

# PROSPECTUS

BACHELOR OF BUSINESS MANAGEMENT HONOURS DEGREE PROGRAMME



**Wisdom steers the mind  
towards the good**

**Faculty of Business Studies  
University of Vavuniya  
Sri Lanka**

**2020 - 2021**

# **Prospectus**

**Bachelor of Business Management Honours**

**Degree Programme**

**2020 – 2021**

**Faculty of Business Studies**

**University of Vavuniya, Sri Lanka**

**Mannar Road**

**Pambaimadu**

**Vavuniya**

## Message from the Vice-Chancellor



Dear Students,

Welcome to the University of Vavuniya!

I hope you have chosen University of Vavuniya as the right choice for your university career, and you'll be considering what you want from the journey and the destination you hope to reach. I am delighted by your interest in University of Vavuniya and encourage you to explore the great opportunities. Our students are motivated by making a difference, and the transformational education we provide to equip them to pursue their choice of careers.

At University of Vavuniya, we have dedicated academic and other staff members who facilitate your growth. I encourage you all to take advantage of the facilities available at the University. The handbook is one of the tools that can assist you during your academic years. It contains information on the academic rules and regulations available to you and many resources to help you find advice and make good choices. I request you to read it, understand it, and refer to it during your ongoing orientation.

University of Vavuniya's education encompasses excellent teaching and hands-on training and the chance to learn from staff who are experts in their fields. We have been improving management discipline for over twenty-five years. Our students can have fun and contribute in other ways, such as performing in plays and concerts or supporting community initiatives.

I wish to appreciate the Dean and Staff of the Faculty of Business Studies who devoted their time and effort to preparing this handbook. I hope that you will enjoy learning more about University of Vavuniya through the stories shared by our students. If you are driven to make an impact, University of Vavuniya will guide you along your path.

Dr. T. Mangaleswaran

Vice-Chancellor / University of Vavuniya, Sri Lanka.

## Message from the Dean



I am delighted to introduce you to the Faculty of Business Studies, University of Vavuniya. The Faculty of Business Studies was established in 1997 and currently offers the Bachelor of Business Management (BBM) honours degree program in diverse disciplines, namely Accounting and Finance, Marketing Management, Business Economics, Human Resource Management, and Project Management. The Faculty recently established five new departments and currently consists of seven departments to teach for various degree programs. The Faculty makes unremitting efforts to update existing programs and introduce new programs based on national needs, demands, and employability. The Faculty commences two new honours degree programs in the coming years, namely, Banking and Insurance and Entrepreneurship.

The curriculum is structured to provide theoretical knowledge and practical skills for students to expose their competencies in contemporary dynamic organizations better. The students get the opportunity to undergo a six-month internship as part of their studies. It provides a real practical experience to apply your learned theories in a real workplace. The Faculty is located in a place surrounded by beautiful trees and a pleasant village living atmosphere. Our students come from all the districts of Sri Lanka and enjoy studying with multi-ethnic communities, and during the study period, they learn neighboring

languages and cultural diversities. The Faculty has five student clubs where students have the opportunity to learn and expose their talents.

The Faculty has committed to excellence in teaching, research, and community enrichment and directing the student experience at the heart of the Faculty. Our programme is delivered by specialist staff from a wide range of industry and academic experience. Students can relish studying and loving experiences with our friendly staff members. The Faculty is triggering networking and collaborations with the stakeholders to increase the shared capacities for serving the students and community well.

I am confident that you will enjoy your time with our Faculty and have a good learning experience to maximize your potential. I am delighted to welcome you and wish you every success.

Dr. Y. Nanthagopan

Dean / Faculty of Business Studies.

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# **1. Introduction**

## **1.1 The University of Vavuniya at a Glance**

The Northern Province Affiliated University College (NPAUC) was established in 1991. Subsequently, by an order made under Section 22 of the Universities Act No. 16 of 1978, the Vavuniya Campus of the University of Jaffna was established on 1<sup>st</sup> April 1997 with two faculties, namely the Faculty of Applied Science and the Faculty of Business Studies. In 2020, by the Gazette Extraordinary No. 2160/43 dated 30.01.2020, the Faculty of Technological Studies was also established. All three faculties offer nine special degree programs of four-year duration at present.

The Vavuniya Campus of the University of Jaffna has been elevated to a separate state University and established as the "University of Vavuniya, Sri Lanka" by the extraordinary gazette issued on 08<sup>th</sup> June 2021. Accordingly, the University of Vavuniya became the 17<sup>th</sup> state University in Sri Lanka effective from 01<sup>st</sup> August 2021. The University of Vavuniya expects to increase the student intake through introducing new study programs along with the establishment of the proposed faculties, namely, Faculty of Health Sciences, Faculty of Aquaculture, Fisheries and Marine Studies, Faculty of Natural Resources, Environment and Sustainable Energy Studies, Faculty of Animal Sciences, Faculty of Media and Communication Studies, and Faculty of Built Environment.

The permanent site of the University of Vavuniya is located about ten kilometers away from Vavuniya town along the Vavuniya Mannar road at Sopalapuliyankulam, Pampaimadu. The university owns one hundred and ninety-five (195) acres of land, and it is a residential university. The university maintains a forest pocket and two minor tanks within this land area. The iconic landscape contributes to the university's signature to keep generations

connected to the University of Vavuniya. It paves the way to get a new collegiate experience for our existing and prospective students.

## 1.2 Officers and Authority of the University of Vavuniya

|                 |                      |
|-----------------|----------------------|
| Chancellor      | Prof. S. Mohanadas   |
| Vice-Chancellor | Dr. T. Mangaleswaran |

### Deans of the Faculties

|  |                      |
|--|----------------------|
| Faculty of Business Studies (FBS)      | Dr. Y. Nanthagopan   |
| Faculty of Applied Science (FAS)       | Dr. (Ms.) J. Nimalan |
| Faculty of Technological Studies (FTS) | Mr. S. Suthaharan    |

### Heads of the Departments in Faculty of Business Studies

|                                 |                             |
|---------------------------------|-----------------------------|
| Finance and Accountancy         | Dr. (Ms.) K. Kalainathan    |
| English Language Teaching       | Dr. G. Jeyaseelan           |
| Project Management              | Mr. S. Thirugnanasampanthar |
| Human Resource Management       | Mr. S. Harikaran            |
| Marketing Management            | Mr. S. A. Jude Leon         |
| Business Economics              | Ms. P. Godwin Phillip       |
| Management and Entrepreneurship | Dr. A. Rukshan              |

### Heads of the Departments in Faculty of Applied Science

|                  |                    |
|------------------|--------------------|
| Physical Science | Dr. S. Kirushanth  |
| Bio-Science      | Dr. S. Wijeyamohan |

### Heads of the Departments in Technological Studies

|   |                   |
|---|-------------------|
| Information and Communication<br>Technology | Mr. V. Senthooran |
|---|-------------------|

### **Faculty Assistant Registrars**

|                                  |                              |
|----------------------------------|------------------------------|
| Faculty of Business Studies      | Ms. P. Danoshana             |
| Faculty of Applied Science       | Ms. K. Anusiga               |
| Faculty of Technological Studies | Mr. P. Krishnanathan (Actg.) |

### **Library**

|                            |                     |
|----------------------------|---------------------|
| Senior Assistant Librarian | Mr. S. Shanmugathan |
|----------------------------|---------------------|

### **General Administration**

|   |                      |
|---|----------------------|
| Registrar   | Mr. N. Rajavisahan   |
| Deputy Registrar / Establishments                         | Mr. K. Poheenthiran  |
| Deputy Registrar / Examinations and Students' Admission   | Mr. K. Gnanabasharan |
| Deputy Registrar/ Academic Affairs and Publication Branch | Mr M. Nanthakumar    |
| Assistant Registrar / Administration                      | Ms. P. Thavakiruba   |
| Assistant Registrar / Student Welfare Division            | Mr. P. Krishnanathan |

### **Financial Administration**

|                     |                       |
|---------------------|-----------------------|
| Bursar              | Mr. L. Ram Ramanan    |
| Payments            | Mr. A. E.M. Venesious |
| Stores and Supplies | Mr. B. Balathas       |

### **Physical Education Unit**

|             |                    |
|-------------|--------------------|
| Coordinator | Mr. R. Sivasegaran |
|-------------|--------------------|

### **Career Guidance Unit**

|          |                       |
|----------|-----------------------|
| Director | Mrs. J. S. Thevaruban |
|----------|-----------------------|

## **2. Faculty of Business Studies**

### **2.1 History of the Faculty of Business Studies**

The Faculty of Business Studies started its scholastic activities in 1997. The first direct intake to the Campus took place in 1998, and the students from the Commerce and Arts streams were admitted to the Management course for the Academic Year 1997/1998.

The faculty offers a Bachelor of Business Management (BBM) Honours degree programme in Accounting and Finance, Marketing Management, Business Economics, and Human Resource Management. Faculty also offers Bachelor of Business Management BBM Honours in Project Management, which was commenced from the Academic Year 2014/15. The degree programme was upgraded as Honours degree in Project Management from the Academic Year 2017/2018. Both degree programmes provide a good foundation for the undergraduates to qualify and compete in professional examinations and inculcate positive attitudes, ingenuity, and self-confidence.

The Faculty's present student population is 950. The critical development of the Faculty is manifested with the establishment of five new departments, namely, Department of Business Economics, Department of Marketing Management, Department of Project Management, Department of Management and Entrepreneurship, and Department of Human Resource Management gazetted on 22<sup>nd</sup> March 2021. The Department of English Language Teaching has also been part of the Faculty of Business Studies, even though it has the mandate to serve the students of the whole University.

### 2.1.1 Vision



“To be the most nationally renowned faculty in Business Education”

### 2.1.2 Mission



“To nurture the students to become dynamic leaders to outperform in challenging business environment through the highest quality of teaching, learning, research and industry and community engagement”

### 2.1.3 Values

We ensure seven core values enabling us to attain our Vision and Mission.



- **Excellence:** we aspire to reach the highest standards of our staff and students to exploit their full potential.
- **Integrity:** we maintain a set of professional and ethical standards in all we do.
- **Equity and Equality:** we ensure equity and equality in all aspects and promoting diversity.
- **Responsiveness:** we commit to be innovative and creative and contribute to the regional and national development.
- **Diffusion:** we disseminate knowledge through learning, teaching, and research.
- **Co-creation:** collaborative development of new values together with experts and /or stakeholders.
- **Transparency and Accountability:** we demonstrate transparency and accountability to our stakeholders.

## 2.2 Significant Milestones of the Faculty of Business Studies

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|      |   |
|------|---|
| 2022 | <p>The faculty celebrated the Silver Jubilee on 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> of July 2022.</p> <p>The faculty conducted the 4<sup>th</sup> Research Conference on Business Studies (RCBS-2022) as a Silver Jubilee Conference.</p> <p>Five Training and Placement Cells were established in five departments</p> <p>Information Technology Services Unit was established</p> <p>Two new honours degree programs in Banking and Insurance and Entrepreneurship were introduced</p> <p>MOUs signed with Responsible Project Management, UK, Project Management Institute, Colombo Sri Lanka, Institute of Certified Management Accountants of Sri Lanka, Institute of Bankers, Sri Lanka, hSenid Business Solutions PLC, and Suleco (pvt) Ltd.</p> <p>Introduced PRANA Financial Aid by the Faculty Alumni</p> <p>Introduced Faculty Level Annual Awards</p> <p>19 MOUs signed with community and industry organisations</p> <p>The Higher Diploma in English, an extension program was introduced</p> <p>Job bank was established.</p> <p>Launched the five student club magazines; HR Wisdom, The Project Manager, Marketing Sparks, ECONOBLOGGER, FINROOT</p> |
| 2021 | <p>The Vavuniya Campus of the University of Jaffna has been elevated to as “University of Vavuniya, Sri Lanka” by the extraordinary gazette issued on 08th June 2021.</p> <p>Alumni Association of the Faculty of Business Studies (AAFBS) was officially formed on 14<sup>th</sup> February 2021.</p> <p>Five new student clubs were established to enrich students’ participation in extra-curricular activities.</p>   |

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|      |   |
|------|---|
|      | <p>Five new departments were formed as Department of Project Management, Department of Human Resource Management, Department of Marketing Management, Department of Business Economics, and Department of Management and Entrepreneurship by abolishing the Department of Economics and Management, gazette on 22<sup>nd</sup> March 2021 on the recommendation of the University Grants Commission, Sri Lanka.</p> |
| 2020 | <p>MOU was signed between Chartered Institute of Personnel Management (CIPM) and Department of Economics and Management.</p> <p>Faculty bi-annual newsletter was published.</p> <p>3<sup>rd</sup> Research Conference on Business Studies (RCBS-2020) was conducted.</p> <p>Mentoring system was introduced for the students.</p>   |
| 2019 | <p>Bachelor of Business Management (Honours) in Project Management was commenced.</p> <p>The Faculty has obtained “A” grade in the Program Review.</p>  |
| 2018 | <p>Department of English Language Teaching was established under the Faculty.</p> <p>2<sup>nd</sup> Research Conference on Business Studies (RCBS-2018) was conducted.</p> <p>Journal of Business Management (JBM) was launched and Volume 01 was published.</p>  |
| 2017 | <p>BBM curriculum was revised for the third time in accordance with Sri Lanka Qualifications Framework (SLQF).</p>  |
| 2016 | <p>1<sup>st</sup> Research Conference on Business Studies (RCBS-2016) was conducted.</p>  |

|      |   |
|------|---|
| 2015 | <p>A new three-year degree programme of BBM in Project Management was commenced from the academic year 2015/16.</p> <p>1<sup>st</sup> Students' Forum was organized on the theme of "Understanding Domestic Business Context".</p>  |
| 2014 | <p>MOU was signed with the Sri Lanka Institute of Marketing (SLIM).</p> <p>A new specialization of BBM Honours in Human Resource Management was introduced from the academic year 2013/2014.</p>  |
| 2008 | <p>The curriculum was revised for the second time based on the suggestions made by the Subject Review teams of the Quality Assurance and Accreditation Council (QAAC) and the credit values were amended in accordance with the Common Credit Framework released by the UGC.</p> <p>A new specialization of BBM Honours in Business Economics was introduced.</p> |
| 2006 | <p>Industry Community Interaction Cell of the Vavuniya Campus (ICICVC) was established. Short courses and community outreach programs have been conducted under this cell.</p>  |
| 2005 | <p>The BBM curriculum was revised for the academic year 2003/2004 and students were given opportunity to follow specializations as Accounting and Finance and Marketing Management.</p>   |
| 2002 | <p>The Faculty has started to offer BBM Degree (Four-year degree) with the two specializations: Accountancy and Finance and Management.</p>   |
| 1998 | <p>Direct intake to the Campus took from the Commerce and Arts stream students for the academic year 1997/1998 and three-year Bachelor of Accountancy and Finance, and Management degrees were offered.</p>   |

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1997 Vavuniya Campus of the University of Jaffna was established by elevating NPAUC.

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1991 Northern Province Affiliated University College (NPAUC) was established.

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## **2.3 Dean's Office**

### **2.3.1 Staff Profile of the Dean's Office**

|                                |                     |
|--------------------------------|---------------------|
| Dean                           | Dr. Y. Nanthagopan  |
| Assistant Registrar            | Ms. P. Danoshana    |
| Instructor - Gr. II            | Mr. K. Suthesan     |
| Technical Officer - Gr. II     | Mr. B. Sujeewan     |
| Management Assistant - Gr. III | Ms. P. Kanageswaran |
| Laboratory Assistant - Gr. III | Mr. S. Venujan      |

#### **2.3.1.1 Executive Staff**



Ms. Pathmakanth Danoshana

Assistant Registrar

E-mail: danoshana.s@gmail.com

### **2.3.1.2 Academic Support Staff**



**Mr. Kulasingam Suthesan**

Instructor in Computer Technology - Gr. II

k.suthesan@vau.ac.lk

### **2.3.1.3 Non-Academic Staff**



**Mr. Balasubramaniam Sujeevan**

Technical Officer - Gr. II



**Ms. Priya Kanageswaran**

Management Assistant - Gr. III



**Mr. Satkunathas Venujan**

Laboratory Assistant - Gr. III

### 3. Departments and Staff Profile

#### 3.1 Department of Finance and Accountancy



Department of Finance & Accountancy is a teaching department that provides accounting and finance course units in the University of Vavuniya. The department intends to provide a quality teaching, training and practical experience that inspires the students to

become astute accounting and finance professionals.

The main goal of the department is to provide Bachelor of Business Management Honors in Accounting and Finance graduates with high standard, competitive, creative, and positive thinking through theoretical and practical knowledge. The department ensures that the students further would be trained in entrepreneurial attitudes, innovative skills and problem-solving capacity, communication and research skills, and possess ethics, traits, and value judgment to maximize the community's social benefits.

The Department of Finance and Accountancy has recorded a consistent improvement in its academic and research activities. It offers a range of creativity and innovatively designed programs, and curricula are constantly updated to meet the industry's changing requirements.

During the study period, the students are encouraged to get hands-on experience in the corporate world through internship training with reputed organizations. The department maintains excellent relationships with the government, professional bodies, industries and other education sectors in

shaping the future and creating wider opportunities for the student communities.

### 3.1.1 Staff Profile of the Department of Finance and Accountancy

|                                |                                    |
|--------------------------------|------------------------------------|
| Head                           | Dr. (Ms.) K. Kalainathan           |
| Senior Lecturer - Gr. I        | Ms. J. S. Thevaruban               |
| Senior Lecturers - Gr. II      | Mr. T. Pratheepan (On study leave) |
|                                | Mr. C. Larojan                     |
|                                | Mr. G. R. M. Gamlath               |
| Lecturer (Probationary)        | Ms. B. Manthahini                  |
|                                | Mr. N. Pratheepan                  |
| Management Assistant - Gr. III | Ms. V. Maickanro                   |
| Works Aide - Gr. III           | Mr. B. Miroshan                    |

### 3.1.2 Academic Staff



Ms. Janaki Samuel Thevaruban  
Senior Lecturer Gr. I in Finance  
E-mail: s.t.janaki@vau.ac.lk



Dr. (Ms.) Koperunthevy Kalainathan  
Senior Lecturer Gr. I in Finance  
E-mail: k.kalainathan@vau.ac.lk



Mr. Tharmalingam Pratheepan  
Senior Lecturer Gr. II in Finance  
E-mail: t.pratheepan@vau.ac.lk



Mr. Chandrasegaran Larojan  
Senior Lecturer Gr. II in Accounting  
E-mail: larojan@vau.ac.lk



Mr. Gamlath Rallage Muthubandara Gamlath  
Senior Lecturer Gr. II in Accounting and Finance  
E-mail: muthugamlath@vau.ac.lk



Ms. B. Manthahini  
Lecturer (Probationary) in Accounting  
E-mail: mantha@vau.ac.lk



Mr. Nadarajah Pratheepan  
Lecturer (Probationary) in Finance  
E-mail: n.pratheepan@vau.ac.lk

### **3.1.3 Non-Academic Staff**



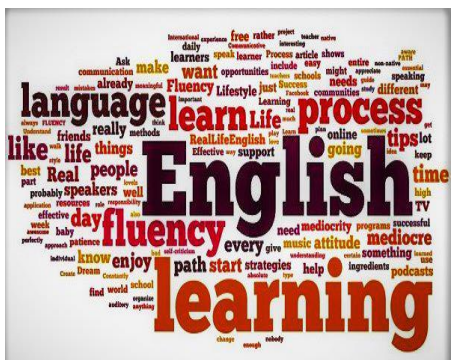
Mrs. Vithusha Maickanro  
Management Assistant - Gr. III



Mr. Baskaralingam Miroshan  
Works Aide - Gr. III



### 3.2 Department of English Language Teaching (DELT)



Since the establishment of the Department of English Language Teaching in 2017, it has been providing English Language Teaching services at the undergraduate level and contributing to English Language research. Although it is attached to the faculty of Business

Studies (FBS), it has the mandate to serve the students of the whole University.

The DELT exemplifies academic excellence through its Vision: ‘To provide an integrated English education through the development of lingual, literary, intellectual and research skills of students to meet the contemporary global requirements and Mission: ‘To ensure the graduation of proactive individuals in English competence and performance.’

The DELT broadens and expands the students' proficiency and knowledge in General English, English Linguistics, English Literature and Teaching English as a Second Language (TESL); develops the students' English Language skills following the Subject Bench Marks pertaining to University Test of English Language (UTEL); trains the internal and external students in using English for Academic Purposes (EAP) and English for Specific or Professional Purposes (ESP). At the FBS, it conducts the courses such as Proficiency in English (six semesters) and English for Business Communication (two semesters). Further, a Computer-Assisted Language Teaching Lab (CALL) has been serving the needs of the students.

### 3.2.1 Staff Profile of the Department of English Language Teaching

|      |                   |
|------|-------------------|
| Head | Dr. G. Jeyaseelan |
|------|-------------------|

|                                |                  |
|--------------------------------|------------------|
| Senior Lecturer - Gr. I        | Ms. J. Subajana  |
| Lecturer (Probationary)        | Ms. P. Sarmatha  |
| Instructors - Gr. III          | Mr. S. Douglas   |
|                                | Ms. S. Anithra   |
| Management Assistant - Gr. III | Ms. S. Shinthuja |

### 3.2.2 Academic Staff



Dr. Jeyaseelan Gnanaseelan

Senior Lecturer Gr. I in English

E-mail: jeya86@vau.ac.lk



Ms. Subajana Jeyaseelan

Senior Lecturer Gr. I in English Language

E-mail: subi\_08@vau.ac.lk



Ms. Sarmatha Piriyaatharshan

Lecturer (Probationary) in English

E-mail: sarmatha@vau.ac.lk

### **3.2.3 Academic Support Staff**



Mr. Soosaipillai Douglas

Instructor in English - Gr. III

E-mail: [sdouglas@vau.ac.lk](mailto:sdouglas@vau.ac.lk)



Ms. Sivalingam Anithra

Instructor in English - Gr. III

E-mail: [anithra@vau.ac.lk](mailto:anithra@vau.ac.lk)

### **3.2.4 Non-Academic Staff**



Ms. Shinthuja Selvakkathirvel

Management Assistant - Gr. III

## **3.3 Department of Project Management (DPM)**



The Department of Project Management which was established in 2021 offers Bachelor of Business Management Honours in Project Management. The aim of this programme is "to provide students with the wide range of knowledge and ability to successfully

manage projects in business and development domains".

The objectives of this program are to give comprehensive knowledge to the students in concepts, tools and issues of project management and preparing them through its degree programme to practice the project management applications including process, tools and techniques and control of organizational systems in the public, private and non-governmental organizations. Further, this programme provides students with an opportunity to engage with industry/organization and community practitioners through field visits, guest lectures and community and industry-led research projects and case studies. The DPM facilitate graduates to obtain potential employment opportunities in public, private and non-government organizations. The PM graduates can, in addition to common employment opportunities for graduates, be best suitable for specific positions such as project lead, project officer, project assistant, project field officer, programme assistant, monitoring and evaluation officer, project team leader, etc. with the acquired academic competencies and soft skills.

### 3.3.1 Staff Profile of the Department of Project Management

|                          |                             |
|--------------------------|-----------------------------|
| Head                     | Mr. S. Thirugnanasampanthar |
| Senior Lecturer - Gr. I  | Dr. Y. Nanthagopan          |
| Senior Lecturer - Gr. II | Ms. S. Mathivathany         |

### 3.3.2 Academic Staff



Dr. Yogarajah Nanthagopan

Senior Lecturer Gr. I in Project Management

E-mail: [ynanthagopan@vau.ac.lk](mailto:ynanthagopan@vau.ac.lk)



Mr. Sivapathaviruthayar Thirugnanasampanthar

Senior Lecturer Gr. II in Project Management

E-mail: [thiru.snvs@vau.ac.lk](mailto:thiru.snvs@vau.ac.lk)



Ms. Sasitharan Mathivathany

Senior Lecturer. Gr. II in Project Management

E-mail: [mathivathany@vau.ac.lk](mailto:mathivathany@vau.ac.lk)

### 3.4 Department of Human Resource Management



The Department of Human Resource Management (DHRM) was established on 18<sup>th</sup> March, 2021. The DHRM offers Bachelor of Business Management Honors in Human Resource Management for undergraduate students.

The commencement of the HRM honours degree has become a new inspiration among the Faculty of Business Studies undergraduate students, as evidenced by the increased number of students enrolled in the Human Resource Management specialization from 2015 to 2022.

The Department signed the MOU with the Chartered Institute of Personnel Management (CIPM), an excellent opportunity for the students to enjoy course exemptions, discounts on the payment of professional courses with CIPM and to provide a gold medal for the best performer in HRM specialization. The Department enhances students' knowledge, skills, attitude, and community enrichment through the activities of the Human Resources Club. The strength of the Department lies in its highly qualified and versatile teaching staff. The Department strives to provide the country with a pool of high-caliber trained graduates who can apply the theoretical knowledge learned in HRM in their organizational life.

#### 3.4.1 Staff Profile of the Department of Human Resource Management

|                         |                          |
|-------------------------|--------------------------|
| Head                    | Mr. S. Harikaran         |
| Senior Lecturer - Gr. I | Dr. T. Mangaleswaran     |
| Lecturer (Probationary) | Ms. M. R. F. Aqeela Ijas |
|                         | Ms. J. Prasheena         |

### 3.4.2 Academic Staff



Dr. Thampoe Mangaleswaran

Senior Lecturer Gr. I in Human Resource Management

E-mail: mangales@vau.ac.lk



Mr. Sivarajah Harikaran

Lecturer in Human Resource Management

E-mail: harikaran88@vau.ac.lk



Ms. Mohamed Rafeek Fathima Aqeela Ijas

Lecturer (Prob.) in Human Resource Management

E-mail: aqeelaijas@vau.ac.lk



Ms. Prasheenaa Jeyaranjan

Lecturer (Prob.) in Human Resource Management

E-mail: prashee@vau.ac.lk

### 3.5 Department of Marketing Management



On 18<sup>th</sup> March 2021, the Department of Marketing Management (DMM) was established. It offers an honors degree in Marketing Management for undergraduate students. DMM intends to produce employable graduates in marketing by providing diversified

knowledge through an up-to-date and advanced curriculum. In addition, it provides practical experiences to students through projects and internship training programs to meet the requirements of industries. DMM encourages students to undertake extracurricular activities and community outreach projects through the Student Marketing Club. It has the MOU with the Sri Lanka Institute of Marketing (SLIM), allowing students to enjoy course exemptions and discounts on paying for professional courses with SLIM. DMM always tries to produce the best with the support of its unique and dynamic marketing team.

#### 3.5.1 Staff Profile of the Department of Marketing Management

|                         |                                    |
|-------------------------|------------------------------------|
| Head                    | Mr. S. A. Jude Leon                |
| Lecturer                | Ms. L. Thusyanthy (On study leave) |
| Lecturer (Unconfirmed)  | Mr. S. Sivanenthira                |
| Lecturer (Probationary) | Ms. S. Kajanthy                    |



### 3.5.2 Academic Staff



Ms. Lavan Thusyanthy

Lecturer in Marketing Management

E-mail: [thusi86@yahoo.com](mailto:thusi86@yahoo.com)



Mr. Soosai Antony Jude Leon

Lecturer (Unconfirmed) in Marketing Management

E-mail: [judeleon27@vau.ac.lk](mailto:judeleon27@vau.ac.lk)



Ms. Kajanthys Shanmuganathan

Lecturer (Prob.) in Marketing Management

E-mail: [kajanthys@vau.ac.lk](mailto:kajanthys@vau.ac.lk)



Mr. Sivapragasam Sivanenthira

Lecturer (Unconfirmed) in Marketing Management

E-mail: [sivamsiva@vau.ac.lk](mailto:sivamsiva@vau.ac.lk)

### 3.6 Department of Business Economics



On 18<sup>th</sup> March 2021, the Department of Business Economics was established. The department offers the Honours degree for undergraduate students, from 2006.

In today's highly competitive and dynamic business environment, undergraduate students following an Honors degree in Business Economics have myriad possibilities to acquire the best positions nationally and internationally. As in the world-leading universities, the curriculum of our degree program combines the knowledge and skills of economics, mathematics, statistics, decision science, and computer application. As a result, our graduates have occupied various universities, colleges, research institutes, financial institutions, and private and public institutions.

The academic staff in the department are specialized in different fields such as environmental and resource economics, financial economics, econometrics and statistics, development and agricultural economics, behavioral economics, and social choice and game theory. In the near future, many of them will hold a Ph.D. degree. Further, the department signed MOU with reputed institutions.

#### 3.6.1 Staff Profile of the Department of Business Economics

|                                |                                    |
|--------------------------------|------------------------------------|
| Head                           | Ms. P. Godwin Phillip              |
| Senior Lecturer - Gr. I        | Mr. A. Thayaparan                  |
| Senior Lecturer - Gr. I        | Dr. N. Ravinthirakumaran           |
| Lecturer                       | Mr. T. Selvamalai (On study leave) |
| Management Assistant - Gr. III | Mr. P. Mohanakanth                 |

### 3.6.2 Academic Staff



Mr. Aruppillai Thayaparan

Senior Lecturer Gr. I in Economics

E-mail: a.thayaparan@vau.ac.lk



Ms. Paulina Mary Godwin Phillip

Senior Lecturer Gr. I in Economics

E-mail: paulinagodwin73@gmail.com



Dr. Navaratnam Ravinthirakumaran

Senior Lecturer Gr. I in Business Economics

E-mail: navaraviecon@vau.ac.lk



Mr. Thiraviyam Selvamalai

Lecturer in Business Economics

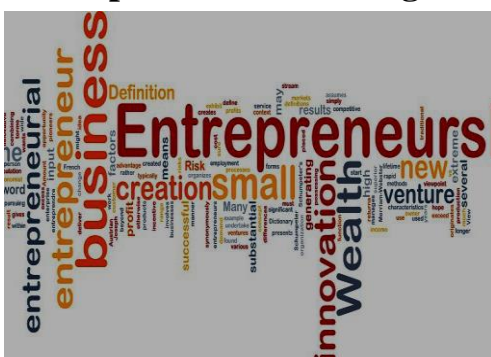
E-mail: tselva@vau.ac.lk

### 3.6.3 Non-Academic Staff



Mr. Perampalam Mohanakanth  
Management Assistant - Gr. III

## 3.7 Department of Management and Entrepreneurship



On 18<sup>th</sup> March 2021, the Department of Management and Entrepreneurship was established. The Department provides standard management courses for honours degree programs and develops entrepreneurs who will create jobs and narrow the

unemployment gap in the economy. The Department's main aim is to provide students with real-time experience, aiming to positively impact micro, small, medium and large enterprise development nationally and globally.

The department's highly skilled and adaptable teaching team is its greatest asset. The Department works to provide a pool of highly qualified graduates who can apply the conceptual understanding gained in Management and Entrepreneurship to their lives.

### 3.7.1 Staff Profile of the Department of Management and Entrepreneurship

|                         |                       |
|-------------------------|-----------------------|
| Head                    | Dr. A. Rukshan        |
| Associate Professor     | Prof. A. Pushpanathan |
| Senior Lecturer - Gr. I | Dr. P. Selvarajan     |
| Lecturer (Probationary) | Ms. S. Thevaka        |

### 3.7.2 Academic Staff



Prof. Ambalam Pushpanathan

Associate Professor in Management

E-mail: a.pushpanathan@vau.ac.lk



Dr. Poongothai Selvarajan

Senior Lecturer Gr. I in Management

E-mail: pselvarajan@vau.ac.lk



Dr. Alexander Rukshan

Senior Lecturer Gr. II in Information Technology

E-mail: a.rukshan@vau.ac.lk



Ms. Satheeskumar Thevaka

Lecturer (Prob.) in Applied Mathematics and  
Computing

E-mail: thevaka\_sathees@vau.ac.lk

## **4. Internship**

### **4.1 Internship: An Overview**

The Faculty of Business Studies offers internship training for the Bachelor of Business Management Honours degree students in their fourth year second semester. They are put in the government and private organizations dispersed throughout Sri Lanka for their internship program. Internship training provides a platform for students to gain exposure to the actual working life while bridging the gap between theory and practice. It also gives them a chance to contend in the job market and to secure a job.

## **5. Student Clubs**

Your university experience will rely intensely upon what you think about it. Clubs are one of the principal manners by which students can keep themselves dynamic. Life at the University of Vavuniya is not about scholastics and study alone. We realize that students need a rest from their strict study schedules. It is essential to re-strengthen energies for the complete transformation of the students. Student clubs aim to enhance student extracurricular activities and create an ecological and beautiful environment for the Faculty of Business Studies. Further, it will encourage the students to create co-op, arrange job bank and part-time jobs, and energy-saving projects. Students would be provided with awards every year, based on the independent evaluation panel's

performance review, to appreciate and encourage the clubs' performances and activities. Here is a rundown of the student clubs that are available to enrollment for all students.

**Economics Club**



**HR Club**



**Project Management Club**



**Accounting and Finance Club**



**Marketing Club**



## **6. Alumni Association of the Faculty of Business Studies (AAFBS)**



It is with incredible joy that the Faculty of Business Studies introduces you to the Alumni Association of the Faculty of Business Studies (AAFBS). The objective of the alumni is to establish a platform for networking and sharing information. The Association has had many distinguished and eminent alumni as its office bearers, with over 300 registered members to date. Day by day this association grows and become a valuable network that will help us have a real effect in our necessary endeavors to make our planet more sustainable.

