

1. INTRODUCTION

1.1 SABARAGAMUWA UNIVERSITY OF SRI LANKA

1.1.1 BACKGROUND

The Sabaragamuwa University of Sri Lanka was established under the Universities Act Number 16 of 1978 on 7th November 1995 and ceremonially inaugurated on 2nd February 1996. Assigned to the University are the Faculties of Agricultural Sciences, Applied Sciences, Geomatics, Management Studies and Social Sciences and Languages set up at Belihuloya in Ratnapura District of Sabaragamuwa Province. In addition, Sri Lanka Military Academy (SLMA) at Diyatalawa is also affiliated to the Sabaragamuwa University of Sri Lanka and the degrees to the SLMA officer cadets are also awarded by the university.

The Sabaragamuwa University of Sri Lanka has eight study centres/units viz. Centre for Computer Studies, Agribusiness Research and Development Centre, Staff Development Centre, Career Guidance Unit, External Degree Programmes and Extension Services Unit, Centre for Indigenous Community Studies, Sabaragamuwa University Industry Community Interaction Cell (SUICIC) and the Local Technical Secretariat of the IRQUE Project have been established within the University.

1.1.2 VISION AND MISSION OF THE UNIVERSITY

The University has expressed the vision “to be an internationally acclaimed centre of excellence in higher learning and research, producing dynamic managers, leaders and nation builders to guide the destiny of Sri Lanka”.

The mission of the University is “to search for and disseminate knowledge, promote learning, research and training to produce men and women proficient in their respective disciplines possessing practical skills and positive attitudes enabling to contribute towards sustainable development of the country”.

In support of its vision the University has set up four goals, in its Corporate Plan (2006-2010) to;

- Be a centre of excellence in higher education
- Achieve the status of an internationally acclaimed regional institute of research and development
- Enhance industry, connectivity and community participatory activities
- Be within the top 250 universities in Asia

1.1.3 THE FACULTIES AND DEGREE PROGRAMMES

The Sabaragamuwa University of Sri Lanka offers the following degree programmes through its five faculties.

The Faculty of Management Studies offers BSc Special Degree Programmes in Financial Management, Banking and Insurance, Business Management, Marketing Management, Tourism Management, EcoBusiness Management and Hospitality Management through its four departments; the Department of Accountancy and Finance, the Department of Business Management, the Department of Marketing Management and the Department of Tourism Management.

The Faculty of Agricultural Sciences offers BSc Degree Programmes in Agricultural Sciences through its three departments; the Department of Livestock Production, the Department of Export Agriculture and the Department of Agribusiness Management.

The Faculty of Applied Sciences offers four year BSc (Special) Degree Programmes in Food Science and Technology, Environmental Sciences and Natural Resources Management, Chemical Technology, Computer Science and Technology, Applied Physics, Sports Science and Management, Physical Education, Computing and Information Systems through its three departments; the Department of Food Science and Technology, Department of Natural Resources and the Department of Physical Sciences and Technology. However, there is a possibility to exit at the end of the third year (completing a general degree) for students who enrol for BSc degree programmes in Environmental Sciences and Natural Resources Management and Physical Sciences.

The Faculty of Geomatics offers BSc Degree Programme in Surveying Sciences, through its two departments; the Department of Surveying and Geodesy and the Department of Cartography, Photogrammetry, Remote Sensing and Geographic Information Systems.

The Faculty of Social Sciences and Languages offers three year BA Special Degree Programmes in Social Sciences and Languages and four year BA (Special) in Economics, Geography, Political Science, Sociology and Anthropology and Statistics through its four departments; the Department of Economics and Statistics, the Department of English Language Teaching, the Department of Languages and the Department of Social Sciences.

1.1.4 UNIVERSITY LOGO AND THE FLAG

UNIVERSITY LOGO



The University logo comprises a traditional oil lamp, rays of light, books, the Samanala (peak wilderness) mountain, gems and sheaves of paddy, symbolising the region and the people that it serves and the ideas for which they stand. The traditional oil lamp and the rays of light denote the imparting of knowledge and enlightenment; books represent education; the Samanala Mountain and gems stand for the Sabaragamuwa Province and Ratnapura District respectively, and the sheaves of paddy symbolise prosperity.

UNIVERSITY FLAG

University flag comprises two colours maroon and gold, and the logo is in the centre of the flag. The maroon colour in the flag indicates maturity and the gold colour indicates the knowledge.

