



PROSPECTUS

2021-2022

**BACHELOR OF
BUSINESS MANAGEMENT
HONOURS DEGREE
PROGRAMME**

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

Prospectus

Bachelor of Business Management Honours

Degree Programme

2021 – 2022

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.

Prof. T. Mangaleswaran

Vice-Chancellor / University of Vavuniya, Sri Lanka.

Message from the Dean



I am delighted to introduce the Faculty of Business Studies, University of Vavuniya. The Faculty of Business Studies was established in 1997 and offers the Bachelor of Business Management (BBM) degree program in various disciplines, namely Accounting and Finance, Marketing Management, Business Economics, Human Resource Management, and Project Management. From this new intake, the faculty introduced two more honours degree programs, namely Banking and Insurance and Entrepreneurship. Therefore, students have many opportunities to choose the specialization programs. Students enter the Banking and Insurance and Project Management program as a special intake directly from UGC admission. The other programs, students choose after completing the first year and are selected based on merit. The faculty consists of seven departments to teach for the diverse honours degree programs. The faculty makes unremitting efforts to update existing programs and introduce new programs based on national needs, demands and employability.

The curriculum is structured to provide theoretical knowledge and practical skills for students to better expose their competencies in contemporary dynamic organizations. The students get the opportunity to undergo six-month internships 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 the

place, which is 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 neighbouring languages and cultural diversities. The faculty has five student clubs for each honours degree program, where students can 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 well serving to the students and community.

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.

Prof. Y.Nanthagopan

Dean / Faculty of Business Studies

Contents

1. Introduction.....	1
1.1 The University of Vavuniya at a Glance.....	1
1.2 Officers and Authority of the University of Vavuniya	2
2. Faculty of Business Studies	4
2.1 History of the Faculty of Business Studies	4
2.1.1 Vision.....	4
2.1.2 Mission	5
2.1.3 Values	5
2.2 Significant Milestones of the Faculty of Business Studies	5
2.3 Dean’s Office	9
2.3.1 Staff Profile of the Dean’s Office	9
3. Departments and Staff Profile	11
3.1 Department of Business Economics	11
3.1.1 Staff Profile of the Department of Business Economics	11
3.1.2 Academic Staff.....	12
3.1.3 Non-Academic Staff.....	13
3.2 Department of English Language Teaching (DELT)	14
3.2.1 Staff Profile of the Department of English Language Teaching...	15
3.2.2 Academic Staff.....	15
3.2.3 Academic Support Staff.....	16
3.3 Department of Finance and Accountancy	17
3.3.1 Staff Profile of the Department of Finance and Accountancy	18
3.3.2 Academic Staff.....	18
3.3.3 Non-Academic Staff.....	20
3.4 Department of Human Resource Management	21
3.4.1 Staff Profile of the Department of Human Resource Management	22

3.4.2 Academic Staff.....	22
3.5 Department of Management and Entrepreneurship.....	24
3.5.1 Staff Profile of the Department of Management and Entrepreneurship.....	24
3.5.2 Academic Staff.....	25
3.6 Marketing Management.....	26
3.6.1 Staff Profile of the Department of Marketing Management.....	26
3.6.2 Academic Staff.....	27
3.7 Department of Project Management (DPM).....	28
3.7.1 Staff Profile of the Department of Project Management.....	29
3.7.2 Academic Staff.....	29
4. Internship	30
4.1 Internship: An Overview.....	30
5. Student Clubs	30
6. Alumni Association of the Faculty of Business Studies (AAFBS).....	31
7. Students' Facilities	32
7.1 Smart Computer Lab (SCL).....	32
7.2 English Language Laboratory.....	33
7.3 Self-Access Learning Center.....	34
7.4 Library.....	35
7.5 Healthcare Facilities.....	36
7.6 Fitness Center.....	36
7.7 University Sports.....	37
7.8 Training and Placement Cell.....	37
7.9 Faculty Quality Assurance Cell.....	37
7.10 Students' Accommodation.....	38
7.11 Information Technology Centre (IT Centre) and Laboratory.....	39
7.12 Centre for Quality Assurance.....	39

7.13 Harmony Centre.....	40
7.14 Support Centre for Persons with Disabilities	40
7.15 Staff Development Centre.....	41
7.16 International Division	41
8. Structure and Syllabi of the BBM Honours Degree Programme	42
8.1 Programme Objectives.....	42
8.2 Programme Outcomes.....	43
8.3 Graduate Profile.....	44
8.4 Structure of the Degree Programmes	44
8.4.1 The Bachelor of Business Management Honours Degree Programme.....	45
8.4.2 Names of the Degrees.....	45
8.4.3 Credit Requirement for Honours Degree.....	46
8.4.4 Credit Requirement for Three Year Degree.....	47
8.4.5 Course Codes	47
8.5 Selection Criteria for Honours Degree Programme.....	48
8.5.1 Eligibility to Apply.....	48
8.5.2 The Details of the Honour/s Degree and the Relevant Subjects ...	49
8.5.3 Selection Criteria.....	50
8.5.4 Withdrawal of an Honours degree.....	50
8.6 Examination Structure	50
8.6.1 Attendance	50
8.6.2 Continuous Evaluation and Final Marks	50
8.6.3 Passing a Course Unit.....	51
8.6.4 Passing a Semester Examination.....	51
8.6.5 Absence from Examination.....	51
8.6.6 Repeat or Re-sit for an Examination	52
8.7 Scheme of Evaluation	53

8.7.1 Grade Point Average System (GPA).....	53
8.7.2 Grade Point Average (GPA).....	54
8.7.3 Criteria for Awarding BBM Degree and BBM Honours Degree.	54
8.8 Awarding University Prizes to the Students of the Faculty of Business Studies.....	55
8.8.1 University Prizes	55
8.8.2 Gold Medals.....	56
8.9 Examination Bylaws	58
8.9.1 Examination Rules and Regulations.....	58
8.9.2 Examination Offences and Punishments	63
8.10 Course Units Offered during the Four-Year Study Programme.....	66
8.11 Course Units in Detail.....	77
8.11.1 First Year First Semester	77
8.11.2 First Year Second Semester	91
8.11.3 Second Year First Semester	105
8.11.4 Second Year Second Semester.....	133
8.11.5 Third Year First Semester.....	167
8.11.6 Third Year Second Semester.....	208
8.11.7 Fourth Year First Semester	248
8.11.8 Fourth Year Second Semester.....	303

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 1st 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 eleven honours 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 08th June 2021. Accordingly, the University of Vavuniya became the 17th state University in Sri Lanka effective from 01st August 2021.

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

Deans of the Faculties

Faculty of Business Studies (FBS)	Prof. Y. Nanthagopan
Faculty of Applied Science (FAS)	Dr. (Ms.) J. Nimalan
Faculty of Technological Studies (FTS)	Mr. V. Senthooan

Heads of the Departments in Faculty of Business Studies

Business Economics	Dr.N.Ravinthirakumaran
English Language Teaching	Dr. G. Jeyaseelan
Finance and Accountancy	Dr. K. Kalaintathan
Human Resource Management	Mr. S. Harikaran
Management and Entrepreneurship	Prof. A. Jahufer
Marketing Management	Mr. S. A. Judeleon
Project Management	Ms. S. Mathivathany

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 Technology	Mr. V. Vinoharan
---	------------------

Faculty Assistant Registrars

Faculty of Business Studies	Ms. P. Danoshana
Faculty of Applied Science	Ms. K. Anusiga
Faculty of Technological Studies	Mr. P. Krishnanathan

Library

Librarian (Acting)	Mr. S. Shanmugathan
--------------------	---------------------

General Administration

Registrar	Mr. N. Rajavisahan
Deputy Registrar / Establishments	Mr. K. Poheenthiran
Deputy Registrar / Examinations and Students' Admission	Mr. M. Ganeshalingam
Deputy Registrar/ Academic Affairs and Publication Branch	Mr M. Nanthakumar
Assistant Registrar / Administration	Ms. P. Thavakiruba
Deputy Registrar / Student & Welfare Division	Mr. R. Jeyakumar

Financial Administration

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

Physical Education Unit

Coordinator	Ms.G.Thusyanthy
-------------	-----------------

Career Guidance Unit

Director	Dr.A.Arjunan
----------	--------------

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, Human Resource Management and Project Management. In addition to that the faculty has commenced two new honours degree programmes in Banking and Insurance and Entrepreneurship from the academic year 2021/2022. The 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 around 1100. The critical development of the faculty is manifested with the establishment of five departments, namely, Department of Business Economics, Department of Human Resource Management, Department of Marketing Management, Department of Project Management and Department of Management and Entrepreneurship gazetted on 22nd March 2021, in addition to the existing departments of Finance and Accountancy and English Language Teaching.

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

-
- | | |
|------|--|
| 2023 | <ul style="list-style-type: none">• Signed MOU Agreement with ACCA on 13th January 2023• Signed MOU Agreement with People’s Bank in April 2023• The Youth Leadership Programme (YLP) was commenced with the collaborations of UNDP on 31st January 2023. |
|------|--|
-

-
- An Agreement was signed with MAG on 22nd of March 2023 and on 22th August 2023 for conducting English training and other soft skill development program respectively.
 - Higher Diploma in English Program was commenced on 27th May 2023.
 - 26th Faculty Anniversary was celebrated on 7th September 2023
 - Youth Leadership Conference was conducted on 8th September 2023
 - The Business Followship program was commenced with the collaboration of the Asia Foundation on 31st July 2023.

-
- 2022
- Micro Small Medium Enterprises (MSMEs) hub was established on 20th December 2022.
 - The faculty celebrated the Silver Jubilee on 4th, 5th and 6th of July 2022.
 - The faculty conducted the 4th Research Conference on Business Studies (RCBS-2022) as a Silver Jubilee Conference.
 - Five Training and Placement Cells were established in five departments
 - Information Technology Services Unit was established
 - Two new honours degree programs in Banking and Insurance and Entrepreneurship were introduced
 - 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.
 - Introduced PRANA Financial Aid by the Faculty Alumni
 - Introduced Faculty Level Annual Awards
-

-
- 19 MOUs signed with community and industry organisations
 - Job bank was established.
 - Nature and Herbal Park was officially opened.
 - Launched the five student club magazines; HR Wisdom, The Project Manager, Marketing Sparks, ECONOBLOGGER, FINROOT

-
- 2021
- 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.
 - Alumni Association of the Faculty of Business Studies (AAFBS) was officially formed on 14th February 2021.
 - Five new student clubs were established to enrich students’ participation in extra-curricular activities.
 - 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 22nd March 2021 on the recommendation of the University Grants Commission, Sri Lanka.

-
- 2020
- MOU was signed between Chartered Institute of Personnel Management (CIPM) and Department of Economics and Management.
 - Faculty bi-annual newsletter was published.
 - 3rd Research Conference on Business Studies (RCBS-2020) was conducted.
 - Mentoring system was introduced for the students.
-

2019	<ul style="list-style-type: none"> • Bachelor of Business Management (Honours) in Project Management was commenced. • The Faculty has obtained “A” grade in the Program Review.
2018	<ul style="list-style-type: none"> • Department of English Language Teaching was established under the Faculty. • 2nd Research Conference on Business Studies (RCBS-2018) was conducted. • Journal of Business Management (JBM) was launched and Volume 01 was published.
2017	<ul style="list-style-type: none"> • BBM curriculum was revised for the third time in accordance with Sri Lanka Qualifications Framework (SLQF).
2016	<ul style="list-style-type: none"> • 1st Research Conference on Business Studies (RCBS-2016) was conducted.
2015	<ul style="list-style-type: none"> • A new three-year degree programme of BBM in Project Management was commenced from the academic year 2015/16. • 1st Students’ Forum was organized on the theme of “Understanding Domestic Business Context”.
2014	<ul style="list-style-type: none"> • MOU was signed with the Sri Lanka Institute of Marketing (SLIM). • A new specialization of BBM Honours in Human Resource Management was introduced from the academic year 2013/2014.
2008	<ul style="list-style-type: none"> • 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. • A new specialization of BBM Honours in Business Economics was introduced.

2006	<ul style="list-style-type: none"> • Industry Community Interaction Cell of the Vavuniya Campus (ICICVC) was established. Short courses and community outreach programs have been conducted under this cell.
------	---

2005	<ul style="list-style-type: none"> • 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.
------	--

2002	<ul style="list-style-type: none"> • The faculty has started to offer BBM Degree (Four-year degree) with the two specializations: Accountancy and Finance and Management.
------	--

1998	<ul style="list-style-type: none"> • 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.
------	--

1997	<ul style="list-style-type: none"> • Vavuniya Campus of the University of Jaffna was established by elevating NPAUC.
------	---

1991	<ul style="list-style-type: none"> • Northern Province Affiliated University College (NPAUC) was established.
------	--

2.3 Dean's Office

2.3.1 Staff Profile of the Dean's Office

Dean	Prof. Y. Nanthagopan
Assistant Registrar	Ms. P. Danoshana
Technical Officer - Gr. II	Mr. B. Sujeevan
Management Assistant - Gr. III	Ms. P. Kanageswaran

2.3.1.1 Executive Staff



Ms. Pathmakanth Danoshana

Assistant Registrar

E-mail: danoshana.s@gmail.com

2.3.1.2 Non-Academic Staff



Mr. Balasubramaniam Sujeevan

Technical Officer - Gr. II

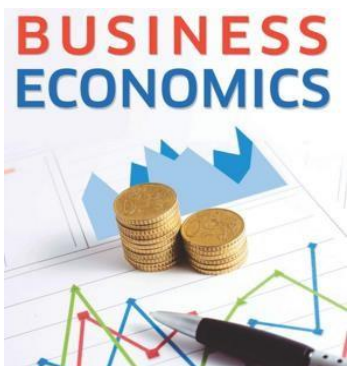


Ms. Priya Kanageswaran

Management Assistant - Gr. III

3. Departments and Staff Profile

3.1 Department of Business Economics



On 18th 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 in 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.

3.1.1 Staff Profile of the Department of Business Economics

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

3.1.2 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: paulinagodwin@vau.ac.lk



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

3.1.3 Non-Academic Staff



Mr. Senthilrajan Gobikrishna
Management Assistant - Gr. III

E-mail: gobi.gts@gmail.com

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
	Mr. A. Sebarajah

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



Ms. Sivalingam Anithra

Instructor in English - Gr. III

E-mail: anithra@vau.ac.lk



Mr. Arulappan Sebarajah

Instructor in English - Gr. III

E-mail: seba@vau.ac.lk

3.3 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.

3.3.1 Staff Profile of the Department of Finance and Accountancy

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

3.3.2 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: laroan@vau.ac.lk



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



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



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

3.3.3 Non-Academic Staff



Mrs. Vithusha Maickanro
Management Assistant - Gr. III



Mr. Rajkumar Deniraj
Works Aide - Gr. III

3.4 Department of Human Resource Management



The Department of Human Resource Management (DHRM) was established on 18th 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. Also, for the industrial collaboration, the DHRM signed MOU with Omegaline (Pvt) Ltd and hSenid. That creates great opportunity easily to get the internship opportunities and join hands in our department activities. The Department enhances students' knowledge, skills, attitude, and community enrichment through the activities of the Human Resource 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
Professor	Prof. T. Mangaleswaran
Lecturer (Probationary)	Ms. M.R.F.Aqeela Ijas
	Ms. A. Prasheenaa

3.4.2 Academic Staff



Prof. Thampoe Mangaleswaran

Professor in Human Resource Management

E-mail: mangales@vau.ac.lk



Mr. Sivarajah Harikaran

Senior Lecturer. Gr. II 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 Abenayan

Lecturer (Prob.) in Human Resource
Management

E-mail: prashee@vau.ac.lk

3.5 Department of Management and Entrepreneurship



On 18th 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.

3.5.1 Staff Profile of the Department of Management and Entrepreneurship

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

3.5.2 Academic Staff



Prof. Ambalam Pushpanathan
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

3.6 Marketing Management



On 18th 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.

3.6.1 Staff Profile of the Department of Marketing Management

Head	Mr. S. A. Jude Leon
Senior Lecturer Gr II	Ms. V. Kajanthy
Lecturer (Unconfirmed)	Mr. S. Sivanenthira
Lecturer (Unconfirmed)	Ms. K.P.W.D.R Weerasinghe

3.6.2 Academic Staff



Mr. Soosai Antony Jude Leon
Senior Lecturer Gr.II in Marketing Management
E-mail: judeleon27@vau.ac.lk



Ms. Kajanthys Venujan
Senior Lecturer Gr.II in Marketing Management
E-mail: kajanthys@vau.ac.lk



Mr. Sivapragasam Sivanenthira
Lecturer (Unconfirmed) in Marketing Management
E-mail: sivamsiva@vau.ac.lk



Ms. Karavita Peeter Weerasinghege Dilhani
Ruwanthika Weerasinghe
Lecturer (Unconfirmed) in Marketing Management
E-mail: druwanthi77@vau.ac.lk

3.7 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 facilitates 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.