## **7. Students' Facilities**

### **7.1 Faculty Teaching Laboratory**

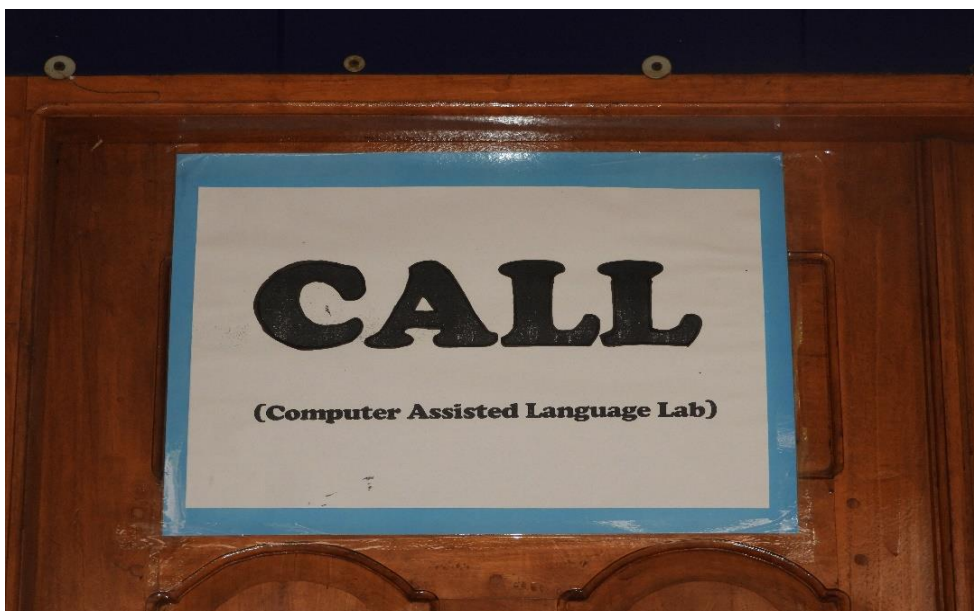


The teaching laboratory of the FBS is equipped with 90 fully networked computers. It facilitates course units such as Computer Based Accounting, Geographic Information System, Productivity and Efficiency Analysis, E-



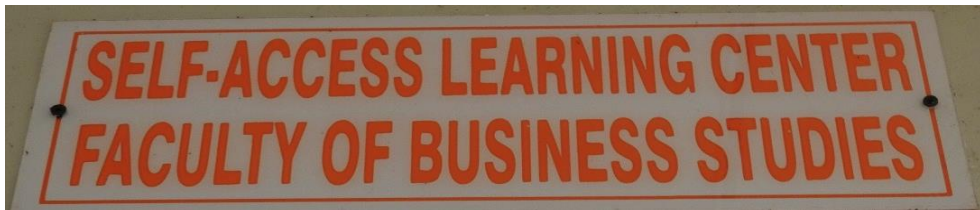
Commerce, Fundamentals of Information Technology, Econometrics, Computer Applications in Research, and Applications of Econometrics. Further, the laboratory facilitates other ICT-related course units in the BBM Honours degree program.

## **7.2 English Language Laboratory**



The English Language Lab offers CALL (Computer Assisted Language Learning) to facilitate the language learning process. The use of CALL provides a powerful medium for English Language Teaching comprising language skills segment activities. This language laboratory seems to be a platform for students to access language learning applications such as Study Skills and Tense Buster. The amalgamation of language teaching instructions and CALL helps integrate language skills. This blended language learning motivates students to enthusiastically partake in the learning process and yield versatile language skills.

### 7.3 Self-Access Learning Center



The Self-Access Learning Center of the Faculty of Business Studies has been functioning as the hub for fulfilling the students' thirst for knowledge. The center is furnished with 25 computers and offers students facilities for data analysis of their research work, computer applications in course work, and free web access from 8.30 am to 4.30 pm.

### 7.4 Library



The Library of the University of Vavuniya is located in Park road and Pambaimadu and provides services for both the FBS and the FAS. The FBS Students can access



the library located in Pambaimadu. This Library curates a recent collection of books in the following disciplines:

Management, Accountancy, Finance, Marketing, Project Management, Economics, Computer-based Accounting, Auditing, Business Mathematics

and Statistics, Business English, Science and Social Science. It consists of more than twelve thousand books in addition to the periodicals. It renders reading materials to the FBS in books, periodicals, compact disks, annuals, yearbooks, dictionaries, encyclopedias, etc. The library lends books to students and staff for one week for stack and overnight for reference. Further, it has the 'Sri Lanka Collection' where students can find books published by Sri Lankan authors.

## 7.5 Healthcare Facilities



The university provides healthcare services in two different places. One location is the Park Road Administration building, and another one is the Pambaimadu premises. The students and the staff could get the healthcare services in both places. A full-time University Medical Officer (UMO) at the health centre in Pambaimadu is available from 8.30 am to 1.30 pm. From 2 pm to 4.15 pm, the UMO will be available at the Park Road University premises. The students should get their medical certificates endorsed by the University Medical Officer before submitting the medical certificates.

## 7.6 Fitness Center



A fitness centre is available on the university premises open to students to improve university life and their co-curricular experience. The structure includes high roofs, open rooms, and liberal glass utilisation to take into account daylight and a connection with the outside. The open floor plan is intended to improve visibility and to cultivate social cooperation. Many cardio machines (treadmills, elliptical and adaptive motion trainers), freeloads, plate stacked, and selectorized machines are accessible for students and staff. The fitness centre would be an avenue for students and staff to keep them healthy and physically active.

## 7.7 University Sports

The sports activities are organized by the Physical Education Unit. The Sports Advisory Board gives advice and submits plans annually, when deemed necessary, on the sports programs.

## 7.8 Training and Placement Cell

The Training and Placement Cell (TPC) of the Faculty of Business Studies plays a crucial role in providing industry-related training and placement support to faculty students. The TPC also locates job opportunities for undergraduates and graduates who passing out from the faculty by keeping in

touch with reputed firms and industrial establishments. The TPC strives to make students of the faculty employable and find meaningful opportunities in their respective disciplines. Special emphasis is being placed on improving students' social skills along with their hard skills. The TPC looks after the responsibility for career planning, in-house training, industrial and field training, internships, and final placement to the students of the faculty.

## **7.9 Faculty Quality Assurance Cell**



**INTERNAL QUALITY ASSURANCE CELL (IQAC)**  
**FACULTY OF BUSINESS STUDIES**  
**UNIVERSITY OF VAVUNIYA, SRI LANKA**

The nature of teaching and learning has become a significant key issue in tertiary education across the globe over the past decades. The FQAC of the Faculty of Business Studies is directed towards enhancing the quality of education at the Faculty level. The primary responsibility of FQAC is to promote internalization of best practices among the individuals as well within all spheres of governance and management relating to the educational administrative system of the university to promote continuous quality enhancement.

## **7.10 Industry Community Interaction Cell (ICIC)**

ICIC provides the necessary support and assistance to the industries and communities. It offers the following short courses: Basic Skills Development in Office Automation course, Project Management, Basic Sinhala Language Development, Operations, Logistics and Supply Chain Management, Short course on English Language and Youth Leadership Development Programme. Further the ICIC provides photocopy and printing services to the university students.



## **7.11 Career Guidance Cell (CGC)**

Career Guidance Cell of the Faculty of Business Studies, University of Vavuniya involves in making and shaping the careers of the undergraduate students under Career Guidance Unit of the University of Vavuniya. Career Guidance is a development programme with a broader scope of supporting individuals in choosing their personal and professional pathways. Simply, it is a journey to find and develop a pathway.

## **7.10 Students' Accommodation**

Students who need hostel facilities can obtain application forms from the Student Welfare Division in the Administration. The Female and Male Hostels are located at Pambaimadu, Mannar Road. Hostel accommodation preference is given for the outstation students and 1<sup>st</sup> year students. The hostel students are provided with the facilities such as beds, mattresses, towel racks, study tables, chairs, and water filters. Besides, the television set is available in the common hall. Sub-wardens are in charge of the day-to-day administration of the hostels. The rent for the hostel accommodation is LKR 200 per month. The students who reside at the hostel can get their meals from the hostel canteen.

## **7.11 Information Technology Centre (IT Centre) and Laboratory**



The Information Technology (IT) Centre of the University of Vavuniya is looking forward to being at the forefront in providing IT services and infrastructure facilities to our students and staff. IT Centre has been functioning for all the staff and three

faculties, including the Faculty of Applied Science, Business Studies, and Technological Studies. The IT Centre frequently conducts knowledge-sharing events via public talks, seminars, short courses and workshops.

The IT Centre has a computer laboratory located at Pambaimadu premises. The lab is equipped with 15 computers and a server. Internet lab is open from 8.00 am to 4.30 pm to provide service to the faculty students. Besides, the students can access the internet through a wireless link (Wi-Fi). More information can be obtained from <https://vau.ac.lk/itc/>.

### **7.12 Centre for Quality Assurance**

Centre for Quality Assurance (CQA) of University of Vavuniya established in 2021. CQA's academic, administrative and financial controls are managed through a standing committee of the Senate of the University Vavuniya. It functions with the objectives of promoting quality enhancement activities within the University, developing the self-evaluation report for programme and institutional reviews, guiding faculties and departments in the University in preparation of self-evaluation reports for programme and subject reviews and facilitating implementation of follow-up actions recommended in subject, programme or institutional review reports. More information can be obtained from <https://vau.ac.lk/cqa/>.

### **7.13 Harmony Centre**

Harmony Centre of the University of Vavuniya aims to build a greater network and bonds among students and communities through interfaith dialogue and engagement. In addition, the Harmony Centre hopes to create an even more cohesive and resilient platform among religions and other cultural aspects. The foundation of the harmony Centre gives a new path for understanding, trust, the relationship among the ethnic and religious groupings of the students,

staff, as well as among public, local government actors and religious leaders. More information can be obtained from <https://vau.ac.lk/harmony-centre/>.

### **7.14 Support Centre for Persons with Disabilities**

The goal of this center is to protect and promote the education rights of the students with disability and working rights of the staff with disability by providing them barrier free university society. To achieve this goal, the center has the following specific objectives: to operate well equipped special services center for staff, students, and community members with disability and to run such established center successfully along with university's day to day operation. More information can be obtained from <https://vau.ac.lk/support-center-for-persons-with-disability/>.

### **7.15 Staff Development Centre**

Staff Development Centre of the University of Vavuniya aims to provide employees' orientation training to all categories of newly recruited staff of the University, to train the academic staff members of the University in teaching methodologies to attain high academic accreditation in nationally and internationally, to train academic and administrative staff members on research management which would lead them as active contributors to a rich research culture, to train in development of computer based learning material for conventional, open and distance learning modes, to provide training assistance to improve human relationships at work places in a work force, to maintain gender equity and equality among the staff and to enhance the knowledge of 'Soft Skills' among the staff for their Career development. More information can be obtained from <https://vau.ac.lk/sdc/>.

### **7.16 International Division**

The International Division of the University of Vavuniya was established in 2021 with the objective to enrich the academic, economic, and cultural



dimensions of the University by establishing international collaborations with individuals and institutions. It functions under the direct guidance of the Vice-Chancellor of the University of Vavuniya. The International Division will develop long-term and sustainable collaborative activities for all disciplines of the University and will be responsible for planning, managing, and promoting international relations with foreign universities, research institutes, Consulates/Embassies, industries, and other networks. Also, this Division will be in charge of welcoming international students, delegations and guests. More information can be obtained from <https://vau.ac.lk/international-division/>.

## **8. Structure and Syllabi of the BBM Honours Degree Programme**

### **8.1 Programme Objectives**

The programme objectives of the faculty are as follows:

#### **Teaching:**

- To identify and deliver tools (building knowledge/skills/attitude) needed by graduates to achieve their desired potential as defined by the degree programme.
- To deliver knowledge in a structured order: from facts, concepts, procedural to meta-cognitive.
- To train (in developing skills and attitude) students in progressive order: from remembering, comprehension, application, analysis, evaluation to synthesis.

#### **Learning:**

- To make undergraduates realize their desired performance and introduce several innovative learning methods as clearly identified under each course unit.
- To allow students to identify the exact content of each module as for the knowledge dimension and knowledge process.
- To allow students to realize the connectivity and the progression of the individual course units of each year.
- To provide a clear document for student reference in setting the contours of teaching, learning, and assessment structure.

- To facilitate student preparation for assessment within a pre-planned and a consistent structure as presented in the new curriculum.

#### **Assessment:**

- To introduce innovative assessment methods in better rewarding creativity and originality.
- To make student assessment transparent by clearly defining the assessment methods under each course unit.

## **8.2 Programme Outcomes**

After completion of the programme the graduates shall be able to:

- employ theoretical and conceptual knowledge to identify and analyze business problems in national and global contexts.
- identify and analyze business and managerial problems.
- gather, analyze, and evaluate business data and information and transform empirical data into useful and actionable information
- interpret and analyze complex business issues from multiple perspectives and critically review academic literature and other relevant information sources.
- apply the proven theoretical and conceptual knowledge of national and global business challenges in multicultural contexts.
- operate effectively within a multicultural team environment, demonstrating teambuilding and intercultural communication skills.
- communicate effectively in trilingual in oral, written, and electronic formats using communication and information technology for business applications.

- exercise initiative and take personal responsibility for one's work in terms of timeliness, professional behaviour, personal motivation, and planning skills.

### **8.3 Graduate Profile**

The students who have completed a Bachelor of Business Management Degree programme can work as a team in a dynamic business environment. The graduates will have a wide array of skills ranging from leadership, problem-solving, research ability, and analytical skills. At the end of the business management degree programme, the graduates shall exhibit theoretical and practical knowledge in Fundamentals of Management, Marketing, Accounting, Finance, Human Resource Management, and Business Economics and contribute to our country's sustainable development.

### **8.4 Structure of the Degree Programmes**

The degree is structured around four elements: core course units, options, skills, and specialization. Core modules provide a solid business foundation, while core course units/optional units in the second, third, and final year offer the opportunity to acquire proficiency and expertise in specializations such as Accounting and Finance, Human Resource Management, Business Economics, and Marketing Management. Apart from that, throughout this course, students will develop skills in communications, information and communication technology, teamwork, and problem-solving. As students' progress through their studies, they have the opportunity to link these in integrated and systematic ways and to demonstrate the ability to deploy business and management theory and concepts learned in the introductory course units critically and professionally through research dissertation and internship within the specialized disciplines.

#### **8.4.1 The Bachelor of Business Management Honours Degree Programme**

The Bachelor of Business Management Degree Programme is a four-year Honours degree programme that consists of 8 semesters. To be eligible for the degree, a student should accumulate 125 credits, including 98 credits in the first three years and 27 credits in year 4.

All the courses offered up to the end of the first year second semester are compulsory. From the second year's first semester to the third-year second semester, there are course units for the general and honours degree program, and in the fourth year first semester, there are core course units of the Honours degree program. Specialization course units are offered in four fields of specialization, such as Marketing Management, Accounting and Finance, Human Resource Management, and Business Economics. During the fourth year, the second semester, students will undergo Internship Training and Dissertation writing.

#### **8.4.2 Names of the Degrees**

The degrees are named according to the nature of the specialization and SLQF norms. The degrees awarded by the faculty for the business management students upon completing the degree programmes for which they are admitted and the specialization they followed are given in tables below that can be categorized as the honours degree and the general degree.

### Programme: Bachelor of Business Management Honours Degree

| Honours Degree Programmes | Title of the Degree   |
|---------------------------|---|
| Accounting and Finance    | Bachelor of Business Management Honours in Accounting and Finance - BBM Hons (Accounting and Finance)       |
| Marketing Management      | Bachelor of Business Management Honours in Marketing Management - BBM Hons (Marketing Management)           |
| Human Resource Management | Bachelor of Business Management Honours in Human Resource Management - BBM Hons (Human Resource Management) |
| Business Economics        | Bachelor of Business Management Honours in Business Economics - BBM Hons (Business Economics)               |

#### 8.4.3 Credit Requirement for Honours Degree

| Year         | Semester | Status of Course Units |           |           |           |           | Total Credits |            |
|--------------|----------|------------------------|-----------|-----------|-----------|-----------|---------------|------------|
|              |          | Core Course Units      | Optional  |           |           |           | Semester      | Year       |
|              |          |                        | ACC & FIN | MAR       | ECO       | HRM       |               |            |
| Year 1       | I        | 15                     |           |           |           |           | 15            | 30         |
|              | II       | 15                     |           |           |           |           | 15            |            |
| Year 2       | I        | 10                     | 06        | 06        | 06        | 06        | 16            | 32         |
|              | II       | 10                     | 06        | 06        | 06        | 06        | 16            |            |
| Year 3       | I        | 09                     | 09        | 09        | 09        | 09        | 18            | 36         |
|              | II       | 09                     | 09        | 09        | 09        | 09        | 18            |            |
| Year 4       | I        | 03                     | 15        | 15        | 15        | 15        | 18            | 27         |
|              | II       | -                      | 09        | 09        | 09        | 09        | 09            |            |
| <b>Total</b> |          | <b>71</b>              | <b>54</b> | <b>54</b> | <b>54</b> | <b>54</b> | <b>125</b>    | <b>125</b> |

#### 8.4.4 Credit Requirement for Three Year Degree

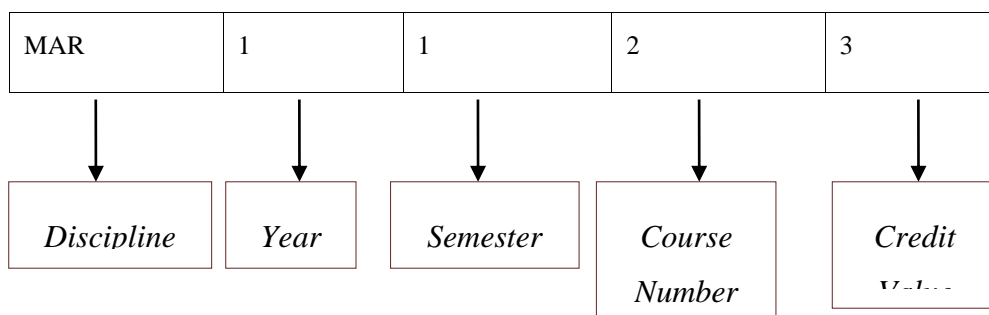
| Year   | Semester | Status of Course Units |           |     |     |     | Total Credits |      |
|--------|----------|------------------------|-----------|-----|-----|-----|---------------|------|
|        |          | Core Course Units      | Optional  |     |     |     |               |      |
|        |          |                        | ACC & FIN | MAR | ECO | HRM | Semester      | Year |
| Year 1 | I        | 15                     |           |     |     |     | 15            | 30   |
|        | II       | 15                     |           |     |     |     | 15            |      |
| Year 2 | I        | 10                     | 06        | 06  | 06  | 06  | 16            | 32   |
|        | II       | 10                     | 06        | 06  | 06  | 06  | 16            |      |
| Year 3 | I        | 09                     | 06        | 09  | 09  | 09  | 15            | 31   |
|        | II       | 10                     | 06        | 06  | 06  | 06  | 16            |      |
| Total  |          |                        |           |     |     |     |               | 93   |

The academic programme of the faculty operates on a credit valued semester-based course unit system. The unit of measure for academic credit is the semester hour. One semester hour usually is equivalent to one hour of class work per week per semester. Most courses are for three lecture hours a week and have an academic credit value of three semester hours. A “credit” is a time-based quantitative measure assigned to the course units based on the number of contact hours. Fifteen (15) hours of classwork or thirty (30) hours of Practical is equivalent to one credit. Thus, most of the course units, which have forty-five (45) hours of classwork earning three Credits.

#### 8.4.5 Course Codes

The course code's first three alphabets denote the core subjects, specialization subjects, Auxiliary subjects, and Language subjects. The first digit of the numerical number denotes the year of the degree programme, the second digit

denotes the semester of the degree programme, the third digit denotes the course number, and the fourth digit denotes the credit value of the particular course unit.



### Disciplines

**MGT** = Management

**ACC** = Accounting

**MAR** = Marketing

**ECO** = Economics

**HRM** = Human Resource Management

**FIN** = Finance

**PRO** = Project Management

**ENG** = English

**ACU** = Auxiliary

## **8.5 Selection Criteria for Honours Degree Programme**

### **8.5.1 Eligibility to Apply**

At the end of the First-year second semester, the students must apply with their preferences to choose the Honours degree.

An Honours degree's eligibility criteria will be decided based on students' results scored on relevant subjects related to the specialization (Business Economics, Marketing Management, Accounting and Finance, and Human



Resource Management) in the first two semesters. The criteria for eligibility are as follows:

- Should have a GPA of 2.3 or above in all two relevant subjects of the Honours degree given in the table below in the first attempt.

### 8.5.2 The Details of the Honours Degree and the Relevant Subjects

| <b>Honours in Business Economics</b>     | <b>Honours in Marketing Management</b>      |
|--|---|
| ECO 1113 Micro Economics                 | MGT 1113 Principles of Management           |
| ECO 1213 Macro Economics                 | MAR 1213 Marketing Management               |
| <b>Honours in Accounting and Finance</b> | <b>Honours in Human Resource Management</b> |
| ACC 1113 Financial Accounting I          | MGT 1113 Principles of Management           |
| ACC 1213 Financial Accounting II         | HRM 1213 Human Resource Management          |

- The minimum overall GPA is 2.00 for the first two semesters.
- The students should get a minimum “C” grade in either MGT 1123 Business Mathematics or MGT 1213 Business Statistics in the first attempt.

### **8.5.3 Selection Criteria**

Eligible students are selected to follow the Honours degree on a merit basis. The allocated number of students to follow the Honours degree is a maximum of 50 or one-third of the total applicants, whichever higher.

### **8.5.4 Withdrawal of an Honours degree**

During the fourth year of the study, a candidate following an Honours degree course may opt for the three (03) year degree before sitting the fourth year second semester examination with valid reasons. Final acceptance for opting for the three (03) year degree will be subject to the Faculty Board's recommendation and the Senate.

## **8.6 Examination Structure**

### **8.6.1 Attendance**

All registered students must attend all lectures, tutorials, practical sessions, and eighty percentage (80%) of attendance is compulsory for a course unit to be eligible for sitting the end semester examination. The students who are not eligible are considered repeat candidate in the forthcoming examination.

### **8.6.2 Continuous Evaluation and Final Marks**

The evaluation includes the end-semester examination and continuous evaluation. The end semester examination will be a three-hour duration and two-hour duration for three credits and two-credit courses respectively. The weighted average of the final marks will vary from the course unit to the course unit, depending on its structure. The in-course assessments for all course units, except practical oriented course units, will be 30% and the end semester examination 70%. For the practical oriented subjects, it would be 40% and 60 % respectively. The assessments may include quizzes, mid-

semester examination, assignments, students' presentations, case study analysis, and field visits.

### **8.6.3 Passing a Course Unit**

1. A candidate is deemed to have passed in a course unit if he/she obtains a grade of C- or above in that course unit.
2. A candidate is not eligible to sit the end semester examination if she/he has not submitted/attended at least one of the assignments. The students who are not eligible are considered as a repeat candidate in the forthcoming examination.
3. If a candidate is absent for an end-semester examination of a course unit after completing the continuous evaluation, the following symbol is indicated appropriately.
  - Absent due to medical reason which has been approved will be given a symbol of "MC" (Medical Certificate).
  - Absent without valid reasons will be given a symbol "AB."

### **8.6.4 Passing a Semester Examination**

A candidate shall be deemed to have passed any of the semester examinations if he/she earned a minimum GPA of not less than 2.00 for the semester and has no more results less than Grade C- for any course unit in the semester.

### **8.6.5 Absence from Examination**

When a candidate is absent for any component (Theory or Practical) of an examination, he or she shall notify the cause of the absence to the Deputy Registrar/ Examination and Student Admission immediately. It should be confirmed with supporting documents within two weeks by registered post. The excuse is granted only if the absence is due to a grave cause as the

student's seriously ill health, death of a family member, or any other acceptable cause, which is accepted by the Faculty Board and approved by the Senate. If the excuse is granted to a student, he/she can sit the examination on the next immediate occasion with privileges, i.e., without any restriction. In that event, the student will receive a symbol of "EXC" (Excuse) for that course.

A candidate who is absent for the examination due to medical reasons must submit a medical certificate obtained from a Government Medical Officer. The University Medical Officer should endorse this medical certificate. It must be submitted to the Office of the Dean of the Faculty within two weeks of the examination to obtain the recommendation of the Faculty Board, and approval of the Senate.

#### **8.6.6 Repeat or Re-sit for an Examination**

- i. Those who fail to obtain the requisite number of credit passes or fail to appear for an end semester examination are required to appear for such an examination when it is held next.
- ii. Candidates who have less than C- for any course unit in an end semester examination are required to appear for such an examination when held next.
- iii. In the case of a repeat candidate or an absentee, marks obtained for continuous evaluations shall be carried forward to the subsequent end-semester examination, and the maximum grade for repeat course shall be "C."
- iv. Repeat examination of a candidate supported by a Medical Certificate either by the University Medical Officer (UMO) or certified by the UMO will be considered that of his or her first attempt. The said

candidate's previous continuous assessments will be considered for computation.

- v. Candidates who have failed to obtain a GPA of 2.00 may re-sit subsequent end semester examinations.
- vi. An examination can be repeated not more than three times. A grace chance is permitted with the approval of the Senate.
- vii. Candidates, who get a C- will be given a chance to improve the grade to "C" when the examination is held next.
- viii. In the event of (vii), a candidate obtains a lower grade while attempting to improve his or her grade, he or she will be entitled to his or her previous grade.
- ix. If the student is requested to resubmit the dissertation by the panel of the viva-voce examination, the student should resubmit the dissertation within two months from the date of the viva-voce examination.

## 8.7 Scheme of Evaluation

### 8.7.1 Grade Point Average System (GPA)

| Range of Marks | Grade | Grade Point Value |
|----------------|-------|-------------------|
| 85 or above    | A+    | 4.00              |
| 75-84          | A     | 4.00              |
| 70-74          | A-    | 3.70              |
| 65-69          | B+    | 3.30              |
| 60-64          | B     | 3.00              |
| 55-59          | B-    | 2.70              |
| 50-54          | C+    | 2.30              |
| 45-49          | C     | 2.00              |
| 40-44          | C-    | 1.70              |
| 35-39          | D+    | 1.30              |
| 30-34          | D     | 1.00              |
| 0-29           | E     | 0                 |

### 8.7.2 Grade Point Average (GPA)

The grade point average (GPA) is a numerical representation of a student's overall academic achievement. The grade point average is the quotient obtained by dividing the total number of grade points earned by the total number of credit hours in which students receive a letter grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

The formula for GPA calculation is given below:

$$GPA = \sum_n C_n g_n / \sum_n C_n$$

Where  $C_n$  and  $g_n$  are the number of credits and the grade point value for the  $n^{\text{th}}$  course unit, respectively.

### **8.7.3 Criteria for Awarding BBM Degree and BBM Honours Degree**

#### **8.7.3.1 Award of BBM Degree**

A student deemed to have satisfied the requirement for the award of the BBM Degree in Business Management if he/she has

- completed minimum 93 credits during the study programme including the project report for one credit, and non-credit courses.
- earned a minimum GPA of not less than 2.00 for each semester
- obtained minimum overall GPA of 2.00 for the General Degree programme

Completing the above requirements of three academic years and obtaining the recommended cut off OGPA will be eligible for the award and classes.

#### **8.7.3.2 Award of BBM Honours Degree**

A student deemed to have satisfied the requirement for the award of Honours Degree in Business Management in the following manner.

- completed a minimum of 125 credits during the study programme; including non-credit courses.
- earned a minimum GPA of not less than 2.00 for each semester.

- obtained a minimum overall GPA of 2.00 for the BBM Degree programme.

Completing the above requirements of four academic years and obtaining the recommended cut off OGPA will be eligible for the award and classes.

#### **8.7.4 Cutoff levels of OGPA for Awarding Classes / Passes**

A student who completes the requirement for the award of the BBM Degree in three academic years / BBM Honours Degree in four academic years and obtains the required cutoff OGPA is eligible for the award of classes as follows:

| <b>GPA</b> | <b>Class / Pass</b>           |
|------------|-------------------------------|
| 3.70       | First Class                   |
| 3.30       | Second Class (Upper Division) |
| 3.00       | Second Class (Lower Division) |
| 2.00       | Pass                          |

### **8.8 Awarding University Prizes to the Students of the Faculty of Business Studies**

#### **8.8.1 University Prizes**

The best performers will be awarded the following University Prizes in each year for each specialization:

- Bachelor of Business Management (1<sup>st</sup> year)
- Bachelor of Business Management (2<sup>nd</sup> year)
- Bachelor of Business Management (3<sup>rd</sup> year and BBM)



- Bachelor of Business Management (Honours - Accounting and Finance - 3<sup>rd</sup> year)
- Bachelor of Business Management (Honours - Accounting and Finance - 4<sup>th</sup> year)
- Bachelor of Business Management (Honours - Business Economics - 3<sup>rd</sup> year)
- Bachelor of Business Management (Honours - Business Economics - 4<sup>th</sup> year)
- Bachelor of Business Management (Honours - Marketing Management - 3<sup>rd</sup> year)
- Bachelor of Business Management (Honours - Marketing Management - 4<sup>th</sup> year)
- Bachelor of Business Management (Honours - Human Resource Management - 3<sup>rd</sup> year)
- Bachelor of Business Management (Honours - Human Resource Management - 4<sup>th</sup> year)

### **8.8.2 Gold Plated Medals**

In addition to the above, the following ‘Gold Plated Medals’ will be awarded at the Annual General Convocation.

#### **8.8.2.1 CMA Gold Medal**

CMA Gold Medal would be awarded for the best performer from a BBM Honours degree in Accounting and Finance. Students obtained second class upper division or above in the BBM Honours in Accounting and Finance degree programme are eligible to apply for this medal.

#### **8.8.2.2 Mr. W. J. Soosairatnam Gold Medal**

Late Mr. W. J. Soosairatnam Gold Medal would be awarded for the best performer from a BBM Honours degree in Accounting and Finance. Students obtained second class upper division or above in the BBM Honours in Accounting and Finance degree programme are eligible to apply for this medal.

#### **8.8.2.3 SLIM Gold Medal**

SLIM Gold Medal would be awarded for the best performer from a BBM Honours degree in Marketing Management. Students obtained second class upper division or above in the BBM Honours in Marketing Management degree programme are eligible to apply for this medal.

#### **8.8.2.4 CIPM Gold Medal**

CIPM Gold Medal would be awarded for the best performer from a BBM Honours degree in Human Resource Management. Students obtained second class upper division or above in the BBM Honours in Human Resource Management degree programme are eligible to apply for this medal.

#### **8.8.2.5 Sri Lankan Institute of Bankers (IBSL) Gold Medal**

IBSL Gold Medal would be awarded for the best performer from a BBM Honours degree in Business Economics. Students obtained second class upper division or above in the BBM Honours in Business Economics degree programme are eligible to apply for this medal.

#### **8.8.2.6 Dr. N. Balakrishnan Gold Medal**

Late Dr. N. Balakrishnan Gold Medal would be awarded for the best performer from a BBM Honours degree in Business Economics. Students obtained second class upper division or above in the BBM Honours in Business Economics degree programme are eligible to apply for this medal.

## **8.9 Examination Bylaws**

### **8.9.1 Examination Rules and Regulations**

1. Candidates are required to be at the examination hall at least 15 minutes before the commencement of each paper but should not enter the hall until they are requested to do so by the supervisor.
2. No candidate shall be admitted to the examination for any reason whatsoever after the expiry of half an hour from the examination's commencement. Nor shall a candidate be allowed to leave the hall until a half-an-hour has elapsed from the examination's commencement or during the last 15 minutes of the examination.
3. On admission to the hall, a candidate shall occupy the seat allotted to him/her and shall not change it except on the supervisor's specific instructions.
4. A candidate shall have his student identity card and the Admission Card with him/her in the examination hall on every occasion he/she presents himself/herself for a paper. His/her candidature is liable to be cancelled if he does not produce the student identity card when requested to do so. If he/she failed to bring his/her record book on any occasion, he/she should sign a declaration in respect of the paper for which he/she had not produced the student identity card in the form provided for it and produce the student identity card to the Deputy Registrar/ Examination and Student Admission on the following day. If a candidate loses his/her Identity Card in the course of the examination, he/she shall obtain a duplicate identity card from the Deputy Registrar/ Examination and Student Admission for production at the examination hall.

5. Admission Cards signed in the presence of the Supervisor / Invigilator shall be handed over to the Supervisor / Invigilator on each occasion when a candidate sits a paper.
6. Candidates shall bring their pens, ink, mathematical instruments, erasers, pencils, or any other approved equipment or stationery they have been instructed to bring.
7. Examination stationery (i.e. Writing paper, graph paper, drawing paper, ledger paper, precise paper, etc.) will be supplied as and when necessary. No sheet of paper or answer book supplied to a candidate may be torn, crumpled, folded, or otherwise mutilated. A candidate shall use no papers other than those supplied to him/her by the Supervisor / Invigilator. Log tables or any other material provided shall be used with care and left behind on the desk. Whether used or unused, all material supplied shall be left behind on the desk and not removed from the examination halls.
8. No candidate shall have on his/her person or in his/her clothes or on the Admission Card, time table, student identity card any other object he/she is permitted to bring into the examination hall, any notes, signs, and formula or any other unauthorized material. Books, notes, parcels, handbags, etc., which a candidate has brought with him should be kept at a place indicated by the supervisor / invigilator. The envelope in which the admission card has been posted to him/her should not be brought into the examination hall.
9. A candidate may be required by the supervisor to declare any item in his possession or person.
10. Every candidate shall enter his index number at the appropriate place on the answer book and every continuation paper. He/she shall also enter all

necessary particulars as indicated on the cover of the answer book. A candidate who inserts on his script an Index Number other than his own is liable to be considered as having attempted to cheat. The Supervisor/Invigilator has the authority to check the answer scripts of the candidate. A script that bears no Index Number or an Index Number that cannot be identified is liable to be rejected. No candidate shall write his/her name or any other identifying mark on the answer scripts.

11. Candidates are under the authority of the supervisors. They shall assist candidates by carrying out their instructions and those of the Invigilators during the examination and immediately before and after it.
12. Every candidate shall conduct himself/herself in the examination hall and its precincts to not cause disturbance or inconvenience to the supervisor or his staff, or other candidates. In entering and leaving the hall, he/she shall conduct himself/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct.
13. Absolute silence shall be maintained in the examination hall and its precincts. A candidate is not permitted for any reason whatsoever to communicate or to have any dealings with anyone other than the Supervisor/Invigilator. The candidate shall draw the attention of the Supervisor/Invigilator by raising his hand from where he is seated.
14. After the examination has commenced, no candidate shall be permitted to leave the examination hall even temporarily. In case of an emergency, the Supervisor/Invigilator shall permit him to do so, but the candidate will be under constant surveillance.
15. The candidate shall stop work promptly when ordered by the Supervisor/Invigilator to do so. If they do not follow this instruction, the

Supervisor/Invigilator has the authority to make an endorsement to this effect on the answer scripts.

16. All calculations and rough worksheet be done only on paper supplied for the examination and shall be cancelled and attached to the answer scripts. Such work should not be done on admission cards, timetables, question papers, student identity cards, or other papers. Any candidate who disregards these instructions is liable to be considered as having written notes or outlines of the answer with the intention of copying.
17. Any answer or part of the answer which is not to be considered for assessment shall be neatly crossed out. If the same question has been attempted in more than one place, the answer or answers that are not considered shall be neatly crossed out.
18. Every candidate shall hand over the answer script personally to the Supervisor/Invigilator or remain in his seat until it is collected. On no account shall a candidate hand over his answer script to an Attendant, a minor employee, or another candidate.
19. A candidate who has handed over his/her answer script shall be entitled to call it back under no circumstances.
20. No candidate shall remove his/her or any other candidate's answer script from the examination hall.
21. No candidate shall copy or attempt to copy hum any book or paper or notes or similar materials or from the scripts of another candidate. Nor shall any candidate either help another candidate or obtain help from another candidate or any other person. Nor shall any candidate conduct himself/herself so negligently that an opportunity is given to any other candidate to read anything written by him/her or watch any practical

examination performed by him. Nor shall any candidate use any other unfair means or obtain or render improper assistance at the examination.