1.2 FACULTY OF MANAGEMENT STUDIES

1.2.1 INFORMATION AT A GLANCE

ADDRESS

Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya 70140, Sri Lanka.

LOCATION

The university is situated about 18 kilometres away from Balangoda town along the Badulla-Colombo Road. It is located on the Samanalawewa Road, around 1km from the Pambahinna Junction, situated 162 km from Colombo and 76 km from Badulla.

Other distances:

60 km to Ratnapura

50 km to Bandarawela

TELEPHONE

045-2280014/ 2280087 (General)
045-2280007 - Dean/ Faculty of Management Studies
045-2280023 - Head/ Department of Accountancy & Finance
045-2280016 - Head/ Department of Business Management
045-2280025 - Head/ Department of Marketing Management
045-2280296 - Head/ Department of Tourism Management
045-2280007 - Assistant Registrar/ Faculty of Management Studies
045-2280008 - Coordinator/ Practical Training Unit

FAX

045-2280007 - Dean's Office
045-2280023 - Department of Accountancy & Finance
045-2280016 - Department of Business Management
045-2280025 - Department of Marketing Management
045-2280296 - Department of Tourism Management
045-2280008 - Practical Training Unit

E-MAIL

deanms@sab.ac.lk

BANK

Bank of Ceylon – at the University Premises
Peoples' Bank – Pambahinna Junction

HOSPITAL

Rural Hospital, Pambahinna

POST OFFICE

Sabaragamuwa University Sub Post Office

NEAREST POLICE POST

Samanalawewa Police Post

NEAREST RAILWAY STATION

Haputale, 31km, one hour journey by bus (Public Transport)

POLICE DIVISION

Balangoda

GRAMA SEWA DIVISION

Muttettuwegama

DIVISIONAL SECRETARIAT

Imbulpe

DISTRICT

Ratnapura

PROVINCE

Sabaragamuwa

ELEVATION

606 m above MSL

AVG. ANNUAL TEMPERATURE

22 ° C

ANNUAL RAINFALL

1500 mm

ACCOMMODATION FOR VISITORS

University Guest House, Belihuloya

Agrifac Farm Stay- Sabaragamuwa University of Sri Lanka

Belihuloya Rest House

Pearl Inn, Belihuloya

River Garden Hotel, Belihuloya

Water Garden, Belihuloya

Savindra, Belihuloya

Amaya, Halpe

Mount Field Restaurant, Halpe

1.2.2 THE HISTORY OF THE FACULTY OF MANAGEMENT STUDIES

The Faculty of Business Studies commenced its programmes of study offering a three-year degree under the Department of Accountancy & Finance & the Department of Business Management in September 1996. After the completion of the Foundation Year and two specialization years, a degree in Bachelor of Science could be obtained in Financial Management, Business Management, Marketing Management and Tourism Management. Six batches of graduate students obtained their BSc Special Degrees in Financial Management, Business Management, Marketing Management and Tourism Management and passed out in the years 1997, 1998, 1999, 2000, 2001 and 2002.

Faculty of Business Studies was renamed as Faculty of Management Studies with the approval of the University Grants Commission (UGC) in 2003. The duration of the Degree Programmes, BSc Business Studies conducted by the Faculty of Business Studies was also changed from three years to four years with the approval of the UGC in 2003.

1.2.3 PRESENT SITUATION

The Faculty of Management Studies comprises four departments; Department of Accountancy & Finance, Department of Business Management, Department of Marketing Management and Department of Tourism Management. The Faculty offers BSc (Special) Degree Programmes in Financial Management, Banking & Insurance, Business Management, Marketing Management, EcoBusiness Management, Tourism Management and Hospitality Management under each department respectively for the students who gain direct entry to the Faculty on the basis of their performance at the GCE (Advanced Level) Examination.

Presently the student allocation for each degree programme is done through the Faculty according to the students' preference and z-score at the beginning of the degree programme.

Specialization programmes starts in the first year itself with the new curriculum but there are common subjects that are taught together. The programmes run for four years with eight semesters. Students should fulfil the four months Industrial Training and Project Report or Dissertation in the Fourth Year Second Semester for which six credits have been allocated. The total number of credits is 120 for each degree programme.

The Faculty seeks the services of Sri Lankan academics and eminent personnel from the industry and foreign academics from Britain, the USA, Australia, Japan, Belgium, India and Malaysia to serve the faculty from time to time.

