledge into public administrative system in Sri Lanka. Finally, the combined theoretical and practical knowledge would facilitate the students to develop into matured individuals who can contribute greatly to administrative system of the public sector.

### **PUB 2342 : PUBLIC FINANCE**

This course focuses on the application of Microeconomics framework to the analysis of the issues relating to public expenditure and taxation. While attempting to equip students with a set of analytical tools, the course tries to introduce real world issues in the arena of Public Finance with special reference to Sri Lanka. After completion of the course, students should be able to analyse the issues pertaining to Public Finance using Microeconomics theoretical framework.

### **PUB 3340/4354 PROCUREMENT MANAGEMENT**

This course is designed to provide in depth understanding of procurement management in both public and private sectors. At the end of this course unit, participants would be able to compare and contrast procedures adopted in both sectors and understand the importance of best practices in procurement management in achieving the objectives of good governance and corporate governance. The intended areas of coverage include introduction to supply

chain management, objectives of procurement management, procurement planning, value for money, governance, preparation of bidding documents, bid evaluation, award of contract and contract management and IT application for MS projects for procurement planning. The students will also enhance their skills in the above areas by means of case studies and presentations.

### **PUB 3341 : PUBLIC MANAGEMENT**

This course provides an introduction to fundamental issues that underlie the field of Public Management. The main focus of this course unit is to examine how to improve performance and productivity in the public sector organizations. The emphasis is on the assessment of the theories and principles of New Public Management (Managerialism / Entrepreneurial Government), and on comparing and contrasting these with the Traditional Model of Public Administration. Other topics included are changing role of the government, public management functions including strategic management in public services, leadership in the public service, key challenges to public service delivery, ethics and accountable public services and public management reforms under the new paradigm.

### **PUB 3342 : DEVELOPMENT ADMINISTRATION**

The basic objective of this course is to provide the students an understanding of the global issues and challenges of development with special reference to Sri Lanka. The subject deals with the evolution of Development Administration, the impact of colonization and other links between developed and developing countries, the causes of poverty and inequality, administrative reforms, the administrative capacity and set up in Sri Lanka and other related aspects of Development Administration.

### **PUB 3343 : RESEARCH METHODOLOGY**

This course aims to provide an introduction to the tools and techniques used by social science researchers. The major topics covered include the nature of social science research, basic philosophy and concepts of social science inquiry, research design, data collection methods, statistical tools and techniques, qualitative research methods and preparation of a research proposal.

### **PUB 3344 : POLICY ANALYSIS AND DECISION MAKING**

This course examines various perspectives on public policy centring on the relationship between policy analysis and decision making. The major areas of coverage include introduction to policy analysis and decision-making, methods of policy analysis, theories and models of policy making, formulation of public policy, implementing policy choices, evaluating the impact of public policies, policy succession and termination. The course unit is taught with reference to both developed and developing countries.

### **PUB 3345 : PUBLIC SECTOR PROJECT MANAGEMENT**

This course is based on implementing public sector programmes more effectively through applications of project management. The course unit mainly covers project planning and programming, project appraisal and evaluation, project evaluation and review techniques (PERT) and Critical Path Analysis (CPM) to analyze the projects, quality assurance models, earned value measure (EVM) and customer's review of projects.

**PUB 3346 :  
CONSTITUTIONAL AND  
ADMINISTRATIVE LAW**

The course considers the two branches of public law namely, constitutional law and administrative law. The constitutional law component focuses mainly on sources of supreme power, legislative, executive, judicial, constitutional reforms, fundamental rights and elections. The section on administrative law covers organizational powers and duties of central and local authorities and other statutory bodies and judicial and other control of such public authorities.

**PUB 3347 :  
MANAGING RURAL DEVELOPMENT**

This course provides the strategic perspective to understand the theories and practices of Rural Development in order to reshape the role of public managers to create value. The course focuses on the strategic impact and social value that can be achieved through addressing basic issues in rural sector. In addition this offers the opportunities to explore experiences and prospects of Rural Development particularly in Sri Lankan context.