22. No candidate shall submit a practical or field book or dissertation or project study or term paper or assignment or answer script done wholly or partly by anyone other than the candidate himself/herself.
23. No person shall impersonate a candidate at the examination, nor shall any candidate allow himself/herself to be impersonated by another person.
24. If circumstances arise which in the supervisor's opinion renders the cancellation or postponement of the examination necessary, he/she shall stop the examination, collect the scripts already written and then report the matter as soon as possible to the Vice-Chancellor/ Registrar.
25. The supervisor/ Invigilator is empowered to request any candidate to make a statement in writing on any matter which may have arisen during the examination, and the candidate shall sign such statement. No candidate shall refuse to make such a statement or to sign it.
26. Every candidate who registers for an examination shall be deemed to have sat the examination unless:

- a) The Senate permits him/her for a valid reason to withdraw from such examination on a ground acceptable to the Senate within the specified period.

**Or**

- b) He / She submits a medical certificate before the commencement of the examination. The medical certificate shall be from the University Medical Officer. If this is not possible, the medical certificate should be obtained from the Government Medical practitioner and submitted to the University Medical Officer at the earliest possible time, but in

any case, not later than one week from the first day of the examination.  
(Please indicate the Faculty and Registration Number in your Medical Certificate)

27. When a candidate cannot present himself/herself for any part/section of an examination, he/she shall notify or cause to be notified of this fact to the Registrar immediately. It should be confirmed in writing with support documents within 48 hours by registered post.
28. A student who withdraws or absents himself/herself from the examination shall not be eligible for Honours at the subsequent examination unless the Senate decides otherwise.
29. Candidates who are unsuccessful on the first attempt will be given two further consecutive attempts to complete the examination.
30. No student shall sit an examination if he/she has exhausted the number of attempts that he/she is allowed to sit the particular examination unless he/she has been granted special permission to do so by the Senate.

### **8.9.2 Examination Offences and Punishments**

1. Any candidate who violates any of the requirements or conditions of the examination regulations stipulated shall have committed an examination offence.
2. Examination Offences may be classified as follows:
  - a) Possession of unauthorized documents or removal of examination stationery.
  - b) Disorderly conduct
  - c) Copying



- d) Obtaining or attempting to obtain improper assistance or cheating or attempting to cheat.
  - e) Impersonation
  - f) Aiding and abetting the commission of any of these offences.
3. There shall be an Examination Disciplinary Committee consisting of Deputy Registrar / Examination and Student Admission and the Deans of the Faculties to inquire into and make recommendations (including punishments) regarding examination offences referred to it. The punishments recommended by the Examinations Disciplinary Committee shall be submitted to the Senate for decision.
  4. In all cases of commission of examination offences detected, the supervisor shall take action as outlined below and forward his report to Deputy Registrar / Examination and Student Admission.
  5. Prior knowledge of a question paper or part thereof shall constitute an examination offence.
  6. Where a student has been in possession of unauthorized material at an examination hall, he/she shall be presumed to have made use of such material until he/she proves the contrary.
  7. In cases of disorderly conduct, the supervisor shall, in the instance, warn the candidate to be of good behaviour, where the candidate persists in unruly or disorderly conduct, the supervisor may exclude the candidate from the examination hall and issue him a letter cancelling his candidature from the examination. A candidate's offence is only disobedience, and the supervisor shall warn the candidate and forward a report to the Deputy Registrar / Examination and Student Admission.

8. In all other cases of examination offences detected, the supervisor shall, on the detection of the offence, take possession of unauthorized documents, if any, obtain a statement from the candidate and write his report on the matter in the form provided for this purpose.
9. The Deputy Registrar shall place all reports of examination offences submitted by Supervisors for the Vice-Chancellor's consideration, who shall decide whether they shall be referred to the Examination Disciplinary Committee for further action.
10. Any examiner, Head of Department, Dean of a Faculty, or any other official of the University who detects an examination offence, shall report the matter in writing to the Deputy Registrar, who shall submit the same to the Vice-Chancellor for necessary action.
11. The Deputy Registrar shall submit any allegation regarding the commission of Examination Offences from whosoever he/she received to the Vice-Chancellor, who shall decide whether these shall be referred to the Examination Disciplinary Committee for necessary action.
12. A candidate who is found guilty of an examination offence is liable to any one or more of the following punishments.
  - a) Removal of the candidate's name from the pass list
  - b) Cancellation of his candidature from whole or part of the examination, or
  - c) Suspension from any University examination for such period as the Senate may decide or indefinitely, or
  - d) Suspension from the University for such a period as the Senate may decide or indefinitely.

13. Any candidate found aiding and abating the commission of any examination offence shall be liable to the same punishment as that applicable to the offence.
14. Any appeal against the decision of the Senate shall be made to the Council.

## **8.10 Course Units Offered during the Four-Year Study Programme**

### **First Year First Semester**

| <b>Course Code</b> | <b>Title</b>                           | <b>Credit Value</b>           |
|--------------------|--|-------------------------------|
| ACC 1113           | Financial Accounting I                 | (45:03 Credits)               |
| ECO 1113           | Micro Economics                        | (45:03 Credits)               |
| MGT 1113           | Principles of Management               | (45:03 Credits)               |
| MGT 1123           | Business Mathematics                   | (45:03 Credits)               |
| MGT 1133           | Fundamentals of Information Technology | (15:60:03 Credits)            |
| ENG 1113           | Proficiency in English I               | (45:03 Credits, Non - GPA)    |
| ACU 1112           | Language for Integration               | (30:02 Credits Non - GPA)     |
| <b>Total</b>       |  | <b>(15 + 05 = 20 Credits)</b> |

### First Year Second Semester

| Course Code  | Title                                       | Credit Value                  |
|--------------|---|-------------------------------|
| ACC 1213     | Financial Accounting II                     | (45:03 Credits)               |
| ECO 1213     | Macro Economics                             | (45:03 Credits)               |
| MAR 1213     | Marketing Management                        | (45:03 Credits)               |
| MGT 1213     | Business Statistics                         | (45:03 Credits)               |
| HRM 1213     | Human Resource Management                   | (45:03 Credits)               |
| ACU 1212     | Career Guidance and Soft Skills Development | (30:02 Credits, Non-GPA)      |
| ENG 1213     | Proficiency in English II                   | (45:03 Credits, Non-GPA)      |
| <b>Total</b> |   | <b>(15 + 05 = 20 Credits)</b> |

### Second Year First Semester

| Course Code             |          | Title                          | Credit Value             |
|-------------------------|----------|--------------------------------|--------------------------|
| Compulsory Course Units | ACC 2113 | Cost and Management Accounting | (45:03 Credits)          |
|                         | MGT 2113 | Business Law                   | (45:03 Credits)          |
|                         | MGT 2122 | Organizational Behavior        | (30:02 Credits)          |
|                         | ACU 2111 | Basic Science                  | (15: 01 Credit, Non-GPA) |

|  |              |                            |                               |
|--|--------------|----------------------------|-------------------------------|
|  | ENG 2112     | Business Communication I   | (30:02 Credits)               |
| Accounting and Finance Specialization Course Units | ACC 2123     | Taxation                   | (45:03 Credits)               |
|  | ECO/FIN 2123 | Managerial Economics       | (45:03 Credits)               |
| Marketing Specialization Course Units              | MAR 2113     | Marketing Communications   | (45:03 Credits)               |
|  | MAR 2123     | Retail Marketing           | (45:03 Credits)               |
| Economics Specialization Course Units              | ECO 2113     | Advanced Macro Economics   | (45:03 Credits)               |
|  | ECO/FIN 2123 | Managerial Economics       | (45:03 Credits)               |
| HRM Specialization Course Units                    | HRM 2113     | Human Ecology              | (45:03 Credits)               |
|  | HRM 2123     | Human Resource Development | (45:03 Credits)               |
| <b>Total Credits</b>                               |              |                            | <b>(16 + 01 = 17 Credits)</b> |

### Second Year Second Semester

| Course Code |          | Title                 | Credit Value    |
|-------------|----------|-----------------------|-----------------|
|             | FIN 2213 | Financial Management  | (45:03 Credits) |
|             | MGT 2213 | Operations Research   | (45:03 Credits) |
|             |          | Elective course units |                 |

|  |          |                                       |                               |
|--|----------|---------------------------------------|-------------------------------|
| Compulsory Course Units                            | MGT 2222 | Logistics and Supply Chain Management | (30:02 Credits)               |
|  | ECO 2212 | Sri Lankan Economy                    | (30:02 Credits)               |
|  | ENG 2212 | Business Communication II             | (30:02 Credits)               |
|  | ACU 2212 | Social Harmony and Active Citizenship | (30:02 Credits, Non-GPA)      |
| Accounting and Finance specialization Course Units | ACC 2213 | Advanced Financial Accounting         | (45:03 Credits)               |
|  | ACC 2223 | Corporate Governance                  | (45:03 Credits)               |
| Marketing Specialization Course Units              | MAR 2213 | Agricultural Marketing                | (45:03 Credits)               |
|  | MAR 2223 | Consumer Behavior                     | (45:03 Credits)               |
| Economics Specialization Course Units              | ECO 2213 | Mathematical Economics                | (45:03 Credits)               |
|  | ECO 2223 | Agricultural Economics                | (45:03 Credits)               |
| HRM Specialization Course Units                    | HRM 2213 | Employee Health and Safety            | (45:03 Credits)               |
|  | HRM 2223 | Employment Relations                  | (45:03 Credits)               |
| <b>Total</b>                                       |          |                                       | <b>(16 + 02 = 18 Credits)</b> |

### Third Year First Semester

| Course Code  |          | Title  | Credit Value             |
|--|----------|--|--------------------------|
| Compulsory Course Units                            | MGT 3113 | Entrepreneurship and Small Business Management | (30:30:03 Credits)       |
|  | PRO 3113 | Operations and Quality Management              | (45:03 Credits)          |
|  | ECO 3113 | Banking and Finance                            | (45:03 Credits)          |
|  | ENG 3113 | Proficiency in English III                     | (45:03 Credits, Non-GPA) |
| Accounting and Finance Specialization Course Units | FIN 3113 | Financial Econometrics                         | (45:03 Credits)          |
|  | FIN 3123 | International Financial Management             | (45:03 Credits)          |
|  | FIN 3133 | Microfinance                                   | (45:03 Credits)          |
| Marketing Specialization Course Units              | MAR 3113 | Brand Management                               | (45:03 Credits)          |
|  | MAR 3123 | Services Marketing                             | (45:03 Credits)          |
|  | MAR 3133 | Sales Management                               | (45:03 Credits)          |
| Economics Specialization Course Units              | ECO 3123 | Resource Economics                             | (45:03 Credits)          |
|  | ECO 3133 | Public Finance                                 | (45:03 Credits)          |
|  | ECO 3143 | Econometrics                                   | (45:03 Credits)          |
|  | HRM 3113 | Human Resource Accounting                      | (45:03 Credits)          |

|                                       |          |                           |                                   |
|---------------------------------------|----------|---------------------------|-----------------------------------|
| HRM<br>Specialization<br>Course Units | HRM 3123 | Performance<br>Management | (45:03 Credits)                   |
|                                       | HRM 3133 | Employment Laws           | (45:03 Credits)                   |
| <b>Total</b>                          |          |                           | <b>(18 + 03 = 21<br/>Credits)</b> |

### Third Year Second Semester

| Course Code   |          | Title                                  | Credit Value                |
|---|----------|--|-----------------------------|
| Compulsory<br>Course<br>Units                                   | MGT 3213 | Management Information<br>Systems      | (45:03 Credits)             |
|   | ACC 3213 | Auditing and Assurance                 | (45:03 Credits)             |
|   | PRO 3213 | Project Management*                    | (45:03 Credits)             |
|   | FIN 3213 | Corporate Finance*                     | (45:03 Credits)             |
|   | MGT 3211 | Project Report**                       | (15:01 Credits)             |
| Accounting<br>and Finance<br>Specializati<br>on Course<br>Units | ENG 3213 | Proficiency in English IV              | (45:03 Credits,<br>Non-GPA) |
|   | FIN 3223 | Financial Derivatives and<br>Insurance | (45:03 Credits)             |
|   | ACC 3223 | Computer-Based<br>Accounting           | (15:60:03<br>Credits)       |
|   | FIN 3233 | Investment and Portfolio<br>Management | (45:03 Credits)             |
|   | MAR 3213 | Hospitality Management                 | (45:03 Credits)             |



|                                       |          |                                     |                               |
|---------------------------------------|----------|-------------------------------------|-------------------------------|
| Marketing Specialization Course Units | MAR 3223 | E-Commerce                          | (15:60:03 Credits)            |
|                                       | MAR 3233 | Digital Marketing                   | (45:03 Credits)               |
| Economics Specialization Course Units | ECO 3213 | Applications of Econometrics        | (30:30:03 Credits)            |
|                                       | ECO 3223 | Labour Economics                    | (45:03 Credits)               |
|                                       | ECO 3233 | Environmental Economics             | (45:03 Credits)               |
| HRM Specialization Course Units       | HRM 3213 | Managing Diversity in the Workplace | (45:03 Credits)               |
|                                       | HRM 3223 | Talent Management                   | (45:03 Credits)               |
|                                       | HRM 3233 | Advanced Human Resource Management  | (45:03 Credits)               |
| <b>Total</b>                          |          |                                     | <b>(18 + 03 = 21 Credits)</b> |

**\*\* Compulsory Course Unit for General Degree Students**

\* Optional Subjects, Corporate Finance for Accounting and Finance Specialization Students and Project Management for other students

#### **Fourth Year First Semester**

| Course Code             |          | Title                | Credit Value    |
|-------------------------|----------|----------------------|-----------------|
| Compulsory Course Units | MGT 4113 | Strategic Management | (45:03 Credits) |
|                         | FIN 4113 | Research Methodology | (45:03 Credits) |

|  |          |                                      |                    |
|--|----------|--------------------------------------|--------------------|
| Accounting and Finance Specialization Course Units | FIN 4123 | Statistical Applications in Research | (15:60:03 Credits) |
|  | ACC 4113 | Advanced Management Accounting       | (45:03 Credits)    |
|  | ACC 4122 | Financial Statement Analysis         | (30:02 Credits)    |
|  | ACC 4133 | Advanced Taxation*                   | (45:03 Credits)    |
|  | ACC 4143 | Public Sector Accounting*            | (45:03 Credits)    |
|  | FIN 4131 | Seminar in Finance                   | (15:01 Credits)    |
| Marketing Specialization Course Units              | MAR 4113 | Marketing Research                   | (30:30:03 Credits) |
|  | MAR 4123 | Strategic Marketing                  | (45:03 Credits)    |
|  | MAR 4133 | International Marketing              | (45:03 Credits)    |
|  | MAR 4143 | Marketing Information Systems        | (45:03 Credits)    |
|  | MAR 4152 | Customer Relations in Marketing      | (30:02 Credits)    |
|  | MAR 4161 | Seminar in Marketing                 | (15:01 Credits)    |
| Economics Specialization Course Units              | ECO 4113 | Computer Application in Economics    | (15:60:03 Credits) |
|  | ECO 4123 | Research Methods in Economics        | (45:03 Credits)    |
|  | ECO 4133 | Productivity and Efficiency Analysis | (15:60:03 Credits) |

|                                 |          |                                     |                     |
|---------------------------------|----------|-------------------------------------|---------------------|
|                                 | ECO 4143 | Issues in Economic Development      | (45:03 Credits)     |
|                                 | ECO 4153 | International Trade                 | (45:03 Credits)     |
| HRM Specialization Course Units | HRM 4113 | Strategic Human Resource Management | (45:03 Credits)     |
|                                 | HRM 4123 | Human Resource Information System   | (45:03 Credits)     |
|                                 | HRM 4133 | Global HRM                          | (45:03 Credits)     |
|                                 | HRM 4143 | Application of HRM                  | (45:03 Credits)     |
|                                 | HRM 4153 | Research Methods in HRM             | (30:30:03 Credits)  |
| <b>Total</b>                    |          |                                     | <b>(18 Credits)</b> |

#### Fourth Year Second Semester

| Course Code                                   | Title        | Credit Value         |
|---|--------------|----------------------|
| MAR/ACC/ECO/HRM 4216                          | Dissertation | (06 Credits)         |
| MAR/ACC/ECO/HRM 4223                          | Internship   | (03 Credits)         |
| <b>Total</b>                                  |              | <b>(09 Credits)</b>  |
| <b>Total for the Honours Degree Programme</b> |              | <b>(125 Credits)</b> |

#### Note:

- The period for writing the dissertation is 06 months. The credits assigned for Dissertation are as follows:

- Proposal writings and proposal presentation 02 Credits
  - Submission of final dissertation and viva-voce 04 Credits
- The Internship Training period is 04 months.

## 8.11 Course Units in Detail

### 8.11.1 First Year First Semester

|  |  |       |                            |         |
|--|--|-------|----------------------------|---------|
| Module Code  | ACC 1113   | Title | Financial Accounting I     |         |
| Credits  | 03   | Hours | Lectures<br>Laboratory     | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course is to provide sufficient basic knowledge in accounting and apply the aspects of accounting in the preparation of financial statements.  |  |       |                            |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• create journals and ledgers to enter the transactions</li><li>• apply accounting concepts to prepare the financial reports</li><li>• explain the financial information provided in the financial statements</li><li>• prepare the financial statement for partnership</li><li>• make use of special purpose accounts for lease, non-profit organization and consignment</li></ul> |  |       |                            |         |
| <b>Course Contents:</b><br><br>Introduction to accounting, components of financial statement, adjustment for accruals, prepayments, depreciation, bad and doubtful debts, accounting for partnership (admission, retirement, and dissolution of the partnership), accounting for a non-profit organization, consignment, and lease - LKAS 17.  |  |       |                            |         |
| <b>Teaching and Learning Methods</b>   |  |       | Lectures, Group Discussion |         |
| <b>Evaluation Methods</b>  |  |       |                            |         |
| Formative Assessment   | Examination of one-hour duration   |       |                            | 30      |
|  | Quiz, Tutorial, Assignment   |       |                            | %       |
| Summative Assessment   | Written examination of 3 hour duration expected to be answered for all questions in Part I and Part II |       |                            | 70<br>% |
| <b>Recommended readings:</b><br><br>Wijewardena, H (2009). Financial Accounting in Sri Lanka, 2 <sup>nd</sup> Edition, Sarasavi Publishers.<br><br>Larson, K.D. & Jenson, T. (2013). Fundamental Accounting Principles, Volume 2 (14 <sup>th</sup> Canadian ed.), McGraw-Hill.   |  |       |                            |         |

|   |  |       |                            |         |
|---|--|-------|----------------------------|---------|
| Module Code   | ECO 1113   | Title | Micro Economics            |         |
| Credits   | 03   | Hours | Lectures<br>Laboratory     | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course is to introduce the microeconomic theories related to consumers' and producers' behaviors that are useful in the study of various economic issues and business decisions.  |  |       |                            |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the short-run microeconomic theories</li><li>• apply the micro economics aspects of the consumers and firms</li><li>• express the theories of production, cost, and market</li><li>• describes the price determination of goods and services in different markets</li></ul>  |  |       |                            |         |
| <b>Course Contents:</b><br><br>Theory of demand and supply including new demand theories, theories of consumer behavior, marginal utility, theories of production and cost in short run, market structures-perfect competition and monopoly, price determination in monopoly  |  |       |                            |         |
| Teaching and Learning Methods   |  |       | Lectures, Group Discussion |         |
| Evaluation Methods  |  |       |                            |         |
| Formative Assessment  | Examination of one-hour duration Assignment, Quiz, Tutorials   |       |                            | 30%     |
| Summative Assessment  | Written examination of 3 hour duration expected the candidates to answer five questions out of seven questions |       |                            | 70%     |
| <b>Recommended readings:</b><br><br>Payl krugman and Robin wells (2012) Micro Economics - Paperback (3 <sup>rd</sup> edition)<br>Robert S. Pindyck and Daniel L. Rubinfeld (2004) Micro Economics (6 <sup>th</sup> edition)<br>David Besanko and Ronald Braeytigam (2010) Micro Economics (4 <sup>th</sup> edition)<br>Austan Goolsbee and Steven levitt (2012) Micro Economics (1 <sup>st</sup> edition) |  |       |                            |         |

|   |   |                                       |                        |         |
|---|---|---------------------------------------|------------------------|---------|
| Module Code   | MGT 1123  | Title                                 | Business Mathematics   |         |
| Credits   | 03  | Hours                                 | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course is to provide basic knowledge in business mathematics, analyze and solve the business-related problems   |   |                                       |                        |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the mathematical equations, formulae, and relate these with business contexts</li><li>• apply the algebra, matrices, calculus, optimization in solving business problems</li><li>• match the mathematical formulae in taking appropriate business Decision</li><li>• apply the permutation and combination methods for business problems.</li></ul>   |   |                                       |                        |         |
| <b>Course Contents:</b><br><br>Basic concepts and skill of algebra including linear equations, differential calculus, functions of more than one variable, integral calculus, binomial theorem, permutation and combinations, the theory of matrices  |   |                                       |                        |         |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Group Discussion |                        |         |
| Evaluation Methods  |   |                                       |                        |         |
| Formative Assessment  | Examinations, Assignments, Quiz   |                                       |                        | 30%     |
| Summative Assessment  | Written examination of 3 hour duration expected to answer five questions out of seven questions |                                       |                        | 70%     |
| <b>Recommended readings:</b><br><br>Kashyap Trivedi, (2011), Business Mathematics, Pearson Education India.<br><br>Andre Francis, and Ben Mousley, (2014), Business Mathematics and Statistics, 7 <sup>th</sup> edition revised, Cengage Learning.<br><br>S.K.J. Silva, (1995) Business Mathematics and Statistics, Pub. By Institute of Chartered Accountants of Sri Lanka.<br><br>R.P. Gupta, G.S.Malik, (1988) Business Mathematics, Pub. By Chand & Company, Pvt. Ltd. Delhi.<br><br>S. Peers, G. Wyborn, (2003) Business Mathematics, Pub. By Vinod Vasishtha Viva Book Pvt. Ltd, India. |   |                                       |                        |         |

|   |   |       |                                       |         |
|---|---|-------|---------------------------------------|---------|
| Module Code   | MGT 1113  | Title | Principles of Management              |         |
| Credits   | 03  | Hours | Lectures<br>Laboratory                | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course is to provide a basic understanding of Principles of Management and develop the ability to apply them in diverse contexts.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• define the basic management theories</li><li>• explain the evolution of management in various eras</li><li>• explain the managerial roles, levels, and skills of the organization</li><li>• identify the functions of Management</li><li>• express the necessity of good management practices in organizations</li></ul><br><b>Course Contents:</b><br><br>Introduction to management, the evolution of management theory, planning, importance of planning,(types of plans, vision, mission, goals, objectives, aims, tasks, formal planning process, importance of decision making process and types of decisions), organizing (Organizational structure, Co-ordination in Organization, Delegation of Authority, Responsibility, Accountability, Span of control, Power, Centralization and decentralization, departmentalization), leading (leadership and motivation) and controlling. |   |       |                                       |         |
| Teaching and Learning Methods   |   |       | Lectures, Tutorials, Group Discussion |         |
| Evaluation Methods  |   |       |                                       |         |
| Formative Assessment  | Examination of one-hour duration, Tutorials, Assignment, Presentation   |       |                                       | 30%     |
| Summative Assessment  | Written examination of 3 hour duration expected to answer question one and other four out of seven questions. |       |                                       | 70%     |
| <b>Recommended readings:</b><br><br>Daft, R.L, (2012) New Era of Management, 10 <sup>th</sup> Edition, Cengage Learning, New Delhi<br><br>Griffin, R.W (2013) Management: Principles and Applications, 10 <sup>th</sup> Edition, Cengage Learning, New Delhi<br><br>Ghuman, K, and Aswathappa, K (2010), Management concepts Practice and Cases, Tata McGraw-Hill, New Delhi  |   |       |                                       |         |



Koontz, K., and Weihrich, H. (2010), Essentials of Management: An International Perspective, 8<sup>th</sup> Edition, Tata McGraw-Hill, New Delhi

|   |   |       |  |     |
|---|---|-------|--|-----|
| Module Code   | MGT 1133  | Title | Fundamentals of Information Technology     |     |
| Credits   | 03  | Hours | Lectures                                   | 15  |
|   |   |       | Laboratory                                 | 60  |
| <b>Objectives:</b><br><br>The objective of this course is to provide the basic knowledge of IT and to develop the skills in the application of IT tools in the business environment.  |   |       |  |     |
| <b>ILO</b><br><br><ul style="list-style-type: none"><li>• describe the concepts of information technology</li><li>• apply the IT tools - Microsoft Office</li><li>• work independently in Windows environment</li><li>• search information and make communication using Internet</li></ul>  |   |       |  |     |
| <b>Course Contents:</b><br><br>Introduction to information technology, introduction to programming language, Microsoft Office - getting started, Ms-word, Ms-Excel, Web browsing, text and voice communication, Data Base Management, computer networks, information security - computer threats - viruses, worms and malware, data backup, data privacy. |   |       |  |     |
| <b>Teaching and Learning Methods</b>  |   |       | Lectures, Tutorials, Discussion, Practical |     |
| Evaluation Methods  |   |       |  |     |
| Formative Assessment  | Practical Examination   |       |  | 40% |
| Summative Assessment  | Four hours of examination consisting of 2 hours theory and 2 hours practical. Students are expected to answer 50 MCQs and 10 short answer questions for the Theory paper. |       |  | 60% |
| <b>Recommended readings:</b><br><br>S. Kanaganathan, (2006) Fundamentals of information Technology, Pub. By Kumaran Book House, ISBN: 955-9429-95-7   |   |       |  |     |

Deborah Morley, Charles S. Parker, (2014), Understanding Computers: Today and Tomorrow, Comprehensive, 15<sup>th</sup> Edition, Cengage Learning.

Bharihoke, (2009), Fundamentals of Information Technology, Excel Books India

Online: <http://office.microsoft.com/en-us/training/default.aspx>

|  |          |  |                          |    |
|--|----------|--|--------------------------|----|
| Module Code  | ENG 1110 | Title  | Proficiency in English I |    |
| Credits  | -        | Hours  | Lectures                 | 45 |
|  |          |  | Laboratory               | -  |
| <b>Objectives:</b>   |          |  |                          |    |
| The course aims at developing knowledge and practice of the English language structure and the listening, speaking, reading, and writing skills for the purposeful, real communicative use at the lower intermediate level.  |          |  |                          |    |
| <b>ILO</b>   |          |  |                          |    |
| <ul style="list-style-type: none"><li>• apply meta-language for learning and talking about language structures and language in use</li><li>• utilize knowledge of grammatical rules at the word and phrase levels</li><li>• build knowledge of spoken grammar and register</li><li>• improve word identification skills to recognize words</li><li>• develop building and using vocabulary</li><li>• combine listening, reading, speaking, and writing skills in real-life communication</li></ul>   |          |  |                          |    |
| <b>Course Contents:</b>  |          |  |                          |    |
| communicative grammar: Introducing basic structures, Word-order, Tense, Negation, Question formation, Articles, Preposition, Pronouns, Quantifier, Word class, Active /passive, Conjunctions/ relativization, expansive reading: Identifying main points, Understanding vocabulary, Understanding sequencing, Reading for comprehension, informative writing: Introducing vocabulary in and around the University environment, Transferring graphic, statistical, pictorial information into writing, effective speaking & listening: Describing /people/events/pictures, Interviewing at an elementary stage, Giving instructions/directions, Making short speeches on a previously prepared topic, Listening for the gist, Listening and responding to telephone conversation, Listening & comprehending |          |  |                          |    |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Group Activity, Students' demonstration |                          |    |
| Evaluation Methods   |          |  |                          |    |

|   |   |     |
|---|---|-----|
| Formative Assessment  | Examinations, Listening Tutorial(s)- Written Presentation- Oral   | 30% |
| Summative Assessment  | Written examination of 3 hour duration expected to answer 12 questions in Reading, language structure and writing | 70% |
| <p><b>Recommended readings:</b></p> <p>Cambridge English Skills: reading. Writing, listening, and speaking - from Elementary to Advanced - by Miles Craven, Craig Thaine, Sally Logan. Publisher: Cambridge University Press.</p> <p>Byrne D. (1997), Basic Comprehension Passages, Cambridge University Press.</p> <p>Murphy R. (2012), Essential English Grammar, Cambridge Publications.</p> <p>McCarthy M. &amp; O'Dell F. (1999), Vocabulary in Use (Elementary) Cambridge University.</p> |   |     |

|  |          |              |                          |    |
|--|----------|--------------|--------------------------|----|
| <b>Module Code</b>   | ACU 1112 | <b>Title</b> | Language for Integration |    |
| <b>Credits</b>   | -        | <b>Hours</b> | <b>Lectures</b>          | 30 |
|  |          |              | <b>Laboratory</b>        | -  |
| <p><b>Objectives:</b></p> <p>The course aims at developing knowledge and practice of the Tamil/Sinhala language structure and the listening, speaking, reading, and writing skills for the purposeful, real communicative use at the basic level.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• apply knowledge of grammatical rules at the word and phrase levels</li> <li>• demonstrate knowledge of spoken grammar and register</li> <li>• improve word identification skills to recognize words</li> <li>• develop listening, reading, speaking, and writing skills</li> <li>• build creative skills of communication.</li> </ul> <p><b>Course Contents:</b></p> <p>communicative grammar: Introducing basic structures, Word-order, Tense, Negation, Question formation, Preposition, Pronouns, Quantifier, Word class, Active /passive, Conjunctions/ relativization, expansive reading: Identifying main points,</p> |          |              |                          |    |

|  |   |                                     |
|--|---|-------------------------------------|
| Understanding vocabulary, Understanding sequencing, Reading for comprehension, informative writing: Introducing vocabulary in and around the University environment, Transferring graphic, statistical, pictorial information into writing, effective speaking & listening: Describing /people/events/pictures, Interviewing at an elementary stage, Giving instructions/directions, Making short speeches on a previously prepared topic, Listening for the gist, Listening and responding to telephone conversation, Listening & comprehending |   |                                     |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Group Activity |
| Evaluation Methods   |   |                                     |
| Formative Assessment   | Examinations, Listening, Tutorial(s), Presentation  | 30%                                 |
| Summative Assessment   | Written examination of 2 hour duration expected to answer five questions out of eight questions | 70%                                 |
| <b>Recommended readings:</b><br>Basic Sinhala (1993) Department of Official Languages, Colombo<br>Spoken Tamil (2013) Department of Official Languages, Colombo<br>Trilingual Glossary - Management (1996), Department of Official Languages, Colombo<br>Disanayaka, J.B (1991) The structure of Spoken Sinhala 1 sounds and their patterns, National Institute of Education, Maharagama.  |   |                                     |

### 8.11.2 First Year Second Semester

|  |          |   |                         |     |
|--|----------|---|-------------------------|-----|
| Module Code  | ACC 1213 | Title   | Financial Accounting II |     |
| Credits  | 03       | Hours   | Lectures                | 45  |
|  |          |   | Laboratory              | -   |
| <b>Objectives:</b><br>The objective of this course unit is to provide accounting skills to prepare financial statements for limited liability companies, amalgamation and absorption accounts, and contract accounts.  |          |   |                         |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• demonstrate the objectives, scope and disclosure requirements of LKAS-01</li><li>• summarize the conceptual framework for financial reporting</li><li>• extend the knowledge of journalizing issue, forfeiture, reissue, redemption, and repurchase of shares</li><li>• prepare the financial statements for companies for internal and external use with related adjustments</li><li>• prepare the financial accounts for amalgamation and absorption accounts and contract.</li></ul> |          |   |                         |     |
| <b>Course Contents:</b><br>The conceptual framework for preparation and presentation of financial statements, presentation of financial statements - LKAS 01, company accounts - issues of shares, forfeited, a reissue of shares, right and bonus issues, redemption, and repurchase of shares, company tax, financial statements for companies, and amalgamation, absorption of companies contract accounts.   |          |   |                         |     |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Group Discussion   |                         |     |
| Evaluation Methods   |          |   |                         |     |
| Formative Assessment   |          | Examinations, Tutorials, Assignment, Quiz   |                         | 30% |
| Summative Assessment   |          | Written examination of 3 hours expected to answer all questions in Part I and Part II |                         | 70% |
| <b>Recommended readings:</b><br>Spiceland, J. David, Sepe, James, Nelson, Mark (2012), Intermediate Accounting with Annual Report, 7 <sup>th</sup> edition, Publisher: McGraw-Hill Higher Education.   |          |   |                         |     |

Wood F & Sangster A (2013). Business Accounting 2, 12<sup>th</sup> Edition, Pearson Education Limited.

|  |          |   |                        |         |
|--|----------|---|------------------------|---------|
| Module Code  | ECO 1213 | Title   | Macro Economics        |         |
| Credits  | 03       | Hours   | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br>The objective of this course unit is to provide the basic knowledge of macroeconomics and the relevance of those principles in understanding the contemporary issues of an economy.<br><b>ILO</b> <ul style="list-style-type: none"><li>• At the end of the course, students should be able to:</li><li>• extend the knowledge of basic macroeconomics concepts</li><li>• explain the existence of alternative views on macroeconomic theories</li><li>• solve the macroeconomic problems by using appropriate theoretical models</li><li>• analyze the present macroeconomic environment</li><li>• assess the macroeconomic variables in Sri Lanka.</li></ul> <b>Course Contents:</b><br>Measurements of national income accounting, environmental accounting, theory of Keynesian consumption function, theory of money demand, IS - LM model in a closed economy, aggregate demand and aggregate supply models, unemployment and inflation, supply-side economics |          |   |                        |         |
| Teaching and Learning Methods  |          | Lectures, Group Discussion  |                        |         |
| Evaluation Methods   |          |   |                        |         |
| Formative Assessment   |          | Examinations, Assignments   |                        | 30%     |
| Summative Assessment   |          | Written examination of 3 hour duration expected to answer any five questions out of seven questions |                        | 70%     |

**Recommended readings:**

Gregory, N Mankiw, (2012). Macroeconomics

H. L. Ahuja. (2005). Macroeconomics: Theory and Policy, 19<sup>th</sup> Edition.

Macroeconomics: Theory and policy, H. L. Ahjua, 19<sup>th</sup> edition, 2005

Paul Krugman, Robin Wells, (2012). Macroeconomics, 3<sup>rd</sup> Edition, paperback.