1.2.4 MISSION OF THE FACULTY OF MANAGEMENT STUDIES

The Mission of the Faculty of Management Studies is “to provide a quality tertiary education in management, encourage and cultivate the students’ creative personal development with an innovative and practical approach to management; to complement its blend of undergraduate and graduate programmes with skills and competencies to satisfy the real world demands, to enrich the community with a greater sense of diversity, to foster the ideals of teaching, learning, research and extension services towards the contemporary development needs of the country”.

1.2.5 THE OBJECTIVES OF THE DEGREE PROGRAMMES OF THE FACULTY

- To address students’ aspirations and produce specialist management graduates who can operate successfully on the particular discipline
- To encourage the students to develop the skills and competencies required for effective application of knowledge for specific problem solving
- To provide with an understanding of the economic, socio-cultural and technological aspects of the business environment
- To equip with a specialized management education which shows how the key management functions are integrated within a business and how they can be managed to gain competitive advantage

1.2.6 STUDENT SERVICES AND ACADEMIC FACILITIES

BURSARY AND MAHAPOLA

Bursary and Mahapola Scholarship payments are made through the Bank of Ceylon at University premises. The date/s of payment is/are subject to change from month to month, but it is notified in advance. Please contact the Assistant Registrar Student Affairs for further information.

THE COMPUTER CENTER

The Faculty has a Computer Centre which consists of 120 computers with internet facilities. It provides unlimited access to students in the faculty. Students are given separate computer practical hours where they are given special attention on their computer practical.

LIBRARY

The university has a Main Library with two branches located at the Faculty of Management Studies and the Faculty of Agricultural Sciences. They serve the needs of the students and the staff of all the Faculties of the University.

The library has web base online public access catalogue facility. The users can retrieve information through the help of LIBSYS software which is available in the library.

The library offers, Selective Dissemination of Information in order services, references, lending, in-house photocopy services at reasonable prices as other services.

REGULAR MAIL

Incoming mail is sorted at the Main Office and kept in student mailboxes near the department offices or at the Student Centre. To ensure that the letters are reached quickly, please request the sender to use the following address including postal code number.

Your name
Relevant Department or Faculty
Sabaragamuwa University of Sri Lanka
P.O. Box 02, Belihuloya, 70140, Sri Lanka

Regular postal services are available at the Sabaragamuwa University Sub Post Office. In order to receive a money order at this post office, the sender must indicate the “Sabaragamuwa University Post Office” as the paying office. The post office is located just outside the Main Gate.

MEDICAL FACILITIES

A student can obtain basic medical care at the University Medical Centre, which is open from 8.00 a.m. to 4.00 p.m. on weekdays. In addition, the Pambahinna Rural Hospital is located close to the University.

SPORTS FACILITIES

The sports facilities include a 25 metre swimming pool, badminton, squash, table tennis, volleyball, netball, basketball and tennis courts and a gymnasium with weight lifting and exercise equipment.

STUDENT CENTRE

The Students Centre building serves as a student recreation hall, with facilities to play table tennis, carom, chess etc.

NEW CANTEEN

A new canteen with 500 seats has been located close to the University playground and the new faculty building complexes for the use of the students and the staff of the University.

WELFARE SHOP

You can purchase groceries, stationery, toiletries, soft drinks and snacks at the Welfare Shop. The opening hours are from 7.00 a.m. to 8.00 p.m. on weekdays and from 2.00 p.m. to 8.00 p.m. on Sundays

2. OFFICERS AND ADMINISTRATIVE STAFF OF THE UNIVERSITY

2.1 CHANCELLOR

Most Venerable Prof. Kamburugamuwe Vajira Thero

2.2 OFFICERS

Vice Chancellor	Prof. Mahinda S Rupasinghe
Dean / Faculty of Management Studies	Mr. Wasantha Ratnayake
Dean / Faculty of Agricultural Sciences	Dr. Asanga D Ampitiyawatta
Dean / Faculty of Applied Sciences	Dr. RM Udaya SK Rathnayake
Dean / Faculty of Geomatics	Dr. KRMU Bandara
Dean / Faculty of Social Sciences and Languages	Prof. M Sunil Shantha
Librarian	Ms. TN Neighsoorei
Registrar	Mr. MM Wimalasiri
Bursar (Acting)	Mr. KARS Jayakody