3.7.1 Staff Profile of the Department of Project Management

Acting Head	Ms. S. Mathivathany
Professor	Prof. Y. Nanthagopan
Senior Lecturer - Gr. II	Mr. S. Thirugnanasampanthar

3.7.2 Academic Staff



Prof. Yogarajah Nanthagopan

Professor in Project Management

E-mail: ynanthagopan@vau.ac.lk



Mr. Sivapathaviruthayar Thirugnanasampanthar

Senior Lecturer Gr. II in Project Management

E-mail: thiru.snvs@vau.ac.lk



Ms. Sasitharan Mathivathany

Senior Lecturer. Gr. II in Project Management

E-mail: mathivathany@vau.ac.lk

4. Internship

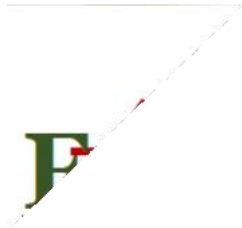
4.1 Internship: An Overview

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 Smart Computer Lab (SCL)



The Smart Computer Lab of the FBS is equipped with 110 high speed computers (fully networked and connected to the domain server). 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

Self-Access Learning Center (SALC)
Instruction to Students

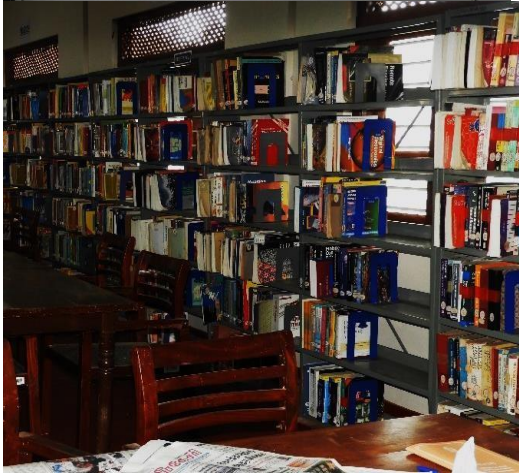
01. Laptop/ Bag/ Food/ Drink/ Pen drive/ are Not allowed inside the computer lab.
02. Username is your registration number and the default password is abc@123 then you must change your password and keep it secret.
03. You should use "Local Disk Z" (Name with your registration No.) to save your documents and most importantly save occasionally.
04. We are not responsible for your saved documents.
05. You are not allowed to open any other "Local Disks", and to save your work.
06. Do not install unauthorized software that can change the settings on the computer.
07. Do not go to inappropriate sites or images.
08. Computers and peripherals are not to be moved without the approval of the lab staff.
09. Write the time of your arrival and departure in the record book available at the computer lab.
10. If you need any help, please approach the Technical Officer.
11. When you leave the computer lab Shutdown the computer, UPS and keep the things in order (chairs).
12. Violation of any of the above rules and damages caused to the properties may result in disciplinary action and also the privileges to use the computer lab will be denied.

Dean,
Faculty of Business Studies,
University of Vavuniya.



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 40 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 4.00 pm.

7.4 Library



The Library of the University of Vavuniya is located in Pambaimadu and provides services for the Faculty of Business Studies (FBS), Faculty of Applied Science (FAS) and the Faculty of Technological Studies (FTS). The FBS Students can access the library located in Pambaimadu main

premises. 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 sixteen thousand books in addition to the periodicals. It renders reading materials to the FBS in books, e-books, e-journals, periodicals, compact disks, annuals, yearbooks, dictionaries, encyclopedias, etc. The library lends books to students and staff for references. Further, it has the 'Sri Lanka Collection' where students can find books published by Sri Lankan authors and 'Vanni Collection' where books are published related to Vanni region. In addition, it has Digital Research Repository in open access. The Library further provides technical services such as photocopy services, WiFi services etc. and research support services such as plagiarism check service, document delivery service etc.

7.5 Healthcare Facilities

The University of Vavuniya provides healthcare services through Health Centre. The students and the staff could get healthcare services. A full-time University Medical Officer (UMO) at the health centre is available from 8.30 am to 4.00 pm. The dental clinic has been conducted by our health centre every Friday from 2.00 to 4.00 pm. All university students and staff are entitled to get free medical counselling each Friday from 8.30 am to 4.00 pm. In addition to that, an eye clinic is also conducted by this centre monthly once. The medical screening facility is also provided by this centre annually.



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 1st 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. Repaired items are replaced with the stipulated time. Sub-wardens are in charge of the day-to-day administration of the hostels. The rent for the hostel accommodation is LKR 500 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, Business Economics and Entrepreneurship 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, Marketing Management and Entrepreneurship. 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 128 credits, including 98 credits in the first three years and 30 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 five fields of specialization, such as Marketing Management, Accounting and Finance, Human Resource Management, Business Economics and Entrepreneurship. 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)
Entrepreneurship	Bachelor of Business Management Honours in Entrepreneurship - BBM Hons (Entrepreneurship)

8.4.3 Credit Requirement for Honours Degree

Year	Semester	Status of Course Units						Total Credits	
		Core Course Units	Honours				ENT	Semester	Year
			ACC & FIN	MAR	ECO	HRM			
Year 1	I	15						15	33
	II	18						18	
Year 2	I	10	06	06	06	06	06	16	32
	II	10	06	06	06	06	06	16	
Year 3	I	06	09	09	09	09	09	15	33
	II	09	09	09	09	09	09	18	
Year 4	I	03	15	15	15	15	15	18	30
	II	-	12	12	12	12	12	12	
Total		71	57	57	57	57	57	128	128

8.4.4 Credit Requirement for Three Year Degree

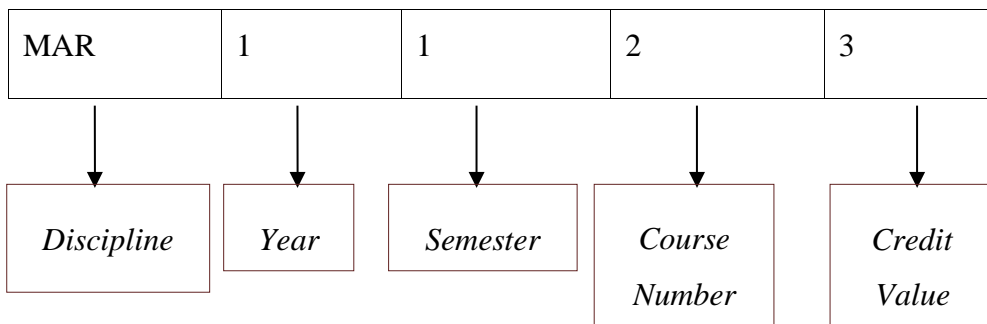
Year	Semester	Status of Course Units						Total Credits	
		Core Course Units	Honours					Semester	Year
			ACC & FIN	MAR	ECO	HRM	ENT		
Year 1	I	15						15	33
	II	18						18	
Year 2	I	10	06	06	06	06	06	16	32
	II	10	06	06	06	06	06	16	
Year 3	I	08	09	09	09	09	09	14	30
	II	10	09	09	09	09	09	16	
Total									95

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

ENT = Entrepreneurship

PRO = Project Management

ENG = English

ACU = Auxiliary Course Unit

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, Human

Resource Management and Entrepreneurship) 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 Honour/s Degree and the Relevant Subjects

Honours in Business Economics	Honours in Marketing Management
ECO 1113 Micro Economics	MGT 1113 Principles of Management
ECO 1213 Macro Economics	MAR 1213 Marketing Management
Honours in Accounting and Finance	Honours in Human Resource Management
ACC 1113 Financial Accounting I	MGT 1113 Principles of Management
ACC 1213 Financial Accounting II	HRM 1213 Human Resource Management
Honours in Entrepreneurship	
MGT 1113 Principles of Management	
ENT 1213 Introduction to Entrepreneurship	

- 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:

$$GPA = \frac{\sum_n C_n g_n}{\sum_n C_n}$$

Where C_n and g_n are the number of credits and the grade point value for the n^{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 95 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:

GPA	Class / Pass
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 (1st year)
- Bachelor of Business Management (2nd year)
- Bachelor of Business Management (3rd year and BBM)

- Bachelor of Business Management (Honours - Accounting and Finance – 2nd year)
- Bachelor of Business Management (Honours - Accounting and Finance - 3rd year)
- Bachelor of Business Management (Honours - Accounting and Finance - 4th year)
- Bachelor of Business Management (Honours - Business Economics – 2nd year)
- Bachelor of Business Management (Honours - Business Economics - 3rd year)
- Bachelor of Business Management (Honours - Business Economics - 4th year)
- Bachelor of Business Management (Honours - Marketing Management -2nd year)
- Bachelor of Business Management (Honours - Marketing Management - 3rd year)
- Bachelor of Business Management (Honours - Marketing Management - 4th year)
- Bachelor of Business Management (Honours - Human Resource Management – 2nd year)
- Bachelor of Business Management (Honours - Human Resource Management - 3rd year)
- Bachelor of Business Management (Honours - Human Resource Management - 4th year)

8.8.2 Gold Medals

In addition to the above, the following ‘Gold 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

Course Code	Title	Credit Value
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)
Total		(15 + 05 = 20 Credits)

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)
ENT 1213	Introduction to Entrepreneurship	(45:03 Credits)
ENG 1213	Proficiency in English II	(45:03 Credits, Non-GPA)
Total		(18 + 03 = 21 Credits)

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)

Entrepreneurship Specialization Course Units	ENT 2113	Creativity and Innovation	(45:03 Credits)
	ENT 2123	Small Business Management	(45:03 Credits)
Total Credits			(16 + 01 = 17 Credits)

Second Year Second Semester

Course Code	Title	Credit Value
Compulsory Course Units	FIN 2213	Financial Management (45:03 Credits)
	MGT 2213	Operations Research (45:03 Credits)
	MGT 2222	Elective course units ❖ Logistics and Supply Chain Management (30:02 Credits)
	ECO 2212	❖ Sri Lankan Economy (30:02 Credits)
	ECO 2242	❖ Applied Economics (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 2223	Agricultural Economics (45:03 Credits)
	ECO 2233	Mathematical Economics (45:03 Credits)

HRM Specialization Course Units	HRM 2213	Employee Health and Safety	(45:03 Credits)
	HRM 2223	Employment Relations	(45:03 Credits)
Entrepreneurship Specialization Course Units	ENT 2213	Business Idea Generation	(45:03 Credits)
	ENT 2223	Entrepreneurial Economics	(45:03 Credits)
Total			(16 + 02 = 18 Credits)

- ❖ Elective course units, Logistics and Supply Chain Management and Applied Economics for Entrepreneurship Specialization for other Specialization Students, Logistics and Supply Chain Management and Sri Lankan Economy.

Third Year First Semester

Course Code	Title	Credit Value
PRO 3113	Operations and Quality Management	(45:03 Credits)
ECO 3113	Banking and Finance	(45:03 Credits)
ACU 3112	Career Guidance and soft skill Development	(30:02 Credits)
ENG 3113	Proficiency in English III	(45:03 Credits, Non-GPA)
Accounting and Finance	FIN 3113 Financial Econometrics	(45:03 Credits)

Specialization Course Units	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 Specialization Course Units	HRM 3113	Human Resource Accounting	(45:03 Credits)
	HRM 3123	Performance Management	(45:03 Credits)
	HRM 3133	Employment Laws	(45:03 Credits)
Entrepreneurship Specialization Course Units	ENT 3113	Social Entrepreneurship	(45:03 Credits)

	ENT 3123	Entrepreneurship in Tourism and Hospitality Management	(45:03 Credits)
	ENT 3133	Micro finance	(45:03 Credits)
	ENT 3143	Business Plan Development I	(45:03 Credits)
Total			(15 + 03 = 18 Credits)

- ❖ Elective course units, Social Entrepreneurship and Entrepreneurship in Tourism and Hospitality Management for Entrepreneurship Specialization students

Third Year Second Semester

Course Code		Title	Credit Value
Compulsory Course Units	MGT 3213	Management Information Systems	(45:03 Credits)
	ACC 3213	Auditing and Assurance	(45:03 Credits)
	PRO 3213	Project Management*	(45:03 Credits)
	FIN 3213	Corporate Finance* (ACC)	(45:03 Credits)
	MGT 3211	Project Report**	(15:01 Credits)

	ENG 3213	Proficiency in English IV	(45:03 Credits, Non-GPA)
Accounting and Finance Specialization Course Units	FIN 3223	Financial Derivatives and Insurance	(45:03 Credits)
	ACC 3223	Computer-Based Accounting	(15:60:03 Credits)
	FIN 3233	Investment and Portfolio Management	(45:03 Credits)
Marketing Specialization Course Units	MAR 3213	Hospitality Management	(45:03 Credits)
	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)

Entrepreneurship Specialization Course Units	ENT 3213	Business Plan Development II	(45:03 Credits)
	ENT 3223	Corporate Entrepreneurship	(45:03 Credits)
	ENT 3233	Technopreneurship	(45:03 Credits)
Total			(18 + 03 = 21 Credits)

** 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)
Accounting and Finance Specialization Course Units	FIN 4113	Research Methodology	(45:03 Credits)
	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)
Entrepreneurship Specialization Course Units	ENT 4113	Research Methods	(45:03 Credits)
	ENT 4123	Statistical Package for Data Analysis	(45:03 Credits)
	ENT 4133	Economic Development and Planning	(45:03 Credits)
	ENT 4143	New Venture Creations	(45:03 Credits)
	ENT 4153	Contemporary Issues in Entrepreneurship	(45:03 Credits)
Total			(18 Credits)

Fourth Year Second Semester

Course Code	Title	Credit Value
MAR/ACC/ECO/HRM/ENT 4216	Dissertation	(06 Credits)
MAR/ACC/ECO/HRM/ENT 4223	Internship	(06 Credits)
Total		(12 Credits)
Total for the Honours Degree Programme		(128 Credits)

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 06 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 Laboratory	45 -
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • create journals and ledgers to enter the transactions • apply accounting concepts to prepare the financial reports • explain the financial information provided in the financial statements • prepare the financial statement for partnership • make use of special purpose accounts for lease, non-profit organization and consignment <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods			Lectures, Group Discussion	
Evaluation Methods				
Formative Assessment	Examination of one-hour duration Quiz, Tutorial, Assignment		30%	
Summative Assessment	Written examination of 3 hour duration expected to be answered for all questions in Part I and Part II		70%	

Recommended readings:

Wijewardena, H (2009). Financial Accounting in Sri Lanka, 2nd Edition, Sarasavi Publishers.

Larson, K.D. & Jenson, T. (2013). Fundamental Accounting Principles, Volume 2 (14th Canadian ed.), McGraw-Hill.

Module Code	ECO 1113	Title	Micro Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the short-run microeconomic theories • apply the micro economics aspects of the consumers and firms • express the theories of production, cost, and market • describes the price determination of goods and services in different markets <p>Course Contents:</p> <p>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</p>				
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 hours duration expected the candidates to answer five questions out of seven questions			70%

Recommended readings:

Paul Krugman and Robin Wells (2012) *Micro Economics - Paperback* (3rd edition)

Robert S. Pindyck and Daniel L. Rubinfeld (2004) *Micro Economics* (6th edition)

David Besanko and Ronald Braeutigam (2010) *Micro Economics* (4th edition)

Austan Goolsbee and Steven Levitt (2012) *Micro Economics* (1st edition)

Module Code	MGT 1113	Title	Principles of Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the basic management theories • explain the evolution of management in various eras • explain the managerial roles, levels, and skills of the organization • identify the functions of Management • express the necessity of good management practices in organizations <p>Course Contents:</p> <p>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.</p>				
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 hours duration expected to answer question one and other four out of seven questions.			70%

Recommended readings:

Daft, R.L, (2012) New Era of Management, 10th Edition, Cengage Learning, New Delhi

Griffin, R.W (2013) Management: Principles and Applications, 10th Edition, Cengage Learning, New Delhi

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, 8th Edition, Tata McGraw-Hill, New Delhi

Module Code	MGT 1123	Title	Business Mathematics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course is to provide basic knowledge in business mathematics, analyze and solve the business-related problems</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the mathematical equations, formulae, and relate these with business contexts • apply the algebra, matrices, calculus, optimization in solving business problems • match the mathematical formulae in taking appropriate business Decision • apply the permutation and combination methods for business problems. <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods			Lectures, Tutorials, Group Discussion	
Evaluation Methods				
Formative Assessment	Examinations, Assignments, Quiz			30%
Summative Assessment	Written examination of 3 hours duration expected to answer five questions out of seven questions			70%

Recommended readings:

Kashyap Trivedi, (2011), Business Mathematics, Pearson Education India.

Andre Francis, and Ben Mousley, (2014), Business Mathematics and Statistics, 7th edition revised, Cengage Learning.

S.K.J. Silva, (1995) Business Mathematics and Statistics, Pub. By Institute of Chartered Accountants of Sri Lanka.

R.P. Gupta, G.S.Malik, (1988) Business Mathematics, Pub. By Chand & Company, Pvt. Ltd. Delhi.