Macroeconomics, Gregory Mankiw, 2012

vi. Macroeconomics, Glenn P. Hubbard and Anthony P. O'Brien 4<sup>th</sup> Edition, 2012

|   |          |  |                        |         |
|---|----------|--|------------------------|---------|
| Module Code   | MAR 1213 | Title  | Marketing Management   |         |
| Credits   | 03       | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide marketing management skills to students in developing their capacities in analysis and apply marketing principles.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• explain the skills in marketing analysis</li><li>• develop the research and strategies in marketing.</li><li>• apply the marketing strategies to profit &amp; Non-profit organization</li><li>• describe the patterns of consumer behavior</li></ul><br><b>Course Contents:</b><br><br>Introduction to marketing, analyzing the marketing environment, corporate strategic planning and marketing, product-good and service analysis, identifying attributes, definition, product life cycle, consumer marketing and industrial marketing, marketing mix, implementing marketing strategies, marketing process, consumer behavior, international marketing, service marketing. |          |  |                        |         |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Group Discussion, Case study Analysis |                        |         |
| Evaluation Methods  |          |  |                        |         |
| Formative Assessment  |          | Assessment, Examinations Case study analyses               |                        | 30%     |

|  |   |     |
|--|---|-----|
|  | Presentations   |     |
| Summative Assessment   | Written examination of 3 hour duration expected to answer question one and other four out of seven questions. | 70% |
| <b>Recommended readings:</b><br>Kotler, p., Keller. (2012), Marketing Management, (14 <sup>th</sup> edition), New Jersey, Prentice-hall.<br>Philip Kotler. Gray Armstrong (2016). Principles of Marketing. Global edition, Pearson Education Ltd, 16 <sup>th</sup> edition<br>. Keith Blois, (2000) The Oxford text book of Marketing, Oxford University press.<br>. Richard L. Daft, (2012), New Era of Management, 11 <sup>th</sup> Edition. |   |     |

|  |          |              |                     |    |
|--|----------|--------------|---------------------|----|
| <b>Module Code</b>   | MGT 1213 | <b>Title</b> | Business Statistics |    |
| <b>Credits</b>   | 03       | <b>Hours</b> | <b>Lectures</b>     | 45 |
|  |          |              | <b>Laboratory</b>   | -  |
| <b>Objectives:</b><br>The objective of this course is to understand and apply statistical concepts in deriving intelligent and fact-based decisions in management.<br><b>ILO</b> <ul style="list-style-type: none"> <li>• distinguish between different types of data</li> <li>• construct and interpret several pictorial and numerical summaries of data</li> <li>• calculate, interpret and use measures of variance</li> <li>• use probability and probability distributions</li> <li>• estimate the parameters of the normal and binomial distributions and testing of those parameters</li> </ul> <b>Course Contents:</b><br>Introduction to statistics - basic concepts of statistics, types of data, presenting data in table and charts - descriptive statistics, probability - Basic concept, probability laws, Mutual exclusive events and independent event, conditional probability, Bayes' theorem - discrete probability distribution, normal distribution, correlation and |          |              |                     |    |



|   |   |     |
|---|---|-----|
| regression - introduction, calculation of correlation coefficient, interpretation of correlation coefficient, line of best fit and estimation of the regression line.   |   |     |
| Teaching and Learning Methods   | Lectures, Tutorials, Group Discussion   |     |
| Evaluation Methods  |   |     |
| Formative Assessment  | Classroom exams, Assignments<br>Quiz exam   | 30% |
| Summative Assessment  | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br><br>David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, and P.K Viswanathan (2011). Business Statistics: A First Course, Pearson<br><br>Ghosh & Saha, Ram Krishna Ghosh, (2010) Business Mathematics and Statistics, New Central Book Agency (Pvt) Limited.<br><br>Agarwal B.M (2010) Business Mathematics & Statistics, Ane Books, India |   |     |

|   |          |              |                           |    |
|---|----------|--------------|---------------------------|----|
| <b>Module Code</b>  | HRM 1213 | <b>Title</b> | Human Resource Management |    |
| <b>Credits</b>  | 03       | <b>Hours</b> | <b>Lectures</b>           | 45 |
|   |          |              | <b>Laboratory</b>         | -  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the students' knowledge, understanding and key skills that are required by today's Human Resource Practices and to enable students to effectively contribute to dynamic organization.   |          |              |                           |    |
| <b>ILO</b> <ul style="list-style-type: none"> <li>• explain the importance of human resources and their effective management in organizations</li> <li>• examine current issues, trends, practices, and processes in HRM</li> <li>• define the process of Human Resource Planning and job analysis</li> <li>• compare and contrast methods used for recruitment and selection of human resources.</li> <li>• describe the steps required to develop and evaluate an employee training program</li> <li>• identify and explain the issues involved in establishing compensation systems</li> </ul> |          |              |                           |    |

|  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>summarize the activities involved in employee relations and managing employee performance</li> </ul> <p><b>Course Contents:</b></p> <p>Human Resource Management and Its importance, Human Resource Planning, Job design and Analysis, Recruitment and Selection, Employee Training and Development, Performance Management and Appraisal, Compensation Management and Industrial relation and welfare Administration</p>   |   |   |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Group Discussion, Case study analysis, LMS |
| Evaluation Methods   |   |   |
| Formative Assessment   | Unannounced quiz, Presentations<br>Case study analyses, assignment  | 30%   |
| Summative Assessment   | Written examination of 3 hour duration expected to answer question one and other five out of seven questions. | 70%   |
| <p><b>Recommended readings:</b></p> <p>Armstrong, M. (2012), Armstrong's Handbook of Human Resource Management Practice, 12th edition, London, Kogan Page.</p> <p>Gary Dessler (2011) Human Resource Management, 12<sup>th</sup> edition, Chennai, Pearson.</p> <p>IPM (2010) Study Pack, Institute of Personnel Management Sri Lanka</p> <p>Henarath H.D.N.P. Opatha (2012), Colombo, University of Jayewardenepura.</p> <p>Snell, G., Bohlander, G., Principles of Human Resource Management, 16<sup>th</sup> Edition, Cengage Learning.</p> <p>Aswathappa, K. (2010) Human Resource Management Text and Cases, 6<sup>th</sup> Edition, New Delhi.</p> |   |   |

|   |          |   |   |     |
|---|----------|---|---|-----|
| Module Code   | ACU 1212 | Title   | Career Guidance and Soft Skills Development |     |
| Credits   | -        | Hours   | Lectures                                    | 30  |
|   |          |   | Laboratory                                  | -   |
| <b>Objectives:</b><br>The objective of this course is to provide the practical knowledge and support in career guidance for students in order to divert them for their success in their ambition and life. This will be accomplished by learning the techniques and strategies for implementing the key practices and components of the students’ future career development.                                      |          |   |   |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• develop skills and knowledge in a broad spectrum in career including self-management, self-motive, career plan, and their vision</li><li>• build specialized knowledge in their aim development and applications including career plan, motivation, organizing them for the specific target</li><li>• apply soft skills successfully in their career</li></ul> |          |   |   |     |
| <b>Course Contents:</b><br>Introduction to Career, Career Planning & Development, Career Management, Roles in Career Management, career guidance and counseling, The importance of Soft Skills, developing soft skills for the success of organizations, necessary soft skills for career development.  |          |   |   |     |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Group Discussion, Assignments, guided readings, role play                                      |   |     |
| Evaluation Methods  |          |   |   |     |
| Formative Assessment  |          | Examinations, Assignments, Presentations  |   | 50% |
| Summative Assessment  |          | Written examination of 2 hour duration expected to answer all questions in Part I and other 2 questions in Part II. |   | 50% |
| <b>Recommended readings:</b><br>Randy L. Desimone, Jon. M. Werner, David M. Haris (2002) Human Resource Management 3 <sup>rd</sup> Edition.<br>Jayasinghe, M (2011) Counseling in Career Guidance, Mc Graw hill.<br>Nayak A.K (1997) Guidance & Counseling, APH Pub. Corporation, New Delhi.<br>Greenberg J. (2011) Organizational Behaviour, 10 <sup>th</sup> edition, PHI Learning (Pvt) Ltd.                   |          |   |   |     |

HBR Magazines

|                    |          |              |                           |    |
|--------------------|----------|--------------|---------------------------|----|
| <b>Module Code</b> | ENG 1210 | <b>Title</b> | Proficiency in English II |    |
| <b>Credits</b>     | -        | <b>Hours</b> | <b>Lectures</b>           | 45 |
|                    |          |              | <b>Laboratory</b>         | -  |

**Objectives:**

The course aims at developing knowledge and practice of the English language structure and the listening, speaking, reading and writing skills for the purposeful, real communicative use at the intermediate level.

**ILO**

- apply knowledge of grammatical rules at sentence level
- show competence in accurate and consistent spelling; generate and select ideas for writing and representing for a variety of purposes, audiences, contexts and cultures
- develop speaking skill with accurate pronunciation and appropriate intonation
- plan and present information and ideas for a variety of purposes
- distinguish and comprehend reading-age-/ year-level appropriate texts at literal, inferential and evaluative levels

**Course Contents:**

Intermediate level competence and performance in Communicative Grammar and the four language skills. Communicative Grammar: Articles and determiners, Nouns: Gender, Plurals, compounds, possessive case, Adjectives: Position, Order, Comparison, constructions, Adverbs: formation, Comparative and superlative, constructions, Sentence adverbs, Inversion of the verb, verbs: classes, Active tenses, negatives, Interrogative, Auxiliary verbs, modals, Question tags

Expansive Reading: news items and advertisements narrative and descriptive prose at the intermediate level of acquisition, the conventions and layout of printed material, sense unit, features of cohesion and coherence, increasing reading efficiency, general and specialized, selection and organization, flexibility, concentration, distribution, vocalization and inner speech, the visual span. 'Seeing' and reading, outlining skills, vocabulary in context.

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|---|--|-----|
| Informative Writing: narratives and descriptions, summary, types of writing, analytical prose and writing with real purposes, Spelling Problems and Rules, the Apostrophe, Capitals, the hyphen, Mechanics, Abbreviations and Numbers   |  |     |
| Effective Speaking & Listening: confidence in speaking, the gist of everyday speech, conversation speed, speaking in public, critical and creative speaking and listening skills, the speech Communication Process, exemplification in speaking, speaking ethically, causes of poor listening, active listening, develop note-taking skills |  |     |
| Teaching and Learning Methods   | Lectures, Tutorials, Group Discussion, Students’ demonstration   |     |
| Evaluation Methods  |  |     |
| Formative Assessment  | In course assessment exam-<br>Listening, Tutorial(s)-Written<br><br>Presentation-Oral                              | 30% |
| Summative Assessment  | Written examination of 3 hour duration expected to answer 12 questions in reading, language structure and writing. | 70% |
| <b>Recommended readings:</b>  |  |     |
| Cambridge English Skills: reading. Writing, listening and speaking - from Elementary to Advanced by Miles Craven, Craig Thaine, Sally Logan. Publisher: Cambridge University Press  |  |     |
| Byrne D. (1997), Intermediate Comprehension Passages, Cambridge Publications  |  |     |
| Murphy R. & Aliman R. (1999), Grammar in Use, Cambridge Publications  |  |     |
| McCarthy M. & O’Dell. F. (1999) Vocabulary in Use (Intermediate), Cambridge University Press.   |  |     |

### 8.11.3 Second Year First Semester

|   |   |                                       |                                |         |
|---|---|---------------------------------------|--------------------------------|---------|
| Module Code   | ACC 2113  | Title                                 | Cost and Management Accounting |         |
| Credits   | 03  | Hours                                 | Lectures<br>Laboratory         | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the basic knowledge on how cost and management accounting helps managers make better decisions, as cost accountants are increasingly becoming integral members of their company’s decision-making teams.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• describe a framework for Cost Accounting and Cost Management</li><li>• explain how Management Accountants help firms make strategic decisions</li><li>• explain how managers use Cost Volume Profit analysis to make decisions</li><li>• apply process-costing methods to situations with transferred in costs</li><li>• demonstrate how the variance analysis approach reconciles the actual cost of the production process</li></ul><br><b>Course contents:</b><br><br>An overview of cost accounting, Classification of cost and their behavior, Accounting for materials, labour, and overhead cost analysis, Process costing, Decision making, and relevant information, Cost Volume Profit analysis, Standard costing, and Variance analysis, Activity-based costing and Activity-based management, and Budgeting. |   |                                       |                                |         |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Group Discussion |                                |         |
| Evaluation Methods  |   |                                       |                                |         |
| Formative Assessment  | Quiz, Mid-semester Examination, Assignment, Tutorials   |                                       |                                | 30%     |
| Summative Assessment  | Written examination of 3 hour duration expected to answer all questions in Part I and Part II |                                       |                                | 70%     |
| <b>Recommended readings:</b><br><br>Srikant M. Datar and Madhav V. Rajan (2017) Horngren’s Cost Accounting: A Managerial Emphasis, 16 <sup>th</sup> Edition, Pearson.<br><br>Karen W. Braun and Wendy M. Tietz (2017) Managerial Accounting, 5 <sup>th</sup> Edition,   |   |                                       |                                |         |

Pearson.

. Colin Drury (2015) Management and Cost Accounting, 9<sup>th</sup> Edition, Cengage Publishing Limited.

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|--|----------|---|------------------------|---------|
| Module Code  | MGT 2113 | Title   | Business Law           |         |
| Credits  | 03       | Hours   | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to understand the key areas of Commercial Law, Law of Contracts, Law of agency, and Law of partnership and ability to work in a legal environment.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• explain the legal systems in Sri Lanka.</li><li>• illustrate the components of the law of contract</li><li>• interpret the distinguishing features of a contract for the sale of goods</li><li>• describe the implications of the law of agency</li><li>• differentiate the legislation for different business entities</li><li>• distinguish between different types of negotiable instruments and explain their functions</li></ul><br><b>Course Contents:</b><br><br>Introduction to the legal system in Sri Lanka, Law of Contracts, Agreement (offer & acceptance), Form of contracts, Termination of contracts, Remedies for breach of contract, Sale of Goods, Form of the Contract, Conditions & Warranties, Negotiable Instruments, Bills of Exchange, Cheques, Promissory Notes, Law of Agency, Creation of Agency, Different types of Agents, Rights & duties between principal & Agent, Law of Partnerships, Creation of Partnership, Change of Partners, Dissolution of Partners. |          |   |                        |         |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Group Discussion                     |                        |         |
| Evaluation Methods   |          |   |                        |         |
| Formative Assessment   |          | Examinations, Assignments, Presentations                  |                        | 30%     |
| Summative Assessment   |          | Written examination of 3 hour duration expected to answer |                        | 70%     |

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|  | five questions out of eight questions |  |
| <b>Recommended readings:</b><br>Kapoor ND, (2011), Business Law, Sultan Chand, and Sons, New Delhi<br>Denis Keenan and Sarah Richas (2007), Business Law, 8 <sup>th</sup> edition, Pearson Longman<br>Fernando HM (1995), Sri Lanka, Its company Law Stock Exchange Company Secretarial Practice, ISBN:955-95760-0-3 |                                       |  |

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|--|----------|---------------------------------------|--------------------------|---------|
| Module Code  | MGT 2122 | Title                                 | Organizational Behaviour |         |
| Credits  | 02       | Hours                                 | Lectures<br>Laboratory   | 30<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the necessary skills in understanding different behaviours of people in a working environment and how to react to these behavioural changes and challenges.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• explain the knowledge and professional competencies in practices of organizational behavior</li><li>• identify the individual differences in behaviour and its effect on organizational performance</li><li>• apply the skills needed for people in a working environment</li><li>• interpret the organizational change and development</li></ul><br><b>Course Contents:</b><br><br>Introduction to organizational behaviour, perception & learning, individual differences in behaviour at work, managing conflict, emotions, and stress at workplace, career dynamics, group dynamics, communications, organizational change, and development. |          |                                       |                          |         |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Group Discussion |                          |         |
| Evaluation Methods   |          |                                       |                          |         |



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|----------------------|---|-----|
| Formative Assessment | Examinations, Case study analyses, Presentations  | 30% |
| Summative Assessment | Written examination of 2 hour duration expected to answer for all questions in Part I and other two questions in Part II. | 70% |

**Recommended readings:**

Greenberg, J (2011) Behaviour in Organizational, 10<sup>th</sup> edition, PHI Learning (Pvt) Ltd.

Hersey Paul, Blanchard, K.H. and Johnson, D.E, (2001), Management of Organizational Behaviour, 8<sup>th</sup> edition, Pearson Education pub.

Parikh, Margie and Gupta Rajen (2010) Organizational Behaviour, Tata Mc Grawhill

Robbins. P. Stephen (2003), Organizational Behaviour, 10<sup>th</sup> edition, Pearson Education

|                    |          |              |                   |    |
|--------------------|----------|--------------|-------------------|----|
| <b>Module Code</b> | ACU 2111 | <b>Title</b> | Basic Science     |    |
| <b>Credits</b>     | 00       | <b>Hours</b> | <b>Lectures</b>   | 15 |
|                    |          |              | <b>Laboratory</b> | -  |

**Objectives:**

The objective of this course unit is to provide the basic knowledge about science in various aspects and scientifically examine and explain the changes taking place in the surrounding world.

**ILO**

- illustrate how science provides the key to an understanding of the world around us
- develop an ability to cover the working of laws of science in the surrounding world
- describe some natural habitats and the specific living organisms on earth
- classify animals and the food we eat into suitable groups
- develop self-confidence through individual activities, exploring the environment, and beginning to understand the organization of the human

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| body   |   |                                       |
| <b>Course Contents:</b>  |   |                                       |
| Scientific method; astronomy, earth science, matter, motion, heat, energy, light, sound, radiation, electronics and communications, constituents of matter, chemical reaction, acids and bases, polymers, food and nutrition, chemical compounds and their impact in daily life, life on earth, evolution. |   |                                       |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Group Discussion |
| Evaluation Methods   |   |                                       |
| Formative Assessment   | Examinations, Assignments   | 30%                                   |
| Summative Assessment   | Written examination of 2 hour duration expected to answer for three questions out of 5 questions in Part I and 2 questions out of 3 questions in Part II. | 70%                                   |
| <b>Recommended readings:</b>   |   |                                       |
| Cleveland, P.H.A et al., (2011) Animal Diversity 6 <sup>th</sup> ed. McGraw Hill publishers  |   |                                       |
| Bilgrami, K.S., Srivastava and Shreemali, J.L (1997) Fundamentals of Botany 2 <sup>nd</sup> ed. Vikas Publishing House Pvt. Ltd.   |   |                                       |
| Burton and Guttman (1999) Biology McGraw Hill  |   |                                       |
| Wolfgang, K. and Brigitte, S. Bio inorganic Chemistry; Inorganic elements in the Chemistry of Life; An Introduction and Guide John Wiley and Sons Ltd. England.  |   |                                       |
| John, P.S., and Allan, R.B. (1997) Introductory Chemistry; Investigating the molecular nature of matter. Wm. C. Brown Publishers   |   |                                       |

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|--|----------|--------------|--------------------------|----|
| <b>Module Code</b>   | ENG 2112 | <b>Title</b> | Business Communication I |    |
| <b>Credits</b>   | 02       | <b>Hours</b> | <b>Lectures</b>          | 30 |
|  |          |              | <b>Laboratory</b>        | -  |
| <b>Objectives:</b><br>The course aims at developing the competence and performance knowledge and skills of the students to a reasonable standard in their business communication in English at the intermediate level.<br><b>ILO</b> |          |              |                          |    |

- choose the grammar and practice the vocabulary in a formal and informal business context
- develop speaking autonomously using simple and complex speech and listen for holistic comprehension in business communication
- interpret business texts continuously without breaking for the meaning of every word and write guided compositions on business matters with grammatical accuracy and appropriateness
- demonstrate creativity in business communication.

### **Course Contents:**

Intermediate level competence and performance in Business English language structure, and the four Business English language skills.

Communication - an overview, Methods, the means, causes, effectiveness, efficiency, the impact of information technology,

Business text reading: Using report for skimming and scanning to get the information, the office, Personnel Finance and Board of Directors, job specifications, applications, manuals, instructions, design, language pattern, correspondence, etc. reading and comprehension for thinking and planning,

oral and listening communication: viewing audio/video media programmes - using taps local or foreign news items or some other useful items, note-taking, group discussion - reporting, summarizing, dialogue, pairs, and groups, telephone conversation, interviews, group meeting, formal committee meeting, discussion technique, informal meeting, presentation, role play,

Business language structure: Possessives personal and reflexive pronouns, relative pronouns and clauses, prepositions, determiners, the forms and functions of be, have, and do, may and can for permission and possibility

Business writing: business letter, report, article, advertisement, questionnaire, memos, the impact of technology, language, style, and tone

|                                      |   |     |
|--------------------------------------|---|-----|
| <b>Teaching and Learning Methods</b> | Lectures, Tutorials, Discussion, Group Activity, Presentations, Students’ demonstration                             |     |
| Evaluation Methods                   |   |     |
| Formative Assessment                 | In course assessment Exam-Listening<br>Tutorial(s)-Written, Presentation-Oral                                       | 30% |
| Summative Assessment                 | Written examination of 2 hour duration expected to answer 12 questions in reading, language structure, and writing. | 70% |
| <b>Recommended readings:</b>         |   |     |

Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall

Excellence in Business Communication (6<sup>th</sup> edition) by John Thill, Courtland L. Bovee, Paperback: 656 pages, Publisher: Prentice Hall

Market Leader, Business English Course Book (beginner to advanced level series) from by David Cotton et al (3<sup>rd</sup> Edition). Publisher: FT, Longman - Pearson.

|   |          |                                       |                        |         |
|---|----------|---------------------------------------|------------------------|---------|
| Module Code   | ACC 2123 | Title                                 | Taxation               |         |
| Credits   | 03       | Hours                                 | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the basic knowledge of the application of Sri Lankan taxation principles and to compute the income tax liability of an individual and partnership.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• assess the statutory income, assessable income and taxable income of an individual and partnership.</li><li>• explain the system of tax administration in Sri Lanka.</li><li>• develop the skill to measure the net income tax liability, tax credits and tax return.</li><li>• analyse value added tax, economic service charge, and nations building tax.</li></ul><br><b>Course Contents:</b><br><br>Basic principles and objectives of taxation, sources of income, personal taxation of resident individuals, basic tax administration basic understanding of return of income, consequences of non-submission of a return, self-assessment tax payments, circumstances for issue of assessments, characteristics of a valid appeal, steps of appeal settlement, tax refunds, recovery actions, Value Added Tax (VAT), Economic Service Charge (ESC) and Nations Building Tax (NBT) |          |                                       |                        |         |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Group Discussion |                        |         |
| Evaluation Methods  |          |                                       |                        |         |

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| Formative Assessment   | Examinations, Assignments  | 30% |
| Summative Assessment   | Written examination of 2 hour duration expected to answer for all questions in Part I and Part II. | 70% |
| <b>Recommended readings:</b><br>Inland revenue Acts and all amendments to the Act<br>Income tax manual - latest year of Assessment<br>VAT Manual |  |     |

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|---|----------------|--------------|----------------------|----|
| <b>Module Code</b>  | ECO / FIN 2123 | <b>Title</b> | Managerial Economics |    |
| <b>Credits</b>  | 03             | <b>Hours</b> | <b>Lectures</b>      | 45 |
|   |                |              | <b>Laboratory</b>    | -  |
| <b>Objectives:</b><br>The objective of this course unit is to provide the basic concepts of economics with the tools of mathematics and statistics to analyze and make optimal business decisions.<br><b>ILO</b> <ul style="list-style-type: none"> <li>• explain the roles of managers in firms</li> <li>• describe the internal and external decisions to be made by managers</li> <li>• analyze the demand and supply conditions and assess the position of a company</li> <li>• design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets</li> <li>• analyze real-world business problems with a systematic theoretical framework</li> <li>• make optimal business decisions by integrating the concepts of economics, mathematics, and statistics</li> </ul> <b>Course Contents:</b><br>Nature and Scope of Managerial Economics, Economic Optimization, Demand and Supply, Demand analysis and estimation, Forecasting, Production analysis, and competitive Markets, Cost analysis and estimation, Performance and strategy in competitive Markets. Pricing and Output Decisions (Monopolistic Competition and Oligopoly, Special Pricing Practices and game theory. and make optimal business decisions). |                |              |                      |    |

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|---|--|---------------------------------------|
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Group Discussion |
| Evaluation Methods  |  |                                       |
| Formative Assessment  | Examinations, Tutorial, Assignment   | 30%                                   |
| Summative Assessment  | Written examination of 3 hour duration expected to answer any five questions out of seven questions. | 70%                                   |
| <b>Recommended readings:</b><br>Dominick Salvatore (2015) Managerial Economics, 7 <sup>th</sup> Edition, New Delhi.<br>Hirschey (2009) Managerial Economics, Twelfth Edition, New Delhi.<br>Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, (2008) Managerial Economic, 5 <sup>th</sup> Edition, Pearson Education<br>Christopher R. Thomas and S. Charles Maurice, McGraw Hills, (2011), Managerial Economics - Foundations of Business Analysis and Strategy, 10 <sup>th</sup> edition. |  |                                       |

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|--|----------|--|--------------------------|---------|
| Module Code  | MAR 2113 | Title  | Marketing Communications |         |
| Credits  | 03       | Hours  | Lectures<br>Laboratory   | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide a wide knowledge in marketing communications elements & know how to market products/services thorough effective communications.  |          |  |                          |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the components of marketing communications</li><li>• discuss the impact of communication mix of various marketing organizations</li><li>• explain how to develop a proper marketing communication plan</li><li>• develop marketing communication strategies for organizations</li><li>• construct marketing communication programmes for domestic and global organizations</li></ul> |          |  |                          |         |
| <b>Course Contents:</b><br><br>The nature of marketing communication, understanding of marketing communication environment, strategic development of marketing communication mix, managing the marketing communication mix, developing integrated marketing communication plan. evaluating marketing communication program, comparison of domestic Vs international/global marketing communication, current trends & future developments         |          |  |                          |         |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Group Presentations, Case study analysis, Debates   |                          |         |
| Evaluation Methods   |          |  |                          |         |
| Formative Assessment   |          | Examination, Assignments, Presentations<br>Case study Analyses   |                          | 30%     |
| Summative Assessment   |          | Written examination of 3 hour duration expected to answer question 1 and other four questions out of seven questions |                          | 70%     |

**Recommended readings:**

John Egan (2007), Marketing Communications.

Lynne Eagle, Stephan Duhl, Burburu Czunecka (2014), Marketing Communication.

Olujimi Kayode (2014), Marketing Communication, 1<sup>st</sup> edition.

George E. Belch and Michael A Belch, Advertising and Promotion (An Integrated Marketing Communications Perspective), 6<sup>th</sup> edition

Graham Hughes, Chris Fill, CIM (2008 - 2009), The official CIM Course Book Marketing Communication.

Tom Griffin, International Marketing Communications, Butterworth Heinmann, 1994.

|   |          |  |                        |         |
|---|----------|--|------------------------|---------|
| Module Code   | MAR 2123 | Title  | Retail Marketing       |         |
| Credits   | 03       | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge in retail marketing and its consequences to organizations and customers.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• differentiate the concepts of selling and marketing</li><li>• discuss the impact of retail marketing to different stakeholder</li><li>• manage the quality of service and product in retailing</li><li>• develop a retail marketing programme for organizations</li></ul><br><b>Course Contents:</b><br><br>Introduction to retailing - definition, retail environment, nature of retailing-, retailing in marketing - differences between small business marketing and retail marketing, consumer behaviour in retailing, managing the service quality in retailing, the retail marketing mix - product, retail pricing, price, retail promotion - merchandise management, the management of retail brand, consumerism and ethics in retailing. |          |  |                        |         |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Case study analysis, Presentations, Debates |                        |         |
| Evaluation Methods  |          |  |                        |         |



|                      |   |     |
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| Formative Assessment | Mid semester Examination of one-hour duration, Tutorial(s), Quiz, Presentation                  | 30% |
| Summative Assessment | Written examination of 3 hour duration expected to answer five questions out of eight questions | 70% |

**Recommended readings:**

Dale Miller (2008), Retail marketing - A branding and innovation approach, Tild University Press.

Paul Stinson (2007), Top Careers in Two Years Retail marketing and sales, Infobase Publishing.

A, Sivakumar (2007), Retail Marketing, Eel Books India

Berman, Evans, Retail Management, a Strategic Approach, 8<sup>th</sup> Edition, Pearson

David Gulbere, Retail Marketing Management, 2<sup>nd</sup> Edition, Pearson Education Inc. 2002

Peter Mc Goldrick, Retail marketing, Second Edition, Mc Grawhill, 2002.

|                    |          |              |                         |    |
|--------------------|----------|--------------|-------------------------|----|
| <b>Module Code</b> | ECO 2113 | <b>Title</b> | Advanced Macroeconomics |    |
| <b>Credits</b>     | 03       | <b>Hours</b> | <b>Lectures</b>         | 45 |
|                    |          |              | <b>Laboratory</b>       | -  |

**Objectives:**

The objective of this course unit is to provide advanced macroeconomics phenomenon, including post-Keynesian theories in an open economy, and also provides the wider macroeconomics contexts concerning the international economy.

**ILO**

- identify the performance of the major advanced macroeconomics variables related to an open economy
- apply the knowledge and assess the various advanced macroeconomic situation of a country
- analyse the determinants of the relative strengths of fiscal and monetary policies for affecting gross domestic product

**Course Contents:**

|   |  |   |
|---|--|---|
| National income determination in an open economy with four sector model, IS - LM model of an open economy, unemployment, and aggregate demand - aggregate supply models, Phillips curve and the evolution and policy implications of Philips curve analysis, growth models, the theory of real business cycles, post - Keynesian consumption theories, post - Keynesian money demand theories, Exogenous growth - The Solow model.  |  |   |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Case study analysis, Discussions |
| Evaluation Methods  |  |   |
| Formative Assessment  | Mid-semester examination, Tutorial, quiz.  | 30%   |
| Summative Assessment  | Written examination of 3 hour duration expected to answer any five questions out of seven. | 70%   |
| <b>Recommended readings:</b><br><br>D. Acemoglu, 2009: Introduction to Modern Economic Growth, Princeton University Press.<br><br>L.G. Arnold, 2002: Business Cycle Theory, Oxford University Press.<br><br>J. Gali, 2008: Monetary Policy, Inflation, and the Business Cycle, Princeton University Press.<br><br>D. Romer, 2006: Advanced Macroeconomics, 3 <sup>rd</sup> ed., McGraw-Hill.<br><br>P.B. Sorensen and H.J. Whitta-Jacobsen, 2005: Introducing Advanced Macroeconomics, McGraw-Hill.<br><br>Ahuja, H.L (2016) Macro Economics<br><br>Ahuja, H.L (2010) Macro Economics: Theory and Policy. |  |   |

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| Module Code  | HRM 2113  | Title   | Human Ecology          |         |
| Credits  | 03  | Hours   | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge on effect of humans on the environment, emphasizing the political, sociological, and ecological consequences of human population growth. Further it looks the topics of current critical importance which include global warming trends, destruction of the ozone layer, consequences of pollution, habitat destruction, the loss of biodiversity, and conservation biology  |   |   |                        |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify and experiment with different perspectives useful in understanding how human communities reciprocally interact with their natural surroundings</li><li>• assess and apply classic and contemporary conceptions of human ecology and sustainability</li><li>• analyze how humans respond to and adapt to the natural world uniquely by way of physiology, learning, cognition, language, social organization, culture, and symbolism</li><li>• examine culture as constraining, creative and dynamic, and entailing technologies (material, energy and information), idea systems and consciousness, and institutions</li><li>• compare different adaptive regimes, including ones that have succeeded and failed to be sustainable</li></ul> |   |   |                        |         |
| <b>Course Contents:</b><br><br>Introduction, Human Population, Eco- and Social Systems- Effects of Technology, Climate Change, Unsustainable Systems, Sustainable Systems, Sustainable Development, Coupled human and nature systems, Background on human impact on global systems, Adaptation, human evolution and human development.   |   |   |                        |         |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Case study analysis, LMS |                        |         |
| Evaluation Methods   |   |   |                        |         |
| Formative Assessment   | Mid semester Examination of one-hour duration<br><br>Tutorial(s), Quiz, Presentation, Assignments |   |                        | 30%     |

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| Summative Assessment   | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br>Marten, Gerald G. (2001). Human Ecology: Basic Concepts for Sustainable Development. Earthscan. Sterling, Virginia.<br>Barr, Stewart. (2006). Environment and Society: Sustainability, Policy and the Citizen. Ashgate Publishing Ltd. Hampshire, UK.<br>Gerald G. Marten (2001) Human Ecology - Basic Concepts for Sustainable Development Publisher: Earthscan Publications. |   |     |

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|---|----------|---|----------------------------|----|
| <b>Module Code</b>  | HRM 2123 | <b>Title</b>                                  | Human Resource Development |    |
| <b>Credits</b>  | 03       | <b>Hours</b>                                  | <b>Lectures</b>            | 45 |
|   |          |   | <b>Laboratory</b>          | -  |
| <b>Objectives:</b><br><br>The objective of this course is to train the students in the various theoretical and practical aspects - motivation, quality of work of HRD, and to focus on the development of various intervention techniques.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• gain the HRD concept and system</li><li>• describe the HRD issues and experiences</li><li>• identify the strategies for advancing HRD</li><li>• gain the accountability in HRD</li><li>• explain the globalization and technology challenges to HRD</li></ul><br><b>Course Contents:</b><br><br>Foundations of Human Resources Development, Framework for HRD, HRD applications, Strategies for advancing HRD, Accountability in HRD, Globalization and technology challenges to HRD, HRD techniques |          |   |                            |    |
| <b>Teaching and Learning Methods</b>  |          | Lectures, Tutorials, Case study analysis, LMS |                            |    |
| Evaluation Methods  |          |   |                            |    |

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| Formative Assessment  | Mid semester Examination of one-hour duration<br>Tutorial(s), Quiz, Presentation                | 30% |
| Summative Assessment  | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70% |
| <p><b>Recommended readings:</b></p> <p>Jon M. Werner and Randy L. DeSimone (2011). Human Resource Development, 7<sup>th</sup> edition, Cengage Learning</p> <p>David McGuire and Kenneth Molb Jargensen (2011), Human Resources Development: a critical text, Sage publication</p> <p>Jim Grieves (2003). Strategic Human Resource Development, Sage Publication Limited</p> <p>Jerry W. Gilley, Steven A. Eggland and Ann Maycunich Gilley (2002). Principles of Human Resource Development, Perseus Publishing, US.</p> <p>Richard A. Swanson and Elwood F. Halton III (2001). Foundations of Human Resource Development, Berrett-Koehler Publishers Inc.</p> |   |     |

### 8.11.4 Second Year Second Semester

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|--|---|---------------------------------------|------------------------|---------|
| Module Code  | FIN 2213  | Title                                 | Financial Management   |         |
| Credits  | 03  | Hours                                 | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br>The objective of this course unit is to provide comprehensive knowledge and applications in the concepts and issues of financial management  |   |                                       |                        |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• interpret the concepts of financial management</li><li>• apply the financial concepts in practical problems</li><li>• explain the investment decisions in markets</li><li>• choose the financial concept for decision making</li></ul>  |   |                                       |                        |         |
| <b>Course Contents:</b><br>Introduction to financial management, finance and financial manager, time value of money, Bond and stock valuation, risk and return, working capital management, dividend policy, capital budgeting techniques.   |   |                                       |                        |         |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Group Discussion |                        |         |
| Evaluation Methods   |   |                                       |                        |         |
| Formative Assessment   | Examination, Assignments, Presentations   |                                       | 30%                    |         |
| Summative Assessment   | Written examination of 3 hour duration expected to answer five questions out of eight questions |                                       | 70%                    |         |
| <b>Recommended readings:</b><br>Block, Stanley, Hirt, Geoffrey, Danielsen, Bartley (2010), Foundations of Financial Management with Time Value of Money, 14 <sup>th</sup> edition, Publisher: McGraw-Hill/Irwin, ISBN-13: 9780077454432<br>Eugene F. Brigham, Michael C. Ehrhardt (2010), Financial Management: Theory & Practice, 13 <sup>th</sup> edition, Publisher: South-Western College Pub, ISBN-13: 9781439078099<br>Brooks, Raymond (2009), Financial Management: Core Concepts, 1 <sup>st</sup> edition, Publisher: Addison Wesley, ISBN-13: 9780321155177 |   |                                       |                        |         |

Rose. S, Westerfield. RW and Jaffe.J and Kakam. R.K (2009), Corporate Finance, 8<sup>th</sup> edition, tata Mc Graw Hill, India.