2.3 ADMINISTRATIVE STAFF

Senior Asst. Registrar (Examinations)	Mr. MLWarnasooriya
Senior Asst. Registrar (Administration)	Ms. HP Gunawardena
Senior Asst. Bursar (Supplies)	Mr. RMNK Rathnayake
Senior Asst. Internal Auditor	Mr. WAGT Weerasekara
Asst. Registrar (Student Affairs)	Mr. WW Anura
Deputy Registrar (Establishments)	Mr. T Vijayakumar
Asst. Registrar (Faculty of Management Studies)	Ms. RY Sandamali
Asst. Registrar (Faculty of App. Sci.)	Ms. DH Ekanayake
Asst. Registrar (Faculty of Ari. Sci.)	Ms. MBC Wijethunga
Asst. Registrar (Faculty of Soc. Sci.)	Mr. GUS Kurugala
Asst. Registrar (Faculty of Geomatics)	Ms. RY Sandamali
Senior Asst. Bursar (Payments)	Ms. A Anusha
Asst. Bursar (Salaries)	Ms. CP Hatharasinghe
Asst. Bursar (Accounts)	Ms. KHAD De Silva
Asst. Bursar	Ms. N. Lakmini
Medical Officer	Dr. WMAS Wijerathne
Works Engineer	Mr. WMLMK Wijesundara
Curator (Landscape)	Mr. RD Rajapaksha
Farm Manager	Mr. CNK Balasooriya

3. ACADEMIC STAFF/SUPPORTIVE STAFF

3.1 FACULTY OF MANAGEMENT STUDIES

Dean

Mr. Wasantha Ratnayake

Senior Lecturer

BSc (Sp) Botany (KLN), MSc (SJP), PG Dip Wild Life Management (India), Diploma in Mass Media (Sri Lanka Media Foundation)

Research Interest: Environmental Economics, Ecology

3.2 DEPARTMENT OF ACCOUNTANCY & FINANCE

Head of the Department

Mr. RAG Bandara

Senior Lecturer

BSc (Est Mgt) (SJP), MSc (Econ) (KLN)

Research Interest: Economic Development and Banking Related Fields

Senior Lecturers

Dr. DAI Dayaratne

BSc (Financial Management) (SUSL) MSc (SJP) PhD (CMB)

Research Interest: Finance

Ms. LMCS Menike**

BSc (Bus Admin) (SJP), MCom (KLN)

Research Interest: Accounting and Finance

Mr. DG Dharmarathne*

BSc (Financial Management) (SUSL) MBA (PDN)

Research Interest: Accounting & Finance

Probationary Lecturers

Mr. TUI Peiris*

BSc (Financial Management) (SUSL)

Research Interest: Financial Management

Ms. UC Edirisinghe

BBA (Accountancy) (CMB)

Research Interest: Accounting and Finance

Mr. HR Sampath

BSc (Financial Management) (SUSL)

Research Interest: Accounting and Finance

Mr. DGL Rasika

BSc (Insurance & Valuation) (WUSL), PG Dip.(Bus. Mgt) (WUSL)

Reading for MBA (WUSL)

Research Interest: Risk Management & Insurance

Instructors

Mr. HG Piyasiri, Instructor in English- Grade I

BA (English) (SJP), MA in Linguistics (KLN), National Diploma in Teaching English (NIE)

Research Interest: Syntax and Communication

3.3 DEPARTMENT OF BUSINESS MANAGEMENT

Head of the Department

Ms. LD Kalyani

Senior Lecturer

BSc (Financial Management) (SUSL) MSc (SJP) HNDA (Technical College)

Research Interest: Human Resources Management, Organizational Behaviour

Senior Lecturers

Mr. PJ Jayathilake

MSc (Econ) Bulgaria, MSc (Mgt) (SJP)

Research Interest: Human Resources Management, Tourism Marketing

Mr. AMJ Attanayake

BCom (Sp) (KLN) MSc (SJP)

Research Interest: Accounting Standards, Environmental Accounting, Indigenous Management

Ms. KLBG Dharmarathne

BBA (Bus Admin) (RUH) MSc (SJP)

Research Interest: Entrepreneurship and Small Business Management

Mr. HPR Priyankara

BSc (Bus Admin) (HRM) (SJP) MBA (HRM) (CMB)