S. Peers, G. Wyborn, (2003) Business Mathematics, Pub. By Vinod Vasishtha Viva Book Pvt. Ltd, India.

Module Code	MGT 1133	Title	Fundamentals of Information Technology	
Credits	03	Hours	Lectures	15
			Laboratory	60
Objectives:				
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.				
ILO				
<ul style="list-style-type: none"> • describe the concepts of information technology • apply the IT tools - Microsoft Office • work independently in Windows environment • search information and make communication using Internet 				
Course Contents:				
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.				
Teaching and Learning Methods			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%

Recommended readings:

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, 15th 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 1113	Title	Proficiency in English I	
Credits	-	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • apply meta-language for learning and talking about language structures and language in use • utilize knowledge of grammatical rules at the word and phrase levels • build knowledge of spoken grammar and register • improve word identification skills to recognize words • develop building and using vocabulary • combine listening, reading, speaking, and writing skills in real-life communication <p>Course Contents:</p> <p>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</p>				
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 hours duration expected to answer 12 questions in Reading, language structure and writing	70%
<p>Recommended readings:</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. & O'Dell F. (1999), Vocabulary in Use (Elementary) Cambridge University.</p>		

Module Code	ACU 1112	Title	Language for Integration	
Credits	-	Hours	Lectures	30
			Laboratory	-
<p>Objectives:</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>ILO</p> <ul style="list-style-type: none"> • apply knowledge of grammatical rules at the word and phrase levels • demonstrate knowledge of spoken grammar and register • improve word identification skills to recognize words • develop listening, reading, speaking, and writing skills • build creative skills of communication. <p>Course Contents:</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, 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</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Activity		

Evaluation Methods		
Formative Assessment	Examinations, Listening, Tutorial(s), Presentation	30%
Summative Assessment	Written examination of 2 hours duration expected to answer five questions out of eight questions	70%
<p>Recommended readings:</p> <p>Basic Sinhala (1993) Department of Official Languages, Colombo Spoken Tamil (2013) Department of Official Languages, Colombo Trilingual Glossary - Management (1996), Department of Official Languages, Colombo Disanayaka, J.B (1991) The structure of Spoken Sinhala 1 sounds and their patterns, National Institute of Education, Maharagama.</p>		

8.11.2 First Year Second Semester

Module Code	ACC 1213	Title	Financial Accounting II	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • demonstrate the objectives, scope and disclosure requirements of LKAS-01 • summarize the conceptual framework for financial reporting • extend the knowledge of journalizing issue, forfeiture, reissue, redemption, and repurchase of shares • prepare the financial statements for companies for internal and external use with related adjustments • prepare the financial accounts for amalgamation and absorption accounts and contract. <p>Course Contents:</p> <p>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.</p>				
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%
<p>Recommended readings:</p> <p>Spiceland, J. David, Sepe, James, Nelson, Mark (2012), Intermediate Accounting with Annual Report, 7th edition, Publisher: McGraw-Hill Higher Education.</p> <p>Wood F & Sangster A (2013). Business Accounting 2, 12th Edition, Pearson Education Limited.</p>		

Module Code	ECO 1213	Title	Macro Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • At the end of the course, students should be able to: • extend the knowledge of basic macroeconomics concepts • explain the existence of alternative views on macroeconomic theories • solve the macroeconomic problems by using appropriate theoretical models • analyze the present macroeconomic environment • assess the macroeconomic variables in Sri Lanka. <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		Lectures, Group Discussion		
Evaluation Methods				
Formative Assessment		Examinations, Assignments		30%
Summative Assessment		Written examination of 3 hours 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, 19th Edition.

Macroeconomics: Theory and policy, H. L. Ahjua, 19th edition, 2005

Paul Krugman, Robin Wells, (2012). Macroeconomics, 3rd Edition, paperback.

Macroeconomics, Gregory Mankiw, 2012

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

Module Code	MAR 1213	Title	Marketing Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide marketing management skills to students in developing their capacities in analysis and apply marketing principles.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the skills in marketing analysis • develop the research and strategies in marketing. • apply the marketing strategies to profit & Non-profit organization • describe the patterns of consumer behavior <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion, Case study Analysis		
Evaluation Methods				
Formative Assessment		Assessment, Examinations Case study analyses Presentations	30%	
Summative Assessment		Written examination of 3 hours duration expected to answer question one and other four out of seven questions.	70%	

Recommended readings:

Kotler, p., Keller. (2012), Marketing Management, (14th edition), New Jersey, Prentice-hall.

Philip Kotler. Gray Armstrong (2016). Principles of Marketing. Global edition, Pearson Education Ltd, 16th edition

. Keith Blois, (2000) The Oxford text book of Marketing, Oxford University press.

. Richard L. Daft, (2012), New Era of Management, 11th Edition.

Module Code	MGT 1213	Title	Business Statistics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course is to understand and apply statistical concepts in deriving intelligent and fact-based decisions in management.</p> <p>ILO</p> <ul style="list-style-type: none"> • distinguish between different types of data • construct and interpret several pictorial and numerical summaries of data • calculate, interpret and use measures of variance • use probability and probability distributions • estimate the parameters of the normal and binomial distributions and testing of those parameters <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		
Evaluation Methods				
Formative Assessment		Classroom exams, Assignments Quiz exam	30%	

Summative Assessment	Written examination of 3 hours duration expected to answer five questions out of seven questions	70%
<p>Recommended readings:</p> <p>David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, and P.K Viswanathan (2011). Business Statistics: A First Course, Pearson</p> <p>Ghosh & Saha, Ram Krishna Ghosh, (2010) Business Mathematics and Statistics, New Central Book Agency (Pvt) Limited.</p> <p>.Agarwal B.M (2010) Business Mathematics & Statistics, Ane Books, India</p>		

Module Code	HRM 1213	Title	Human Resource Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the importance of human resources and their effective management in organizations • examine current issues, trends, practices, and processes in HRM • define the process of Human Resource Planning and job analysis • compare and contrast methods used for recruitment and selection of human resources. • describe the steps required to develop and evaluate an employee training program • identify and explain the issues involved in establishing compensation systems • summarize the activities involved in employee relations and managing employee performance <p>Course Contents:</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>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion, Case study analysis, LMS		

Evaluation Methods		
Formative Assessment	Unannounced quiz, Presentations Case study analyses, assignment	30%
Summative Assessment	Written examination of 3 hours duration expected to answer question one and other five out of seven questions.	70%
<p>Recommended readings:</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, 12th 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, 16th Edition, Cengage Learning.</p> <p>Aswathappa, K. (2010) Human Resource Management Text and Cases, 6th Edition, New Delhi.</p>		

Module Code	ENT 1213	Title	Introduction to Entrepreneurship	
Credits	03	Hours	Lectures	45
<p>Objectives: The objective of this course unit is to provide concepts and theoretical knowledge necessary to understand the context of entrepreneurship.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain who an entrepreneurship is • compare intrapreneur from entrepreneur • explain the role of entrepreneurship in various business contexts • describe the concepts and theories of entrepreneurship • analyze the entrepreneurial models • discuss the myths of entrepreneurship <p>Course Contents: The concept of entrepreneurship: Entrepreneur, characteristics of entrepreneurship, Theories of entrepreneurship, Myths of entrepreneurship, entrepreneurial models, Specific importance of entrepreneurship, Intrapreneurship, differences between intrapreneur and entrepreneur, The mutual relationship between entrepreneurship and business, Introduction of business and businessman, similarities of businessman, and an entrepreneur, type of entrepreneur, The benefit of entrepreneurship to the entrepreneur, and to the national economy.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Discussions, Case study analyses, self-learning through LMS		
Evaluation Methods				
Formative Assessment	Assignment, Tutorial Examination, Presentation		30%	
Summative Assessment	Written Examination of three hours duration expected to answer question one and other four out of seven questions.		70%	

Recommended readings:

- i. Norman, M.S. (2016). Essentials of Entrepreneurship and Small Business Management, 8th International edn, Pearson Education: UK.
- ii. Munoz, J.M. (2014). Entrepreneurship and Small Business Management Collection, Business Expert Press: New York.
- iii. Hatten, T.S. (2011). Small Business Management: Entrepreneurship and Beyond. 5th edn, South-Western College Pub: USA.
- iv. Kuratko, F. D. (2014). Entrepreneurship: Theory, Process, Practice, 9th Edition , Cengage learning.

Module Code	ENG 1213	Title	Proficiency in English II	
Credits	-	Hours	Lectures	45
			Laboratory	-

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.

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- 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%

Recommended readings:

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	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe a framework for Cost Accounting and Cost Management • explain how Management Accountants help firms make strategic decisions • explain how managers use Cost Volume Profit analysis to make decisions • apply process-costing methods to situations with transferred in costs • demonstrate how the variance analysis approach reconciles the actual cost of the production process <p>Course contents:</p> <p>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.</p>				
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 hours duration expected to answer all questions in Part I and Part II	70%
<p>Recommended readings:</p> <p>Srikant M. Datar and Madhav V. Rajan (2017) Horngren’s Cost Accounting: A Managerial Emphasis, 16th Edition, Pearson.</p> <p>. Karen W. Braun and Wendy M. Tietz (2017) Managerial Accounting, 5th Edition, Pearson.</p> <p>i. Colin Drury (2015) Management and Cost Accounting, 9th Edition, Cengage Publishing Limited.</p>		

Module Code	MG T 2113	Title	Business Law	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the legal systems in Sri Lanka. • illustrate the components of the law of contract • interpret the distinguishing features of a contract for the sale of goods • describe the implications of the law of agency • differentiate the legislation for different business entities • distinguish between different types of negotiable instruments and explain their functions <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		

Evaluation Methods		
Formative Assessment	Examinations, Assignments, Presentations	30%
Summative Assessment	Written examination of 3 hours duration expected to answer five questions out of eight questions	70%
<p>Recommended readings:</p> <p>Kapoor ND, (2011), Business Law, Sultan Chand, and Sons, New Delhi</p> <p>Denis Keenan and Sarah Richas (2007), Business Law, 8th edition, Pearson Longman</p> <p>Fernando HM (1995), Sri Lanka, Its company Law Stock Exchange Company Secretarial Practice, ISBN:955-95760-0-3</p>		

Module Code	MGT 2122	Title	Organizational Behaviour	
Credits	02	Hours	Lectures	30
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the knowledge and professional competencies in practices of organizational behavior • identify the individual differences in behaviour and its effect on organizational performance • apply the skills needed for people in a working environment • interpret the organizational change and development <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		
Evaluation Methods				
Formative Assessment	Examinations, Case study analyses, Presentations			30%
Summative Assessment	Written examination of 2 hours duration expected to answer for all questions in Part I and other three questions in Part II.			70%

Recommended readings:

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

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

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

.Robbins. P. Stephen (2003), Organizational Behaviour, 10th edition, Pearson Education

Module Code	ACU 2111	Title	Basic Science	
Credits	-	Hours	Lectures Laboratory	15 -
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • 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 body <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		

Evaluation Methods		
Formative Assessment	Examinations, Assignments	30%
Summative Assessment	Written examination of 2 hours 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%
<p>Recommended readings:</p> <p>Cleveland, P.H.A et al., (2011) Animal Diversity 6th ed. McGraw Hill publishers</p> <p>Bilgrami, K.S., Srivastava and Shreemali, J.L (1997) Fundamentals of Botany 2nd ed. Vikas Publishing House Pvt. Ltd.</p> <p>Burton and Guttman (1999) Biology McGraw Hill</p> <p>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.</p> <p>John, P.S., and Allan, R.B. (1997) Introductory Chemistry; Investigating the molecular nature of matter. Wm. C. Brown Publishers</p>		

Module Code	ENG 2112	Title	Business Communication I	
Credits	02	Hours	Lectures	30
			Laboratory	-

Objectives:

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.

ILO

- 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

Teaching and Learning Methods	Lectures, Tutorials, Discussion, Group Activity, Presentations, Students' demonstration
--------------------------------------	---

Evaluation Methods

Formative Assessment	In course assessment Exam-Listening Tutorial(s)-Written, Presentation-Oral	30%
Summative Assessment	Written examination of 2 hours duration expected to answer 12 questions in reading, language structure, and writing.	70%

Recommended readings:

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

Excellence in Business Communication (6th 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 (3rd Edition). Publisher: FT, Longman - Pearson.

Honours in Accounting and Finance

Module Code	ACC 2113	Title	Taxation	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • assess the statutory income, assessable income and taxable income of an individual and partnership. • explain the system of tax administration in Sri Lanka. • develop the skill to measure the net income tax liability, tax credits and tax return. • analyse value added tax, economic service charge, and nations building tax. <p>Course Contents:</p> <p>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)</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		
Evaluation Methods				
Formative Assessment	Examinations, Assignments		30%	
Summative Assessment	Written examination of 2 hours duration expected to answer for all questions in Part I and Part II.		70%	

Recommended readings:

Inland revenue Acts and all amendments to the Act

Income tax manual - latest year of Assessment

VAT Manual

Module Code	ECO / FIN 2123	Title	Managerial Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the roles of managers in firms • describe the internal and external decisions to be made by managers • analyze the demand and supply conditions and assess the position of a company • design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets • analyze real-world business problems with a systematic theoretical framework • make optimal business decisions by integrating the concepts of economics, mathematics, and statistics <p>Course Contents:</p> <p>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).</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion		

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

Honours in Marketing Management

Module Code	MAR 2113	Title	Marketing Communications	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p>				
<p>ILO</p> <ul style="list-style-type: none"> • describe the components of marketing communications • discuss the impact of communication mix of various marketing organizations • explain how to develop a proper marketing communication plan • develop marketing communication strategies for organizations • construct marketing communication programmes for domestic and global organizations <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Presentations, Case study analysis, Debates		

Evaluation Methods		
Formative Assessment	Examination, Assignments, Presentations Case study Analyses	30%
Summative Assessment	Written examination of 3 hours duration expected to answer question 1 and other four questions out of seven questions	70%
<p>Recommended readings:</p> <p>John Egan (2007), Marketing Communications.</p> <p>Lynne Eagle, Stephan Duhl, Burburu Czunecka (2014), Marketing Communication.</p> <p>Olujimi Kayode (2014), Marketing Communication, 1st edition.</p> <p>George E. Belch and Michael A Belch, Advertising and Promotion (An Integrated Marketing Communications Perspective), 6th edition</p> <p>Graham Hughes, Chris Fill, CIM (2008 - 2009), The official CIM Course Book Marketing Communication.</p> <p>Tom Griffin, International Marketing Communications, Butterworth Heinman, 1994.</p>		

Module Code	MAR 2123	Title	Retail Marketing	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide knowledge in retail marketing and its consequences to organizations and customers.</p> <p>ILO</p> <ul style="list-style-type: none"> • differentiate the concepts of selling and marketing • discuss the impact of retail marketing to different stakeholder • manage the quality of service and product in retailing • develop a retail marketing programme for organizations <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Case study analysis, Presentations, Debates		
Evaluation Methods				
Formative Assessment		Mid semester Examination of one-hour duration, Tutorial(s), Quiz, Presentation		30%
Summative Assessment		Written examination of 3 hours duration expected to answer five questions out of seven 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, 8th Edition, Pearson

David Gulbere, Retail Marketing Management, 2nd Edition, Pearson Education Inc. 2002

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

Honours in Business Economics

Module Code	ECO 2113	Title	Advanced Macro Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • 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 <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Case study analysis, Discussions		
Evaluation Methods				
Formative Assessment	Mid-semester examination, Tutorial, quiz.		30%	
Summative Assessment	Written examination of 3 hours duration expected to answer any five questions out of seven.		70%	

Recommended readings:

D. Acemoglu, 2009: Introduction to Modern Economic Growth, Princeton University Press.

L.G. Arnold, 2002: Business Cycle Theory, Oxford University Press.

J. Gali, 2008: Monetary Policy, Inflation, and the Business Cycle, Princeton University Press.

D. Romer, 2006: Advanced Macroeconomics, 3rd ed., McGraw-Hill.

P.B. Sorensen and H.J. Whitta-Jacobsen, 2005: Introducing Advanced Macroeconomics, McGraw-Hill.

Ahuja, H.L (2016) Macro Economics

Ahuja, H.L (2010) Macro Economics: Theory and Policy.