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|---|----------|---------------------------------------|---|---------|
| Module Code   | MGT 2213 | Title                                 | Operations Research   |         |
| Credits   | 03       | Hours                                 | Lectures<br>Laboratory  | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to introduce students to use quantitative methods and techniques for effective decision-making model formulation, and applications that are used in solving business decision problems.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• formulate an appropriate linear programming model, from a written description of a problem environment, which solution will solve the problem</li><li>• recognize the scope and limitations of linear programming modelling and appreciate its position within the Operational Research discipline</li><li>• solve any (small) linear programming problem using an appropriate version of the Simplex Algorithm</li><li>• perform sensitivity analysis on an optimal solution</li><li>• use Duality Theory to prove basic theorems of Linear Programming and apply Duality Theory to recognize optimality, infeasibility in a linear program</li><li>• apply the Transportation Simplex Algorithm under a variety of scenarios</li></ul><br><b>Course Contents:</b><br><br>Business Forecasting, Analyzing Business Decision, Linear Programming, Transportation and Assignment. Waiting Line Models. Queues and Simulation, Network models. |          |                                       |   |         |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Group Discussion |   |         |
| Evaluation Methods  |          |                                       |   |         |
| Formative Assessment  |          |                                       | Examinations, Assignments, Practical  | 30%     |
| Summative Assessment  |          |                                       | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70%     |

**Recommended readings:**

C. B. Gupta, P. K. Dwivedi Sunil Kumar, Operations Research, Kindle edition (2016).

Fredenick Hillier, Introduction to Operations Research, 10<sup>th</sup> edition (2014).

Hamdy A. Taha, Operations Research-An Introduction to Operations Research, 10<sup>th</sup> edition (2016).

Hamdy A. Taha (2010), Operations Research: An Introduction (9th edition)

K.R.M.T. Karunaratna, (1999), Quantitative Methods for Management

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| Module Code  | MGT 2222 | Title  | Logistics and Supply Chain Management |    |
| Credits  | 02       | Hours  | Lectures                              | 30 |
|  |          |  | Laboratory                            | -  |
| <b>Objectives:</b><br><br>The objective of this course unit is to develop the students’ ability to conceptualize, design, and implement supply chains aligned with product, market, and customer characteristics.  |          |  |                                       |    |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the functioning of logistics and supply chain management in today’s global economy</li><li>• describe key functions of logistics and supply chain management, and the role of procurement and manufacturing in supply chain functioning</li><li>• identify Information technology needs of a supply chain and design supply chain network</li><li>• formulate managerial strategies that can be used to effectively manage a Supply Chain</li></ul> |          |  |                                       |    |
| <b>Course Contents:</b><br><br>Introduction to logistics and supply chain management, inventory management and risk, pooling, transportation strategy, supply chain integration, strategic alliances, supply chain drivers and obstacles, designing the supply chain network: facility location, procurement in supply chain management.   |          |  |                                       |    |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Group Discussion, Presentations |                                       |    |
| Evaluation Methods   |          |  |                                       |    |



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| Formative Assessment   | Examinations, Assignments, Presentations   | 30% |
| Summative Assessment   | Written examination of 2 hour duration expected to answer all questions in Part I and other three questions in Part II | 70% |
| <p><b>Recommended readings:</b></p> <p>Alan Harrison, Pemko Van Hoek, and Heather Skipworth (2016). Logistic Management and Strategy, 5<sup>th</sup> Edition, Pearson Education.</p> <p>Shoshanah Chohen and Joseph Roussel (2013). Strategic Supply Chain Management, 2<sup>nd</sup> Edition, McGraw-Hill Education.</p> <p>Joel D. Wisner, Keah-Choon Tan &amp; G. Keong Leong (2016). Principles of supply chain management-A Balanced approach, 4<sup>th</sup> Edition, Cengage.</p> |  |     |

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|---|----------|--------------|--------------------|----|
| <b>Module Code</b>  | ECO 2212 | <b>Title</b> | Sri Lankan Economy |    |
| <b>Credits</b>  | 02       | <b>Hours</b> | <b>Lectures</b>    | 30 |
|   |          |              | <b>Laboratory</b>  | -  |
| <p><b>Objectives:</b></p> <p>The objective of this course is to understand current economic trends and conditions which are related to the Sri Lankan economy.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• demonstrate the economic and social changes in the past.</li> <li>• analyse the economic and social relations to the economic context.</li> <li>• gain the knowledge about the changing patterns, and current issues of economic development aspects in Sri Lanka</li> <li>• identify the challenges of emerging issues and recent development of the economy in Sri Lanka.</li> </ul> <p><b>Course Contents:</b></p> <p>Changing patterns of Sri Lankan economic structural changes, trends in income distribution, unemployment and poverty in Sri Lanka, demographic changes and its impact on the economy, agricultural development, industrial policy and development,</p> |          |              |                    |    |

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| foreign trade and development, privatization and globalization, environment and development, the impact of international financial organizations in Sri Lankan economy.  |   |     |
| Teaching and Learning Methods  | Lectures, Group Discussion  |     |
| Evaluation Methods   |   |     |
| Formative Assessment   | Examinations, Assignments, Presentations  | 30% |
| Summative Assessment   | Written examination of 2 hours duration expected to answer any four questions out of seven. | 70% |
| <b>Recommended readings:</b><br><br>Central Bank of Sri Lanka (1998) - Economic progress of independent in Sri Lanka<br>WD Lakshman (1997). Dilemmas of Development-Fifty years of Economic changes in Sri Lanka<br><br>Nimal Sanderatne, (2000), Economic Growth and Social Transformations-Five lectures in Sri Lanka.<br><br>People’s Bank - Various Economics review<br><br>UNICEF (1985) -The Social impact of economic policies in the last decade<br><br>Economic Review Latest Edition<br><br>Central Bank Annual Report<br><br>Publications of Institute of Policy Studies. |   |     |

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|---|----------|--------------|---------------------------|----|
| <b>Module Code</b>  | ENG 2212 | <b>Title</b> | Business Communication II |    |
| <b>Credits</b>  | 02       | <b>Hours</b> | <b>Lectures</b>           | 30 |
|   |          |              | <b>Laboratory</b>         | -  |
| <b>Objectives:</b><br>The course aims at developing the competence and performance knowledge and skills of the students to a reasonable standard in their business communication in English at the advanced level.<br><b>ILO</b> <ul style="list-style-type: none"> <li>• understand the grammar and practice the vocabulary in a formal and</li> </ul> |          |              |                           |    |

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| <p>informal business context.</p> <ul style="list-style-type: none"> <li>• develop speaking skill autonomously using simple and complex speech and listen for holistic comprehension in business communication.</li> <li>• show comprehension in reading business texts continuously without breaking for meaning of every word and write guided compositions on business matters with grammatical accuracy and appropriateness.</li> <li>• demonstrate expertise in writing skill for formal business communication</li> </ul>  |   |  |
| <p><b>Course Contents:</b></p> <p>Advanced level competence and performance in Business English language structure, and the four Business English language skills</p> <p>Implications in the concepts of Business Communication, advanced activities for oral business communication, Interpret and Use of English in correspondence and the pattern of business communication in different contexts. The practice of advanced language skills, speaking, and writing, listening, and reading skills-in business communication. Extensive and intensive understanding of business communication, Definitions, Theories, Models, Patterns, Functions and skills, Evolution of Business Communication and its application in the practical context, advanced Business Communication Skills, advanced Writing in Business communication context: letter writing, report writing, minutes writing, advertisement, notice, memos, circulars. Internal and external and corporate and cultural, The problems, challenges and barriers in business communication, Organizational communication, efficient and effective communication of vision, mission, goals and objectives, Decision making process and analysis.</p> |   |  |
| <p><b>Teaching and Learning Methods</b></p>  |   | <p>Lectures, Tutorials, Group Discussion, Group Activity, Presentations, Students' Demonstration</p> |
| <p>Evaluation Methods</p>  |   |  |
| <p>Formative Assessment</p>  | <p>In course assessment of one-hour duration. - Listening, Tutorial(s)-Written, Presentation-Oral</p>   | <p>30%</p>   |
| <p>Summative Assessment</p>  | <p>Written examination of 2 hour duration expected the candidates to answer for 12 questions in reading, language structure, and writing.</p> | <p>70%</p>   |
| <p><b>Recommended readings:</b></p> <p>Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall</p> <p>Excellence in Business Communication (6<sup>th</sup> edition) by John Thill, Courtland L. Bovee, Paperback: 656 pages, Publisher: Prentice Hall</p>  |   |  |

Market Leader, Business English Course Book (beginner to advanced level series) from by David Cotton et al (3<sup>rd</sup> Edition). Publisher: FT, Longman - Pearson.

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|---|--|-------|---------------------------------------|-----|
| Module Code   | ACU 2212   | Title | Social Harmony and Active Citizenship |     |
| Credits   | 00   | Hours | Lectures                              | 15  |
|   |  |       | Community Practice                    | 30  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge in the diverse dimensions of the concept of social harmony in national and global perspectives and empower the students to engage in peacefully and effectively with others for the sustainable development of their communities.   |  |       |                                       |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the social harmony in national and global perspectives</li><li>• illustrate the historical background of social disharmony in Sri Lanka</li><li>• apply the perspectives of active citizenship positively in the national context</li><li>• build social harmony and sustainable development in communities through active citizenship</li></ul> |  |       |                                       |     |
| <b>Course Contents:</b><br><br>Social harmony in national and global perspectives, historical background to social disharmony in Sri Lanka, Introduction to active citizens, identity and culture, intercultural dialogue, local and global communities, Planning social action, delivering social action.  |  |       |                                       |     |
| Teaching and Learning Methods   |  |       | Lectures, Tutorials, Group Discussion |     |
| Evaluation Methods  |  |       |                                       |     |
| Formative Assessment  | Community practice, Community projects/reports<br>Presentations, Assignments   |       |                                       | 50% |
| Summative Assessment  | Written examination of 2 hour duration expected to answer a combination of structured questions and two essay questions. |       |                                       | 50% |
| <b>Recommended Readings:</b><br><br>Fieldier and Klans (2007), Social Communication, Psychological press  |  |       |                                       |     |

Greene, J. and Burelson, B.R. (2003) Handbook of Communication and Social Interaction skill, Routledge  
 Kumar Rupasinghe, (2008). Conflict Resolution and Transformation. Vol. I and Vol II. The Foundation for Co-existence.  
 British Council (2015) Active Citizens, University and College Facilitator Toolkit.

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|---|---|-------|--|---------|
| Module Code   | ACC 2213  | Title | Advanced Financial Accounting                  |         |
| Credits   | 03  | Hours | Lectures<br>Laboratory                         | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge, skills and competence about the Financial Reports, Compliance and Monitoring Framework with particular emphasis on Lanka Accounting Standards and Sri Lanka Financial Reporting Standards.   |   |       |  |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify the procedures to be followed while creating group financial statements</li><li>• describe and analyse of advanced accounts accordance with LKAS.</li><li>• demonstrate awareness of provisions of the LKAS sections relating to financial reporting.</li></ul>   |   |       |  |         |
| <b>Course Contents:</b><br><br>First-time Adoption of Lanka Accounting Standards, consolidated financial statements, investments in associates, statement of cash flows, accounting for branches.   |   |       |  |         |
| Teaching and Learning Methods   |   |       | Lectures, Tutorials, Group presentations, Quiz |         |
| Evaluation Methods  |   |       |  |         |
| Formative Assessment  | Mid semester Examination, Assignment, Tutorial, Quiz, Presentation                              |       |  | 30%     |
| Summative Assessment  | Written examination of 3 hour duration expected to answer five questions out of seven questions |       |  | 70%     |
| <b>Recommended readings:</b><br><br>Beams, Floyd A., Anthony, Joseph H., Bettinghaus, Bruce (2011), Advanced Accounting (11 <sup>th</sup> edition), Publisher: Prentice Hall, ISBN-13: 9780132568968<br><br>Baker, Richard E., Lembke, Valdean C., King, Thomas E, (2010), Advanced Financial Accounting, 9 <sup>th</sup> edition, Publisher: Irwin/McGraw-Hill ISBN: 13- |   |       |  |         |

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| Module Code  | ACC 2223  | Title  | Corporate Governance   |         |
| Credits  | 03  | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course is to provide an understanding of the major issues and problems involved in corporate governance in public limited companies to identify the main issue of the separation of ownership, control, and corporate governance mechanisms.   |   |  |                        |         |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify the corporate governance practices in Sri Lanka</li><li>• explain the accountability and responsibility</li><li>• discuss the role and responsibilities of the board of directors, managers and auditors</li><li>• describe the concept of business ethics</li></ul>   |   |  |                        |         |
| <b>Course Contents:</b><br><br>corporate governance practices in Sri Lanka; code of best practices, stakeholder and stockholder theory, role and responsibilities of a board of directors, the structure of the board of directors, role and responsibilities of management, business ethics; the difference between codes of ethics and the legislation; the principle of independence, code of ethics for professional accountants and chartered financial analysts. |   |  |                        |         |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Group presentations, Quiz |                        |         |
| Evaluation Methods   |   |  |                        |         |
| Formative Assessment   | Mid-semester Examination, Assignment<br>Tutorial(s), Quiz, Presentation                         |  |                        | 30%     |
| Summative Assessment   | Written examination of 3 hour duration expected to answer five questions out of seven questions |  |                        | 70%     |
| <b>Recommended readings:</b><br><br>Ownership and Control in Corporate Governance and Economic Development: Lessons from Sri Lanka (Series on Economic Development and Growth) (Hardback)By (author) Shalini Perera<br><br>Corporate Governance, Chichester John Wiley and Sons, 5 <sup>th</sup> edition.  |   |  |                        |         |

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| Module Code  | MAR 2213   | Title  | Agricultural Marketing |         |
| Credits  | 03   | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the basic knowledge of agricultural marketing and marketing problems using some related models.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• describe the role of agricultural marketing</li><li>• identify the price determination of agricultural products in the market.</li><li>• identify the various approaches of agricultural and food markets</li><li>• explain the price discrimination for agricultural products</li></ul><br><b>Course Contents:</b><br><br>Introduction to agricultural price analysis, analyzing agricultural and food markets, demand elasticity and related coefficients for farm or agricultural products, time in demand and supply analysis, price discrimination for agricultural products. |  |  |                        |         |
| Teaching and Learning Methods  |  | Lectures, Tutorials, Group Presentations, Case study analysis, |                        |         |
| Evaluation Methods   |  |  |                        |         |
| Formative Assessment   | Examination, Assignments, Presentations<br>Case study Analyses   |  |                        | 30%     |
| Summative Assessment   | Written examination of 3 hour duration expected to answer question 1 and other four questions out of seven questions |  |                        | 70%     |
| <b>Recommended readings:</b><br><br>Richard L. Kohis, Joseph Nuhl, Marketing of agricultural Products-7 <sup>th</sup> edition<br><br>Wayne D.Purcell, Agricultural Marketing Systems, - Coordination, cash and futures prices.<br><br>William G.Tomek & Kenneth L.Robinson, Agricultural Product Prices  |  |  |                        |         |

Frederic Laundy Thomson, Agricultural Marketing

Khois R.K. & W.D.Downey, Marketing of Agriculture Products

Jayson Lusk (2007), Agricultural marketing and Price Analysis, 1<sup>st</sup> Edition.

James Vercammen (2011), Agricultural Marketing Structural models for Price Analysis.

Wierenga, Vantilburg, Grunert, Steenkamp, Wedel. M, (1997), Agricultural Marketing and Consumer Behaviour in a Changing world.

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|--|---|--|------------------------|---------|
| Module Code  | MAR 2223                                | Title  | Consumer Behaviour     |         |
| Credits  | 02                                      | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide a comprehensive knowledge of consumer and buyer behavior and their influence on Marketing.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• describe the factors influencing in consumer behavior</li><li>• distinguish various behaviours of consumers on purchasing decisions</li><li>• discuss the external and internal factors influencing on purchasing decisions</li><li>• explain the relationship between buyers’ behaviour and purchasing decisions</li><li>• elaborate the post-purchase behavior</li></ul><br><b>Course Contents:</b><br><br>Behavioural perspectives of marketing exchange processes, major (external) factors influencing consumer behavior, understanding consumers & market segments, major (internal) factors influencing consumer behavior, buying decision processes, post-purchase behavior, discuss the external and internal factors influencing on purchasing decisions. |   |  |                        |         |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Group Presentations, Case study analysis, Debates |                        |         |
| Evaluation Methods   |   |  |                        |         |
| Formative Assessment   | Examination, Assignments, Presentations |  |                        | 30%     |



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| Summative Assessment   | Written examination of 3 hour duration expected to answer question 1 and other four questions out of seven questions | 70% |
| <p><b>Recommended readings:</b></p> <p>Leon. G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar, Consumer Behaviour, 11<sup>th</sup> edition, 2015.</p> <p>Soloman, M.R (2016). Consumer Behaviour, 12<sup>th</sup> Edition, Pearson Education Publications.</p> <p>Setha, Z and Blythe, J (2016) Consumer Behaviour, 3<sup>rd</sup> Edition, Sage Education Publication</p> <p>David Mothersbaugh and Delbert Hawkins (2015) Consumer Behavior: Building Marketing Strategy, 13<sup>th</sup> edition, McGraw Hill Education</p> <p>Schiffman, L, G and Wisenblit, J (2014) Consumer Behaviour 11<sup>th</sup> Edition, Pearson Education Publications.</p> <p>Paladino, A, O'Cass, A and Schiffman, L.G (2013) Consumer Behaviour, 6<sup>th</sup> Edition, Pearson Education Publications.</p> <p>Michael R. Solomon, (2012) Consumer behavior, 10<sup>th</sup> Edition.</p> |  |     |

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| <b>Module Code</b>   | ECO 2213 | <b>Title</b> | Mathematical Economics |    |
| <b>Credits</b>   | 03       | <b>Hours</b> | <b>Lectures</b>        | 45 |
|  |          |              | <b>Laboratory</b>      | -  |
| <p><b>Objectives:</b></p> <p>This objective of this course unit is to introduce some basic mathematical knowledge and tools to understand how to apply the mathematical aspects in economics.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• describe the underlying principles, terminology, methods, techniques and conventions used in the subject.</li> <li>• solve economic problem using the mathematical methods described in the subject.</li> <li>• use the mathematical tools of algebra, calculus, and probability in a variety of economic model</li> </ul> <p><b>Course Contents:</b></p> |          |              |                        |    |

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|--|--|---|
| Functions and economic models, constrained optimization and multivariate optimization, matrix algebra, modeling consumer behaviour and consumer utility maximization problems, mathematical treatment of production, homogeneous and homothetic functions in consumer choice theory, quasi concave and quasi convex functions, expenditures and minimization problems, dynamic programming, ordinary differential equations. |  |   |
| <b>Teaching and Learning Methods</b>   |  | Lectures, Tutorials, Discussions, Debates |
| Evaluation Methods   |  |   |
| Formative Assessment   | Mid semester Examination, Tutorial(s), Quiz, Presentation                              | 30%                                       |
| Summative Assessment   | Written examination of 3 hour duration expected to answer five questions out of seven. | 70%                                       |
| <b>Recommended readings:</b>   |  |   |
| Takayama, A. Analytical methods in economics. (University of Michigan Press, 1999)   |  |   |
| De la Fuente, Angel (2000): Mathematical Methods and Models for Economists. (Cambridge, MA: Cambridge University Press)  |  |   |
| Novshek, Willia (1993): Mathematics for Economists. (Cambridge, MA: Emerald Group)   |  |   |
| Simon, Carl P. and Lawrence Blume (1994): Mathematics for Economists. (New York, NY: W. W. Norton & Company)   |  |   |
| Kelvin Lancaster (2011), Mathematical Economics.   |  |   |
| Vali, Shapoor (2014), Principles of mathematical Economics   |  |   |
| Akira Takayama (2010), mathematical economics.   |  |   |
| Kusuoka, Shigeo, Maruyama, Toru (2017), Advances in Mathematical Economics   |  |   |
| Kusuoka, S. and Yamazaki, A. (2017), Advances in mathematical Economics (vol 9).   |  |   |

|  |          |              |                        |    |
|--|----------|--------------|------------------------|----|
| <b>Module Code</b>   | ECO 2223 | <b>Title</b> | Agricultural Economics |    |
| <b>Credits</b>   | 03       | <b>Hours</b> | <b>Lectures</b>        | 45 |
|  |          |              | <b>Laboratory</b>      | -  |
| <b>Objectives:</b><br>The objective of this course is to develop the knowledge and understanding of the basic principles and practices of economics and their application in agricultural economics. |          |              |                        |    |

**ILO**

- explain the basic concepts of economics and their application in agriculture and how the supply and demand determine the price in the market of agricultural products.
- identify the core principles of microeconomics, especially related to agricultural production, cost analysis and prices and application of these economic principles to selected farm management problems.
- demonstrate an awareness of various agricultural industries and the characteristics of their market structures.

**Course Contents:**

Introduction to agricultural economics and basic concepts in economics, Consumer theory in agricultural economics. The supply and demand relations in agriculture, Determination of equilibrium price, Elasticities and flexibilities, Price variation in Time, Cobweb model. Understanding the food marketing channel. Basic economic concepts and principles applied in agricultural production and marketing. Marketing Margins. Spatial concepts in agricultural markets. International agricultural trade, Introduction to agricultural futures markets, Agricultural Production, Empirical agriculture price analysis, Agricultural prices and Market, Reduced form approach on a supply side: Supply response model.

|                                      |  |                                       |
|--------------------------------------|--|---------------------------------------|
| <b>Teaching and Learning Methods</b> |  | Lectures, Tutorials, Group Discussion |
| Evaluation Methods                   |  |                                       |
| Formative Assessment                 | Assignments, Class room exams and tutorials.   | 30%                                   |
| Summative Assessment                 | Written examination of 3 hour duration expected to answer five questions out of eight. | 70%                                   |

**Recommended readings:**

Penson, J. B., Capps O. Rossen C. P., & Woodward, R. (2013). Introduction to Agricultural Economics. 5th Edition. New Jersey: Prentice Hall.

Cramer, G., Jensen C. W., & Southgate, D. D. (2001). Agricultural Economics and Agribusiness. 8th Edition. Wiley Publisher.

John B. Penson Jr. Oral T. Capps Jr. C. Parr Rosson III, Richard T. Woodward, (2009), Introduction to Agricultural Economics (5<sup>th</sup> edition).

H. Evan Drummond Ph.D., John W. Goodwin, (2010), Agricultural Economics, 3<sup>rd</sup> Edition.

Darren Hudson, (2006), Agricultural Markets and Prices. 1<sup>st</sup> edition

John N. Ferris, (2005), Agricultural Prices and Commodity Market Analysis, 1<sup>st</sup> Edition.

Kumar, K. Nirmal Ravi, (2016), Agricultural Production Economics.

K. Palanisami and P. Paramasivam and C.R. Ranganathan, (2016), Agricultural Production Economics Analytical Methods and Applications.

Bhagat, D and S L S Akoijam, (2017), Agricultural Marketing: Issues and Challenges.

David L. Debertin, (2012) Agricultural Production Economics.

Sharma, Premjit ed, (2016) Agricultural Marketing Management

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|--------------------|----------|--------------|----------------------------|----|
| <b>Module Code</b> | HRM 2213 | <b>Title</b> | Employee Health and Safety |    |
| <b>Credits</b>     | 03       | <b>Hours</b> | <b>Lectures</b>            | 45 |
|                    |          |              | <b>Laborat</b>             | -  |

#### **Objectives:**

The objective of this course is to provide an introductory level review of the major facets of occupational health and safety and to gain knowledge of the various professions that interact to protect the health and safety of workers in the workplace and a background in regulatory guidance and compliance, and investigate the underlying science that drives safety regulations in the workplace.

#### **ILO**

- describe the importance of maintaining a safety and health workplace.
- demonstrate knowledge of health and safety record keeping and management, and the role of the safety and health manager.
- identify contemporary safety and health issues and the ability to use the techniques, skills for professional practice in the field of employee safety and health.
- examine the knowledge of health and safety guidelines and basic workplace monitoring
- identify the policies, procedures and equipment needed to deal with hazardous materials.
- demonstrate knowledge of the types of hazards, planning, organization and training needed to work safely with hazardous materials.

#### **Course Contents:**

Introduction to health and safety, Roles of health and safety personnel, Types of hazards risks, Hazards and safeguarding, Controlling workplace hazards, Health and safety management system.

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| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Case study analysis, LMS |
| Evaluation Methods   |   |   |
| Formative Assessment   | Mid-semester Examination, Tutorial(s), Quiz, Presentation                                       | 30%   |
| Summative Assessment   | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70%   |
| <p><b>Recommended readings:</b></p> <p>Reese, C. (2003) Occupational health and safety management: a practical approach. Boca Raton, Fla.: Lewis, 2003</p> <p>La Dou, J. (1994) Occupational health &amp; safety. 2<sup>nd</sup> ed. Itasca, III.: National Safety Council.</p> <p>Friend, Mark A.; Kohn, John P. (2010). Fundamentals of Occupational Safety and Health. - 6<sup>th</sup> ed. ISBN 978-1-60590-706-2.</p> |   |   |

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|---|----------|--------------|----------------------|----|
| <b>Module Code</b>  | HRM 2223 | <b>Title</b> | Employment Relations |    |
| <b>Credits</b>  | 03       | <b>Hours</b> | <b>Lectures</b>      | 45 |
|   |          |              | <b>Laboratory</b>    | -  |
| <p><b>Objectives:</b></p> <p>The main objective of this course unit is to provide students knowledge and skills in developing and maintaining the environment for effective employment relations.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• describe the conceptual framework of employment relations and its trend</li> <li>• know the trade unionism, collective bargaining, employee involvement</li> <li>• explain the grievance handling and discipline</li> <li>• discuss the role of employment relations</li> </ul> <p><b>Course Contents:</b></p> <p>Conceptual framework of employment relations, trade unionism, collective bargaining, employee involvement, grievance handling and discipline, trends in employment</p> |          |              |                      |    |

|   |   |   |
|---|---|---|
| relations, the role of employment relations in making a delightful working environment and retaining key employees, Labour Management Relationship (LMR) in Sri Lanka   |   |   |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Case study Analysis, LMS |
| Evaluation Methods  |   |   |
| Formative Assessment  | Mid-semester Examination of one-hour duration<br>Tutorial(s), Quiz, Presentation                | 30%   |
| Summative Assessment  | Written examination of 3 hour duration expected to answer five questions out of seven questions | 70%   |
| <b>Recommended readings:</b><br><br>The Employers’ Federation of Ceylon (2012). Handbook of industrial relations, The Employers’ Federation of Ceylon<br><br>Michael Armstrong (2012). Armstrong’s Handbook of Human Resources Management Practice. Kogan Page.<br><br>Adikaram. A. S (2008) Labour law and relations: A Human Resource Management approach, University of Colombo, Sri Lanka |   |   |

### 8.11.5 Third Year First Semester

|   |          |   |  |     |
|---|----------|---|--|-----|
| Module Code   | MGT 3113 | Title   | Entrepreneurship and Small Business Management |     |
| Credits   | 03       | Hours   | Lectures                                       | 30  |
|   |          |   | Field Study                                    | 30  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge and skills for generating business ideas to establish and manage small and medium enterprises.  |          |   |  |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the concepts of entrepreneurship, characteristics of successful entrepreneurs, classification of entrepreneurs and entrepreneurial opportunities</li><li>• identify the problems in small and medium enterprises and provide effective solutions</li><li>• differentiate the characteristics of women entrepreneurs from male entrepreneurs</li><li>• explain the strength and weaknesses of a family business, stages of growth of family business and its governance</li><li>• describe the strategic action and entrepreneurial actions</li><li>• develop the business plan for the existing and new business.</li></ul> |          |   |  |     |
| <b>Course Contents:</b><br><br>Entrepreneurs and Entrepreneurship - classification, characteristics, types, responsibilities of entrepreneurs, Seeking Entrepreneurial Opportunities, Modern Small Business Enterprises - definition, the importance of small-scale industries in Sri Lanka, Women Entrepreneurs, Family Business, Definition of strategic planning, strategic actions and entrepreneurial actions: differentiation and commonalities, Developing the New Venture Business Plan.  |          |   |  |     |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Case study Analyses, Field study, Field study report presentation, self-learning through LMS |  |     |
| Evaluation Methods  |          |   |  |     |
| Formative Assessment  |          | Tutorial Examinations, Assignments, Case Study Analyses, Field study report writing and presentation              |  | 40% |

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| Summative Assessment   | Written examination of three hour duration expected to answer question one and other four out of seven questions | 60% |
| <p><b>Recommended readings:</b></p> <p>Donald F. Kuratko, and Rao, V.T., (2014). Entrepreneurship A South Asian Perspective, Cengage Learning India Pvt. Ltd.</p> <p>Michael Schaper, Thierry Volery, Paul Weber, and Brian Gibson, (2013), Entrepreneurship and Small Business Management, 4<sup>th</sup> Edition, Wiley publishers.</p> <p>Norman Scarborough, (2013), Essential of Entrepreneurship and Small Business Management, Pearson Publishers.</p> <p>Poornima M. Charantimath, (2006), Entrepreneurship Development and Small Business Enterprises, Dorling Kindersley, (India) Pvt. Ltd.</p> <p>Coulter, M (2006), Entrepreneurship in Action, 2<sup>nd</sup> Edition, Prentice-Hall of India Pvt. Ltd., New Delhi.</p> |  |     |



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|--|--|--|-----------------------------------|-----|
| Module Code  | PRO 3113   | Title  | Operations and Quality Management |     |
| Credits  | 03   | Hours  | Lectures                          | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the knowledge of the operations system of the service organizations, industry, and other organizations and how these organizations maintain the quality of the operational system.   |  |  |                                   |     |
| <b>ILO</b><br><br><ul style="list-style-type: none"><li>• explain important operations management methods and systems to improve organizational performance</li><li>• examine different strategic and tactical approaches to improve organizations</li><li>• evaluate decisions and solve problems in the operational aspects of organizations</li><li>• apprise the quality control, total quality management, and inventory management techniques</li></ul>                                      |  |  |                                   |     |
| <b>Course Contents:</b><br><br>Introduction to operations management, operations strategies, designing product and services, capacity planning, facility locations, and layout planning, quality control and improvement, total quality management, inventory management   |  |  |                                   |     |
| <b>Teaching and Learning Methods</b>   |  | Lectures, Tutorials, Case study Analyses and self-learning through LMS |                                   |     |
| Evaluation Methods   |  |  |                                   |     |
| Formative Assessment   | Examinations, Assignments, Case study analyses and Presentation  |  |                                   | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer question one and other four out of seven questions |  |                                   | 70% |
| <b>Recommended readings:</b><br><br>Heizer, J., Render, B. & Munson, C. (2017). Operations Management: Sustainability and Supply Chain Management, 12 <sup>th</sup> Edition, Pearson Publishers.<br><br>Backström, T., Fundin, A. & Johansson, P. E. (2017). Innovative Quality Improvements in Operations: Introducing Emergent Quality Management, Springer, New York<br><br>Slack, N., Jones, A.B. & Johnston, R. (2013). Operations Management. 7 <sup>th</sup> Edition. Pearson Education, UK |  |  |                                   |     |

Chase, R. B, Shankar, R., Jacobs, F.R. & Aquilano, N. J. (2010). Operations and Supply Management, 12<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi

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|---|--|--|---------------------|-----|
| Module Code   | ECO 3113   | Title  | Banking and Finance |     |
| Credits   | 03   | Hours  | Lectures            | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide an understanding of banking practices, money supply model, and financial system influences in the banking sector in Sri Lanka.  |  |  |                     |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the banking system of the Sri Lankan Economy</li><li>• analyze the financial role in the development of the Sri Lankan economy</li><li>• identify the functions and role of Central Bank of Sri Lanka</li><li>• analyse the importance, stability and major actors of financial systems.</li></ul>  |  |  |                     |     |
| <b>Course Contents:</b><br><br>Licensed Commercial Banks and their functions and financial products, Licensed Non-Banking institutions and their functions, other non-banking financial institutions. Central banking and money supply, monetary policy, macroeconomic goals, powers and functions of Regularity authorities, Customer- Banker relationship, Financial System and its role of different components, Financial markets and instruments, Regularity Institutions, Payment and settlement systems. |  |  |                     |     |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Group Discussion, self-learning through LMS |                     |     |
| Evaluation Methods  |  |  |                     |     |
| Formative Assessment  | Examinations, Assignments, Presentation  |  |                     | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven. |  |                     | 70% |
| <b>Recommended readings:</b><br><br>Central Bank Publications; Annual reports and other related publications.<br><br>Christopher Viney, (2007), McGrath Financial Institutions, Instruments and Markets, 5 <sup>th</sup> edition.<br><br>Directives of Central Banks.   |  |  |                     |     |

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|--|----------|--|----------------------------|------------|
| Module Code  | ENG 3113 | Title  | Proficiency in English III |            |
| Credits  | 03       | Hours  | Lectures                   | 45 Non-GPA |
| <b>Objectives:</b><br><br>The objective of this course unit is to develop the knowledge and skills of the English language structure and the four language skills for the purposeful, real communicative use at the upper intermediate level internalizing the relevant attitudes and mindset.   |          |  |                            |            |
| <b>ILO</b> <ul style="list-style-type: none"><li>• recognize and apply the grammar in daily life, practice the vocabulary and articulate the correct pronunciation</li><li>• develop speaking skill using simple and complex speech and listen to oral or audio texts in diverse business contexts for a holistic comprehension</li><li>• interpret a diversity of texts continuously without breaking for meaning of every word and write guided compositions with grammatical accuracy and appropriateness</li><li>• value and critique mastering and manipulating the English language skills in interpersonal to international communications and relations.</li></ul> |          |  |                            |            |
| <b>Course Contents:</b><br><br>Upper intermediate level competence and performance in Communicative Grammar and the four language skills: speaking, listening, writing and reading.  |          |  |                            |            |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Discussion, Group Activity, Presentations, Students’ demonstration                                |                            |            |
| Evaluation Methods   |          |  |                            |            |
| Formative Assessment   |          | In course assessment Exam-Listening<br>Tutorial(s)-Written, Presentation-Oral  |                            | 30%        |
| Summative Assessment   |          | Written examination of three hour duration expected to answer 12 questions in reading, language structure and writing. |                            | 70%        |
| <b>Recommended readings:</b>   |          |  |                            |            |

Cambridge English Skills: reading. Writing, listening and speaking – from Elementary Advanced- by Miles Craven, Craig Thaine, Sally Logan. Publisher: Cambridge University Press

Nagasundaram P. (2012), Essential Grammar, PRP press.