**PUB 3348 :  
MANAGERIAL SKILLS AND  
COMPETENCIES**

The objective of the course is to enhance the confidence of students to perform effectively in the modern office environment by making them well-equipped with necessary managerial skills and competencies. It is highly interactive module and mainly touches upon practical aspects of Management. The key areas to be covered in the course are written and verbal communication, interpersonal skills, time and stress management, filing and records management, team building, technological competencies, office etiquettes and proper

attitudinal development. Apart from that students are trained to sit for the competitive examinations in the public sector organizations.

**PUB 3349 :  
DISASTER MANAGEMENT**

This course is primarily based on the phenomenon of natural disasters. Managing a disaster situation is quite different from managing a situation under normal circumstances. Thus, this course seeks to study how managerial skills can be developed so as to deal with a disaster situation. The stages of a disaster situation namely, relief provision stage, recovery effort stage and reconstruction stage are also discussed. Students learn how each of these stages is properly managed in order to mitigate the adverse consequences of a disaster.

**PUB 4340 :  
E-GOVERNANCE**

This course is designed to provide both theoretical and practical knowledge on E-Governance. Thus, this course examines how people interact with the government by using internet technologies to provide information and services to the public. Students are also encouraged to obtain practical knowledge on E-government, E-Business and on-line applications in delivering public services. Upon completion of this course, the students will be able to obtain basic knowledge and skills on how to manage government organizations and also the governance process by using internet and related technologies.

**PUB 4641 :  
INDEPENDENT STUDY (RESEARCH)**

The students are required to study a problem related to the field of management or public administration through the use of collected data. The ability to specify the



research problem and its significance, to move from the specific to the general and vice versa, to present things logically and clearly and to work towards conclusions and recommendations will be developed in this course. The research report is prepared under the guidance of a supervisor of the academic staff.

### **PUB 4342 : INDEPENDENT STUDY (PROJECT)**

The objective of this course is to educate students on how to apply theoretical knowledge to effectively address managerial/administrative issues faced by organizations. The students are expected to identify such an issue faced by an organization, collect data, perform an analysis, propose possible remedies to address the issue and evaluate the expected outcome of the proposals. Finally, the students will prepare a policy document by adhering to standard academic writing guidelines and do a presentation based on that.

### **PUB 4343 : COMPARATIVE PUBLIC ADMINISTRATION**

This course is designed to provide a sound theoretical and practical knowledge of public administration in the global context with special reference to India, Japan, the USA and the UK. The topics include the basic features of the constitutional framework, administrative mechanism, role of the civil service and contemporary issues in public administration.

### **PUB 4344 : ENVIRONMENTAL MANAGEMENT**

The purpose of the course is to provide an overview of the environment related theories and contemporary issues in order to inculcate greater understanding of the subject in providing public value. It mainly

focuses on managing renewable and non-renewable resources and the green concept. The course also examines the environmental accounting, relevant policies on environment in Sri Lanka and contemporary issues in environment.

### **PUB 4345 : EMPIRICAL POLICY ANALYSIS**

This course focuses on the sensible application of Economics and statistical analyses to empirical problems in public policy analysis. STATA statistical software is extensively used throughout the course to analyse data of related policy variables and to generate evidence-based results in a more convincing way. Upon the completion of the course, students will be able to design policy-related research appropriately and to work more comfortably with large-scale data sets, including island-wide household surveys. Issues with regard to diverse policy topics, including health and education are empirically analysed using the modelling techniques discussed in the course.

### **PUB 4346 : CONTEMPORARY ISSUES IN DEVELOPMENT**

The aim of this course is to familiarize students with topics and issues relevant to the study of Development. The basic philosophy and problems of change and development are the main areas for discussion. Students are expected to learn and share experiences as well as synthesize innovative ideas which contribute to new concepts and issues of development.