Honours in Human Resource Management

Module Code		HRM 2113	Title	Human Ecology
Credits	03	Hours	Lectures Laboratory	45 -
<p>Objectives:</p> <p>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</p> <p>ILO</p> <ul style="list-style-type: none"> • identify and experiment with different perspectives useful in understanding how human communities reciprocally interact with their natural surroundings • assess and apply classic and contemporary conceptions of human ecology and sustainability • analyze how humans respond to and adapt to the natural world uniquely by way of physiology, learning, cognition, language, social organization, culture, and symbolism • examine culture as constraining, creative and dynamic, and entailing technologies (material, energy and information), idea systems and consciousness, and institutions • compare different adaptive regimes, including ones that have succeeded and failed to be sustainable <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods			Lectures, Tutorials, Case study analysis, LMS	

Evaluation Methods		
Formative Assessment	Mid semester Examination of one-hour duration Tutorial(s), Quiz, Presentation, Assignments	30%
Summative Assessment	Written examination of 3 hours duration expected to answer five questions out of seven questions	70%
<p>Recommended readings:</p> <p>Marten, Gerald G. (2001). Human Ecology: Basic Concepts for Sustainable Development. Earthscan. Sterling, Virginia.</p> <p>Barr, Stewart. (2006). Environment and Society: Sustainability, Policy and the Citizen. Ashgate Publishing Ltd. Hampshire, UK.</p> <p>Gerald G. Marten (2001) Human Ecology - Basic Concepts for Sustainable Development Publisher: Earthscan Publications.</p>		

Module Code	HRM 2123	Title	Human Resource Development	
Credits	03	Hours	Lectures Laboratory	45 -
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • gain the HRD concept and system • describe the HRD issues and experiences • identify the strategies for advancing HRD • gain the accountability in HRD • explain the globalization and technology challenges to HRD <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		Lectures, Tutorials, Case study analysis, LMS		
Evaluation Methods				
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 seven questions		70%	

Recommended readings:

Jon M. Werner and Randy L. DeSimone (2011). Human Resource Development, 7th edition, Cengage Learning

David McGuire and Kenneth Molb Jargensen (2011), Human Resources Development: a critical text, Sage publication

Jim Grieves (2003). Strategic Human Resource Development, Sage Publication Limited

Jerry W. Gilley, Steven A. Egglund and Ann Maycunich Gilley (2002). Principles of Human Resource Development, Perseus Publishing, US.

Richard A. Swanson and Elwood F. Halton III (2001). Foundations of Human Resource Development, Berrett-Koehler Publishers Inc.

Honours in Entrepreneurship

Module Code	ENT 2113	Title	Creativity and Innovation	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course is to enhance students' creative ability to become a successful entrepreneur by introducing innovative business solution for the development of the nation and betterment of the humankind.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the basic concepts in creativity and innovation • employ the significance of creativity and innovation for the successful entrepreneurship • describe the processes of creativity and innovation • adopt creative and innovative managerial decision in product and processes • apply the process of patenting for safeguarding innovative attempts <p>Course Contents:</p> <p>Introduction to creativity and innovation, background for a Creative thinker, practice of innovation and related issues, Source of technology, and training, knowledge management and innovations, Intellectual property rights and patenting procedures (IPR), Discontinuous innovations, National system for innovation, Innovations for growth and sustainability, Sri Lankan innovation index and challenges, Innovations in global context</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and LMS		
Evaluation Methods				
Formative Assessment	Tutorial Examination	10%	40%	
	Individual project	25%		
	Presentation	5%		

Summative Assessment	Written Examination of three hours duration expected to answer question one and other four out of seven questions.	60%
<p>Recommended readings:</p> <p>i. Adair, J. (2004). The concise Adair on Creativity and Innovation, Thorogood Publishing Ltd.</p> <p>ii. Bessant, J. & Tidd, J. (2007). Innovations and Entrepreneurship, John Wiley & Sons, Ltd.</p> <p>iii. Furr, N. and Dyer, J. (2014), The Innovator's Method, Harvard Business Review Press, Boston</p> <p>iv. Ministry of Technology and Research, Science, Technology and Innovation Strategy for Sri Lanka 2010-2015, www.nsf.ac.lk</p>		

Module Code	ENT 2123	Title	Small Business Management	
Credits	03	Hours	Lectures	30
			Field Visit	30
<p>Objectives:</p> <p>The objective of this course unit is to provide the business concepts for small business. So that students can develop strategies for successfully launching and operating a small business.</p> <p>ILO</p> <ul style="list-style-type: none"> • define importance and responsibilities of small scale entrepreneurship • differentiate large, medium, small and micro level entrepreneurs • describe the challenges and issues faced by small business entrepreneurs • compare the influence on gender in the small scale business enterprises • analyze the success and failure cases of small businesses <p>Course Contents:</p> <p>Definition, importance and responsibilities of small scale entrepreneurs, Limitations of small scale businesses, differentiation among large, medium, small, and micro level entrepreneurs, Strengths of small scale businesses, Basic skills to be acquired by small scale entrepreneurs, . Challenges and issues faced by male and female small scale entrepreneurs, success and failure of small businesses in Sri Lanka, The impact of small scale industries on the local and global economy.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Field demonstration, Group Discussions, Guest Lectures and self-learning with LMS		

Evaluation Methods		
Formative Assessment	Tutorial Examination 10%, Presentation 05%, Written Assignment 05% Field Visits Report 10%, Presentation 07%, Attendance 03%	40%
Summative Assessment	Written Examination of two hours duration expected to answer all questions in Part I and other three out of four questions in Part II.	60%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. Norman, M.S. (2016). Essentials of Entrepreneurship and Small Business Management, 8th International edn, Pearson Education: UK. ii. Munoz, J.M. (2014). Entrepreneurship and Small Business Management Collection, Business Expert Press: New York. iii. Hatten, T.S. (2011). Small Business Management: Entrepreneurship and Beyond. 5th edn, South-Western College Pub: USA. 		

8.11.4 Second Year Second Semester

Module Code	FIN 2213	Title	Financial Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide comprehensive knowledge and applications in the concepts and issues of financial management</p> <p>ILO</p> <ul style="list-style-type: none"> • interpret the concepts of financial management • apply the financial concepts in practical problems • explain the investment decisions in markets • choose the financial concept for decision making <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Block, Stanley, Hirt, Geoffrey, Danielsen, Bartley (2010), Foundations of Financial Management with Time Value of Money, 14th edition, Publisher: McGraw-Hill/Irwin, ISBN-13: 9780077454432

Eugene F. Brigham, Michael C. Ehrhardt (2010), Financial Management: Theory & Practice, 13th edition, Publisher: South-Western College Pub, ISBN-13: 9781439078099

Brooks, Raymond (2009), Financial Management: Core Concepts, 1st edition, Publisher: Addison Wesley, ISBN-13: 9780321155177

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

Module Code	MGT 2213	Title	Operations Research	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • formulate an appropriate linear programming model, from a written description of a problem environment, which solution will solve the problem • recognize the scope and limitations of linear programming modelling and appreciate its position within the Operational Research discipline • solve any (small) linear programming problem using an appropriate version of the Simplex Algorithm • perform sensitivity analysis on an optimal solution • use Duality Theory to prove basic theorems of Linear Programming and apply Duality Theory to recognize optimality, infeasibility in a linear program • apply the Transportation Simplex Algorithm under a variety of scenarios <p>Course Contents:</p> <p>Business Forecasting, Analyzing Business Decision, Linear Programming, Transportation and Assignment. Waiting Line Models. Queues and Simulation, Network models.</p>				
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%
<p>Recommended readings:</p> <p>C. B. Gupta, P. K. Dwivedi Sunil Kumar, Operations Research, Kindle edition (2016).</p> <p>Fredenick Hillier, Introduction to Operations Research, 10th edition (2014).</p> <p>Hamdy A. Taha, Operations Research-An Introduction to Operations Research, 10th edition (2016).</p> <p>Hamdy A. Taha (2010), Operations Research: An Introduction (9th edition)</p> <p>K.R.M.T. Karunaratna, (1999), Quantitative Methods for Management</p>		

Module Code	MGT 2222	Title	Logistics and Supply Chain Management	
Credits	02	Hours	Lectures	30
			Laboratory	-
Objectives:				
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.				
ILO				
<ul style="list-style-type: none"> • explain the functioning of logistics and supply chain management in today's global economy • describe key functions of logistics and supply chain management, and the role of procurement and manufacturing in supply chain functioning • identify Information technology needs of a supply chain and design supply chain network • formulate managerial strategies that can be used to effectively manage a Supply Chain 				
Course Contents:				
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.				
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion, Presentations		
Evaluation Methods				
Formative Assessment	Examinations, Assignments, Presentations			30%
Summative Assessment	Written examination of 2 hours duration expected to answer all questions in Part I and other three questions in Part II			70%

Recommended readings:

Alan Harrison, Pemko Van Hoek, and Heather Skipworth (2016). Logistic Management and Strategy, 5th Edition, Pearson Education.

Shoshanah Chohen and Joseph Roussel (2013). Strategic Supply Chain Management, 2nd Edition, McGraw-Hill Education.

Joel D. Wisner, Keah-Choon Tan & G. Keong Leong (2016). Principles of supply chain management-A Balanced approach, 4th Edition, Cengage.

Module Code	ECO 2212	Title	Sri Lankan Economy	
Credits	02	Hours	Lectures	30
			Laboratory	-
Objectives:				
The objective of this course is to understand current economic trends and conditions which are related to the Sri Lankan economy.				
ILO				
<ul style="list-style-type: none"> • demonstrate the economic and social changes in the past. • analyse the economic and social relations to the economic context. • gain the knowledge about the changing patterns, and current issues of economic development aspects in Sri Lanka • identify the challenges of emerging issues and recent development of the economy in Sri Lanka. 				
Course Contents:				
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, 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%

Recommended readings:

Central Bank of Sri Lanka (1998) - Economic progress of independent in Sri Lanka

WD Lakshman (1997). Dilemmas of Development-Fifty years of Economic changes in Sri Lanka

Nimal Sanderatne, (2000), Economic Growth and Social Transformations-Five lectures in Sri Lanka.

People's Bank - Various Economics review

UNICEF (1985) -The Social impact of economic policies in the last decade

Economic Review Latest Edition

Central Bank Annual Report

Publications of Institute of Policy Studies.

Module Code	ECO 2242	Title	Applied Economics	
Credits	02	Hours	Lectures	30
<p>Objectives:</p> <p>The objective of this course is to understand about current economic trends and conditions which are related to Sri Lankan economy.</p> <p>ILO</p> <ul style="list-style-type: none"> • demonstrate the economic and social changes in the past • analyse the economic and social relations to the economic context • gain the knowledge about the changing patterns and current issues of economic development aspects in Sri Lanka • identify the challenges of emerging issues and recent development of the economy in Sri Lanka. <p>Course Contents:</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, foreign trade and development, privatization and globalization, environment and development, impact of international financial organizations in Sri Lankan economy.</p>				
Teaching and Learning Methods		Lectures, Group Discussion, LMS		
Evaluation Methods				
Formative Assessment	Assignment, Quiz, Tutorial Examination Presentation		30%	
Summative Assessment	Written Examination of two hours duration expected to answer four questions out of six questions.		70%	

Recommended readings:

- i. Central Bank of Sri Lanka (1998) - Economic progress of independent in Sri Lanka
- ii. WD Lakshman (1997). Dilemmas of development-Fifty years of Economic changes in Sri Lanka.
- iii. Nimal Sanderatne, (2000), Economic Growth and Social Transformations-Five lectures in Sri Lanka.
- iv. People's Bank - Various Economics review
- v. UNICEF(1985) -The Social impact of economic policies in the last decade
- vi. Economic Review Latest Edition
- vii. Central Bank Annual Report
- viii. Publications of Institute of Policy Studies.

Module Code	ENG 2212	Title	Business Communication II	
Credits	02	Hours	Lectures	30
			Laboratory	-

Objectives:

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.

ILO

- understand the grammar and practice the vocabulary in a formal and informal business context.
- develop speaking skill autonomously using simple and complex speech and listen for holistic comprehension in business communication.
- 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.
- demonstrate expertise in writing skill for formal business communication

Course Contents:

Advanced level competence and performance in Business English language structure, and the four Business English language skills; 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.		
Teaching and Learning Methods		Lectures, Tutorials, Group Discussion, Group Activity, Presentations, 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 2 hour duration expected the candidates to answer for 12 questions in reading, language structure, and writing.	70%
<p>Recommended readings:</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 (6th edition) by John Thill, Courtland L. Bovee, Paperback: 656 pages, Publisher: Prentice Hall</p> <p>Market Leader, Business English Course Book (beginner to advanced level series) from by David Cotton et al (3rd Edition). Publisher: FT, Longman - Pearson.</p>		

Module Code	ACU 2212	Title	Social Harmony and Active Citizenship	
Credits	00	Hours	Lectures Community Practice	15 30
Objectives:				
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.				
ILO				
<ul style="list-style-type: none"> • explain the social harmony in national and global perspectives • illustrate the historical background of social disharmony in Sri Lanka • apply the perspectives of active citizenship positively in the national context • build social harmony and sustainable development in communities through active citizenship 				
Course Contents:				
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 Presentations, Assignments			50%
Summative Assessment	Written examination of 2 hour duration expected to answer a combination of structured questions and two essay questions.			50%

Recommended Readings:

Fielder and Klans (2007), Social Communication, Psychological press
Greene, J. and Burelson, B.R. (2003) Handbook of Communication and Social Interaction skill, Routledge
Kumar Rupasighe, (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.

Honours in Accounting and Finance

Module Code	ACC 2213	Title	Advanced Financial Accounting	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify the procedures to be followed while creating group financial statements • describe and analyse of advanced accounts accordance with LKAS. • demonstrate awareness of provisions of the LKAS sections relating to financial reporting. <p>Course Contents:</p> <p>First-time Adoption of Lanka Accounting Standards, consolidated financial statements, investments in associates, statement of cash flows, accounting for branches.</p>				
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%

Recommended readings:

Beams, Floyd A., Anthony, Joseph H., Bettinghaus, Bruce (2011), Advanced Accounting (11th edition), Publisher: Prentice Hall, ISBN- 13: 9780132568968

Baker, Richard E., Lembke, Valdean C., King, Thomas E, (2010), Advanced Financial Accounting, 9th edition, Publisher: Irwin/McGraw-Hill ISBN: 13-9780078110924.

Module Code	ACC 2223	Title	Corporate Governance	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify the corporate governance practices in Sri Lanka • explain the accountability and responsibility • discuss the role and responsibilities of the board of directors, managers and auditors • describe the concept of business ethics <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group presentations, Quiz		
Evaluation Methods				
Formative Assessment	Mid-semester Examination, Assignment Tutorial(s), Quiz, Presentation		30 %	
Summative Assessment	Written examination of 3 hour duration expected to answer five questions out of seven questions		70 %	

Recommended readings:

Ownership and Control in Corporate Governance and Economic Development: Lessons from Sri Lanka (Series on Economic Development and Growth) (Hardback) By (author) Shalini Perera

Corporate Governance, Chichester John Wiley and Sons, 5th edition.

Honours in Marketing Management

Module Code	MAR 2213	Title	Agricultural Marketing	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide the basic knowledge of agricultural marketing and marketing problems using some related models.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the role of agricultural marketing • identify the price determination of agricultural products in the market. • identify the various approaches of agricultural and food markets • explain the price discrimination for agricultural products <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods			Lectures, Tutorials, Group Presentations, Case study analysis,	
Evaluation Methods				
Formative Assessment	Examination, Assignments, Presentations 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:

Richard L. Kohis, Joseph Nuhl, Marketing of agricultural Products-7th edition

Wayne D.Purcell, Agricultural Marketing Systems, - Coordination, cash and futures prices.

William G.Tomek & Kenneth L.Robinson, Agricultural Product Prices
Frederic Laundry Thomson, Agricultural Marketing

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

Jayson Lusk (2007), Agricultural marketing and Price Analysis, 1st 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.

Module Code	MAR 2223	Title	Consumer Behaviour	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide a comprehensive knowledge of consumer and buyer behavior and their influence on Marketing.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the factors influencing in consumer behavior • distinguish various behaviours of consumers on purchasing decisions • discuss the external and internal factors influencing on purchasing decisions • explain the relationship between buyers' behaviour and purchasing decisions • elaborate the post-purchase behavior <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Presentations, Case study analysis, Debates		
Evaluation Methods				
Formative Assessment	Examination, Assignments, Presentations		30%	

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

Honours in Business Economics

Module Code	ECO 2223	Title	Agricultural Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • 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. <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%
<p>Recommended readings:</p> <p>Penson, J. B., Capps O. Rossen C. P., & Woodward, R. (2013). Introduction to Agricultural Economics. 5th Edition. New Jersey: Prentice Hall.</p> <p>Cramer, G., Jensen C. W., & Southgate, D. D. (2001). Agricultural Economics and Agribusiness. 8th Edition. Wiley Publisher.</p> <p>John B. Penson Jr. Oral T. Capps Jr. C. Parr Rosson III, Richard T. Woodward, (2009), Introduction to Agricultural Economics (5th edition).</p> <p>H. Evan Drummond Ph.D., John W. Goodwin, (2010), Agricultural Economics, 3rd Edition.</p> <p>Darren Hudson, (2006), Agricultural Markets and Prices. 1st edition</p> <p>John N. Ferris, (2005), Agricultural Prices and Commodity Market Analysis, 1st Edition.</p> <p>Kumar, K. Nirmal Ravi, (2016), Agricultural Production Economics.</p> <p>K. Palanisami and P. Paramasivam and C.R. Ranganathan, (2016), Agricultural Production Economics Analytical Methods and Applications.</p> <p>Bhagat, D and S L S Akoijam, (2017), Agricultural Marketing: Issues and Challenges.</p> <p>David L. Debertin, (2012) Agricultural Production Economics.</p> <p>Sharma, Premjit ed, (2016) Agricultural Marketing Management</p>		

Module Code	ECO 2233	Title	Mathematical Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</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>ILO</p> <ul style="list-style-type: none"> • describe the underlying principles, terminology, methods, techniques and conventions used in the subject. • solve economic problem using the mathematical methods described in the subject. • use the mathematical tools of algebra, calculus, and probability in a variety of economic model <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

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).