Eastwood J. (1999) Oxford Practice Grammar, Cambridge University Press.

## Honours in Accounting and Finance

|  |          |   |                        |     |
|--|----------|---|------------------------|-----|
| Module Code  | FIN 3113 | Title   | Financial Econometrics |     |
| Credits  | 03       | Hours   | Lectures               | 45  |
| <b>Objective:</b><br><br>The objective of this course unit is to provide a brief overview of econometric concepts, models and data analysis techniques that are extensively used in finance.   |          |   |                        |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• choose econometric software to apply the tools and techniques learned through this course</li><li>• explain underlying theories behind econometric methods in finance</li><li>• apply appropriate modeling techniques for a given econometric problem</li><li>• interpret the results to make conclusions and decisions related to investigated problem</li></ul>                                 |          |   |                        |     |
| <b>Course Contents:</b><br><br>Introduction to Econometrics, Random Variables, Probability Distributions, and Presentation of Data, Statistical Inference, Linear Relationship Between Two Variables, Multiple Regression, Multiple Regression with Categorical Variables, Relaxing the Assumptions of the Classical Regression Model, Fundamentals of Time Series, Modeling Time Series. Relationship between Time Series, and Panel Data Analysis. |          |   |                        |     |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Discussion, Group Activity, Presentations, self-learning through LMS |                        |     |
| Evaluation Methods   |          |   |                        |     |
| Formative Assessment   |          | Tutorial examination, Assignment(s), Quiz, Presentation                                   |                        | 30% |

|  |  |     |
|--|--|-----|
| Summative Assessment   | Written examination of three hours duration expected to answer any five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br><br>Wooldridge, Jeffrey (2012) Introductory Econometrics: A Modern Approach, 5 <sup>th</sup> edition Cengage.<br><br>Gujarati, Damodar (2003) Basic Econometrics, 5 <sup>th</sup> edition, McGraw-Hill/Irwin |  |     |

|   |          |  |                                    |    |
|---|----------|--|------------------------------------|----|
| <b>Module Code</b>  | FIN 3123 | <b>Title</b>   | International Financial Management |    |
| <b>Credits</b>  | 03       | <b>Hours</b>   | <b>Lectures</b>                    | 45 |
| <b>Objective:</b><br><br>The objectives of this course unit are to provide a background on the international environment and then to focus on the managerial aspects from a corporate perspective.<br><br><b>ILO</b> <ul style="list-style-type: none"> <li>• demonstrate the goals of the Multi-National Companies, along with the motives and risk of international business</li> <li>• explain how exchange rates are determined</li> <li>• describe the key theories that justify international business</li> <li>• discuss the various functions involved in managing exposure to exchange rate risk</li> <li>• identify the techniques for forecasting the exchange rates</li> </ul> <b>Course Contents:</b><br><br>Multinational financial environment: an overview, international financial markets, exchange rate determination, currency derivatives, government influence on exchange rates, international arbitrage and interest rate parity, relationship among inflation, interest rates and exchange rates, measuring exposure to exchange rate fluctuations, managing transaction, economic and translation exposure, and forecasting exchange rates. |          |  |                                    |    |
| <b>Teaching and Learning Methods</b>  |          | Lectures, Tutorials, Group work, self-learning through LMS |                                    |    |

| Evaluation Methods  |   |     |
|---|---|-----|
| Formative Assessment  | Tutorial examinations, Assignment(s), Quiz, Presentations.  | 30% |
| Summative Assessment  | Written examination of three hours duration expected to answer all the questions in Part I and Part II. | 70% |
| <b>Recommended readings:</b><br><br>Eun, Resnick (2011) International financial Management, 6 <sup>th</sup> edition, Publisher: McGraw-Hill.<br><br>Bekaert, Geert, Hodrick, Robert J. (2011), International financial Management, 2 <sup>nd</sup> revised edition, Publisher: Prentice Hall. |   |     |

|  |          |  |                 |    |
|--|----------|--|-----------------|----|
| <b>Module Code</b>   | FIN 3133 | <b>Title</b>   | Microfinance    |    |
| <b>Credits</b>   | 03       | <b>Hours</b>   | <b>Lectures</b> | 45 |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide an understanding of issues microfinance from both a philosophical and developmental perspective and provide an in-depth discussion on the emerging issues in microfinance.<br><br><b>ILO:</b> <ul style="list-style-type: none"> <li>• explain the nature of Microfinance</li> <li>• outline basic accounting principles, financial management and their application on Microfinance</li> <li>• examine the accounting practice mainly as they apply to Microfinance accounting</li> <li>• construct a business plan for microfinance institutions</li> <li>• analyze the roles of different institutions for Microfinance development</li> </ul> <b>Course Contents:</b><br><br>Introduction to Microfinance, Principles of Accounting for Microfinance Institutions, Microfinance Financial Management, Pricing for microfinance, Strategic business planning, Accounting and lending methodology, Evaluation and impact assessment. |          |  |                 |    |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Group work, self-learning through LMS |                 |    |

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|--|--|-----|
| Evaluation Methods   |  |     |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation.   | 30% |
| Summative Assessment   | Written examination of three hours duration expected to answer any five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br>Armendariz de Aghion, Beatrice, and Jonathan Morduch (2005) The Economics of Microfinance. The MIT Press<br>Vinodkumar (2011) Micro finance, Himalaya Publishing |  |     |

## Honours in Marketing Management

|   |  |   |                  |     |
|---|--|---|------------------|-----|
| Module Code   | MAR 3113   | Title   | Brand Management |     |
| Credits   | 03   | Hours   | Lectures         | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide knowledge of the implications of Brand Management under various marketing environmental conditions.   |  |   |                  |     |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• explain the concepts in branding</li><li>• elaborate the relevant facts governed by brand management</li><li>• define branding strategies for marketing organizations</li><li>• analyse branding in different business contexts</li></ul>   |  |   |                  |     |
| <b>Course Contents:</b><br><br>Brand and brand management, understanding the branding process, identifying and establishing brand positioning and values, planning and implementing branding programs, growing and sustaining brand equity, branding in different business contexts, brand evaluation   |  |   |                  |     |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Group Presentations, Case study analyses, Debates, self-learning through LMS |                  |     |
| Evaluation Methods  |  |   |                  |     |
| Formative Assessment  | Tutorial Examinations, Assignments, Presentations  |   |                  | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer question one and other four out of seven questions |   |                  | 70% |
| <b>Recommended readings:</b><br><br>Kevin Lane Keller, (2012), Strategic Brand Management, 4 <sup>rd</sup> ed., Prentice Hall pub.<br>Kevin Lane Keller, (2008), Strategic Brand Management, 3 <sup>rd</sup> ed., Prentice Hall pub.<br>David A. Aakar, (2011), Brand Relevance making competitors irrelevant, 1 <sup>st</sup> edition.<br>Leslie de Chernatony and Malcolm Mc Donald, (1999), “Creating powerful brands”, 2 <sup>nd</sup> ed, The Chartered Institute of marketing.<br><br>Rizwan M Mahmooth, “Brand Management, Study text of the Sri Lanka Institute of Marketing. |  |   |                  |     |



|   |  |  |                    |     |
|---|--|--|--------------------|-----|
| Module Code   | MAR 3123   | Title  | Services Marketing |     |
| Credits   | 03   | Hours  | Lectures           | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide wide knowledge to appreciate and sufficiently interpret the features of services marketing and its applicability in organizations.  |  |  |                    |     |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• define the product and services marketing</li><li>• identify the common characteristics of service providers</li><li>• describe the factors influencing in services marketing</li><li>• apprise the secrets of successful services marketing</li><li>• design marketing programme for a service organization</li></ul>  |  |  |                    |     |
| <b>Course Contents:</b><br><br>Introduction to services, consumer behavior in services, the expectation of customer service, perception of services, customer expectations and perceptions of market research, building up customer relationship, physical evidence and servicescape, the role of employees and customers service markets, service recovery, managing demand and capacity, intermediaries and electronic channels in delivering services, integrated service marketing communications, pricing of services. |  |  |                    |     |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Case study analyses, Presentations, Debate, self-learning through LMS |                    |     |
| Evaluation Methods  |  |  |                    |     |
| Formative Assessment  | Tutorial examination, Presentation(s), Assignment(s), Case study analyses.                                       |  |                    | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer question one and other four out of seven questions |  |                    | 70% |
| <b>Recommended readings:</b><br><br>Wirtz, J. & Lovelock, C. H. (2017). Essentials of Services Marketing, Global Edition, 3rd Edition, Pearson Higher Education, USA.<br><br>Zeithaml, V., Bitner, M. J. & Gremler, D. (2013). Services Marketing: Integrating Customer Focus across the Firm, 6th Edition, and McGraw-Hill Irwin, New York.  |  |  |                    |     |

Lovelock, C (2001), Services marketing: People, technology, strategy, 4th Edition, Pearson Education, India.

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|---|---|---|------------------|-----|
| Module Code   | MAR 3133  | Title   | Sales Management |     |
| Credits   | 02  | Hours   | Lectures         | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to develop an understanding of the unique challenges involved in marketing and to understand the role of a sales manager and his/her functions in managing, planning, recruiting, motivating and controlling a sales force/sales team in an organization.  |   |   |                  |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify how marketing decisions influence the effectiveness of sales management</li><li>• discuss the relationships and interactions that occur between suppliers, retailers and consumers</li><li>• explain the fast moving and highly competitive nature of the sales industry</li><li>• appraise new marketing and technological activities adopted by the sector</li><li>• formulate a marketing strategy for sales operation</li></ul> |   |   |                  |     |
| <b>Course Contents:</b><br><br>Changing world of sales management, overview of personal selling, organizational strategies and the sales function, sales organization structure, acquiring sales talent: recruitment and selection, sales leadership, management, and supervision, motivation and reward system management, evaluating the effectiveness of sales organization, evaluating the performance of salespeople.  |   |   |                  |     |
| Teaching and Learning Methods   |   | Lectures, Assignment(s), Group Presentation, Case study analyses, self-learning through LMS |                  |     |
| Evaluation Methods  |   |   |                  |     |
| Formative Assessment  | Tutorial examination, Assignment(s), Presentation(s)          |   |                  | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer |   |                  | 70% |

|   |  |  |
|---|--|--|
|   | question one and other four out of seven questions |  |
| <p><b>Recommended readings:</b></p> <p>Ingram, T.N., Laforge, R.W., Avila, R.A., Schwepker, C.H. and Williams, M.R. (2015). Sales Management: Analysis and Decision Making, 9<sup>th</sup> Edition, Routledge, New York.</p> <p>Jobber, D., &amp; Lancaster, G. (2006). Selling and Sales Management, 7<sup>th</sup> Edition, Pearson Education Limited, England.</p> |  |  |

## Honours in Business Economics

|   |   |  |              |     |
|---|---|--|--------------|-----|
| Module Code   | ECO 3143  | Title  | Econometrics |     |
| Credits   | 03  | Hours  | Lectures     | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to introduce basic econometric methods, which are used to analyze data in economics and other social sciences.<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• define simple statistical and econometric calculations</li><li>• explain the basic econometric techniques</li><li>• apply the simple regression model in econometrics</li><li>• develop multiple variable linear regression model</li></ul><br><b>Course Contents:</b><br><br>Introduction to econometrics, nature of regression analysis, simple and multiple regression models: some basic ideas and the problem of estimation, classical normal linear regression model (CNLRM), extension, multiple regression analysis with dummy variables. |   |  |              |     |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Group discussion, self-learning through LMS |              |     |
| Evaluation Methods  |   |  |              |     |
| Formative Assessment  | Assignment(s), theoretical examinations   |  |              | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions |  |              | 70% |
| <b>Recommended readings:</b><br><br>Wooldridge, J.M. (2010). Econometric Analysis of Cross Section and Panel Data, 2 <sup>nd</sup> edition MIT Press.<br><br>Studenmund, H.A. (2016). Using Econometrics: A Practical Guide, 7 <sup>th</sup> edition, Pearson.<br><br>Greene, W.H. (2017). Econometric Analysis, 8th Edition, Pearson   |   |  |              |     |

Christiaan Heij, C., Paul de Boer, Franses, H.P., Kloek, T., and Herman K. van Dijk, (2014). *Econometric Methods with Applications in Business and Economics*, 1<sup>st</sup> Edition, Oxford

|  |          |   |                    |     |
|--|----------|---|--------------------|-----|
| Module Code  | ECO 3123 | Title   | Resource Economics |     |
| Credits  | 03       | Hours   | Lectures           | 45  |
| <b>Objectives:</b><br><br>The objective of this course is to provide a basic understanding of natural resources and their economic values, the optimal use of these scarce resources, and how human and social activities impact on natural resources and their sustainability.  |          |   |                    |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify natural resources and classify them according to various categories</li><li>• discuss the sustainability of natural resources</li><li>• identify external cost-benefit and internalizing them where necessary</li><li>• analyze optimization of resource use level</li></ul>                           |          |   |                    |     |
| <b>Course Contents:</b><br><br>Definition, calcification and economics of Natural Resources, Resource Scarcity and Economic Growth, Importance of Economic Growth, Optimization of Resource use Level, Problems of externalities, land degradation and pollution, Problems of nonexclusive resources, Problems of irreversibility and Prospects of sustainability. |          |   |                    |     |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Group Discussion, self-learning through LMS  |                    |     |
| Evaluation Methods   |          |   |                    |     |
| Formative Assessment   |          | Tutorial examination(s), Assignment(s), Quiz  |                    | 30% |
| Summative Assessment   |          | Written examination of three hour duration expected to answer any five questions out of seven questions |                    | 70% |
| <b>Recommended readings:</b><br><br>Barry C. Field (2001) Natural Resource Economics: An Introduction. 2 <sup>nd</sup> Edition.<br><br>John C. Bergstrom, Alan Randall (2010); Resource Economics; An Economic   |          |   |                    |     |

Approach to Natural Resource and Environmental Policy, Third Edition. The University of Georgia, Athens, USA

Jonathan Harris and Brian Roach (2000): Environmental and Natural Resource Economics: A Contemporary Approach. Third Edition. Global Devpt and Environment Institute at Tufts University, Medford, USA.

|  |          |   |                 |     |
|--|----------|---|-----------------|-----|
| <b>Module Code</b>   | ECO 3133 | <b>Title</b>  | Public Finance  |     |
| <b>Credits</b>   | 03       | <b>Hours</b>  | <b>Lectures</b> | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the knowledge in the role of modern public finance and intellectual foundations of the public sector economic theory in the economy.   |          |   |                 |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• analyze the functioning of modern public finance in an economy</li><li>• analyze the theoretical basis of public expenditures, their types and economic effects in an economy</li><li>• evaluate the efficiency and equity objectives of public finance through government policy</li><li>• discuss the contemporary issues among taxation and government spending</li></ul>  |          |   |                 |     |
| <b>Course Contents:</b><br><br>Introduction to public finance and tools of analysis, externalities and market failures and the role of government Definition of Public goods, impure public goods, link between public goods and externalities, provision of public goods, efficient of public goods, free rider problem. Theory of expenditures - Peacock - Wiseman models, growth of public expenditures, principles of taxation - Ability to pay principle, incidence of taxation, public choice and political process, majority rule, Arrow theorem. |          |   |                 |     |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Group discussions, self-learning through LMS                                       |                 |     |
| Evaluation Methods   |          |   |                 |     |
| Formative Assessment   |          | Examinations, Assignments, Presentations  |                 | 30% |
| Summative Assessment   |          | Written examination of three-hour duration expected to answer any five questions out of seven questions |                 | 70% |
| <b>Recommended readings:</b>   |          |   |                 |     |

Harvey S. Rosen, Ted Gayer, (2013), Public Finance, 10<sup>th</sup> edition.  
Jonathan Gruber, (2015), Public Finance & Public policy, 5<sup>th</sup> edition.  
David N. Hyman, (2011), Public Finance: A Contemporary Application of Theory to Policy, 10<sup>th</sup> edition.  
Richard W. Tresh, (2014), Public Finance: A Normative Theory, 3<sup>rd</sup> edition.

## Honours in Human Resource Management

|  |   |       |   |     |
|--|---|-------|---|-----|
| Module Code  | HRM 3113  | Title | Human Resource Accounting   |     |
| Credits  | 03  | Hours | Lectures  | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide a basis for the conceptual framework of Human Resource Accounting (HRA).<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• define the concept of HRA</li><li>• explain the HRA objectives and its role in Human Resource Management</li><li>• describe the measurements of Human Resource Costs and</li><li>• elaborate the human resource value</li></ul><br><b>Course Contents:</b><br><br>Introduction to HRA, Objectives, limitations and importance of HRA, HRA for managers and HR professionals, quality of workforce and organization’s performance, enumerating the assets, approaches to HRA, human capital, information management for HRA. |   |       |   |     |
| Teaching and Learning Methods  |   |       | Lectures, Tutorials, Case study analyses, self-learning through LMS |     |
| Evaluation Methods   |   |       |   |     |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation   |       |   | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions |       |   | 70% |
| <b>Recommended readings:</b><br><br>Jac Fitzenz- enz (2002), How to Measure Human Resource Management (Hardcover), McGraw Hill.<br><br>Rakesh Chandra Katiyar (2001), Accounting for Human Resources: UK Publishing House.   |   |       |   |     |



Eric G. Flamholtz (1999), Human Resource Accounting: Advances in Concepts, Methods, and Applications, Kuwait Academic Publishers. 3<sup>rd</sup> edition.

Prabakara Rao. D (1986), Human Resource Accounting: Inter India Publications.

|  |   |   |                        |     |
|--|---|---|------------------------|-----|
| Module Code  | HRM 3123  | Title   | Performance Management |     |
| Credits  | 03  | Hours   | Lectures               | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide a systematic and rational understanding of performance evaluation and performance management.  |   |   |                        |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the purposes and uses of measures for employee performance</li><li>• interpret value and the challenges of using results-oriented performance measures</li><li>• analyze the major types of judgmental performance measures</li><li>• identify key principles for making performance appraisal as effective as possible</li><li>• evaluate performance management system with the organization’s strategy</li></ul> |   |   |                        |     |
| <b>Course Contents:</b><br><br>Introduction to performance management and reward systems, Performance management process, Performance management and strategic planning, Defining and measuring performance, results, and behaviour, Gathering performance information and implementing performance management system, Performance management and development, Performance management skills, Reward systems, and legal issues   |   |   |                        |     |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Case study analysis, self-learning through LMS |                        |     |
| Evaluation Methods   |   |   |                        |     |
| Formative Assessment   | Tutorial examination, Assignments(s), Quiz, Presentation  |   |                        | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of Seven questions |   |                        | 70% |
| <b>Recommended readings:</b>   |   |   |                        |     |

Herman Aguinis, (2014), Performance Management, 3<sup>rd</sup> Edition, Pearson Education Limited.

Michael Armstrong (2012), Handbook of Reward Management Practice: Improving Performance through Reward, Kogan Page.

James W. Smither and Manuel London, (2009). Performance Management, John Wiley & Sons. Inc.

Robert L. Cardy, (2004). Performance Management, M. E. Sharpe, Armonk, New York, USA.

|  |          |              |                 |    |
|--|----------|--------------|-----------------|----|
| <b>Module Code</b>   | HRM 3133 | <b>Title</b> | Employment Laws |    |
| <b>Credits</b>   | 03       | <b>Hours</b> | <b>Lectures</b> | 45 |
| <p><b>Objectives:</b></p> <p>The objective of this course unit is to provide legal background and obligations for managing human resources in a way to respect the rights of the employees and the legal framework of the country.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• define the local and international legal framework to labour rights and entitlements</li> <li>• elaborate the contract of employment/termination</li> <li>• interpret the employee shop and office act</li> <li>• explain the leaves and its types</li> <li>• explain the women and children act in employing</li> <li>• find the statutory payments of the employer on behalf of employees</li> </ul> <p><b>Course Contents:</b></p> <p>Introduction to international and national legal framework in relation to labour rights and entitlements, employee and independent contractor, contract of employment, termination of contract of employment, employees in shop and office, employees in factory and industrial undertakings, different type of leaves, employing women, young persons and children, EPF, ETF, gratuity and PAYE tax, occupational safety and health, grievance and domestic inquiry procedures, Sri Lankan ordinance and acts on employment, Trade union and trade union action, Industrial dispute.</p> |          |              |                 |    |

|   |  |   |
|---|--|---|
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Discussions,<br>Case study analyses, self-<br>learning through LMS |
| Evaluation Methods  |  |   |
| Formative<br>Assessment   | Mid-semester Examination of one-hour duration<br>Tutorial(s), Quiz, Presentations, Assignments.            | 30%   |
| Summative<br>Assessment   | Written examination of three hour duration expected<br>to answer any five questions out of Seven questions | 70%   |
| <b>Recommended readings:</b><br><br>The Employers' Federation of Ceylon (2012). Handbook of Industrial Relations. The Employers' Federation of Ceylon<br><br>De. Silva. S. R. (2012). Law of Dismissal, The Employers' Federation of Ceylon, (2 <sup>nd</sup> edition).<br><br>The Employers' Federation of Ceylon and ILO (2012) The Guide to investors on industrial relations practices and labour laws in Sri Lanka.<br><br>Adikaram. A. S. (2012). Labour Law and Relations: A Human Resource Management Approach, A Stanford Lake Publication |  |   |

### 8.11.6 Third Year Second Semester

|  |  |   |                                |     |
|--|--|---|--------------------------------|-----|
| Module Code  | MGT 3213   | Title   | Management Information Systems |     |
| Credits  | 03   | Hours   | Lectures                       | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide an overall understanding of Information Systems and its application in a competitive business environment.   |  |   |                                |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• classify Information Systems and their applications.</li><li>• explain the role of the Information Systems Department in an organization</li><li>• analyse the strategic role of IT in organizations</li><li>• plan for Information Systems</li><li>• discuss the Information Systems development process</li></ul> |  |   |                                |     |
| <b>Course Contents:</b><br><br>Management Information Systems, Information Systems (IS) and Uses, Gaining Competitive Advantage with Information Systems, The Strategic Role of Information Systems, Information Systems Planning, Information Systems Development, The Database Approach to Data Management, Data Communications & Networking.                        |  |   |                                |     |
| <b>Teaching and Learning Methods</b>   |  | Lectures, Tutorials, Case study analyses, Group discussion and presentation, Web-based exercises, self-learning through LMS |                                |     |
| Evaluation Methods   |  |   |                                |     |
| Formative Assessment   | Tutorial(s), Quiz, Presentations, Mini project in local organizations, Case study analyses.                  |   |                                | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer questions one and four out of seven questions. |   |                                | 70% |
| <b>Recommended readings:</b><br><br>Laudon, C.K., and Laudon, J.R. (2017). Management Information Systems: Managing the Digital Firm, 15 <sup>th</sup> Edition, Pearson.<br><br>Laudon, C.K., and Traver, G.C. (2014). Management Information System, 12 <sup>th</sup> Edition, Prentice Hall.   |  |   |                                |     |

Gupta, H. (2011). Management Information System: An Insight, International Book House Pvt. Ltd, India.

O'Brian, J.A, Marakas, G.M. (2011) Management Information Systems, Global Edition, Mc Grawhill, Irwin.

Kenneth, R. Laudon, Jane P. Laudon, (2000) Management Information Systems, Organization & Technology 4<sup>th</sup> edition, Prentice Hall.

|   |          |  |                        |     |
|---|----------|--|------------------------|-----|
| Module Code   | ACC 3213 | Title  | Auditing and Assurance |     |
| Credits   | 03       | Hours  | Lectures               | 45  |
| <b>Objectives:</b><br>The objective of this course unit is to develop the fundamental internal controls and advanced audit concepts related to the Sri Lankan context.  |          |  |                        |     |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• define the fundamental knowledge and the role of the audit within society</li><li>• explain risk concerning the audit and assess the impact on the audit</li><li>• apply the analytical procedures to get to know the real picture of the business</li><li>• analysis the various forms of evidence gathered by auditors</li><li>• interpret the use of internal controls</li></ul> |          |  |                        |     |
| <b>Course Contents:</b><br>Introduction to Auditing, Audit Planning and Analytical Procedures, Materiality and Risk, Audit Evidence, Auditors’ Report, and Other Assurance Services, Assessing the risk of material misstatement, Internal Control, and Fraud Auditing, Overall Audit Strategy and Audit Program.   |          |  |                        |     |
| <b>Teaching and Learning Methods</b>  |          | Lectures, Tutorials, Group presentations, self-learning through LMS  |                        |     |
| Evaluation Methods  |          |  |                        |     |
| Formative Assessment  |          | Tutorial Examinations, Assignments, Presentations, Quiz  |                        | 30% |
| Summative Assessment  |          | Written examination of three hour duration expected to answer all questions in Part I and four questions out of five questions in Part II. |                        | 70% |
| <b>Recommended readings:</b>  |          |  |                        |     |

Alvin A Arens, Randal J Elder and Mark S Beasley (2017), Auditing and Assurance Services, 16<sup>th</sup> Edition, Pearson Higher Education, USA.

Prevailing Auditing Standards (applicable for audits of financial statements) - Institute of Chartered Accountants of Sri Lanka.

Amended Audit manual issued by CA Sri Lanka.

|  |          |  |                    |     |
|--|----------|--|--------------------|-----|
| Module Code  | PRO 3213 | Title  | Project Management |     |
| Credits  | 03       | Hours  | Lectures           | 45  |
| <b>Objective:</b><br><br>The objective of this course unit is to provide the project management theory and practices. It examines the project management tools, techniques, and methodologies to meet the requirements of the contemporary business and project organizations.   |          |  |                    |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the project life cycle</li><li>• discuss the project management functions and role of project managers</li><li>• design the process and tools of project management and the control of an organizational system</li><li>• explain the project management knowledge areas</li><li>• analyze project controlling tools and techniques</li></ul> |          |  |                    |     |
| <b>Course Contents:</b><br><br>Introduction to project management, project life cycle, project environment, project identification, project team, and project stakeholders, project management process, the project management body of knowledge, Network analysis, project proposal writing.  |          |  |                    |     |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Discussions, Case study analysis, self-learning through LMS |                    |     |
| Evaluation Methods   |          |  |                    |     |
| Formative Assessment   |          | Assignment, Field study report, Presentation<br><br>Quiz, Tutorial examinations. |                    | 30% |

|  |   |     |
|--|---|-----|
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br><p>Joseph Heagney (2011) Fundamental of Project Management, 4th Edition, AMACOM Div American Association.</p> <p>Gregory T. Haugan (2006), Project Management Fundamentals: Key Concepts and methodology, Library of Congress Cataloging - in- publication.</p> <p>PMI (2013), a guide to the project management body of knowledge (PM book guide), 5<sup>th</sup> edition, PMI.com.</p> |   |     |

|   |          |  |                   |     |
|---|----------|--|-------------------|-----|
| Module Code   | FIN 3213 | Title  | Corporate Finance |     |
| Credits   | 03       | Hours  | Lectures          | 45  |
| <b>Objective:</b><br><br>The objective of this course is to provide necessary knowledge in evaluating different corporate finance decisions and their influence on corporate performance and value.   |          |  |                   |     |
| <b>ILO:</b><br><br><ul style="list-style-type: none"><li>• list the reasons behind mergers and acquisitions</li><li>• choose financial ratios and critically evaluate the financial ratios</li><li>• identify the financial soundness of an organization by applying a variety of models</li><li>• analyze the ways via which the organizations’ payout policy is implemented</li></ul> |          |  |                   |     |
| <b>Course Contents</b><br><br>Introduction to Corporate Finance, Financial planning and growth, Mergers and Acquisitions, Capital structure, Cost of capital including Weighted Average Cost of Capital, Financial options and applications in corporate Finance, Project risk analysis.  |          |  |                   |     |
| Teaching and Learning Methods   |          | Lectures, Tutorials and Discussions, self-learning through LMS |                   |     |
| Evaluation Methods  |          |  |                   |     |
| Formative Assessment  |          | Tutorial Examinations, Assignments, Presentations              |                   | 30% |

|   |  |     |
|---|--|-----|
| Summative Assessment  | Written examination of three hour duration expected to answer all question in Part I and Part II | 70% |
| <b>Recommended readings:</b><br><p>Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe and Bradford D. Jordan (2016), Corporate Finance, 11<sup>th</sup> Edition, McGraw-Hill Education.</p> <p>Jonathan Berk, Peter DeMarzo and Jarrad Harford (2017), Fundamentals of Corporate Finance, 9<sup>th</sup> Edition, Pearson Education.</p> <p>Jonathan Berk and Peter DeMarzo (2017), Corporate Finance 4<sup>th</sup> Edition, Pearson Education.</p> |  |     |

|   |          |   |   |    |
|---|----------|---|---|----|
| Module Code   | MGT 3211 | Title   | Project Report (Only for General Degree Students) |    |
| Credits   | 01       | Hours   | Organizational / Field Visits                     | 90 |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the practical oriented skills to identify key problems in the organizations/ Society and recommend the solutions                      |          |   |   |    |
| <b>ILO:</b><br><br><ul style="list-style-type: none"><li>• identify issues in Organizations / Communities</li><li>• analyse alternatives to the problems</li><li>• recommend effective solutions</li></ul>      |          |   |   |    |
| Course Description<br><br>The students will identify a problem or issue in an organization or society and based on it prepare a small project report to find out solutions or reasons for the problem or issue. |          |   |   |    |
| Teaching and Learning Methods   |          | Institutional / Community visits.   |   |    |
| Evaluation Methods  |          |   |   |    |
| End of course Evaluation  |          | Introduction 55%<br><br>(problem identification, objectives, theoretical framework or literature, and significance) |   |    |



|  |                          |     |
|--|--------------------------|-----|
|  | Methodology              | 20% |
|  | Findings and conclusions | 20% |
|  | References               | 05% |

|   |   |  |                           |              |
|---|---|--|---------------------------|--------------|
| Module Code   | ENG 3213  | Title  | Proficiency in English IV |              |
| Credits   | 03  | Hours  | Lectures                  | 45 (Non-GPA) |
| <b>Objectives:</b><br><br>The course aims at developing knowledge and skills of the English language structure and the four language skills for the purposeful, real communicative use at the advanced level internalizing the relevant attitudes and mindset.  |   |  |                           |              |
| <b>ILO</b> <ul style="list-style-type: none"><li>• recognize and apply the grammar in daily life, practice the vocabulary and articulate the correct pronunciation</li><li>• develop speaking skill at the advanced level and listening for new vocabulary using simple and complex speech in business and non-business contexts</li><li>• show comprehension in reading advanced business texts continuously and write guided compositions with grammatical accuracy and appropriateness</li><li>• Value and critique mastering and manipulating the English language skills in interpersonal to international communications and relations.</li></ul> |   |  |                           |              |
| <b>Course Contents:</b><br><br>Advanced level competence and performance in English language structure, and the four English language skills: speaking, listening, writing and reading.   |   |  |                           |              |
| <b>Teaching and Learning Methods</b>  |   | Lectures, Tutorials, Discussion, Group activity, Presentation, Students’ demonstration |                           |              |
| Evaluation Methods  |   |  |                           |              |
| Formative Assessment  | In course assessment of one-hour duration - Listening, Tutorial(s) - Written, Presentation-Oral                         |  |                           | 30%          |
| Summative Assessment  | Written examination of three hour duration expected to answer 12 questions in reading, language structure, and writing. |  |                           | 70%          |
| <b>Recommended readings:</b>  |   |  |                           |              |

Cambridge English Skills: reading. Writing, listening and speaking - from Elementary - Advanced - by Miles Craven, Craig Thaine, Sally Logan. Publisher: Cambridge University Press

Hewings M. (2005), Advanced English Grammar, Cambridge University Press, Guill R (2008), Mastering Literature. Palgrave Macmillan,

Taylor S. & Gartside L. (2004), Model Business Letters, E-mail, Pearson Education.

## Honours in Accounting and Finance

|  |          |   |                                      |                       |
|--|----------|---|--------------------------------------|-----------------------|
| <b>Module Code</b>   | FIN 3223 | <b>Title</b>  | Financial Derivatives and Insurance  |                       |
| <b>Credits</b>   | 03       | <b>Hours</b>  | <b>Lectures</b><br><b>Laboratory</b> | <b>45</b><br><b>-</b> |
| <b>Objective:</b><br><br>The objective of this course unit is to provides knowledge related to the basic principles, concepts and theories which are needed to understand and analyze the financial derivative markets and corporate risk management.  |          |   |                                      |                       |
| <b>ILO</b> <ul style="list-style-type: none"><li>• demonstrate the basic conceptual and theoretical background related to the financial derivatives and their market structure</li><li>• identify some practical applications related with the financial derivatives at corporate level</li><li>• develop their generic skills such as oral and written communication, collaborative and independent working, group and management skills</li><li>• assess financial risk</li><li>• test the financial management application in derivatives</li></ul> |          |   |                                      |                       |
| <b>Course Contents:</b><br><br>Introduction to Financial Derivatives, Analysis of insurance contracts, Determination of forward and future prices, Hedging strategies using futures, Credit derivatives and credit risk, Mechanics of options markets, Swaps, Futures, options and Volatility smiles.  |          |   |                                      |                       |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Discussion, Group activity, Presentation, self-learning through LMS            |                                      |                       |
| Evaluation Methods   |          |   |                                      |                       |
| Formative Assessment   |          | Tutorial Examinations, Assignments, Presentations   |                                      | 30%                   |
| Summative Assessment   |          | Written examination of three hour duration expected to answer five questions out of seven questions |                                      | 70%                   |
| <b>Recommended readings:</b><br><br>Chance, D. M and Brooks, R (2010), An Introduction to Derivatives and Risk Management, 8 <sup>th</sup> edition, South-Western Cengage Learning, USA.<br>John C. Hull (2017), Options Futures and Other Derivatives, 10 <sup>th</sup> edition, Pearson  |          |   |                                      |                       |

Education, USA.