### **PUB 4347 : PUBLIC SECTOR ACCOUNTING AND FINANCE**

This course unit provides students with knowledge of Public Sector Accounting

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

### **PUB 4348 : INTERNATIONAL RELATIONS**

This course is designed to provide students with an understanding of the political aspects of the subject and to attempt a general survey of International Relations as a whole. The concept of national interest, the nature of international politics, the threat and the use of force in international relations, the role of aid and trade as levels of influence and instruments of cooperation and the functions and role of international institutions are among the subjects discussed.

### **PUB 4349 : DEVELOPMENT POLICY AND MANAGEMENT**

This course aims at creating awareness among students regarding main development issues faced by developing countries, alternative policies available and how the policy regimes should be managed. Students will be encouraged to examine issues and remedies critically, drawing examples and experiences from both developed and developing nations, in the light of emerging global developments. At the end of the course, students will be able to assess key development issues in a balanced manner and propose ways and means of ensuring sustainable policy regimes.

### **PUB 4650 : INTERNSHIP**

The purpose of this internship program is to provide an exposure to the practice of management in public, private or non-government sector organizations. Students are required to learn practical aspects of Management and Public Administration in selected organizations for a period of minimum four months under a supervision of senior manager / administrator / executive officer in respective organizations. During this internship period, students should be able to develop main managerial skills namely; technical skills, interpersonal relations skills, communication skills and conceptual skills.

### **PUB 4351 : CONFLICT RESOLUTION AND MEDIATION**

This course provides an introduction to the theory and practice of Conflict Resolution and Mediation. It examines Conflict Resolution and Mediation from Communication, Psychology, Sociology and Legal theories. Topics to be covered include contextualizing conflict resolution, understanding how to negotiate and mediate, determining the role of the negotiator/mediator, understanding the importance of a theory-informed practice, and reviewing the current state of mediation and conflict resolution.

### **PUB 4352 : PUBLIC RELATIONS**

This course unit introduces strategic issues and effective practices of communication between organizations and their stakeholders. The main objective of the course unit is to educate students for effective and ethical public communication on behalf of related organizations. It generally covers the study of public opinion research, media relations, public communication campaigns, and

ethical considerations for public relations. At the end of the unit, the students will be able to write news releases, conduct public surveys, develop public campaigns, produce service announcements, and conduct news conferences.

### **PUB 4353 : MANAGING LOCAL GOVERNMENT**

This course provides an understanding about the setting in which local bodies function in Sri Lanka. It covers the principles of local government, local government models, evolution of the local government system in Sri Lanka (1865 onwards), trends and developments since Independence, present structure of local authorities, their powers, functions and role in the development, and centric-local relations.

#### **2.12.5 Practical Training**

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

#### **2.12.6 Professional Links**

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

##### **Professional links within the Country**

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

Ministry of Provincial Councils and Local Government, Ministry of Labour, Ministry of Women's Affairs, Department of National Planning, Central Bank of Sri Lanka, Hector Kobbekaduwa Agrarian Research and Training Institute, Rural Development Training and Research Institute, the Open University of Sri Lanka and the University of Moratuwa, etc.

##### **Professional links overseas**

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

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

Prof. R. Lalitha S. Fernando has been elected as the new Secretary General of the NAPSIPAG at the General Meeting in the 12 NAPSIPAG Conference held at Vishakhapatnam, Andhra Pradesh, India on 22 November, 2015.

### **Academic Collaboration with Tohoku University in Japan.**

The Department has developed an academic collaboration with the International Graduate School of Accounting Policy (IGSAP) of Tohoku University in Japan. This collaboration helps both partner institutes to organize international symposia, seminars, international programmes, industry visits and research collaborations. Presently, the IGSAP offers a master's degree programme run jointly by universities and partner business professional institutions in Japan and overseas. Once students of the Department of Public Administration complete the degree with good GPA, they are encouraged to apply for the full scholarships offered by the Tohoku University to proceed with master degree in one of three subject areas namely, Accounting System Design, Finance of SMEs and Modern Public Policy. In addition, the Department has taken initiative steps to introduce a joint master degree programme in Public Accounting Policy by collaborating with the IGSAP. The courses are to be delivered as cyber courses by the Tohoku University, and class room discussion by the Department of Public Administration.