Honours in Human Resource Management

Module Code	HRM 2213	Title	Employee Health and Safety	
Credits	03	Hours	Lectures	45
			Laboratory	-

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.

Teaching and Learning Methods	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>Recommended readings:</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 & safety. 2nd ed. Itasca, III.: National Safety Council.</p> <p>Friend, Mark A.; Kohn, John P. (2010). Fundamentals of Occupational Safety and Health. - 6th ed. ISBN 978-1-60590-706-2.</p>		

Module Code	HRM 2223	Title	Employment Relations	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</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>ILO</p> <ul style="list-style-type: none"> • describe the conceptual framework of employment relations and its trend • know the trade unionism, collective bargaining, employee involvement • explain the grievance handling and discipline • discuss the role of employment relations <p>Course Contents:</p> <p>Conceptual framework of employment relations, trade unionism, collective bargaining, employee involvement, grievance handling and discipline, trends in employment relations, the role of employment relations in making a delightful working environment and retaining key employees, Labour Management Relationship (LMR) in Sri Lanka</p>				
Teaching and Learning Methods		Lectures, Tutorials, Case study Analysis, LMS		
Evaluation Methods				
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 seven questions		70%	

Recommended readings:

The Employers' Federation of Ceylon (2012). Handbook of industrial relations, The Employers' Federation of Ceylon

Michael Armstrong (2012). Armstrong's Handbook of Human Resources Management Practice. Kogan Page.

Adikaram. A. S (2008) Labour law and relations: A Human Resource Management approach, University of Colombo, Sri Lanka

Honours in Entrepreneurship

Module Code	ENT 2213	Title	Business Idea Generation	
Credits	03	Hours	Lectures	30
			Field Visit	30
<p>Objectives:</p> <p>The objective of the course unit is to generate, develop, and evaluate ideas for launching innovative and viable new ventures and lead toward the creation of dynamic and impactful enterprises, whether business or social ventures.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the business environment • generate the business ideas and opportunities • differentiate between the business ideas and opportunities • apply the industry analysis and market analysis • evaluate the new ideas in to the new business <p>Course Contents:</p> <p>Business Environment Analysis; Internal and external environmental analysis, Business Stratup; Important decisions for starting a new business, alternative methods to enter the market, Entry strategy for new business, Business ideas; Tools for generating business ideas, Selecting business ideas, evaluation of ideas for most practicable venture, innovation of the business ideas in to business opportunities, getting the legal cover to a creative business idea, Scanning for Industry, market and competitive analysis for starting a new business.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and self - learning with LMS		

Evaluation Methods		
Formative Assessment	Assignment (Field) 20%, Quizzes 05%, Group presentation 05%.	30%
Summative Assessment	Written Examination of three hours duration expected to answer question one and other four out of seven questions	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. Riley Reive (2017), Ideas for Business, Amazon.com Services ii. Paul Burns (2016), Entrepreneurship and Small Business Management: Start-up, Growth, and Maturity, 4th Edition, MacMillan Education. iii. Jeremy Kourdi (2009), Great Business Ideas: From leading Companies around the World, Marshall Cavendish Business Edition. iv. Generate your Business Ideas, Training Manual, ILO. 		

Module Code	ENT 2223	Title	Entrepreneurial Economics	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the major aspects of economic theory in entrepreneurship, and focus on modern applications of economics on entrepreneurship.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the basic economic principles and theories for the success of entrepreneurial venture • describe the history of entrepreneurship within economic literature • discuss the economic framework to entrepreneurial decisions using economic concepts • demonstrate the use of microeconomics in entrepreneurial markets and behaviours • analyse markets for entrepreneurial financing and market failures that affect entrepreneurs <p>Course Contents:</p> <p>Individual-level or micro level theories and determinants of entrepreneurship, Regional- and macroeconomic level theories of entrepreneurship, Individual-level determinants of entrepreneurship, Evidence of regional and macro-level determinants of entrepreneurship, Ethics entrepreneurship and immigration, Debt finance for entrepreneurial ventures, Other sources of entrepreneurial finance.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, and Self-learning with LMS		

Evaluation Methods		
Formative Assessment	Assignment, Quizzes, Tutorial Examination Presentation	30%
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. Adenutsi, E. D.(2013), Essentials of Microeconomics for Business & Entrepreneurship Paperback 1st Edition, Excell Book Publishers. ii. Simon, C. P. (2018), The Economics of Entrepreneurship, 2nd Edition, Cambridge University Press. iii. Keith S. G. and McQuaid, W.R. (2000). Entrepreneurial Economics, MacMillan Press Ltd. iv. Tabarrok, A.(2004) Entrepreneurial Economics: Bright Ideas from the Dismal Science, 1st Edition, Oxford University Press. 		

8.11.5 Third Year First Semester

Module Code	ACU 3112	Title	Career Guidance and Soft Skills Development	
Credits	02 (Non - GPA)	Hours	Lectures	30
<p>Aim of Course Unit:</p> <p>The aim 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.</p> <p>Intended Learning Outcomes:</p> <p>After completing this course unit, the students will be able to:</p> <ul style="list-style-type: none"> ➤ develop skills and knowledge in a broad spectrum in career including self management, self motive, career plan and their vision. ➤ build specialized knowledge in their aim development and applications including career plan, motivation, organizing them for the specific target. ➤ apply soft skills successfully in their career. <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorial, Group Discussion, Assignment, Guided readings, Roll play.		

Evaluation Methods		
Formative Assessment	Assignments, Quizzes, Tutorial Examination, Presentations	50%
Summative Assessment	Written Examination of two hours duration expected to answer all questions in Part I and two questions out of three questions in Part II.	50%
<p>Recommended readings:</p> <ol style="list-style-type: none"> i. Randy L. Desimone, Jon.M. Werner, David M.Haris (2002) Human Resource Management 3rd Edition. ii. Jayasinghe, M (2011) Counseling in Career Guidance, Mc Grawhill iii. Nayak A.K (1997) Guidance & Counseling, APH Pub. Corporation, New Delhi. iv. Greenberg J. (2011) Organizational Behaviour, 10th edition, PHI Learning (Pvt) Ltd. v. HBR Magazines 		

Module Code	PRO 3113	Title	Operations and Quality Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain important operations management methods and systems to improve organizational performance • examine different strategic and tactical approaches to improve organizations • evaluate decisions and solve problems in the operational aspects of organizations • apprise the quality control, total quality management, and inventory management techniques <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Heizer, J., Render, B. & Munson, C. (2017). Operations Management: Sustainability and Supply Chain Management, 12th Edition, Pearson Publishers.

Backström, T., Fundin, A. & Johansson, P. E. (2017). Innovative Quality Improvements in Operations: Introducing Emergent Quality Management, Springer, New York

Slack, N., Jones, A.B. & Johnston, R. (2013). Operations Management. 7th Edition. Pearson Education, UK

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

Module Code	ECO 3113	Title	Banking and Finance	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the banking system of the Sri Lankan Economy • analyze the financial role in the development of the Sri Lankan economy • identify the functions and role of Central Bank of Sri Lanka • analyse the importance, stability and major actors of financial systems. <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Central Bank Publications; Annual reports and other related publications.

Christopher Viney, (2007), McGrath Financial Institutions, Instruments and Markets, 5th edition.

Directives of Central Banks.

Module Code	ENG 3113	Title	Proficiency in English III	
Credits	03	Hours	Lectures	45 Non-GPA
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • recognize and apply the grammar in daily life, practice the vocabulary and articulate the correct pronunciation • develop speaking skill using simple and complex speech and listen to oral or audio texts in diverse business contexts for a holistic comprehension • interpret a diversity of texts continuously without breaking for meaning of every word and write guided compositions with grammatical accuracy and appropriateness • value and critique mastering and manipulating the English language skills in interpersonal to international communications and relations. <p>Course Contents:</p> <p>Upper intermediate level competence and performance in Communicative Grammar and the four language skills: speaking, listening, writing and reading.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Discussion, Group Activity, Presentations, Students' demonstration		
Evaluation Methods				
Formative Assessment	In course assessment Exam-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%	

Recommended readings:

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.

Module Code	FIN 3113	Title	Financial Econometrics	
Credits	03	Hours	Lectures	45
Objective:				
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.				
ILO				
<ul style="list-style-type: none"> • choose econometric software to apply the tools and techniques learned through this course • explain underlying theories behind econometric methods in finance • apply appropriate modeling techniques for a given econometric problem • interpret the results to make conclusions and decisions related to investigated problem 				
Course Contents:				
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%

Recommended readings:

Wooldridge, Jeffrey (2012) *Introductory Econometrics: A Modern Approach*, 5th edition Cengage.

Gujarati, Damodar (2003) *Basic Econometrics*, 5th edition, McGraw-Hill/Irwin

Honours in Accounting and Finance

Module Code	FIN 3123	Title	International Financial Management	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>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 corporative perspective.</p> <p>ILO</p> <ul style="list-style-type: none"> • demonstrate the goals of the Multi-National Companies, along with the motives and risk of international business • explain how exchange rates are determined • describe the key theories that justify international business • discuss the various functions involved in managing exposure to exchange rate risk • identify the techniques for forecasting the exchange rates <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Eun, Resnick (2011) International financial Management, 6th edition, Publisher: McGraw-Hill.

Bekaert, Geert, Hodrick, Robert J. (2011), International financial Management, 2nd revised edition, Publisher: Prentice Hall.

Module Code	FIN 3133	Title	Microfinance	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO:</p> <ul style="list-style-type: none"> • explain the nature of Microfinance • outline basic accounting principles, financial management and their application on Microfinance • examine the accounting practice mainly as they apply to Microfinance accounting • construct a business plan for microfinance institutions • analyze the roles of different institutions for Microfinance development <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group work, 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%	

Recommended readings:

Armendariz de Aghion, Beatrice, and Jonathan Morduch (2005) *The Economics of Microfinance*. The MIT Press

Vinodkumar (2011) *Micro finance*, Himalaya Publishing

Honours in Marketing Management

Module Code	MAR 3113	Title	Brand Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide knowledge of the implications of Brand Management under various marketing environmental conditions.</p> <p>ILO:</p> <ul style="list-style-type: none"> • explain the concepts in branding • elaborate the relevant facts governed by brand management • define branding strategies for marketing organizations • analyse branding in different business contexts <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Kevin Lane Keller, (2012), Strategic Brand Management, 4th ed., Prentice Hall pub.

Kevin Lane Keller, (2008), Strategic Brand Management, 3rd ed., Prentice Hall pub.

David A. Aakar, (2011), Brand Relevance making competitors irrelevant, 1st edition.

Leslie de Chernatony and Malcolm Mc Donald, (1999), “Creating powerful brands”, 2nd ed, The Chartered Institute of marketing.

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
<p>Objectives:</p> <p>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.</p>				
<p>ILO:</p> <ul style="list-style-type: none"> • define the product and services marketing • identify the common characteristics of service providers • describe the factors influencing in services marketing • apprise the secrets of successful services marketing • design marketing programme for a service organization 				
<p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Wirtz, J. & Lovelock, C. H. (2017). Essentials of Services Marketing, Global Edition, 3rd Edition, Pearson Higher Education, USA.

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.

Module Code	MAR 3133	Title	Sales Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify how marketing decisions influence the effectiveness of sales management • discuss the relationships and interactions that occur between suppliers, retailers and consumers • explain the fast moving and highly competitive nature of the sales industry • appraise new marketing and technological activities adopted by the sector • formulate a marketing strategy for sales operation <p>Course Contents:</p> <p>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.</p>				
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 question one and other four out of seven questions	70%
<p>Recommended readings:</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, 9th Edition, Routledge, New York.</p> <p>Jobber, D., & Lancaster, G. (2006). Selling and Sales Management, 7th Edition, Pearson Education Limited, England.</p>		

Honours in Business Economics

Module Code	ECO 3123	Title	Resource Economics	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify natural resources and classify them according to various categories • discuss the sustainability of natural resources • identify external cost-benefit and internalizing them where necessary • analyze optimization of resource use level <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods	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%	

Recommended readings:

Barry C. Field (2001) *Natural Resource Economics: An Introduction*. 2nd Edition.

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 Devt and Environment Institute at Tufts University, Medford, USA.

Module Code	ECO 3133	Title	Public Finance	
Credits	03	Hours	Lectures	45
Objectives:				
<p>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.</p>				
ILO				
<ul style="list-style-type: none"> • analyze the functioning of modern public finance in an economy • analyze the theoretical basis of public expenditures, their types and economic effects in an economy • evaluate the efficiency and equity objectives of public finance through government policy • discuss the contemporary issues among taxation and government spending 				
Course Contents:				
<p>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.</p>				
Teaching and Learning Methods		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%
<p>Recommended readings: Harvey S. Rosen, Ted Gayer, (2013), Public Finance, 10th edition. Jonathan Gruber, (2015), Public Finance & Public policy, 5th edition. David N. Hyman, (2011), Public Finance: A Contemporary Application of Theory to Policy, 10th edition. Richard W. Tresh, (2014), Public Finance: A Normative Theory, 3rd edition.</p>		

Module Code	ECO 3143	Title	Econometrics	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to introduce basic econometric methods, which are used to analyze data in economics and other social sciences.</p> <p>ILO</p> <ul style="list-style-type: none"> • define simple statistical and econometric calculations • explain the basic econometric techniques • apply the simple regression model in econometrics • develop multiple variable linear regression model <p>Course Contents:</p> <p>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.</p>				
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%

Recommended readings:

Wooldridge, J.M. (2010). *Econometric Analysis of Cross Section and Panel Data*, 2nd edition MIT Press.

Studenmund, H.A. (2016). *Using Econometrics: A Practical Guide*, 7th edition, Pearson.

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*, 1st Edition, Oxford

Honours in Human Resource Management

Module Code	HRM 3113	Title	Human Resource Accounting	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide a basis for the conceptual framework of Human Resource Accounting (HRA).</p> <p>ILO</p> <ul style="list-style-type: none"> • define the concept of HRA • explain the HRA objectives and its role in Human Resource Management • describe the measurements of Human Resource Costs and • elaborate the human resource value <p>Course Contents:</p> <p>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.</p>				
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%

Recommended readings:

Jac Fitzenz- enz (2002), How to Measure Human Resource Management (Hardcover), McGraw Hill.

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. 3rd edition.

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

Module Code	HRM 3123	Title	Performance Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide a systematic and rational understanding of performance evaluation and performance management.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the purposes and uses of measures for employee performance • interpret value and the challenges of using results-oriented performance measures • analyze the major types of judgmental performance measures • identify key principles for making performance appraisal as effective as possible • evaluate performance management system with the organization's strategy <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Herman Aguinis, (2014), Performance Management, 3rd 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.

Module Code	HRM 3133	Title	Employment Laws	
Credits	03	Hours	Lectures	45
<p>Objectives:</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>ILO</p> <ul style="list-style-type: none"> • define the local and international legal framework to labour rights and entitlements • elaborate the contract of employment/termination • interpret the employee shop and office act • explain the leaves and its types • explain the women and children act in employing • find the statutory payments of the employer on behalf of employees 				
<p>Course Contents:</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, gratitude 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>				
Teaching and Learning Methods			Lectures, Tutorials, Discussions, Case study analyses, self-learning through LMS	

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

Honours in Entrepreneurship

Module Code	ENT 3113	Title	Social Entrepreneurship	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the theory of social entrepreneurship, entrepreneurial mindset, skills, and tools to start up their own social venture or work in a social business.</p>				
<p>ILO</p> <ul style="list-style-type: none"> • define the social entrepreneurship and explain how it differ from other types of entrepreneurship • interpret the policy and legal framework in to the business • identify areas of our economy/society where social entrepreneurs work • explain the characteristics of successful social entrepreneurs • discuss how social entrepreneurship can contribute to whole systems healing 				
<p>Course Contents:</p> <p>Introduction to the social entrepreneurship, Social Entrepreneurs and the Power of New Ideas, policy and legal framework, public support and initiatives, networks and mutual support mechanisms, social investment markets, Factors constraining the start-up and development of social enterprise, Business model for Social Entrepreneurship.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, meeting with social entrepreneur and self-learning with LMS		

Evaluation Methods		
Formative Assessment	Assignment, Quizzes, Tutorial Examination Presentation	30%
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. Sheldon, J.P. and Daniel, R. (2017). <i>Social Entrepreneurship and Tourism: Philosophy and Practices</i>, Springer Publications. ii. Chahi, T. (2016). <i>Introduction to Social Entrepreneurship</i>, CRC Press. iii. Brooks, C.A. (2008). <i>Social Entrepreneurship: A Modern Approach to Social Value Creation</i>, 1st Edition, Pearson Publishers. iv. Muhammad Yunus (2011), <i>Building Social Business</i>, Public Affairs, New York. 		