Robert L. McDonald (2013), Derivatives Markets, 3<sup>rd</sup> Edition, Pearson Education, USA.

George E. Rejda and Michael McNamara (2017), Principles of Risk Management and Insurance, 13<sup>th</sup> Edition, Pearson Education, USA.

|  |          |  |                           |     |
|--|----------|--|---------------------------|-----|
| Module Code  | ACC 3223 | Title  | Computer Based Accounting |     |
| Credits  | 03       | Hours  | Lectures                  | 15  |
|  |          |  | Laboratory                | 60  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide practical skills in a computerized accounting environment to generate the financial statements of an entity by using accounting software   |          |  |                           |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• demonstrate the steps necessary to set up a new company</li><li>• identify computer procedures necessary to work with lists of customers, vendors and inventories.</li><li>• discuss of the procedures used to work with bank accounts in a computerized accounting system.</li><li>• apply the theoretical knowledge of accounting in a computerized accounting system</li></ul> |          |  |                           |     |
| <b>Course Contents:</b><br><br>Company formation, entering transactions for business, accounts receivable and sales, accounts payable and purchases, cash payments and cash receipts, preparing the financial statements, inventory, sales of inventory, payroll, fixed assets, depreciation, preparation of financial statements and reports, decision making.  |          |  |                           |     |
| <b>Teaching and Learning Methods</b>   |          | Lectures, Tutorials, Practical, self-learning through LMS                                  |                           |     |
| Evaluation Methods   |          |  |                           |     |
| Formative Assessment   |          | Assignment, Tutorial(s), Practical examination   |                           | 40% |
| Summative Assessment   |          | Practical and written examination of three-hour duration expected to answer all questions. |                           | 60% |
| <b>Recommended readings:</b><br><br>User Guides - Accounting Packages  |          |  |                           |     |

|   |  |   |                                     |     |
|---|--|---|-------------------------------------|-----|
| Module Code   | FIN 3233   | Title   | Investment and Portfolio Management |     |
| Credits   | 03   | Hours   | Lectures                            | 45  |
| <b>Objectives:</b><br>The objective of this course is to provide the theoretical background in explaining investor behavior and discusses the importance of portfolio investment and the theories and empirical findings about managing a portfolio.  |  |   |                                     |     |
| <b>ILOs</b> <ul style="list-style-type: none"><li>• explain the behavior of investors and their decision-making process</li><li>• identify the essential theories and their implications, applications and empirical evidence of the Investment and Portfolio Management</li><li>• analyze available investment assets and their price behavior in the market</li><li>• evaluate the performance of a portfolio</li><li>• value the investment securities that are available for investment</li></ul> |  |   |                                     |     |
| <b>Course Contents</b><br>The investment environment and the investment process, Investor behavior and capital market efficiency, Modern portfolio theories, Arbitrage Pricing Theory, The portfolio selection problem, Diversification in stock portfolios, Efficient portfolios with two stocks, The volatility of a portfolio - two assets case, Portfolio performance evaluation.   |  |   |                                     |     |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Case study analyses, self-learning through LMS |                                     |     |
|   |  |   |                                     |     |
| Evaluation Methods  |  |   |                                     |     |
| Formative Assessment  | Tutorial Examinations, Assignments, Presentations  |   |                                     | 30% |
| Summative Assessment  | Written examination of three hour expected to answer all questions in part I and Part II |   |                                     | 70% |
| <b>Recommended readings:</b><br>Sharpe F. William, Alexander J. Gordan and Bailey V. Jeffery (2006), Investments, 6 <sup>th</sup> edition, Prentice Hall.<br>Scott B. Smart, Lawrence J. Gitman, and Michael D. Joehnk (2017), Fundamentals of Investing, 13 <sup>th</sup> Edition, Pearson Education.<br>Charles D. Kirkpatrick, Julie R. Dahlquist (2016), Technical Analysis: The complete Resource for Financial Market Technicians, 3 <sup>rd</sup> Edition, FT Press.                           |  |   |                                     |     |

## Honours in Marketing Management

|   |   |   |                        |     |
|---|---|---|------------------------|-----|
| Module Code   | MAR 3213  | Title   | Hospitality Management |     |
| Credits   | 03  | Hours   | Lectures               | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide general knowledge in Hospitality Management, and understand the marketing strategies for the hospitality industry.  |   |   |                        |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• assess the necessity of hospitality management for the catering &amp; hotel industries</li><li>• analyze marketing strategies for the hospitality industry</li><li>• explain the service characteristics in hospitality</li><li>• discuss the customers’ loyalty in the hospitality Industry</li></ul>   |   |   |                        |     |
| <b>Course Contents:</b><br><br>Introduction, planning, organizing, staffing, and controlling in the hospitality industry (reference with various Food and Beverage industries), service characteristics of hospitality management, internal marketing, careers in the hospitality industry, food and beverage management, hospitality sales, building customers loyalty in the hospitality industry |   |   |                        |     |
| <b>Teaching and Learning Methods</b>  |   | Lectures, Tutorials, Case study analyses, Presentations, self-learning through LMS. |                        |     |
| Evaluation Methods  |   |   |                        |     |
| Formative Assessment  | Tutorial Examinations, Assignment(s), Quiz, Presentations.  |   |                        | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions |   |                        | 70% |
| <b>Recommended readings:</b><br><br>John R. Walker, (2009) Introduction to hospitality Management, 2 <sup>nd</sup> edition, Pearson Educational Inc.<br><br>Kotler Philip, John Browen, James Makens, (2003), Marketing for hospitality & Tourism, 2 <sup>nd</sup> edition, Pearson Educational Inc.  |   |   |                        |     |

|  |   |   |                              |
|--|---|---|------------------------------|
| Module Code  | MAR 3223  | Title   | E-Commerce                   |
| Credits  | 03  | Hours   | Lectures 15<br>Laboratory 60 |
| <b>Objectives:</b><br>The objective of this course unit is to provide with e-commerce and design and develop web applications and to use scripting to develop the user interface, connect to a database, and to manipulate it.   |   |   |                              |
| <b>ILO</b> <ul style="list-style-type: none"><li>• define the concepts of e-business and e-commerce</li><li>• explain the factors which decide the re-visit of people to the e-commerce sites</li><li>• demonstrate the Electronic Payment Systems</li><li>• construct effective HTML code for e-business</li><li>• design Database and maintain the dynamic web page</li></ul>                                |   |   |                              |
| <b>Course Contents:</b><br>E-commerce - An Overview, Electronic Commerce - Cutting edge, Electronic Commerce Framework, Strategies for Website Development, An Overview of Risks Associated with Internet Transactions, introduction to network development, client-side webpage creation, database design and development, application of server-side programming.  |   |   |                              |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Group Discussion, Laboratory sessions, self-learning through LMS |                              |
| Evaluation Methods   |   |   |                              |
| Formative Assessment   | Examinations, Assignments, Presentations  |   | 40%                          |
| Summative Assessment   | Practical examination of two hours duration expected to answer all questions and written examination of two hours duration expected to answer five questions out of seven |   | 60%                          |
| <b>Recommended readings:</b><br>Kenneth C. Laudon and Carol G. Traver, (2016) E-commerce 2016: business, technology, society.5 <sup>th</sup> Edition, Addison Wesley.<br>Craig Grannell, (2008), The Essential Guide to CSS and HTML Web Design. 3 <sup>rd</sup> printing edition.<br>Turban, E., King, D., Lee, J. & Liang, T. (2010). Electronic Commerce 2010: A Managerial Perspective, Pearson Education. |   |   |                              |

|  |          |   |                        |         |
|--|----------|---|------------------------|---------|
| Module Code  | MAR 3233 | Title   | Digital Marketing      |         |
| Credits  | 03       | Hours   | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br>The objective of this course is to provide a strategic framework to assess and implement various digital marketing tactics and apply these tactics to achieve business objectives  |          |   |                        |         |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• discuss the basics of the digital marketing</li><li>• define the benefits, impact, opportunities and challenges the digital landscape in an organization</li><li>• explain the use of digital platforms and channels in a practical context</li><li>• develop a digital marketing plan</li><li>• predict the efficacy of the digital initiatives</li></ul>   |          |   |                        |         |
| <b>Course Contents:</b><br>The differences between digital & traditional marketing, the innovation and opportunities offered by new technologies, online marketing concepts, online consumer behavior & power, how the internet is used as a vehicle for revenue generation, understanding online targeting, the digital marketing mix, understanding online advertising and how it works, online customer experience & journey, developing the Digital marketing plan by coordinating the social media. |          |   |                        |         |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Case study analyses, Presentations, Web-based exercises, self-learning through LMS |                        |         |
| Evaluation Methods   |          |   |                        |         |
| Formative Assessment   |          | Tutorial examination, Assignment(s), Presentation   |                        | 30%     |
| Summative Assessment   |          | Written examination of three-hour duration expected to answer any five questions out of seven questions |                        | 70%     |
| <b>Recommended readings:</b><br>Wind, J and Mahajan, V (2001) Digital Marketing: Global strategies from the world’s leading experts, John Wiley & Sons, New York.<br>Weber, L (2007) Marketing to the Social Web: How digital customer communities build your business,  |          |   |                        |         |



John Wiley & Sons, Hoboken, NJ, Wertime, K and Fenwick, I (2008) Digital marketing: The essential guide to new media and digital marketing, John Wiley, Singapore

Ryan, D (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4<sup>th</sup> Edition, Kogan Page.

## Honours in Business Economics

|  |   |   |                              |          |
|--|---|---|------------------------------|----------|
| Module Code  | ECO 3213  | Title   | Applications of Econometrics |          |
| Credits  | 03  | Hours   | Lectures<br>Laboratory       | 30<br>30 |
| <b>Objectives:</b><br>The objective of this course unit is to provide knowledge in the application of econometric models to apply recent developments in economic theories.  |   |   |                              |          |
| <b>ILO</b> <ul style="list-style-type: none"><li>• relate econometrics and statistics in the context of the linear regression models</li><li>• explain the multicollinearity, heteroscedasticity, and autocorrelation</li><li>• develop time series and panel data analysis in econometrics</li><li>• apply different econometrics models to investigate the empirical issues of interest in economics</li></ul>   |   |   |                              |          |
| <b>Course Contents:</b><br>Different econometric models: log-log models, log-linear model, linear log models, reciprocal models and quadratic models. The problem of estimation, multicollinearity, heteroscedasticity, autocorrelation, qualitative response regression models: logit and probit models, ordinal logit and ordinal probit models, multinomial logit model and tobit models. Time series and panel data regression models.   |   |   |                              |          |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Discussion, Practical, self-learning through LMS |                              |          |
| Evaluation Methods   |   |   |                              |          |
| Formative Assessment   | Practical and written examination, Tutorial(s), Quiz, Presentation  |   |                              | 40%      |
| Summative Assessment   | Written examination of two hour duration expected to answer four questions out of six questions and practical examination of two hours duration expected to answer all questions. |   |                              | 60%      |
| <b>Recommended readings:</b><br>Wooldridge, J.M. (2010). Econometric Analysis of Cross Section and Panel Data, 2 <sup>nd</sup> Edition MIT Press.<br>Studenmund, H.A. (2016). Using Econometrics: A Practical Guide, 7 <sup>th</sup> Edition, and Pearson.<br>Greene, W.H. (2017). Econometric Analysis, 8 <sup>th</sup> Edition, Pearson<br>Christiaan Heij, C., Paul de Boer, Franses, H.P., Kloek,T., and Herman K. van Dijk, (2014). Econometric Methods with Applications in Business and Economics, 1st Edition, Oxford. |   |   |                              |          |

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|--|---|--|------------------------|---------|
| Module Code  | ECO 3223  | Title  | Labour Economics       |         |
| Credits  | 03  | Hours  | Lectures<br>Laboratory | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the key theories in the analysis of labour economics with practical issues.<br><br><b>ILO:</b> <ul style="list-style-type: none"><li>• explain the basic theoretical models of labour economics and applied its policy issues</li><li>• apply the economic theories to analyze the functions of the labour market and its outcomes</li><li>• illustrate the wage differentiation among different jobs in the labor market</li><li>• compare the practical issues with theories in labour economic</li></ul><br><b>Course Contents:</b><br><br>Overview of the labour market, characteristics of labour market, income - leisure model and labour supply, household production, family and the life cycle, friction in the labour market, occupational wage differentials, discrimination in the labour market, investments in education and training, union membership and collective bargaining, worker mobility, labour market effects on international trade and product sharing. |   |  |                        |         |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Discussion, self-learning through LMS |                        |         |
| Evaluation Methods   |   |  |                        |         |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation   |  |                        | 30%     |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions |  |                        | 70%     |
| <b>Recommended readings:</b><br><br>Bruce E.Kaufman Julie L. Hotchkiss, (2002) The economics of labour markets, 6 <sup>th</sup> edition.<br>Stephen Bazen, (2011), Econometric methods for labour economics, 1 <sup>st</sup> edition,<br>Peter Sloane, Paul Latreille, Nigel O’ Leary, (2013) Modern labour economics, 1 <sup>st</sup> edition.  |   |  |                        |         |

George J.Borjas, (2016) Labour economics, 7<sup>th</sup> edition.  
 Ronald G.Ehrenberg, Robert S.Smith, (2015) Modern Labour economics: Theory and public policy, 12<sup>th</sup> edition.

|   |   |   |                         |         |
|---|---|---|-------------------------|---------|
| Module Code   | ECO 3233  | Title   | Environmental Economics |         |
| Credits   | 03  | Hours   | Lectures<br>Laboratory  | 45<br>- |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide the knowledge of the theoretical and empirical studies used in environmental economics.<br><br><b>ILO</b><br><br><ul style="list-style-type: none"><li>• explain the economic methods applied in the environmental economics problems</li><li>• classify the challenges and difficulties in using economic analysis in environmental policy design</li><li>• explain the environmental issues and problems</li><li>• analyze the real-world environmental policy problems and their solution</li></ul><br><b>Course Contents:</b><br><br>Definition of environmental economics, Welfare Economics and Environment, Efficiency and Markets, Market failure, Property rights, Pigovian Fees, Emission fees and Marketable permits, Environmental issues and control policy, Risk and uncertainty, Domestic and International Environmental issues. Economy-wide effects of Environmental regulations. |   |   |                         |         |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Group discussions, self-learning through LMS |                         |         |
| Evaluation Methods  |   |   |                         |         |
| Formative Assessment  | Tutorial examinations, Assignments, Presentations, Quiz |   |                         | 30%     |

|   |   |     |
|---|---|-----|
| Summative Assessment  | Written examination of three hour duration<br>expected to answer any five questions out of<br>seven questions | 70% |
| <b>Recommended readings:</b><br>Matthew Kahn, Fundamentals of Environmental Economics: Solving Urban Pollution Problems (Kindle Edition,)<br>Charles Kolstad, (200). Environmental Economics, 1 <sup>st</sup> Edition, Oxford University Press, |   |     |

## Honours in Human Resource Management

|   |   |   |                                     |         |
|---|---|---|-------------------------------------|---------|
| Module Code   | HRM 3213  | Title   | Managing Diversity in the Workplace |         |
| Credits   | 03  | Hours   | Lectures<br>Laboratory              | 45<br>- |
| Objective:<br><br>The objective of this course unit is to provide the knowledge to understand the working culture diversity and various demographic diversity concepts, principles and theories relate to national and international.   |   |   |                                     |         |
| ILO:<br><br><ul style="list-style-type: none"><li>• define diversity in the workplace</li><li>• choose guidelines to protect an organization from legal claims of discrimination</li><li>• recognize several instances of discriminatory practices in the workplace</li><li>• explain perceptions and resistance to change and create challenges</li><li>• develop programs and initiatives that promote diversity in the workplace.</li><li>• develop an anti-discrimination policy.</li></ul>                                       |   |   |                                     |         |
| Course Contents:<br><br>Defining Diversity in the Workplace, Identifying Differences, Overcoming Barriers to Diversity, Communicating in a Diverse Workforce, Exploring the Differences between Diversity and Equal Opportunity, The Impact of Diversity on the Workplace, Dealing with Sexual Orientation and Harassment in the Workplace, Employee Retention through Diversity Training, Legislation and Developments in Government Relating to Diversity, Improving Corporate Culture and Implementing Diversity in the Workplace. |   |   |                                     |         |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Case study analysis, self-learning through LMS |                                     |         |
| Evaluation Methods  |   |   |                                     |         |
| Formative Assessment  | Tutorial Examination, Assignment(s), Quiz, Presentations, Report writing.                               |   |                                     | 30%     |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions |   |                                     | 70%     |
| Recommended readings:   |   |   |                                     |         |

Elsie Y. Cross (2000), Managing diversity-the courage to lead

Alison M. Konrad, Pushkala Prasad (2005), Handbook of Workplace Diversity.

Mor Barak, M.E. (2013). Managing Diversity: Toward a Globally Inclusive Workplace, Sage.

Kirton, G. and Greene, A.M (2013). The Dynamics of Managing Diversity, Routledge.

Paludi, M.A. (2012). Managing Diversity in Today's Workplace: Strategies for Employees and Employers, Praeger.

|  |          |   |                   |    |
|--|----------|---|-------------------|----|
| Module Code  | HRM 3223 | Title   | Talent Management |    |
| Credits  | 03       | Hours   | Lectures          | 45 |
|  |          |   | Laboratory        | -  |
| <b>Objectives:</b><br>The objective of this course unit is to provide knowledge and skills to define Talent Management and discuss the process of linking talent management to organizational strategy and other HR practices.   |          |   |                   |    |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• define the concept of talent management</li><li>• identify the planning stages of talent management</li><li>• describe the process for searching and recognizing talent</li><li>• summarize the process for hiring talent</li><li>• explain the talent retention and succession planning</li><li>• compare talent management with replacement planning and traditional processes</li></ul> |          |   |                   |    |
| <b>Course Contents:</b><br>Talent management - definition, understanding the concepts, process, planning, searching, hiring, developing, and retention. Succession planning, current application of talent management, how to retain top talent in modern organizations.   |          |   |                   |    |
| Teaching and Learning Methods  |          | Lectures, Tutorials, Case study analysis, self-learning through LMS |                   |    |
| Evaluation Methods   |          |   |                   |    |

|                      |   |     |
|----------------------|---|-----|
| Formative Assessment | Tutorial examination, Assignment(s), Quiz, Presentation   | 30% |
| Summative Assessment | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |

**Recommended readings:**

Bickham, T. (2015). ATD Talent Management Handbook, Association for Talent Development.

Goldsmith, M. and Carter, L. (2010). Best Practice in Talent Management, Wiley.

Elegbe, J.A. (2016). Talent Management in the Developing World: Adopting a Global Perspective, Routledge.

|                    |          |              |                                    |    |
|--------------------|----------|--------------|------------------------------------|----|
| <b>Module Code</b> | HRM 3233 | <b>Title</b> | Advanced Human Resource Management |    |
| <b>Credits</b>     | 03       | <b>Hours</b> | <b>Lectures</b>                    | 45 |
|                    |          |              | <b>Laboratory</b>                  | -  |

**Objectives:**

The objective of this course unit is to deliver rational, systematic, and effective approach to the analysis of the HR issues in the dynamic business environment and to strengthen the student participants as specialists in HRM by giving in-depth knowledge and skills.

**ILO:**

- assess the effective HRM practices
- explain competitive advantage through HRM
- interpret the meaning of employee citizenship and their behavior
- discuss the future directions for HRM

**Course Contents:**

Current issues in human resource management, using HRM to create a competitive advantage, effective HRM practices, retention - retaining & developing talent, organizational citizenship behaviour, gender issues in the workplace, future directions for human resource management



|   |   |  |
|---|---|--|
| <b>Teaching and Learning Methods</b>  |   | Lectures, Tutorials, Discussion, Case study analyses,<br>self-learning through LMS |
| Evaluation Methods  |   |  |
| Formative Assessment  | Tutorial Examination, Assignment(s), Quiz, Presentation   | 30%  |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions | 70%  |
| <b>Recommended readings:</b><br><br>Henarath H. D. N. P. Opatha (2009) Human Resource Management, Published in Sri Lanka.<br><br>Michael Armstrong (2012). Armstrong's Handbook of Human Resources Management Practice. Kogan Page<br><br>Cynthia D. Fisher and Lyle F. Schoenfeldt (2006), Advanced Human Resource Management 6 <sup>th</sup> edition, Strayer University.<br><br>Ulrich D, Brockbank W, and Ulrich M. (2016). HR from the Outside In: The Next era of Human resource Transformation, McGraw Hill.<br><br>Gupta B. (2011). Competency Framework for HRM, Concept Publishing Company. |   |  |

### 8.11.7 Fourth Year First Semester

|   |  |   |                      |     |
|---|--|---|----------------------|-----|
| Module Code   | MGT 4113   | Title   | Strategic Management |     |
| Credits   | 03   | Hours   | Lectures             | 45  |
| <b>Objective:</b><br>The objective of this course unit is to provide the students with strategic analytic tools to formulate, evaluate, and implement strategies of relevance to companies, nonprofit organizations, or governmental organizations.   |  |   |                      |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe strategic management theories and process</li><li>• analyze external opportunities and threats and internal strength and weakness of a firm</li><li>• define competitive environment facing a firm and propose a sensible strategic plan</li><li>• explore the basic issues and concepts related to strategic management</li><li>• develop the relevant methodologies to address these issues</li></ul> |  |   |                      |     |
| <b>Course Contents:</b><br>Definition, nature and importance of strategy, defining strategic intent, environmental appraisal, internal appraisal, corporate-level strategies, strategic analysis and choice, strategy implementation, strategic control.  |  |   |                      |     |
| <b>Teaching and Learning Methods</b>  |  | Lectures, Tutorials, Presentation, Case study analyses, self-learning through LMS |                      |     |
| Evaluation Methods  |  |   |                      |     |
| Formative Assessment  | Tutorial examination, Assignment(s), Quiz, Presentations, Case study Analyses                                |   |                      | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer question one and other four of seven questions |   |                      | 70% |
| <b>Recommended readings:</b><br>Fred R. David (2013), Strategic Management: concepts and cases - A competitive advantage approach, 14 <sup>th</sup> edition, Pearson Education Inc.<br>Enterprise strategy, CIMA official study text (2013), Kaplan publishing  |  |   |                      |     |

J. David Hunger and Thomas I. Wheelen, (1996) Strategic Management, 5<sup>th</sup> Edition, Addison Wesley publishers, USA.

Adrian Haberberg, and Alison Riepel (2007) Strategic Management: Theory and Application, Oxford University Press.

Johnson, G., Wittington, R., Scholes Le. Rengnzt, P and Angwin, D (2014), Fundamentals of strategy, Pearson Education.

## Honours in Accounting and Finance

|  |   |  |                      |     |
|--|---|--|----------------------|-----|
| Module Code  | FIN 4113  | Title  | Research Methodology |     |
| Credits  | 03  | Hours  | Lectures             | 45  |
| <b>Objective:</b><br>The objective of this course unit is to provide various research approaches, strategies, methods, tools and techniques applied in business research.  |   |  |                      |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• define the meaning of research</li><li>• explain the research problem and research question in a systematic way</li><li>• construct research design and its process in Accounting and Finance</li><li>• analyze data in a systematic way by using the statistical tools</li><li>• interpret the results and make suitable recommendations</li></ul>   |   |  |                      |     |
| <b>Course Contents:</b><br>Introduction to research, Identifying the research question and Research problem, Factors influencing the choice of topic, Writing research proposal, Literature review, Literature and information sources, Use of citations, References/Bibliography, Referencing system, Methods of Accounting and finance research, Research Questions and Methodology, Converting research question into hypothesis, Sampling, Measurement and Scaling, Processing and analysis of data, Writing the Research Report |   |  |                      |     |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Presentation, self-learning through LMS |                      |     |
| Evaluation Methods   |   |  |                      |     |
| Formative Assessment   | Tutorial Examination, Assignment(s), Quiz, Presentation   |  |                      | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions |  |                      | 70% |
| <b>Recommended readings:</b><br>Bryman, A., & Bell, E. (2015). Business research methods. Oxford university press.<br>Cooper, D. R., Schindler, P. S., & Sun, J. (2006). Business research methods (Vol. 9). New York: McGraw-hill.<br>Kothari. C.R., (2004). Research Methodology, New Age International (Pvt) Ltd, New Delhi,  |   |  |                      |     |

Krishnaswami. O.R., (1998). Methodology of research in social sciences, Himalaya Publishing House, Bomay.

|  |          |   |   |     |
|--|----------|---|---|-----|
| Module Code  | FIN 4123 | Title   | Statistical Applications in Research                      |     |
| Credits  | 03       | Hours   | Lectures  | 15  |
|  |          |   | Laboratory  | 60  |
| <b>Objective:</b><br><br>The objective of the course unit is to provide major aspects of computer applications in qualitative and quantitative research and the ability to apply the business research software to perform statistical analysis and quantitative analysis.   |          |   |   |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the computer applications in research</li><li>• apply appropriate analytical tools to quantitative and qualitative research</li><li>• develop the ability to produce appropriate statistical results to the business research</li><li>• create financial models for business problems</li></ul> |          |   |   |     |
| <b>Course Contents:</b><br><br>Entering data in selected package, linear regression model (simple, multiple), non-linear regression model, Univariate time series, Stationary and Auto, ARIMA process correlation, Stationary and unit root test, univariate time series- volatility models, multivariate time series analysis, panel data analysis.       |          |   |   |     |
| Teaching and Learning Methods  |          |   | Lectures, Tutorials, Practical, self-learning through LMS |     |
| Evaluation Methods   |          |   |   |     |
| Formative Assessment   |          | Tutorial examination, Assignment(s), and Quiz   |   | 40% |
| Summative Assessment   |          | Practical and written examination of three hour duration expected to answer all questions |   | 60% |
| <b>Recommended readings:</b>   |          |   |   |     |

Studenmund, A. H. (2017), Using Econometrics: A Practical Guide, 7<sup>th</sup> Edition, Pearson Education.

Roman Kozhan (2010), Financial Econometrics - with EViews, Ventus Publishing ApS.

|   |          |  |                                |     |
|---|----------|--|--------------------------------|-----|
| Module Code   | ACC 4113 | Title  | Advanced Management Accounting |     |
| Credits   | 03       | Hours  | Lectures                       | 45  |
| <b>Objective:</b><br><br>The objective of this course is to provide a theoretically and empirically informed understanding of the changing roles of management accounting information. As well as increase students' awareness of how management accounting is used in the processes of managing an organization.   |          |  |                                |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify the modern management accounting techniques for a competitive world</li><li>• explain the different mechanistic and post-mechanistic approaches to management accounting, including strategic accounting approaches</li><li>• discuss the throughput accounting, CVP analysis, variance analysis and cost reduction program</li><li>• discuss the new technological developments in Management Accounting</li></ul> |          |  |                                |     |
| <b>Course Contents:</b><br><br>An overview of Management Accounting, Aspects of management accounting techniques, Advanced variance analysis, Performance Appraisal, Throughput Accounting and cost reduction program, New technological developments impacting Management Accounting   |          |  |                                |     |
| <b>Teaching and Learning Methods</b>  |          | Lectures, tutorials, self-learning through LMS             |                                |     |
| Evaluation Methods  |          |  |                                |     |
| Formative Assessment  |          | Tutorial examination, Assignment(s), Quiz, and Field Visit |                                | 30% |

|  |  |     |
|--|--|-----|
| Summative Assessment   | Written examination of three hour duration expected to answer all questions in Part I and Part II. | 70% |
| <b>Recommended readings:</b><br>Horngren, Foster, Data & Gowing (2010), Cost Accounting: A Managerial Emphasis. 5 <sup>th</sup> edition. Pearson.<br>Kaplan, Robert, S., Anthony, A. Atkinson (1996), Advanced Management Accounting 2 <sup>nd</sup> ed. Prentice Hall of India (pvt) Ltd, New Delhi<br>Davis, Charles E., Davis, Elizabeth B. (2011), Managerial Accounting for Strategic Decision Making, Publisher: Wiley & Sons, Incorporated, John, ISBN: 9780471699606 |  |     |

|   |   |              |                              |    |
|---|---|--------------|------------------------------|----|
| <b>Module Code</b>  | ACC 4122                                      | <b>Title</b> | Financial Statement Analysis |    |
| <b>Credits</b>  | 03  | <b>Hours</b> | <b>Lectures</b>              | 30 |
| <b>Objective:</b><br>The objective of this course is to provide significant information on the contents of financial statements and to provide skills to make the financial statement analysis. Further, students can able to interpret the results of financial statements for decision-making purposes.<br><b>ILO:</b> <ul style="list-style-type: none"> <li>• explain the accounting methods used in financial statements</li> <li>• classify financial statements to get the relevant information for analyzing for different purposes</li> <li>• apply ratio analysis for gaining insight into business operations</li> <li>• analyze the quality of financial statements</li> </ul> <b>Course contents:</b><br>An overview of financial statement analysis, Business activities and financial statements, Analysis of statement of shareholders' equity, Analysis of statement of financial position and statement of profit or loss and other comprehensive income, Analysis of statement of cash flows, Profitability analysis and liquidity analysis, Growth and sustainability earnings, Accounting analysis, Credit analysis, Financial statements and valuation, Forecasting and valuation analysis. |   |              |                              |    |
| <b>Teaching and Learning Methods</b>  | Lecture, Tutorials, self-learning through LMS |              |                              |    |

|  |   |     |
|--|---|-----|
| Evaluation Methods   |   |     |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation   | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br><br>Stephen H Penman, Financial statement analysis and security valuation, Latest Edition (2016), McGraw-Hill<br><br>K. R. Subramanian and John Wild, Financial Statement Analysis, 10 <sup>th</sup> Edition McGraw-Hill |   |     |

|   |          |              |                   |    |
|---|----------|--------------|-------------------|----|
| <b>Module Code</b>  | ACC 4133 | <b>Title</b> | Advanced Taxation |    |
| <b>Credits</b>  | 03       | <b>Hours</b> | <b>Lectures</b>   | 45 |
| <b>Objectives:</b><br><br>The objective of this course unit is to equip students with taxation knowledge encompassing regulatory framework required for the Income-tax for companies and to provide in-depth knowledge of the application of taxation principles for tax planning and decision making.<br><br><b>ILO</b> <ul style="list-style-type: none"> <li>• compute tax liability of a company</li> <li>• apply the principles of Income-tax of partnerships, charitable institutions and clubs and associations</li> <li>• explain the system of administration applicable to returns and assessments.</li> <li>• discuss the tax implications of various courses of action for a given situation taking into account all relevant taxes in each case, giving due consideration to all relevant other consequences.</li> </ul> <b>Course Contents:</b><br>Computation of statutory income, assessable income, the taxable income of companies and tax liability of a resident company, advanced income tax calculation for a partnership, computation of the tax liability of a club or association, deemed dividend tax, advanced Value Added Tax (VAT) and tax administration. |          |              |                   |    |



|  |  |  |
|--|--|--|
| Teaching and Learning Methods  |  | Lectures, Tutorials, self-learning through LMS |
| Evaluation Methods   |  |  |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation  |  |
| Summative Assessment   | Written examination of three hour duration expected to answer all questions in Part I and Part II. |  |
| <b>Recommended readings:</b><br>Inland Revenue Department Act and subsequent amendments. |  |  |

|  |          |  |                          |    |
|--|----------|--|--------------------------|----|
| Module Code  | ACC 4143 | Title  | Public Sector Accounting |    |
| Credits  | 03       | Hours  | Lectures                 | 45 |
| <b>Objective:</b><br><br>The objective of this course unit is to provide in-depth knowledge to students in public sector accounting practices in accordance with government rules and regulations in Sri Lanka. This course is designed to develop students' abilities in applying theories and practices adopted in the field of financial administration of government sector organizations.                                       |          |  |                          |    |
| <b>ILO</b><br><br><ul style="list-style-type: none"><li>• explain the application of the public sector accounting standards.</li><li>• analyze the various sources and applications of government receipts and payments.</li><li>• apply the finance-related laws, rules and regulations in public sector accounting.</li><li>• apply the Public Sector Accounting Concepts and Standards.</li></ul>                                 |          |  |                          |    |
| <b>Course Contents:</b><br>Introduction to Public Sector Accounting, Overview of Regulatory Framework of Public Sector Accounting, Public Sector Accounting Concepts, Sources of Government Revenue Government Expenditure and Payments Process, Financial Reporting and Control in the Public Sector, Provisions of the Public Procurement Act., Executive control system in Government Departments and Authorities: COPA and COPE. |          |  |                          |    |
| Teaching and Learning Methods  |          | Lectures, Tutorials, self-learning through LMS |                          |    |
| Evaluation Methods   |          |  |                          |    |

|   |   |       |                    |     |
|---|---|-------|--------------------|-----|
| Formative Assessment  | Tutorial examination, Assignment(s), Quiz   |       |                    | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer five questions out of Seven questions |       |                    | 70% |
| <b>Recommended readings:</b><br>Sri Lanka Financial Regulations<br><br>ADB-MOF publications on Public Finance<br><br>Chapter XIII of the Constitution of the Democratic Republic of Sri Lanka<br><br>Financial Act No 38 of 1971<br><br>Public Sector Accounting - Rowans Jones, Maurice, Pendlebury - 3 <sup>rd</sup> ed. 1992 ELBS  |   |       |                    |     |
| Module Code   | FIN 4131  | Title | Seminar in Finance |     |
| Credits   | 01  | Hours | Seminar hours      | 15  |
| <b>Objective:</b><br><br>This course unit is to provide a knowledge in reviewing the seminal articles in accounting and finance<br><br><b>ILO</b> <ul style="list-style-type: none"><li>• outline the current issues in finance</li><li>• select, read, understand and analyze research papers</li><li>• explain the core concepts of the research articles</li><li>• interpret the merits and demerits of research articles</li></ul><br><b>Course Contents:</b><br><br>Seminar in finance consists of discussion on contemporary issues in finance with an emphasis on both in Sri Lanka and global context. The discussion will be organized with an expert in finance to enlighten students. It will consist of discussion on research papers, guest lectures and presentations on current issues in finance. |   |       |                    |     |
| Teaching and Learning Methods   |   |       |                    |     |
| Evaluation Method   |   |       |                    |     |
| Report  |   | 40 %  |                    |     |
| Presentation (3 presentation, 20% each)   |   | 60%   |                    |     |

## Honours in Marketing Management

|   |   |  |                    |     |
|---|---|--|--------------------|-----|
| Module Code   | MAR 4113  | Title  | Marketing Research |     |
| Credits   | 03  | Hours  | Lectures           | 30  |
|   |   |  | Laboratory         | 30  |
| <b>Objective:</b><br>The objective of this course unit is to provide substantial knowledge in carrying out marketing research locally and globally for various organizations by applying different qualitative and quantitative techniques.   |   |  |                    |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• make use of marketing research for various marketing disciplines</li><li>• differentiate the qualitative and quantitative marketing researches</li><li>• apply various research methodologies in a marketing survey</li><li>• develop market surveys</li><li>• evaluate the market surveys</li><li>• recommend the findings to the stakeholders</li></ul>  |   |  |                    |     |
| <b>Course Contents:</b><br>Introduction: meaning and definition of marketing research, types of marketing research planning for marketing research, the components involved in a marketing research report, population and sampling, data collection techniques, ethics to be followed in data collection, data analysis techniques (application of SPSS), interpretation of findings as meaningful information, presenting the research findings and reporting, need for international marketing research. |   |  |                    |     |
| <b>Teaching and Learning Methods</b>  |   | Lectures, Tutorials, Discussions, Case analyses, practical session with the application of software, self-learning through LMS |                    |     |
| Evaluation Methods  |   |  |                    |     |
| Formative Assessment  | Tutorials, Presentations, Real-world Case Analyses, Field Surveys   |  |                    | 40% |
| Summative Assessment  | Written examination of two hour duration expected to answer four out of six questions and a practical examination of two hour duration. |  |                    | 60% |
| <b>Recommended readings:</b>  |   |  |                    |     |

Kolb, B. (2017). Marketing Research: A Concise Introduction, Sage Publications.