### **2.12.7 Employment Opportunities**

A degree in public administration is a stepping stone which prepared students for better career options focusing mainly on government Ministries, Departments,

Corporations, and Authorities, Local government institutions, Research Institutions, project-based organizations, universities, Banks and private sector as well. Former students have successfully occupied within a wide variety of national and international organizations both in public and private sector. Thus, many eminent positions of the country are gorgeously bearded by the graduates of the Department.

## **2.12.8 Awards and Scholarships**

### **2.12.8.1 Awards**

The department recognizes the outstanding performance of the students by awarding four gold medals at the University Convocation and the Annual General Meeting (AGM) of Alumni Association of Public Administration.

#### **Public Administration Alumni Association Gold Medal**

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

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

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

#### **Ramanie Samaratunga Gold Medal**

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

### **Prof. Ariyapala Ekanayaka Memorial Gold Medal**

The Alumni Association of Public Administration is introduced Prof. Ariyapala Ekanayaka Memorial Gold Medal as to appreciate the contribution made by late Prof. Ariyapala Ekanayaka who was the founder of Department of Public Administration and the first member of the Alumni Association of Public Administration. This is awarded to the student who had obtained satisfactory academic performance together with good records of extra curricula activities at the University during his or her study period. Presently, this is awarded at the Annual General Meeting of the Alumni Association of Public Administration being subject to selection criteria stipulated.

#### **2.12.8.2 Scholarships**

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

### **W.A. Wijewardana Public Management (Merit) Scholarship**

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

### **H.M. Tamwatta Scholarship**

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

### **B.Y.G. Rathnasekara Scholarship**

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

### **'Arunodaya' Scholarship**

This Scholarship has been instituted by the graduates (2007/08 batch) of the Department of Public Administration. The Scholarship is offered to the needy students with satisfactory academic performance.

### **APA Scholarship**

This Scholarship is instituted by the Association of Public Administration to facilitate studies of the needy students of the Department of Public Administration.

### **Other Scholarships**

In addition to the above scholarships, various scholarships are offered to students attached the Department by various stakeholders of the Department of Public Administration.

## **2.12.9 Student Association**

### **Association of Public Administration (APA)**

The Association of Public Administration represents the total student community in the Public Management study programmes of

the University. It was established in the early 1980s and is regulated by its constitution. The main purpose of the APA is to promote the field of Public Administration and the affiliated areas. APA is meant solely for the betterment of Public Management students. With the aim of developing mutual relationships among themselves, the association annually organized several programmes such as sports days, religious activities, entertainment activities etc. All students are encouraged to join as active participants; the opportunities are available for them to develop their knowledge, skills and research abilities.

### **Alumni Association of Public Administration (AAPA)**

Graduates passed out through the Department are eligible to be members of the Alumni Association of Public Administration. The association already has more than 500 permanent members. While it aims primarily to promote interaction and mutual support among the graduates of the Department of Public Administration, the members, as professionals in society, seek to help in upgrading the quality of the degree, enriching the field of Public Administration and serving the country in general.

## **2.12.10 Facilities at the Department**

### **Resource centre**

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

## **2.12.11 Student's Profile**

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

*"I chose to pursue the Bachelor of Public Management (Special) degree because I enjoy serving the public. What I have found most enjoyable about studying public administration has been, learning about the different parts of the field. Public Administration being a multidisciplinary doctrine combines courses in several disciplines including business, economics, law, political studies and sociology, mathematics, Accounting, finance etc. The most significant and prominent trait that I developed during the degree program is discipline to perform in assignments, responding throughout the week to classroom and tutorial discussions and putting in the effort on team projects. I have learned to communicate better and listen more diligently as a result of these classes, and my research skills have improved immensely"*



## 2.12.12 Head of the Department

**Prof. (Ms) R. Lalitha S. Fernando**

## 2.12.13 Academic Staff

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## 2.12.14 Non Academic Staff

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