Module Code	ENT 3123	Title	Entrepreneurship in Tourism and Hospitality Management	
Credits	03	Hours	Lectures	45

Objectives:

The objective of this course unit make aware the students for potential areas for developing entrepreneurship in Tourism and Hospitality Industry

ILO

- define the nature of the tourism and hospitality industry
- describe the entities and services connected with the tourism sector.
- compare the type of hotels and accommodation units
- evaluate the products and services of the Tourism and Hospitality Management
- plan marketing activities for the target markets

Course Contents:

Tourism and Hospitality Industry; Introduction to tourism and hospitality industry, Scope of tourism and hospitality industry, Segments of tourism and hospitality industry. Nature and components of tourism hospitality. Characteristics of tourism and hospitality industry.

Identify tourism business opportunities; Broad and sub categories of travel motivations, Push and pull motivational factors, formation of travel motivators, Influential factors for evolution of demand for tourism.

Forms of tourism; Major categories of tourism and their characteristics; Mass (Conventional) tourism and alternative tourism, Concept of sustainable tourism, Divers alternative tourism forms.

Introduction to hotel industry; Categorization of accommodation establishments, Classifications of hotels. An overview of hotel industry; Products and services offered in the hotels, Organizational structure of a hotel, The functions and departments of a hotel; operational, and administrative.

Identifying interrelated and interconnected ancillary industries/sub sectors of tourism and hospitality; Introduction, importance, requirements, registration, basic operations of hotels and supplementary accommodation units such as homestay units, Travel agencies, Event management

companies, Catering services, Ayurveda Hotels, Ayurveda Healthcare Centers, Boutique Villas/Hotels, Guest Houses, Bungalows, Rented Apartments, Hostel Accommodation units, Restaurants, Spa & Wellness Centers, Spice Gardens, Tourist Shops, Handicrafts & Batik and Gem & Jewellery, Heritage Bungalows, Heritage Homes, Rented Homes, Water Sports Centers, Camping Sites, Elephant back safaris, Hot air ballooning, Transportation, Boat safaris, Tour guiding, Money exchanging services and Tourism related projects. Marketing of tourism services and hospitality products, target markets and their requirement.

- Take Home Assignment: develop a project proposal/ business plan for tourism and hospitality business.

Teaching and Learning Methods

Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and LMS

Evaluation Methods

Formative Assessment	Take home Assignments 15%, Tutorial Examination 10%, Presentations 05%	30%
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.	70%

Recommended readings:

- i. Getz, D., Carlsen, J., & Morrison, A. (2004). The family business in tourism and hospitality. CABI.
- ii. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles, practices, philosophies. John Wiley & Sons.
- iii. Lee-Ross, D., & Lashley, C. (2010). Entrepreneurship and small business management in the hospitality industry. Routledge.
- iv. Legrand, W., Gardetti, M. Á., Nielsen, R. S., Johnson, C., & Ergul, M. (2020). Social Entrepreneurship in Hospitality: Principles and Strategies for Change. Routledge.
- v. Rimmington, M., Williams, C., & Morrison, A. (2009). Entrepreneurship in the hospitality, tourism and leisure industries. Routledge.

- vi. Sheldon, P. J., & Daniele, R. (2017). *Social Entrepreneurship and Tourism*. Cham: Springer International Publishing, Available through: LUSEM Library website <https://www.lusem.lu.se/library> [Accessed 07 January 2020].
- vii. Sotiriadis, M. A. R. I. O. S. (2018). *Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality*. Emerald.
- viii. Walmsley, A. (2018). *Entrepreneurship in tourism*. Routledge

Module Code	FIN 3133/ ENT 3133	Title	Microfinance	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the understanding the issues of microfinance from both philosophical and developmental perspective and provide in-depth discussion on the emerging issues in microfinance.</p> <p>ILO</p> <ul style="list-style-type: none"> • explain the nature of Microfinance • outline basic accounting principles, financial management and their application on Microfinance • examine the accounting practice particularly as they apply to Microfinance accounting • construct a business plan for microfinance institutions • analyze roles of different institutions for Microfinance development <p>Course Contents:</p> <p>Foundations of microfinance – Introduction, basic concepts of microfinance, importance of microfinance, microfinance outreach in Sri Lanka, microfinance operations- pricing for microfinance, microfinance management, microfinance products and services; directions, circulars, and Guidelines on microfinance in Sri Lanka- microfinance Act no.06 of 2016, Strategic issues in microfinance-governance and funding issues, future of microfinance, transformation of microfinance Institutions; Monitoring and evaluation in microfinance- Impact assessment, Responsible Finance and social performance management.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and self-learning with LMS		

Evaluation Methods		
Formative Assessment	Assignments, Quizzes, Tutorial Examination, Presentations	30%
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> vi. The Microfinance Act No6 of 2016. vii. Misha, P.K. (2019), Microfinance Management, 1stEdition, Cengage, India viii. Armendaria, B. and Morduch, J. (2010), The Economics of Microfinance, Second Edition, MIT Press. 		

Module Code	ENT 3143	Title	Business Plan Development I	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide solid foundation on business planning process and components of a business plan for enhancing students' competencies for developing the business plan.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify and define the components of a business plan • identify and explain the different types of business plans • explain the business planning process • develop a business plan • evaluate business plan <p>Course Contents:</p> <p>Define the business plan, Introduction to the business plan development process, Major components of business plan - administrative plan, marketing plan, operational plan and financial plan. Basic Outline of a business Plan II.</p>				
Teaching and Learning Methods		Formal lectures, field visits, indoor and outdoor workshops etc.		
Evaluation Methods				
Formative Assessment	Assignments 05%, Tutorial Examination 05%, Presentations 05%, and Field visit Preliminary Report 15%.		30%	
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.		70%	

Recommended readings:

- i. Collwell, K. (2019). Starting A Business: Quick Start Guide, Cataloging-inPublication, Data.
- ii. Shelton, H. (2017). The Secrets to Writing A Successful Business Plan , 2nd Edition, Cataloging-inPublication, Data.
- iii. Kotler, P., Kevin lane Keller, Abraham Koshy, MithileshwarJha (2012) Marketing Management, 13th Edition, South Asian Perspective. Dorling Kindersley (India) pvt Ltd., Licensees of Person Education in South Asia.
- iv. Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano, (2008). Operations Management for Competitive Advantages, 12th Edition, McGraw-Hill/Irwin.
- v. Robert Jacobs, Richard Chase (2013) Operations and Supply Chain Management, 14th Edition, : McGraw-Hill/Irwin.
- vi. Pandey I.M., (2009). Financial Management, 09th Edition, Vikas Publishing House Pvt Ltd

8.11.6 Third Year Second Semester

Module Code	MGT 3213	Title	Management Information Systems	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide an overall understanding of Information Systems and its application in a competitive business environment.</p> <p>ILO</p> <ul style="list-style-type: none"> • classify Information Systems and their applications. • explain the role of the Information Systems Department in an organization • analyse the strategic role of IT in organizations • plan for Information Systems • discuss the Information Systems development process <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Laudon, C.K., and Laudon, J.R. (2017). Management Information Systems: Managing the Digital Firm, 15th Edition, Pearson.

Laudon, C.K., and Traver, G.C. (2014). Management Information System, 12th 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 4th edition, Prentice Hall.

Module Code	ACC 3213	Title	Auditing and Assurance	
Credits	03	Hours	Lectures	45
<p>Objectives: The objective of this course unit is to develop the fundamental internal controls and advanced audit concepts related to the Sri Lankan context.</p> <p>ILO:</p> <ul style="list-style-type: none"> • define the fundamental knowledge and the role of the audit within society • explain risk concerning the audit and assess the impact on the audit • apply the analytical procedures to get to know the real picture of the business • analysis the various forms of evidence gathered by auditors • interpret the use of internal controls <p>Course Contents: 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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Alvin A Arens, Randal J Elder and Mark S Beasley (2017), Auditing and Assurance Services, 16th 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
Objective:				
<p>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.</p>				
ILO				
<ul style="list-style-type: none"> • explain the project life cycle • discuss the project management functions and role of project managers • design the process and tools of project management and the control of an organizational system • explain the project management knowledge areas • analyze project controlling tools and techniques 				
Course Contents:				
<p>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.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Discussions, Case study analysis, self-learning through LMS		
Evaluation Methods				
Formative Assessment		Assignment, Field study report, Presentation Quiz, Tutorial examinations.		30%
Summative Assessment		Written examination of three hour duration expected to answer any five questions out of seven questions		70%

Recommended readings:

Joseph Heagney (2011) Fundamental of Project Management, 4th Edition, AMACOM Div American Association.

Gregory T. Haugan (2006), Project Management Fundamentals: Key Concepts and methodology, Library of Congress Cataloging - in-publication.

PMI (2013), a guide to the project management body of knowledge (PM book guide), 5th edition, PMI.com.

Module Code	FIN 3213	Title	Corporate Finance	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>The objective of this course is to provide necessary knowledge in evaluating different corporate finance decisions and their influence on corporate performance and value.</p> <p>ILO:</p> <ul style="list-style-type: none"> • list the reasons behind mergers and acquisitions • choose financial ratios and critically evaluate the financial ratios • identify the financial soundness of an organization by applying a variety of models • analyze the ways via which the organizations' payout policy is implemented <p>Course Contents</p> <p>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.</p>				
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%	

Recommended readings:

Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe and Bradford D. Jordan (2016), Corporate Finance, 11th Edition, McGraw-Hill Education.

Jonathan Berk, Peter DeMarzo and Jarrad Harford (2017), Fundamentals of Corporate Finance, 9th Edition, Pearson Education.

Jonathan Berk and Peter DeMarzo (2017), Corporate Finance 4th Edition, Pearson Education.

Module Code	ENG 3213	Title	Proficiency in English IV	
Credits	03	Hours	Lectures	45 (Non-GPA)
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • recognize and apply the grammar in daily life, practice the vocabulary and articulate the correct pronunciation • develop speaking skill at the advanced level and listening for new vocabulary using simple and complex speech in business and non-business contexts • show comprehension in reading advanced business texts continuously and write guided compositions with grammatical accuracy and appropriateness • Value and critique mastering and manipulating the English language skills in interpersonal to international communications and relations. <p>Course Contents:</p> <p>Advanced level competence and performance in English language structure, and the four English language skills: speaking, listening, writing and reading.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

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.

Module Code	MGT 3211	Title	Project Report (Only for General Degree Students)	
Credits	01	Hours	Organizational / Field Visits	90
<p>Objectives:</p> <p>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</p> <p>ILO:</p> <ul style="list-style-type: none"> • identify issues in Organizations / Communities • analyse alternatives to the problems • recommend effective solutions <p>Course Description</p> <p>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.</p>				
Teaching and Learning Methods		Institutional / Community visits.		
Evaluation Methods				
End of course Evaluation		Introduction	55%	
		(problem identification, objectives, theoretical framework or literature, and significance)		
		Methodology	20%	
		Findings and conclusions	20%	
		References	05%	

Honours in Accounting and Finance

Module Code	FIN 3223	Title	Financial Derivatives and Insurance	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • demonstrate the basic conceptual and theoretical background related to the financial derivatives and their market structure • identify some practical applications related with the financial derivatives at corporate level • develop their generic skills such as oral and written communication, collaborative and independent working, group and management skills • assess financial risk • test the financial management application in derivatives <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%
<p>Recommended readings:</p> <p>Chance, D. M and Brooks, R (2010), An Introduction to Derivatives and Risk Management, 8th edition, South-Western Cengage Learning, USA.</p> <p>John C. Hull (2017), Options Futures and Other Derivatives, 10th edition, Pearson Education, USA.</p> <p>Robert L. McDonald (2013), Derivatives Markets, 3rd Edition, Pearson Education, USA.</p> <p>George E. Rejda and Michael McNamara (2017), Principles of Risk Management and Insurance, 13th Edition, Pearson Education, USA.</p>		

Module Code	ACC 3223	Title	Computer Based Accounting	
Credits	03	Hours	Lectures	15
			Laboratory	60
Objectives:				
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				
ILO				
<ul style="list-style-type: none"> • demonstrate the steps necessary to set up a new company • identify computer procedures necessary to work with lists of customers, vendors and inventories. • discuss of the procedures used to work with bank accounts in a computerized accounting system. • apply the theoretical knowledge of accounting in a computerized accounting system 				
Course Contents:				
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.				
Teaching and Learning Methods		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%
Recommended readings:				
User Guides - Accounting Packages				

Module Code	FIN 3233	Title	Investment and Portfolio Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILOs</p> <ul style="list-style-type: none"> • explain the behavior of investors and their decision-making process • identify the essential theories and their implications, applications and empirical evidence of the Investment and Portfolio Management • analyze available investment assets and their price behavior in the market • evaluate the performance of a portfolio • value the investment securities that are available for investment <p>Course Contents</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Sharpe F. William, Alexander J. Gordan and Bailey V. Jeffery (2006), Investments, 6th edition, Prentice Hall.

Scott B. Smart, Lawrence J. Gitman, and Michael D. Joehnk (2017), Fundamentals of Investing, 13th Edition, Pearson Education.

Charles D. Kirkpatrick, Julie R. Dahlquist (2016), Technical Analysis: The complete Resource for Financial Market Technicians, 3rd Edition, FT Press.

Honours in Marketing Management

Module Code	MAR 3213	Title	Hospitality Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide general knowledge in Hospitality Management, and understand the marketing strategies for the hospitality industry.</p> <p>ILO</p> <ul style="list-style-type: none"> • assess the necessity of hospitality management for the catering & hotel industries • analyze marketing strategies for the hospitality industry • explain the service characteristics in hospitality • discuss the customers' loyalty in the hospitality Industry <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		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%	

Recommended readings:

John R. Walker, (2009) Introduction to hospitality Management, 2nd edition, Pearson Educational Inc.

Kotler Philip, John Browen, James Makens, (2003), Marketing for hospitality & Tourism, 2nd edition, Pearson Educational Inc.

Module Code	MAR 3223	Title	E-Commerce
Credits	03	Hours	Lectures 15 Laboratory 60
Objectives:			
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.			
ILO			
<ul style="list-style-type: none"> • define the concepts of e-business and e-commerce • explain the factors which decide the re-visit of people to the e-commerce sites • demonstrate the Electronic Payment Systems • construct effective HTML code for e-business • design Database and maintain the dynamic web page 			
Course Contents:			
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.			
Teaching and Learning Methods		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%

Recommended readings:

Kenneth C. Laudon and Carol G. Traver, (2016) E-commerce 2016: business, technology, society.5th Edition, Addison Wesley.

Craig Grannell, (2008), The Essential Guide to CSS and HTML Web Design. 3rd printing edition.

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	45
			Laboratory	-
Objectives:				
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				
ILO:				
<ul style="list-style-type: none"> • discuss the basics of the digital marketing • define the benefits, impact, opportunities and challenges the digital landscape in an organization • explain the use of digital platforms and channels in a practical context • develop a digital marketing plan • predict the efficacy of the digital initiatives 				
Course Contents:				
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%

Recommended readings:

Wind, J and Mahajan, V (2001) Digital Marketing: Global strategies from the world's leading experts, John Wiley & Sons, New York.

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, 4th Edition, Kogan Page.

Module Code	ECO 3213	Title	Applications of Econometrics	
Credits	03	Hours	Lectures	30
			Laboratory	30
Objectives:				
The objective of this course unit is to provide knowledge in the application of econometric models to apply recent developments in economic theories.				
ILO				
<ul style="list-style-type: none"> • relate econometrics and statistics in the context of the linear regression models • explain the multicollinearity, heteroscedasticity, and autocorrelation • develop time series and panel data analysis in econometrics • apply different econometrics models to investigate the empirical issues of interest in economics 				
Course Contents:				
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%

Recommended readings:

Wooldridge, J.M. (2010). *Econometric Analysis of Cross Section and Panel Data*, 2nd Edition MIT Press.

Studenmund, H.A. (2016). *Using Econometrics: A Practical Guide*, 7th Edition, and Pearson.

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*, 1st Edition, Oxford.

Honours in Business Economics

Module Code	ECO 3223	Title	Labour Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>The objective of this course unit is to provide the key theories in the analysis of labour economics with practical issues.</p> <p>ILO:</p> <ul style="list-style-type: none"> • explain the basic theoretical models of labour economics and applied its policy issues • apply the economic theories to analyze the functions of the labour market and its outcomes • illustrate the wage differentiation among different jobs in the labor market • compare the practical issues with theories in labour economic <p>Course Contents:</p> <p>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.</p>				
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%	

Recommended readings:

Bruce E.Kaufman Julie L. Hotchkiss, (2002) The economics of labour markets, 6th edition.

Stephen Bazen, (2011), Econometric methods for labour economics, 1st edition,

Peter Sloane, Paul Latreille, Nigel O' Leary, (2013) Modern labour economics, 1st edition.

George J.Borjas, (2016) Labour economics, 7th edition.

Ronald G.Ehrenberg, Robert S.Smith, (2015) Modern Labour economics: Theory and public policy, 12th edition.