Erickson, S.G. (2017). New Methods of Market Research and Analysis, Edward Elgar Publication.

Benzo, R., Fourali, C., and Mohesen, G.M. (2017). Marketing Research: Planning, Process, Practice, Sage Publications

Edward, F. McQuarrie (2017). The Market Research Toolbox: A Concise Guide for Beginners, 4<sup>th</sup> Edition, Sage Publication.

|  |   |  |                     |     |
|--|---|--|---------------------|-----|
| Module Code  | MAR 4123  | Title  | Strategic Marketing |     |
| Credits  | 03  | Hours  | Lectures            | 45  |
| <b>Objective:</b><br><br>The objective of this course unit is to provide a wide knowledge of applying marketing concepts strategically in an organization.   |   |  |                     |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify and evaluate the product-driven and market-driven strategies</li><li>• discuss strategic marketing programme</li><li>• distinguish the relationship marketing strategies</li><li>• examine how to link management strategies in developing a strategic marketing program</li></ul> |   |  |                     |     |
| <b>Course Contents:</b><br><br>Introduction., product-driven and market-driven strategies, strategic marketing process, situation analysis, marketing strategy formulation, relationship strategies, strategic marketing program development, implementing & managing market-driven strategies.  |   |  |                     |     |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Case study analyses, Presentations, Debate, self-learning through LMS |                     |     |
| Evaluation Methods   |   |  |                     |     |
| Formative Assessment   | Tutorial Examinations, Assignments, Presentations   |  |                     | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer question one and other four out of seven questions. |  |                     | 70% |

**Recommended readings:**

Aaker, D.A. and Moorman, C (2017). Strategic Market Management, 11<sup>th</sup> Edition, Willey.

Alexander, C. (2014). Strategic Marketing Management, 8<sup>th</sup> Edition, Cerebellum Press.

Aaker, D.A. and Mc-Loughin, D. (2010), Strategic market Management: Global Perspectives, John Wiley and sons Ltd.

Cravens, D. W. and Piercy, N, F, (2009). Strategic Marketing, 9th Edition, MC Graw-Hill.

|  |   |  |                         |     |
|--|---|--|-------------------------|-----|
| Module Code  | MAR 4133  | Title  | International Marketing |     |
| Credits  | 03  | Hours  | Lectures                | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is to provide substantial knowledge in doing marketing internationally.  |   |  |                         |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the organizational &amp; agreements influence in international marketing</li><li>• examine the factors influencing on international marketing</li><li>• differentiate the types of business in international marketing</li><li>• explain the reason for an entry exit strategy in international marketing</li><li>• analyze the planning and controlling in international and global marketing</li></ul> |   |  |                         |     |
| <b>Course Contents:</b><br><br>Introduction to international marketing, understanding the global marketing environment, environmental forces influencing on international marketing, global market entry strategies/exit strategies, international marketing mix strategies, internationalization process & international product life cycle, planning & controlling in international & global marketing.  |   |  |                         |     |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Case study analyses, Presentations, self-learning through LMS |                         |     |
| Evaluation Methods   |   |  |                         |     |
| Formative Assessment   | Tutorial Examinations, Assignments, Case Study Presentations`, Tutorial(s). |  |                         | 30% |
| Summative Assessment   | Written examination of three hour duration                                  |  |                         | 70% |

|   |   |  |
|---|---|--|
|   | expected to answer question one and<br>other four out of seven questions. |  |
| <p><b>Recommended readings:</b></p> <p>Philip Cateora, John Graham, Mary Gilly, (2012) International marketing, 16<sup>th</sup> edition<br/>Mc Graw Hill.</p> <p>Jean Pierre, Jeannet, Hubert D. Hennessey, Global Marketing Strategies, 2<sup>nd</sup> edition,<br/>Jaico Publishing house -2001</p> <p>Kotler, P, and Keller, K., (2012), Marketing Management, (14<sup>th</sup> edition), New Jersey,<br/>Prentice-hall.</p> <p>Philip Kotler, and Gray Armstrong (2016). Principles of Marketing. Global edition,<br/>Pearson Education Ltd, 16<sup>th</sup> edition.</p> |   |  |

|  |  |  |                               |     |
|--|--|--|-------------------------------|-----|
| Module Code  | MAR 4143   | Title  | Marketing Information Systems |     |
| Credits  | 03   | Hours  | Lectures                      | 45  |
| <b>Objective:</b><br><br>The objective of this course unit is to provide advanced interdisciplinary knowledge and augmented skills for creating enterprise information systems that support marketing management processes.  |  |  |                               |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• identify the nature, role and strategic value of marketing information in all types of business operations</li><li>• identify the informational requirements for the marketing environment</li><li>• evaluate the information systems for planning and control of marketing</li><li>• examine the effectiveness of ERP in marketing</li><li>• relate international, multinational, global marketing information systems</li></ul>   |  |  |                               |     |
| <b>Course Contents:</b><br><br>Definitions, functions, requirements for the marketing information systems (MKIS)., Investigation and summary of the scientific and experimental research in MKIS area in the scientific literature, Types and functions of the information systems, Applying ERP, business intelligence and integrated software for marketing tasks, Cloud based and open source solutions, CRM performance analysis, Marketing planning and its linking to the design of MKIS structure and processes of the enterprise Tools &software, Creating MKIS in the enterprise, the interrelationships with other computerized systems inside and outside the enterprise. The variety of concepts to structure and process of the MKIS models, ERP applications in marketing. |  |  |                               |     |
| <b>Teaching and Learning Methods</b>   |  | Lectures, Tutorials, Discussions, Laboratory sessions, self-learning through LMS |                               |     |
| Evaluation Methods   |  |  |                               |     |
| Formative Assessment   | Tutorials, Presentations, Quiz, Real-world case Analyses   |  |                               | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer question one and other four out of seven questions |  |                               | 70% |
| <b>Recommended readings:</b><br><br>Miller, J. (2011). Marketing Information System, Grin.<br><br>Chandra Sekhar Gotlagunta, (2012). Marketing Information Systems, Gayan Book (Pvt). Ltd. India.<br><br>Boyd, H.W, Westfall, R and Stasch, S.F (2002) Marketing Research- Text and Cases, 7 <sup>th</sup> edition, Richard. D Irwin, U.S.A  |  |  |                               |     |

|   |   |   |                                 |     |
|---|---|---|---------------------------------|-----|
| Module Code   | MAR 4152  | Title   | Customer Relations in Marketing |     |
| Credits   | 02  | Hours   | Lectures                        | 30  |
| <b>Objectives:</b><br><br>The objective of this curse unit is to provide an in-depth knowledge of customer relations and the importance of it in every organization.  |   |   |                                 |     |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• differentiate the term Customer Relationship Marketing from Customer Relationship Management</li><li>• develop effective relationship marketing organizations</li><li>• apply the different customer relationship approaches</li><li>• discuss how to enhance customer satisfaction through technological advancement</li><li>• explain how to manage the Customer Life Cycle</li></ul> |   |   |                                 |     |
| <b>Course Contents:</b><br><br>Customer focus, Customer relations & Relationship marketing, Determining the value of a customer, Enhancing customer service skills with technology, Managing the customer life cycle.   |   |   |                                 |     |
| Teaching and Learning Methods   |   | Lectures, Tutorials, Group Presentation, Case study analyses, self-learning through LMS |                                 |     |
| Evaluation Methods  |   |   |                                 |     |
| Formative Assessment  | Tutorial examination, Assignment(s), Quiz, Presentations.   |   |                                 | 30% |
| Summative Assessment  | Written examination of two-hour duration expected to answer any four questions out of six questions |   |                                 | 70% |
| <b>Recommended readings:</b><br><br>Rosie Phipps, Craig Simmons, (2000), The Marketing of Customer Interface, Butterworth- Heinemann Pub. (CIM)   |   |   |                                 |     |



Gill wood, (2000), Customer Communication in Marketing, Butter worth Heinemann Pub, (CIM)

Angela Hatton Mike Worsan, (2000), Effective Management for Marketing, Butterworth heinman, Pub.

Stone, M. and Foss, B. (2001). Successful Customer Relationship Marketing: New Thinking, New Strategies, New Tools for Getting Closer to Your Customers, Kogan.

|   |          |              |                      |    |
|---|----------|--------------|----------------------|----|
| <b>Module Code</b>  | MAR 4161 | <b>Title</b> | Seminar in Marketing |    |
| <b>Credits</b>  | 01       | <b>Hours</b> | <b>Seminar Hours</b> | 15 |
| <p><b>Objective:</b></p> <p>This course unit is to provide knowledge in reviewing the seminal articles in marketing</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• outline the current issues in marketing</li> <li>• select, read, understand and analyze research papers</li> <li>• explain the core concepts of the research articles</li> <li>• interpret the merits and demerits of research articles</li> </ul> <p><b>Course Contents:</b></p> <p>Seminar in marketing consists of discussion on contemporary issues in marketing with an emphasis on both in Sri Lanka and global context. The discussion will be organized with an expert in marketing to enlighten students. It will consist of discussion on research papers, guest lectures, and presentations on current issues in marketing.</p> |          |              |                      |    |
| <b>Teaching and Learning Methods</b>  |          |              |                      |    |
| Evaluation Method   |          |              |                      |    |
| Report  |          | 40%          |                      |    |
| Presentation (3 presentation, 20% each)   |          | 60%          |                      |    |

## Honours in Business Economics

|  |   |   |                                   |          |
|--|---|---|-----------------------------------|----------|
| Module Code  | ECO 4113  | Title   | Computer Application in Economics |          |
| Credits  | 03  | Hours   | Lectures<br>Laboratory            | 15<br>60 |
| <b>Objective:</b><br>The objective of the course unit is to provide significant aspects of computer applications in qualitative and quantitative research and the ability to apply the business research software to perform statistical analysis and quantitative analysis.   |   |   |                                   |          |
| <b>ILO</b> <ul style="list-style-type: none"><li>• explain the computer application in research</li><li>• apply appropriate statistical analysis to quantitative research and qualitative research</li><li>• develop the ability to produce appropriate statistical results to the business researches</li><li>• create financial models for business problems</li></ul> |   |   |                                   |          |
| <b>Course Contents:</b><br>Entering data in selected package, linear regression model (simple, multiple), non-linear regression model, Univariate time series, Stationary and Auto, ARIMA process correlation, Stationary and unit root test, univariate time series- volatility models, multivariate time series analysis, panel data analysis                          |   |   |                                   |          |
| Teaching and Learning Methods  |   | Lectures, Tutorials, Group Discussion, Practical, self-learning through LMS |                                   |          |
| Evaluation Methods   |   |   |                                   |          |
| Formative Assessment   | Tutorial Examination, Assignment(s), practical examination                    |   |                                   | 40%      |
| Summative Assessment   | Practical examination of three hour duration expected to answer all questions |   |                                   | 60%      |
| <b>Recommended readings:</b><br>Studenmund, A. H. (2017), Using Econometrics: A Practical Guide, 7 <sup>th</sup> Edition, Pearson Education.<br><br>Roman Kozhan (2010), Financial Econometrics with E-Views, Ventus Publishing.   |   |   |                                   |          |

|  |  |  |                               |     |
|--|--|--|-------------------------------|-----|
| Module Code  | ECO 4123   | Title  | Research Methods in Economics |     |
| Credits  | 03   | Hours  | Lectures                      | 45  |
| <b>Objective:</b><br>The objective of this course unit is to provide the necessary knowledge for undergraduate students to explore and study in the economic research area and prepare to write undergraduate thesis.  |  |  |                               |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• define the meaning of research and develop the research proposal in economics</li><li>• identify the research problem and research question in systematic way</li><li>• construct hypothesis, research design and its process in Economics</li><li>• analyze data in systematic way by using the statistical tools</li><li>• interpret the results and provide suitable recommendations</li></ul>         |  |  |                               |     |
| <b>Course Contents:</b><br>Nature, purpose and limitations of scientific research, Types of research, Formulation of research problem identification and operationalization of the problem, Survey of literature, write research proposal, Development of working hypotheses, method of economic research and research design, referencing system, Population and sampling, data collection methods, measurement and scaling, Components of research report. |  |  |                               |     |
| <b>Teaching and Learning Methods</b>   |  | Lectures, Tutorials, Group Discussion, self-learning through LMS |                               |     |
| Evaluation Methods   |  |  |                               |     |
| Formative Assessment   | Assignments, tutorials exams, Quiz   |  |                               | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions. . |  |                               | 70% |
| <b>Recommended readings:</b><br>M. Dasgupta, (2007), Research Methodology in Economics.<br>Don E. Ethridge, (2004), Research Methodology in Applied Economics, 2 <sup>nd</sup> Edition   |  |  |                               |     |

C.R Kothari, (2004), Research Methodology.

Mirjana Radovic-Markovic, Beatrice Avolio Alecchic (2017), Qualitative Methods in Economics.

Jerome Adda, Russell W. Cooper, (2003). Dynamic Economics: Quantitative Methods and Applications.

|   |          |  |                                      |    |
|---|----------|--|--------------------------------------|----|
| Module Code   | ECO 4133 | Title  | Productivity and Efficiency Analysis |    |
| Credits   | 03       | Hours  | Lectures                             | 15 |
|   |          |  | Laboratory                           | 60 |
| <b>Objective:</b><br>The objective of this course unit is to provide the necessary knowledge and software practices and applications to analyze the productivity and efficiency analysis using industrial and economic data.  |          |  |                                      |    |
| <b>ILO</b> <ul style="list-style-type: none"><li>• choose relevant software to analyze the productivity and efficiency of multi-input and multi-output industries or firms using various approaches</li><li>• identify the performance and productivity improvement of a firm using input and output data</li><li>• adapt the output and input changes necessary for an organization to achieve best practices</li><li>• elaborate the decomposition of productivity change using frontier methods</li></ul>                    |          |  |                                      |    |
| <b>Course Contents:</b><br>Overview of productivity and efficiency, Review of production economics, Productivity and efficiency measurement concepts, Index numbers and productivity measurements, Data and measurement issues, Data envelopment analysis, Additional topics on Data envelopment analysis, Econometric estimation of production technologies, Stochastic frontier analysis, Additional topics on Stochastic frontier analysis, The calculation and decomposition of productivity change using frontier methods. |          |  |                                      |    |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Group Discussion, self-learning through LMS |                                      |    |
| Evaluation Methods  |          |  |                                      |    |

|  |  |     |
|--|--|-----|
| Formative Assessment   | Assignments, tutorials exams with practical only   | 40% |
| Summative Assessment   | Practical and written examination of three hour duration expected to answer any five questions out of seven questions. | 60% |
| <p>Recommended readings:</p> <p>Fried, H. O., C. A. K. Lovell, and S. S. Schmidt (2008), The Measurement of Productive Efficiency and Productivity Growth, Oxford University Press.</p> <p>Rasmussen, S. (2011), Production Economics: The Basic Theory of Production Optimization, Springer-Verlag Berlin Heidelberg.</p> <p>Coelli, T. J., D. S. Prasada Rao, C. J. O'Donnell, and G. E. Battese (2005). An Introduction to Efficiency and Productivity Analysis, 2nd ed., Springer, New York.</p> <p>Tihomir Ancev, M.A. Samad Azad, Francesc Hernández-Sancho (2017).<br/>New Directions in Productivity Measurement and Efficiency Analysis<br/>Wiley, (2013). Efficiency and Productivity Growth: Modelling in the Financial Services Industry.</p> <p>Coelli, T.L, (96/97), A Guide to Frontier version 4.1: A Computer program for stochastic frontier production and cost function estimation. CEPA working paper, University of New England, Australia.</p> <p>Sunil Kumar, Rachita Gulati, (2014), Deregulation and Efficiency of Indian Banks.</p> |  |     |

|   |          |              |                                |    |
|---|----------|--------------|--------------------------------|----|
| <b>Module Code</b>  | ECO 4143 | <b>Title</b> | Issues in Economic Development |    |
| <b>Credits</b>  | 03       | <b>Hours</b> | <b>Lectures</b>                | 45 |
| <p><b>Objective:</b></p> <p>The objective of this course unit is to provide knowledge in analyze peculiar problems of economic growth in developing countries with emphasis on public policies and distribution arrangements of economic activities.</p> <p><b>ILO</b></p> <ul style="list-style-type: none"> <li>• define the meaning and measurement of development</li> <li>• compare the growth theories</li> <li>• categorize the structure and the issues in development in developing</li> </ul> |          |              |                                |    |

countries

- explain the development policies with regarding the current economic issues
- examine the environmental problems and sustainable development

**Course Contents:**

The meaning of development and under development, Introduction to growth theory, Classic theories of economic growth and development, contemporary models of development and under development, poverty, inequality and development, Population growth and economic development, urban, suburb and rural-urban migrations, Human capital to education and health in economic development, agricultural transformation and rural development.

|                                      |   |     |
|--------------------------------------|---|-----|
| <b>Teaching and Learning Methods</b> | Lectures, Tutorials, Discussions, self-learning through LMS   |     |
| Evaluation Methods                   |   |     |
| Formative Assessment                 | Tutorial examination, Assignment(s), Quiz, Presentation   | 30% |
| Summative Assessment                 | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |

**Recommended readings:**

Todaro, M.P., and Smith, S.C (2015), Economic Development, 12<sup>th</sup> Edition, Pearson.

Meier, G.M., and Rauch, J.E. (2015). Leading Issues in Economic Development, 10<sup>th</sup> Edition, Oxford Press.

Marjit and Rajeev (2014). Emerging Issues in Economic Development: A Theoretical Perspective Hardcover, Oxford.

Essays in Development Issues, Post Graduate Institute of Agriculture Economic.

|                    |          |              |                     |    |
|--------------------|----------|--------------|---------------------|----|
| <b>Module Code</b> | ECO 4153 | <b>Title</b> | International Trade |    |
| <b>Credits</b>     | 03       | <b>Hours</b> | <b>Lectures</b>     | 45 |
| <b>Objectives:</b> |          |              |                     |    |

The objective of the course unit is to provide the knowledge of Trade theories and policies practiced in developed and developing countries and international institutions involved in improving the international free trade.

### **ILO**

- describe the relationship between International Trade and nations standard of living
- identify the major international economic problems and challenges
- describe international trade theory and the policy work both in theory and practice
- evaluate the beneficiaries of existing policies and institutions and major international trade policies
- analyze international trade between the countries

### **Course Contents:**

Introduction, international trade theories - The law of comparative advantage, The standard theory of international trade, demand and supply, Offer Curves and the terms of trade, factor endowments and the Heckscher-Ohlin Theory, economies of scale, imperfect competition and international trade, economic growth and international trade - international trade policy - Trade restrictions: Tariffs, International Trade and economic development.

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|---|---|---|
| <b>Teaching and Learning Methods</b>  |   | Lectures, Tutorials, Discussions, self-learning through LMS |
| Evaluation Methods  |   |   |
| Formative Assessment  | Tutorial examination, Assignment(s), Quiz, Presentation   | 30%   |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions | 70%   |
| <b>Recommended readings:</b><br>Salvatore, D. (2012). Introduction to International economics. 3 <sup>rd</sup> edition, Wiley, USA.<br>Krugman, R. P., Obstfeld, M., and Melitz, M.C. (2015), Trade Theory and Policy, 10 <sup>th</sup> edition, Pearson.<br>Salvatore, D. (2016). International economics, 12 <sup>th</sup> edition, Wiley, USA. |   |   |

## Honours in Human Resource Management

|  |   |   |                                     |     |
|--|---|---|-------------------------------------|-----|
| Module Code  | HRM 4113  | Title   | Strategic Human Resource Management |     |
| Credits  | 03  | Hours   | Lectures                            | 45  |
| <b>Objectives:</b><br>The objective of this course is to provide the knowledge and skills that can use to effectively manage human resources to achieve organizational goals.  |   |   |                                     |     |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• interpret strategic approach to human resource management</li><li>• analyze human resource needs of an organization</li><li>• analyze human aspects of strategic implementation</li><li>• identify competency gaps in an organization</li><li>• provide feedback to employees to help them reach personal and organizational goals</li></ul> |   |   |                                     |     |
| <b>Course Contents:</b><br>Introduction to strategic HRM, human resource environment, recruitment and retention strategies, training and development strategies, performance management strategies, reward and compensation strategies, human aspects of strategy implementation, HRM score card, HRM and competitive business strategies, strategic HRM and sustainable competitive advantage   |   |   |                                     |     |
| <b>Teaching and Learning Methods</b>   |   | Lectures, Tutorials, Group discussion, Case study Analysis, self-learning through LMS |                                     |     |
| Evaluation Methods   |   |   |                                     |     |
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation   |   |                                     | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions |   |                                     | 70% |
| <b>Recommended readings:</b><br>Rees, G and Smith, P.E (2017). Strategic Human Resource Management: An International Perspectives, 2 <sup>nd</sup> Edition.<br>Tuss, D. Mankin, D, and Kelliher, C (2012) Strategic Human Resource Management.   |   |   |                                     |     |



Agarwal.T (2007) Strategic HRM, Oxford university press, New Delhi  
 Michael Armstrong (2006) Strategic HRM, 3<sup>rd</sup> edition, Kogan page, London

|   |          |   |  |     |
|---|----------|---|--|-----|
| Module Code   | HRM 4123 | Title   | Human Resource Information System (HRIS) |     |
| Credits   | 03       | Hours   | Lectures                                 | 45  |
| <b>Objectives:</b><br><br>The objective of this course unit is the students will be able to understand the characteristics and applications of the Human resource information system (HRIS) and explain the emerging trends in HRIS.  |          |   |  |     |
| <b>ILO</b> <ul style="list-style-type: none"><li>• describe the HRIS, HRIS Life cycle, HRIS development</li><li>• explain Evolution of HRIS</li><li>• interpret the implementation of HRIS</li><li>• know the HRIS in large and small organizations</li><li>• outline and practice the HRIS Applications</li></ul>  |          |   |  |     |
| <b>Course Contents:</b><br><br>Introduction to HRIS, Evolution of HRIS, Human Resources Information Systems in large and small organizations, Database concepts and Applications in HRIS, HRIS life cycle/HR responsibility in each phase of HRIS development, Planning for implementation, HRIS Need analysis, System design and acquisition, Cost justifying HRIS investment, HRIS Implementation, Maintenance of HRIS, Human Resource Administration and HRIS ,HRIS Applications, HRIS software Emerging trends in HRIS, Networking, internet, intranet, technology implications, etc, |          |   |  |     |
| <b>Teaching and Learning Methods</b>  |          | Lectures, Tutorials, Discussion, Case study analysis, self-learning through LMS                         |  |     |
| Evaluation Methods  |          |   |  |     |
| Formative Assessment  |          | Tutorials examination, Assignment(s), Quiz, Presentation  |  | 30% |
| Summative Assessment  |          | Written examination of three hour duration expected to answer any five questions out of seven questions |  | 70% |
| <b>Recommended readings:</b>  |          |   |  |     |

Kavanagh, M.J., Thite, M., & Johnson, R.D. (2012). Human Resource Information Systems: Basic Applications and Future Directions. SAGE Publications.

Satish M. Badgi (2012) Practical Guide to Human Resource Information Systems, PHI Learning Private Limited, New Delhi.

Alfred J. Walker (1993). Handbook of Human Resource Information Systems: Reshaping the human resource function with technology McGraw-Hill

Ceriello, Vincent, with C. Freeman (1991). Human Resource Management Systems: Strategies, Tactics, and Techniques. Lexington, MA: Lexington Books.

|   |          |   |                                  |    |
|---|----------|---|----------------------------------|----|
| Module Code   | HRM 4133 | Title   | Global Human Resource Management |    |
| Credits   | 03       | Hours   | Lectures                         | 45 |
| <b>Objectives:</b><br><br>The main objective of this course is to provide students with knowledge, skills, tools and approaches to handle the human resources management requirements in a global business environment.<br><br><b>ILO:</b> <ul style="list-style-type: none"><li>• explain the global HRM and strategies</li><li>• describe the HRM practices in MNCs</li><li>• identify the global HRM practices</li><li>• describe the comparative global HRM practices</li></ul><br><b>Course Contents:</b><br><br>Globalization and HRM, Strategic global HRM, approaches to international and global HRM, MNCs; mergers and acquisitions; joint ventures and alliances and HRM, International employment law, Labour standards and ethics, International/ global employment relations, International workforce planning and staffing, Global recruitment, selection and repatriation, Global training and management development, Performance management and rewarding, International compensation, benefits and taxes, Comparative global/international HRM: operating in other regions and countries |          |   |                                  |    |
| Teaching and Learning Methods   |          | Lectures, Tutorials, Case study Analyses, self-learning through LMS |                                  |    |
| Evaluation Methods  |          |   |                                  |    |

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|--|---|-----|
| Formative Assessment   | Tutorial examination, Assignment(s), Quiz, Presentation   | 30% |
| Summative Assessment   | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |
| <b>Recommended readings:</b><br><br>Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2012). International Human Resource Management: Policies and Practices for Multinational Enterprises, 4 <sup>th</sup> Edition. Routledge<br><br>Chris Rees, Tony Edwards (2011). International Human Resources Management: Globalization, National systems and Multinational companies. Pearson Education |   |     |

|   |          |  |   |    |
|---|----------|--|---|----|
| <b>Module Code</b>  | HRM 4143 | <b>Title</b>   | Application of Human Resources Management |    |
| <b>Credits</b>  | 03       | <b>Hours</b>   | <b>Lectures</b>                           | 45 |
|   |          |  | <b>Laboratory</b>                         | -  |
| <b>Objectives:</b><br><br>The objective of this course is to provide knowledge and skills in the application of HRM in the different business environment and contemporary issues related to Sri Lanka.<br><br><b>ILO</b> <ul style="list-style-type: none"> <li>• explain the differences in employment practices in different kinds of organizations</li> <li>• explain the ethnic and multi-cultural diversity in practicing HRM</li> <li>• analyze the issues of HRM due to IT development</li> <li>• develop the skills of HRM practices across different types of organizations</li> </ul> <b>Course Contents:</b><br><br>HRM in manufacturing business, HRM in Service business, HRM in the public sector, HRM in not-for-profit/ charity business, HRM in IT companies and virtual organizations, emerging issues of HRM due to technological and IT development and HRM in project-based organization. |          |  |   |    |
| <b>Teaching and Learning Methods</b>  |          | Lectures, Tutorials, Discussion, Case study analyses, Organizational visits, Self-learning through LMS |   |    |

| Evaluation Methods  |   |     |
|---|---|-----|
| Formative Assessment  | Tutorial Examination, Assignment(s), Quiz, Presentation   | 30% |
| Summative Assessment  | Written examination of three hour duration expected to answer any five questions out of seven questions | 70% |
| <p><b>Recommended readings:</b></p> <p>Rona S. Beattie, Stephen Osborne (2008). Human Resource Management in Public Sector. Routledge.</p> <p>Robert L. Heneman, David B. Greenberger (2002) Human Resource Management in Virtual Organizations, IAP.</p> <p>Bowen, D. E., Chase, R. B., Cummings, T. G., and Associates (Eds.), Service management effectiveness. San Francisco: Jossey-Bass</p> |   |     |

| Module Code  | HRM 4153 | Title | Research Methods in HRM |    |
|--|----------|-------|-------------------------|----|
| Credits  | 03       | Hours | Lectures                | 30 |
|  |          |       | Laboratory              | 30 |
| <p><b>Objectives:</b></p> <p>The objective of this course unit is to provide a comprehensive introduction to research philosophy, methodology, and design and their particular application in researching people management issues in domestic and international contexts.</p> <p><b>ILO:</b></p> <ul style="list-style-type: none"> <li>• identify, distinguish and evaluate different research paradigms and philosophies</li> <li>• explain the role and significance of researching in HRM context</li> <li>• reflect on the personal, professional and ethical issue involved in undertaking research in the HRM and employment context</li> <li>• conduct an information search of appropriate literature and data sources and reference the work of others following appropriate academic conventions</li> <li>• construct effectively to the planning, design and implementation of research</li> <li>• apply the knowledge and skills necessary to undertake successful research within the field of HRM / HRD</li> </ul> |          |       |                         |    |

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|--|---|-----|
| <b>Contents:</b>   |   |     |
| Introduction, the nature of research in HR, ethics and HR research, investigating and researching HR issues, reviewing and evaluating existing knowledge, plan and design the research, implement your research, data collection techniques, data analysis techniques (application of SPSS and other relevant analytical tools), interpretation of findings as meaningful information, presenting the research findings and reporting, |   |     |
| <b>Teaching and Learning Methods</b>   | Lectures, Tutorials, Case study analysis, self-learning through LMS   |     |
| Evaluation Methods   |   |     |
| Formative Assessment   | Tutorial Examination, Assignment(s), Quiz, Presentation   | 40% |
| Summative Assessment   | Written examination of two hours duration expected to answer four out of six questions and a practical examination of two hours duration. | 60% |
| <b>Recommended readings:</b>   |   |     |
| Anderson, V. (2013) Research Methods in Human Resource Management, 3rd edition. London: CIPD.  |   |     |
| Karin, S., Julie, C. and Hugh, B. (2014). Research Methods for Human Resource Management, Taylor and Francis.  |   |     |
| Bryman, A. and Bell, E. (2011) Business Research Methods. 3rd edition Oxford: OUP.   |   |     |
| Cameron, S. and Price, D (2009) Business Research Methods: A Practical Approach, London: CIPD.   |   |     |

### 8.11.8 Fourth Year Second Semester

|   |                      |                                      |                 |
|---|----------------------|--------------------------------------|-----------------|
| Module Code   | MAR/ACC/ECO/HRM 4216 | Title                                | Dissertation    |
| Credits   | 06                   | Hours                                | Discussion - 15 |
| <b>Objectives:</b><br><br>The objective of the Dissertation is to enable the students to engage in independent research and hands-on experience with writing out the research findings based on a specific research topic that the student is passionate about to find out more about a controversial phenomenon in reality.  |                      |                                      |                 |
| <b>ILO</b><br><br><ul style="list-style-type: none"><li>• identify a research problem in the particular field</li><li>• illustrate the research ideas</li><li>• discuss the findings of the present study</li><li>• give solutions and recommendations to the identified problems</li></ul>   |                      |                                      |                 |
| <b>Contents</b><br><br>Research proposal writing, and proposal presentation, Identifying research gaps through literature review, Research methods, Data collection, Data analysis, Dissertation writing.   |                      |                                      |                 |
| Teaching and Learning Methods   |                      | Discussion with assigned supervisors |                 |
| Evaluation Methods  |                      |                                      |                 |
| Proposal writing  |                      | 10%                                  |                 |
| Proposal Presentation   |                      | 10%                                  |                 |
| Final Report  |                      | 60%                                  |                 |
| Viva-voce   |                      | 20%                                  |                 |
| Total   |                      | 100%                                 |                 |
| <b>Recommended readings:</b><br><br>Turabian, K.L. (2013). A Manual for Writers of Research Papers, Theses, and Dissertations, 8 <sup>th</sup> edition, University of Chicago Press: Chicago.<br>Joyner, R.L., William, A.R., and Glatthorn. (2013). Writing the Winning Thesis or Dissertation: A Step-By-Step Guide. 3 <sup>rd</sup> edition, Corwin: USA.<br><br>Becker, H.S. (2007). Writing for Social Scientists: How to start and finish your thesis, book, or article. 2 <sup>nd</sup> edition, University of Chicago Press: Chicago. |                      |                                      |                 |

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|--|----------------------|------------------------|----------------------|-----------|
| Module Code  | MAR/ACC/ECO/HRM 4223 | Title                  | Internship           |           |
| Credits  | 03                   | Hours                  | Work in Organization | 04 months |
| <b>Objectives:</b><br><br>The objective of the Internship is to help the students to get first-hand exposure to working in the real world. It also allows students to harness the skill, knowledge, and theoretical practice they learned in University.   |                      |                        |                      |           |
| <b>ILO:</b> <ul style="list-style-type: none"><li>• match theories with applications</li><li>• apply learned theories into practice</li><li>• develop a professional network</li><li>• improve working abilities</li></ul>   |                      |                        |                      |           |
| <b>Submission of Internship Report:</b><br><br>The students will maintain Internship Diary and submit the Internship Report at the end of the Internship. The Report will consist of a description of organization and nature of projects; activities carried out during internship; applications of their field of study’s tools and techniques, challenges faced and learned skills during internship. |                      |                        |                      |           |
| Teaching and Learning Methods  |                      | Internship, Discussion |                      |           |
| Evaluation Methods   |                      |                        |                      |           |
| Progress Report  |                      | 10%                    |                      |           |
| Final Report   |                      | 40%                    |                      |           |
| Attendance and Diary Maintenance   |                      | 15%                    |                      |           |
| Supervisor’s Evaluation  |                      | 20%                    |                      |           |
| Presentation   |                      | 15%                    |                      |           |
| Total  |                      | 100%                   |                      |           |