Module Code	ECO 3233	Title	Environmental Economics	
Credits	03	Hours	Lectures	45
			Laboratory	-
Objectives:				
The objective of this course unit is to provide the knowledge of the theoretical and empirical studies used in environmental economics.				
ILO				
<ul style="list-style-type: none"> • explain the economic methods applied in the environmental economics problems • classify the challenges and difficulties in using economic analysis in environmental policy design • explain the environmental issues and problems • analyze the real-world environmental policy problems and their solution 				
Course Contents:				
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 expected to answer any five questions out of seven questions			70%

Recommended readings:

Matthew Kahn, Fundamentals of Environmental Economics: Solving Urban Pollution Problems (Kindle Edition,)

Charles Kolstad, (200). Environmental Economics, 1st Edition, Oxford University Press,

Honours in Human Resource Management

Module Code	HRM 3213	Title	Managing Diversity in the Workplace	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objective:</p> <p>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.</p> <p>ILO:</p> <ul style="list-style-type: none"> • define diversity in the workplace • choose guidelines to protect an organization from legal claims of discrimination • recognize several instances of discriminatory practices in the workplace • explain perceptions and resistance to change and create challenges • develop programs and initiatives that promote diversity in the workplace. • develop an anti-discrimination policy. <p>Course Contents:</p> <p>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.</p>				
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%
<p>Recommended readings:</p> <p>Elsie Y. Cross (2000), <i>Managing diversity-the courage to lead</i></p> <p>Alison M. Konrad, Pushkala Prasad (2005), <i>Handbook of Workplace Diversity</i>.</p> <p>Mor Barak, M.E. (2013). <i>Managing Diversity: Toward a Globally Inclusive Workplace</i>, Sage.</p> <p>Kirton, G. and Greene, A.M (2013). <i>The Dynamics of Managing Diversity</i>, Routledge.</p> <p>Paludi, M.A. (2012). <i>Managing Diversity in Today's Workplace: Strategies for Employees and Employers</i>, Praeger.</p>		

Module Code	HRM 3223	Title	Talent Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
Objectives:				
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.				
ILO:				
<ul style="list-style-type: none"> • define the concept of talent management • identify the planning stages of talent management • describe the process for searching and recognizing talent • summarize the process for hiring talent • explain the talent retention and succession planning • compare talent management with replacement planning and traditional processes 				
Course Contents:				
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.

Module Code	HRM 3233	Title	Advanced Human Resource Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
<p>Objectives:</p> <p>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.</p> <p>ILO:</p> <ul style="list-style-type: none"> • 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 <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		Lectures, Tutorials, Discussion, 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%	

Recommended readings:

Henarath H. D. N. P. Opatha (2009) Human Resource Management, Published in Sri Lanka.

Michael Armstrong (2012). Armstrong's Handbook of Human Resources Management Practice. Kogan Page

Cynthia D. Fisher and Lyle F. Schoenfeldt (2006), Advanced Human Resource Management 6th edition, Strayer University.

Ulrich D, Brockbank W, and Ulrich M. (2016). HR from the Outside In: The Next era of Human resource Transformation, McGraw Hill.

Gupta B. (2011). Competency Framework for HRM, Concept Publishing Company.

Honours in Entrepreneurship

Module Code	ENT 3213	Title	Business Plan Development II	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to develop the skills in business planning through a active participation in a business analysis</p> <p>ILO</p> <ul style="list-style-type: none"> • investigate the business opportunities • develop the feasibility report • construct different components of a business plan, marketing plan, operational plan, administrative plan, and financial plan • develop comprehensive business plan • compare with the theoretical model <p>Course Contents:</p> <p>Business ideas and opportunities identification process, feasibility study, Basic Outline of a business Plan, Executive summary, Marketing plan, Operational plan, Administrative plan, Financial plan, Appraise the business model, Crafting a business plan, Technical aspects, comparison to the theoretical model.</p>				
Teaching and Learning Methods		Lectures, Group Discussions, Guest Lectures and self – learning with LMS		
Evaluation Methods				
Formative Assessment	Assignments, Tutorial Examination Presentations			20%
Final Business Plan Report	Students should submit a final business plan report to the Examination Branch and make a presentation. The contents of the report are Cover Page, Executive Summary, Administrative Plan, Marketing plan,			80%

	<p>Operational Plan, Financial Plan, and Annexures.</p> <p>Final Business Plan report - 80%</p> <p>Executive Summary – 05% , Administrative Plan - 15%</p> <p>Marketing plan - 15%, Operational Plan - 15%</p> <p>Financil Plan - 20% , Final Presentation - 10%</p>	
--	--	--

Recommended readings:

- i. Pinson,L. (2013). Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series). 08th Edition. Dearborn Trade Publishing. Or the 07th edition e book.
- ii. Barringer, B.R., & Ireland, R.D. (2018). Entrepreneurship: Successfully Launching New Ventures. 06th Edition. Pearson.
- iii. Barringer. B. (2014). Preparing Effective Business Plans: An Entrepreneurial Approach. Second Edition. Pearson.
- iv. Kotler, P.T., and Armstrong, G., (2017). Principles of Marketing. 17th edition. Pearson.
- v. Kotler, P.T., Keller, K.L., Koshy, A., and Jha, M. (2012) Marketing Management.13th edition. South Asian Perspective. Dorling Kindersley (India) Pvt Ltd., Licensees of Person Education in South Asia.
- vi. Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano (2008) Operations Management for Competitive Advantages, 12 edition., : McGraw-Hill/Irwin.
- vii. Robert Jacobs, Richard Chase (2013) Operations and Supply Chain Management, 14th edition., : McGraw-Hill/Irwin .

Module Code	ENT 3223	Title	Corporate Entrepreneurship	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to enhance the capacity of the students to impart their knowledge and skills to promote the corporate level industries.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the forms and antecedents of corporate entrepreneurship • identify potential improvement in the industries • explain the corporate entrepreneurial systems • assess the role of corporate entrepreneurship for creating and sustaining competitive advantage • evaluate the entrepreneurial performance 				
<p>Course Contents:</p> <p>Introduction to corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, Corporate strategy, structure and entrepreneurship, Human resource management and corporate entrepreneurship, Building supportive organizational cultures, Entrepreneurial control systems, Entrepreneurial leadership, Obstacles to and risks of corporate entrepreneurship, Mergers & acquisitions, Corporate spin-offs and corporate venture capital, Measuring entrepreneurial performance, The pay-off from corporate entrepreneurship.</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Activity, Case study analysis, Self-learning with LMS.		

Evaluation Methods		
Formative Assessment	Assignments, Case Study analysis, Tutorial Examination	30%
Summative Assessment	Written Examination of three hours duration expected to answer question one and other four out of seven questions.	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. Kuratko, D. F., Morris, M. H., & Covin, J. G. (2011). Corporate innovation & entrepreneurship: Entrepreneurial development within organizations, 3rd Edition, Mason, OH: South-Western Cengage Learning. ii. Burns, P. (2017). Corporate entrepreneurship: Innovation and strategy in large organizations, 3rd Edition, New York: Palgrave Macmillan. iii. Hisrich, R. D. & Kearney, C. (2012). Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company, New York: McGraw-Hill. 		

Module Code	ENT 3233	Title	Technopreneurship	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the knowledge of the Technopreneurship strategy to the students.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the Technology and Technopreneurship • differentiate the technopreneurship from cyberpreneurship and entrepreneurship • apply the appropriate technological advancement for innovation • discuss the emerging trend in technopreneurship <p>Course Contents:</p> <p>Define the technology and technopreneurship, Differentiation between entrepreneurship, cyberpreneurship and Technopreneurship, traits and characteristics of technopreneur, importance of technopreneurship, Successful global and local technopreneurs, technological advancement for innovation, challenges in technopreneurship, and emerging trend in technopreneurship. Industry and Competitor Analysis (Blue Ocean Strategy).</p>				
Teaching and Learning Methods		Lectures, Tutorials, Group Activity, Self-learning through LMS		
Evaluation Methods				
Formative Assessment	Written Assignment, quiz Examination, Group project		30%	
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions		70%	

Recommended readings:

- i. Mbizi, R. (2012). Principles of Innovation and Technopreneurship, Lab Lambert Academic Publishing.
- ii. Mankani, D. (2003). Technopreneurship, Pearson Education Asia.
- iii. Barringer, B. R & Ireland, R. D. (2012). Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, New Jersey.
- iv. Thomas H. B., Rihard C. D. and Andrew J. N. (2010), Technology Ventures, 3rd Edition. MacGraw Hill.
- v. Kim, W. C & Mauborgne, R. (2005). Blue Ocean Strategy, Harvard Business School Publishing, Boston, MA

8.11.7 Fourth Year First Semester

Module Code	MGT 4113	Title	Strategic Management	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe strategic management theories and process • analyze external opportunities and threats and internal strength and weakness of a firm • define competitive environment facing a firm and propose a sensible strategic plan • explore the basic issues and concepts related to strategic management • develop the relevant methodologies to address these issues <p>Course Contents:</p> <p>Definition, nature and importance of strategy, defining strategic intent, environmental appraisal, internal appraisal, corporate-level strategies, strategic analysis and choice, strategy implementation, strategic control.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Fred R. David (2013), *Strategic Management: concepts and cases - A competitive advantage approach*, 14th edition, Pearson Education Inc.

Enterprise strategy, CIMA official study text (2013), Kaplan publishing

J. David Hunger and Thomas I. Wheelen, (1996) *Strategic Management*, 5th 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
<p>Objective:</p> <p>The objective of this course unit is to provide various research approaches, strategies, methods, tools and techniques applied in business research.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the meaning of research • explain the research problem and research question in a systematic way • construct research design and its process in Accounting and Finance • analyze data in a systematic way by using the statistical tools • interpret the results and make suitable recommendations <p>Course Contents:</p> <p>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</p>				
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%	

Recommended readings:

Bryman, A., & Bell, E. (2015). *Business research methods*. Oxford university press.

Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9). New York: McGraw-hill.

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
Objective:			
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.			
ILO			
<ul style="list-style-type: none"> • explain the computer applications in research • apply appropriate analytical tools to quantitative and qualitative research • develop the ability to produce appropriate statistical results to the business research • create financial models for business problems 			
Course Contents:			
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%

Recommended readings:

Studenmund, A. H. (2017), *Using Econometrics: A Practical Guide*, 7th 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
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify the modern management accounting techniques for a competitive world • explain the different mechanistic and post-mechanistic approaches to management accounting, including strategic accounting approaches • discuss the throughput accounting, CVP analysis, variance analysis and cost reduction program • discuss the new technological developments in Management Accounting <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods	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%	

Recommended readings:

Horngren, Foster, Data & Gowing (2010), Cost Accounting: A Managerial Emphasis. 5th edition. Pearson.

Kaplan, Robert, S., Anthony, A. Atkinson (1996), Advanced Management Accounting 2nd ed. Prentice Hall of India (pvt) Ltd, New Delhi

Davis, Charles E., Davis, Elizabeth B. (2011), Managerial Accounting for Strategic Decision Making, Publisher: Wiley & Sons, Incorporated, John, ISBN: 9780471699606

Module Code	ACC 4122	Title	Financial Statement Analysis	
Credits	02	Hours	Lectures	30
<p>Objective:</p> <p>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.</p> <p>ILO:</p> <ul style="list-style-type: none"> • explain the accounting methods used in financial statements • classify financial statements to get the relevant information for analyzing for different purposes • apply ratio analysis for gaining insight into business operations • analyze the quality of financial statements <p>Course contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%	

Recommended readings:

Stephen H Penman, Financial statement analysis and security valuation, Latest Edition (2016), McGraw-Hill

K. R. Subramanian and John Wild, Financial Statement Analysis, 10th Edition McGraw-Hill

Module Code	ACC 4133	Title	Advanced Taxation	
Credits	03	Hours	Lectures	45
Objectives:				
<p>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.</p>				
ILO				
<ul style="list-style-type: none"> • compute tax liability of a company • apply the principles of Income-tax of partnerships, charitable institutions and clubs and associations • explain the system of administration applicable to returns and assessments. • 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. 				
Course Contents:				
<p>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.</p>				
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.		
Recommended readings:				
Inland Revenue Department Act and subsequent amendments.				

Module Code	ACC 4143	Title	Public Sector Accounting	
Credits	03	Hours	Lectures	45
Objective:				
<p>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.</p>				
ILO				
<ul style="list-style-type: none"> • explain the application of the public sector accounting standards. • analyze the various sources and applications of government receipts and payments. • apply the finance-related laws, rules and regulations in public sector accounting. • apply the Public Sector Accounting Concepts and Standards. 				
Course Contents:				
<p>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.</p>				
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%	

Recommended readings:

Sri Lanka Financial Regulations

ADB-MOF publications on Public Finance

Chapter XIII of the Constitution of the Democratic Republic of Sri Lanka

Financial Act No 38 of 1971

Public Sector Accounting - Rowans Jones, Maurice, Pendlebury - 3rd ed.
1992 ELBS

Module Code	FIN 4131	Title	Seminar in Finance	
Credits	01	Hours	Seminar hours	15
<p>Objective:</p> <p>This course unit is to provide a knowledge in reviewing the seminal articles in accounting and finance</p> <p>ILO</p> <ul style="list-style-type: none"> • outline the current issues in finance • select, read, understand and analyze research papers • explain the core concepts of the research articles • interpret the merits and demerits of research articles <p>Course Contents:</p> <p>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.</p>				
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
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • make use of marketing research for various marketing disciplines • differentiate the qualitative and quantitative marketing researches • apply various research methodologies in a marketing survey • develop market surveys • evaluate the market surveys • recommend the findings to the stakeholders <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%
<p>Recommended readings:</p> <p>Kolb, B. (2017). Marketing Research: A Concise Introduction, Sage Publications.</p> <p>Erickson, S.G. (2017). New Methods of Market Research and Analysis, Edward Elgar Publication.</p> <p>Benzo, R., Fourali, C., and Mohesen, G.M. (2017). Marketing Research: Planning, Process, Practice, Sage Publications</p> <p>Edward, F. McQuarrie (2017). The Market Research Toolbox: A Concise Guide for Beginners, 4th Edition, Sage Publication.</p>		

Module Code	MAR 4123	Title	Strategic Marketing	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>The objective of this course unit is to provide a wide knowledge of applying marketing concepts strategically in an organization.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify and evaluate the product-driven and market-driven strategies • discuss strategic marketing programme • distinguish the relationship marketing strategies • examine how to link management strategies in developing a strategic marketing program <p>Course Contents:</p> <p>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.</p>				
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, 11th Edition, Willey.

Alexander, C. (2014). Strategic Marketing Management, 8th 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
Objectives:				
The objective of this course unit is to provide substantial knowledge in doing marketing internationally.				
ILO				
<ul style="list-style-type: none"> • describe the organizational & agreements influence in international marketing • examine the factors influencing on international marketing • differentiate the types of business in international marketing • explain the reason for an entry exit strategy in international marketing • analyze the planning and controlling in international and global marketing 				
Course Contents:				
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.				
Teaching and Learning Methods		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 expected to answer question one and other four out of seven questions.		70%	

Recommended readings:

Philip Cateora, John Graham, Mary Gilly, (2012) International marketing, 16th edition Mc Graw Hill.

Jean Pierre, Jeannet, Hubert D. Hennessey, Global Marketing Strategies, 2nd edition, Jaico Publishing house -2001

Kotler, P, and Keller, K., (2012), Marketing Management, (14th edition), New Jersey, Prentice-hall.

Philip Kotler, and Gray Armstrong (2016). Principles of Marketing. Global edition, Pearson Education Ltd, 16th edition.

Module Code	MAR 4143	Title	Marketing Information Systems	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • identify the nature, role and strategic value of marketing information in all types of business operations • identify the informational requirements for the marketing environment • evaluate the information systems for planning and control of marketing • examine the effectiveness of ERP in marketing • relate international, multinational, global marketing information systems <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%
<p>Recommended readings:</p> <p>Miller, J. (2011). Marketing Information System, Grin.</p> <p>Chandra Sekhar Gotlagunta, (2012). Marketing Information Systems, Gayan Book (Pvt). Ltd. India.</p> <p>Boyd, H.W, Westfall, R and Stasch, S.F (2002) Marketing Research-Text and Cases, 7th edition, Richard. D Irwin, U.S.A</p> <p>Beri, G.C (2008) Marketing Research, 4th edition, Tata Mc Grawhill, New Delhi</p>		

Module Code	MAR 4152	Title	Customer Relations in Marketing	
Credits	02	Hours	Lectures	30
<p>Objectives:</p> <p>The objective of this course unit is to provide an in-depth knowledge of customer relations and the importance of it in every organization.</p> <p>ILO:</p> <ul style="list-style-type: none"> • differentiate the term Customer Relationship Marketing from Customer Relationship Management • develop effective relationship marketing organizations • apply the different customer relationship approaches • discuss how to enhance customer satisfaction through technological advancement • explain how to manage the Customer Life Cycle <p>Course Contents:</p> <p>Customer focus, Customer relations & Relationship marketing, Determining the value of a customer, Enhancing customer service skills with technology, Managing the customer life cycle.</p>				
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%

Recommended readings:

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.

Module Code	MAR 4161	Title	Seminar in Marketing	
Credits	01	Hours	Seminar Hours	15
<p>Objective:</p> <p>This course unit is to provide knowledge in reviewing the seminal articles in marketing</p> <p>ILO</p> <ul style="list-style-type: none"> • outline the current issues in marketing • select, read, understand and analyze research papers • explain the core concepts of the research articles • interpret the merits and demerits of research articles <p>Course Contents:</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>				
Teaching and Learning Methods				
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	15
			Laboratory	60
Objective:				
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.				
ILO				
<ul style="list-style-type: none"> • explain the computer application in research • apply appropriate statistical analysis to quantitative research and qualitative research • develop the ability to produce appropriate statistical results to the business researches • create financial models for business problems 				
Course Contents:				
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%	

Recommended readings:

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

Roman Kozhan (2010), Financial Econometrics with E-Views, Ventus Publishing.

Module Code	ECO 4123	Title	Research Methods in Economics	
Credits	03	Hours	Lectures	45
<p>Objective:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the meaning of research and develop the research proposal in economics • identify the research problem and research question in systematic way • construct hypothesis, research design and its process in Economics • analyze data in systematic way by using the statistical tools • interpret the results and provide suitable recommendations <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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%

Recommended readings:

M. Dasgupta, (2007), *Research Methodology in Economics*.

Don E. Ethridge, (2004), *Research Methodology in Applied Economics*,
2nd 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
<p>Objective:</p> <p>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.</p>				
<p>ILO</p> <ul style="list-style-type: none"> • choose relevant software to analyze the productivity and efficiency of multi-input and multi-output industries or firms using various approaches • identify the performance and productivity improvement of a firm using input and output data • adapt the output and input changes necessary for an organization to achieve best practices • elaborate the decomposition of productivity change using frontier methods 				
<p>Course Contents:</p> <p>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.</p>				
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 hours duration expected to answer any five questions out of seven questions.	60%

Recommended readings:

Fried, H. O., C. A. K. Lovell, and S. S. Schmidt (2008), *The Measurement of Productive Efficiency and Productivity Growth*, Oxford University Press.

Rasmussen, S. (2011), *Production Economics: The Basic Theory of Production Optimization*, Springer-Verlag Berlin Heidelberg.

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.

Tihomir Ancev, M.A. Samad Azad, Francesc Hernández-Sancho (2017).

New Directions in Productivity Measurement and Efficiency Analysis Wiley, (2013). *Efficiency and Productivity Growth: Modelling in the Financial Services Industry*.

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.

Sunil Kumar, Rachita Gulati, (2014), *Deregulation and Efficiency of Indian Banks*.

Module Code	ECO 4143	Title	Issues in Economic Development	
Credits	03	Hours	Lectures	45
<p>Objective:</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>ILO</p> <ul style="list-style-type: none"> • define the meaning and measurement of development • compare the growth theories • categorize the structure and the issues in development in developing countries • explain the development policies with regarding the current economic issues • examine the environmental problems and sustainable development <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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, 12th Edition, Pearson.

Meier, G.M., and Rauch, J.E. (2015). Leading Issues in Economic Development, 10th 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.

Module Code	ECO 4153	Title	International Trade	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • 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 <p>Course Contents:</p> <p>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.</p>				
Teaching and Learning Methods		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:

Salvatore, D. (2012). Introduction to International economics. 3rd edition, Wiley, USA.

Krugman, R. P., Obstfeld, M., and Melitz, M.C. (2015), Trade Theory and Policy, 10th edition, Pearson.

Salvatore, D. (2016). International economics, 12th edition, Wiley, USA.

Honours in Human Resource Management

Module Code	HRM 4113	Title	Strategic Human Resource Management	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course is to provide the knowledge and skills that can use to effectively manage human resources to achieve organizational goals.</p> <p>ILO:</p> <ul style="list-style-type: none"> • interpret strategic approach to human resource management • analyze human resource needs of an organization • analyze human aspects of strategic implementation • identify competency gaps in an organization • provide feedback to employees to help them reach personal and organizational goals <p>Course Contents:</p> <p>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</p>				
Teaching and Learning Methods		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 hours duration expected to answer any five questions out of seven questions		70%	

Recommended readings:

Rees, G and Smith, P.E (2017). Strategic Human Resource Management: An International Perspectives, 2nd Edition.

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, 3rd edition, Kogan page, London

Module Code	HRM 4123	Title	Human Resource Information System (HRIS)	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>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.</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the HRIS, HRIS Life cycle, HRIS development • explain Evolution of HRIS • interpret the implementation of HRIS • know the HRIS in large and small organizations • outline and practice the HRIS Applications <p>Course Contents:</p> <p>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,</p>				
Teaching and Learning Methods		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 hours duration expected to answer any five questions out of seven questions		70%

Recommended readings:

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
Objectives:				
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.				
ILO:				
<ul style="list-style-type: none"> • explain the global HRM and strategies • describe the HRM practices in MNCs • identify the global HRM practices • describe the comparative global HRM practices 				
Course Contents:				
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				
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:

Dennis Briscoe, Randall Schuler, Ibraiz Tarique (2012). International Human Resource Management: Policies and Practices for Multinational Enterprises, 4th Edition. Routledge

Chris Rees, Tony Edwards (2011). International Human Resources Management: Globalization, National systems and Multinational companies. Pearson Education

Module Code	HRM 4143	Title	Application of Human Resources Management	
Credits	03	Hours	Lectures	45
			Laboratory	-
Objectives:				
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.				
ILO				
<ul style="list-style-type: none"> • explain the differences in employment practices in different kinds of organizations • explain the ethnic and multi-cultural diversity in practicing HRM • analyze the issues of HRM due to IT development • develop the skills of HRM practices across different types of organizations 				
Course Contents:				
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.				
Teaching and Learning Methods		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%	

Recommended readings:

Rona S. Beattie, Stephen Osborne (2008). Human Resource Management in Public Sector. Routledge.

Robert L. Heneman, David B. Greenberger (2002) Human Resource Management in Virtual Organizations, IAP.

Bowen, D. E., Chase, R. B., Cummings, T. G., and Associates (Eds.), Service management effectiveness. San Francisco: Jossey-Bass

Module Code	HRM 4153	Title	Research Methods in HRM	
Credits	03	Hours	Lectures	30
			Laboratory	30
<p>Objectives:</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>ILO:</p> <ul style="list-style-type: none"> • identify, distinguish and evaluate different research paradigms and philosophies • explain the role and significance of researching in HRM context • reflect on the personal, professional and ethical issue involved in undertaking research in the HRM and employment context • conduct an information search of appropriate literature and data sources and reference the work of others following appropriate academic conventions • construct effectively to the planning, design and implementation of research • apply the knowledge and skills necessary to undertake successful research within the field of HRM / HRD <p>Contents:</p> <p>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,</p>				
Teaching and Learning Methods		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%
<p>Recommended readings:</p> <p>Anderson, V. (2013) Research Methods in Human Resource Management, 3rd edition. London: CIPD.</p> <p>Karin, S., Julie, C. and Hugh, B. (2014). Research Methods for Human Resource Management, Taylor and Francis.</p> <p>.Bryman, A. and Bell, E. (2011) Business Research Methods. 3rd edition Oxford: OUP.</p> <p>.Cameron, S. and Price, D (2009) Business Research Methods: A Practical Approach, London: CIPD.</p>		

Honours in Entrepreneurship

Module Code	ENT 4113	Title	Research Methods	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to develop the capacities of the students to undertake research in relations to the entrepreneurship.</p> <p>ILO</p> <ul style="list-style-type: none"> • define the problem and problem statement • identify appropriate research strategy • formulate research design • analyze the data in systematic way by using the statistical tools • interpret the results and make suitable recommendations <p>Course Contents:</p> <p>Introduction to research, qualitative and quantitative methods, Identifying the research problem and the research questions, developing primary and secondary objectives, hypotheses, source of literature, theoretical framework and the research models, Population and Sampling, Methods of data collection, Measurement and Scaling, Processing and analysis of data. Referencing systems, List of references, /Bibliography. Writing the research proposal</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and Self –learning through LMS		
Evaluation Methods				
Formative Assessment	Assignments 05%, Class room Examination 10%, Presentations 05% Research Proposal 20%			40%
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.			60%

Recommended readings:

- i. Bryman, A., & Bell, E. (2015). Business research methods. Oxford University press.
- ii. Cooper, D. R., Schindler, P. S., & Sun, J. (2006). Business research methods (Vol. 9). New York: McGraw-hill.
- iii. Kothari. C.R., (2004).Research Methodology, New Age International (Pvt) Ltd, New Delhi,
- iv. Krishnaswami. O.R., (1998). methodology of research in social sciences, Himalaya Publishing House, Bomay.

Module Code	ENT 4123	Title	Statistical packages for data analysis	
Credits	03	Hours	Lectures	15
			Practical	60
<p>Objectives:</p> <p>The objective of this course unit is to provide the major aspects of statistics and ability to apply in entrepreneurial research using computer software.</p> <p>ILO</p> <ul style="list-style-type: none"> • aware of the available statistical packages • use statistical applications in handling data • interpret the results • prepare statistical report with conclusions <p>Course Contents:</p> <p>Introduction to the statistical packages- SPSS, AMOS. data entering in selected statistical package, Data summarization and visualization techniques, descriptive statistics; frequency distributions, chi- square test, correlation, Independent sample and paired sample t test, simple linear and multiple regression, ANOVA, , discriminant analysis. Time series analysis, panel data analysis.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, and Self- learning with LMS		
Evaluation Methods				
Formative Assessment	Laboratory 20%, In-class test 10%, Reports and presentations 10%			40%
Summative Assessment	. Practical Examination of three hours duration expected to answer five questions out of seven questions.			60%

Recommended readings:

- i. Aljandali, A. (2016). Quantitative Analysis and IBM® SPSS® Statistics: A Guide for Business and Finance, 1st Edition, Springer.
- ii. Adams, A. K. and Lawrence, K.E. (2018). Research Methods, Statistics, and Applications, 2nd Edition, Sage edge.
- iii. Sedkaoui, S. (2018), Big Data Analytics for Entrepreneurial Success, 1st Edition, IGI Global.
- iv. Miles, B. M., Huberman, M.A. and Saldana, J. (2019). Qualitative Data Analysis: A Methods Sourcebook, 4th Edition, Sage Publishing.
- v. Lyman Ott, R., and Longnecker, T.M. (2015), An Introduction to Statistical Methods and Data Analysis 7th Edition, Cengage Learning.

Module Code	ENT 4133	Title	Economic Development and Planning	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the theoretical and empirical knowledge of economic planning and development and its role on effective decisions making in Entrepreneurship</p> <p>ILO</p> <ul style="list-style-type: none"> • define the basic concept and theories in economic planning and development • identify the emerging issues in economic planning and development in the world • explain the knowledge of economic planning and development • apply an economic plan for entrepreneurial development for a region <p>Course Contents:</p> <p>Principles of economic development, theories of economic development, contemporary issues in economic development, entrepreneurship and economic development, economic planning, planning process, development planning: some basic models, failure of economic planning in the world, project appraisal and cost-benefit analysis, entrepreneurship and development planning.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, and Self Learning through LMS		
Evaluation Methods				
Formative Assessment	Assignments, Quizzes, Tutorial examination, Presentations		30%	
Summative Assessment	Written Examination of three hours duration expected to answer five questions out of seven questions.		70%	

Recommended readings:

- i. Todaro, M. and Smith, S. (2015) Economic Development, 12th edition, Pearson.
- ii. Jhingan, M.I. (2012). The Economics of Development and Planning, 40th Edition, Vrinda Publication (Pvt) Ltd.
- iii. Ray, D. (1998). Development Economics, Princeton University Press.

Module Code	ENT 4143	Title	New Venture Creations	
Credits	03	Hours	Lectures	30
			Practical	60
<p>Objectives:</p> <p>The objective of this course unit is to provide students an opportunity to take challenges in developing a new venture as a team work during the study period.</p> <p>ILO</p> <ul style="list-style-type: none"> • investigate the resources required for the new venture • formulate the budget • identify the steps and procedures • determine the individual responsibilities for task • plan the approval requirements • built and manage the venture 				
<p>Course Contents:</p> <p>Investigate the range of resources that will be required to launch a new venture, form and compile a budget for launch, Assess the skills and capabilities required and how these might be acquired or developed, leadership, team works and responsibilities, approval requirements for the businesses, government rules and regulations, marketing for new business.</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and LMS		
Evaluation Methods				
Formative Assessment	Continuous Assignments, Appoint a coordinator for supervising monthly progress report as continuous assessment			10%
Summative Assessment	.. Written Examination of two hours duration expected to answer all questions in Part I and other three out of five questions in Part II.			40%

Practical	Startup proposal 20%	50%
	Progress Report 25%	
	Final presentation 05%	

Recommended readings:

- i.** Burns, P. (2011). *Entrepreneurship and Small Business*. 3rd Edition. Basingstoke: Palgrave MacMillan.
- ii.** Burns, P. (2014). *New Venture Creation: A Framework for Entrepreneurial Startups*. Basingstoke: Palgrave MacMillan.
- iii.** Ries, E. (2011). *The Lean Start-up*. London: Penguin Books.
- iv.** Wally, S., Coday, C. and Mitchell, C. (2014). *Quantitative Methods for Business and Management: An Entrepreneurial Perspective*. Harlow: Pearson.
- v.** Williams, S. (2015). *Financial Times Guides: Business Start-up 2015*. Harlow: Pearson

Module Code	ENT 4153	Title	Contemporary Issues in Entrepreneurship	
Credits	03	Hours	Lectures	45
<p>Objectives:</p> <p>The objective of this course unit is to provide the understanding on contemporary issues and development in relations to the entrepreneurship both locally and regionally</p> <p>ILO</p> <ul style="list-style-type: none"> • describe the common issues in relations to the entrepreneurship development • analyze the problems and root causes relevant to the issues • compare the contemporary issues and challenges in the local and regional context • analyze the legal and political environment for the entrepreneurship • propose solutions for entrepreneurship development <p>Course Contents:</p> <p>Interdisciplinary views of entrepreneurship, environmental influences on new venture creation, new venture strategies and growth, new venture performance issues, International entrepreneurship, strategic alliances, Human resource management issues, entrepreneurship issues in a digital economy, corporate entrepreneurship, venture capital financing, franchising, and family business</p>				
Teaching and Learning Methods		Lectures, Interactive Tutorial Classes, Group Discussions, Guest Lectures and LMS		

Evaluation Methods		
Formative Assessment	Tutorial examination 10%, Seminar Paper, 10%, Presentations 10%	30%
Summative Assessment	. Written Examination of three hours duration expected to answer question one and other four out of seven questions.	70%
<p>Recommended readings:</p> <ul style="list-style-type: none"> i. . Ogunbameru, A.O. (2013). Basic and Contemporary Issues in enrepreneurship, arren Publishing. ii. Apostolopoulos, N., Al-Dajani, H., Holt, D., Jones,P., Nebery, R. (2018). Entrepreneurship and Sustainable Development Goals (Contemporary Issue in Entrepreneurship Research Volume-8), Emerald Publising. 		

8.11.8 Fourth Year Second Semester

Module Code	MAR/ACC/ECO/HRM/ ENT 4216	Title	Dissertation
Credits	06	Hours	Discussion - 15
<p>Objectives:</p> <p>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.</p>			
<p>ILO</p> <ul style="list-style-type: none"> • identify a research problem in the particular field • illustrate the research ideas • discuss the findings of the present study • give solutions and recommendations to the identified problems 			
<p>Contents</p> <p>Research proposal writing, and proposal presentation, Identifying research gaps through literature review, Research methods, Data collection, Data analysis, Dissertation writing.</p>			
Teaching and Learning Methods		Discussion with assigned supervisors	
Evaluation Methods			
Proposal writing		10%	
Proposal Presentation		10%	
Final Report		60%	
Viva-voce		20%	
Total		100%	

Recommended readings:

Turabian, K.L. (2013). *A Manual for Writers of Research Papers, Theses, and Dissertations*, 8th edition, University of Chicago Press: Chicago.

Joyner, R.L., William, A.R., and Glatthorn. (2013). *Writing the Winning Thesis or Dissertation: A Step-By-Step Guide*. 3rd edition, Corwin: USA.

Becker, H.S. (2007). *Writing for Social Scientists: How to start and finish your thesis, book, or article*. 2nd edition, University of Chicago Press: Chicago.

Module Code	MAR/ACC/ECO/HRM/ ENT 4223	Title	Internship	
Credits	06	Hours	Work in Organization	06 months
<p>Objectives:</p> <p>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.</p> <p>ILO:</p> <ul style="list-style-type: none"> • match theories with applications • apply learned theories into practice • develop a professional network • improve working abilities <p>Submission of Internship Report:</p> <p>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.</p>				
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%		



Faculty of Business Studies
University of Vavuniya
Sri Lanka
<https://fbs.vau.ac.lk/>