Research Interest: Labour Relations, Human Resource Management,

Probationary Lecturers

Ms. NPGSI Naotunna

BSc (Bus Admin) (SJP)

Research Interest: Organizational Behaviour, Human Resource Management

Ms. JKSC Perera

BSc (Business Management) (SUSL)

Research Interest: Total Quality Management, Human Resource Management

Ms. AC Jayathilake

BA (Statistics) (SUSL)

Research Interest: Statistical Data Analysis, Micro & Macro Economics

3.4 DEPARTMENT OF MARKETING MANAGEMENT

Head of the Department

Mr. D Jasingha
Senior Lecturer
BSc (Bus Admin) (SJP), MSc (SJP)
Research Interest: Small Business Management

Senior Lecturers

Ms. W Vilasini De Silva*
BSc (Marketing Management) (SJP) MBA (KLN)
Research Interest: Business Ethics, Advertising Ethics, Branding

Ms. KDLR Kapuge
BBA (Accountancy) (CMB), MBA (Banking and Finance) (SJP),
Marketing Research (SLIM), Diploma in Banking (IBSL)
Research Interest: Service Quality, Stock Market, Investment Analysis

Ms. LAC Sajeewanie
BSc (Marketing Management) (SUSL) MBA (KLN)
Research Interest: Consumer Behaviour, Investment Analysis

Mr. HMCG Bandara
BSc (Marketing Management) (SUSL)
Research Interest: Consumer Behaviour, Green Marketing

Probationary Lecturers

Mr. RAC Ushantha
BSc (Marketing Management) (SUSL), MA (Marketing) (UK)
Research Interest: Consumer Behaviour, Service Marketing

Ms. MDNMU Mahawattha
BA (Sp) English Language and Literature (SJP), MA in Linguistics (KLN)
Research Interest: Bilingual Education, Business English

Ms. Thilini C Gamage
BSc (Sp) Management & Information Technology (KLN)
Dip. M. (UK) ACIM (UK)
Research Interest: Internet Marketing, Web Marketing

3.5 DEPARTMENT OF TOURISM MANAGEMENT

Head of the Department

Dr. Iraj Ratnayake

Senior Lecturer

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (Utara-Malaysia)

Research Interest: Tourism Planning and Development

Senior Lecturers

Dr. Athula C Gnanapala

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (Xiamen-P R China)

Research Interest: Strategic Tourism Marketing, Consumer Behaviour in
Tourism, Sustainable Tourism Planning & Development

Mr. MSM Aslam*

BSc (Tourism Management) (SUSL), MSc (SJP)

Research Interest: Strategic Tourism in Rural Sustainable Development

Mr. KRHL Gunasekara

BSc (Financial Management) (SUSL), MSc (Decision Science) (Utara- Malaysia)

Research Interest: Optimization, Supply Chain Management,
Decision Support System, Production Planning

Mr. PKS Munasinghe

BSc (Tourism Management) (SUSL), MBA (PIM-SJP)

Research Interest: Cultural Tourism, Tourism and Hospitality Operation

Mr. RSSW Arachchi

BSc (Tourism Management) (SUSL), MBA in Marketing (CMB)

Research Interest: Eco-Tourism, Community Based Tourism, Cave Tourism

Probationary Lecturers

Mr. WMPSB Wahala

BSc (Forestry and Environment Mgt) (SJP), MSc (SJP)

Research Interest: Industrial Ecology, Natural Resource Management,
Carbon Sequestration, Life Cycle Assessment, Carbon Foot
Printing, Water Foot Printing, Cleaner Production, Forestry

Mr. CNR Wijesundra

BSc Tourism Management (SUSL)

Research Interest: Alternative Tourism, Community Participation for Tourism

Ms. HJMYS Menike

BA (Hons) (Kelaniya)

Research Interest: German Literature, Teaching German as Foreign Language

* On study leave

** Sabbatical leave

3.6 PRACTICAL TRAINING UNIT

Coordinator - Mr. KRHL Gunasekara

3.7 COMPUTER CENTRE/ FACULTY OF MANAGEMENT STUDIES

Coordinator - Mr. SPK Ranathunga (Lecturer - Probationary)

Mr. HMMA Herath (Instructor in Computer Technology) –(Overseas leave)

Mr. WMCKB Wanigasekara (Instructor in Computer Technology)

3.8 MSc IN AYURVEDIC HOSPITAL MANAGEMENT DEGREE PROGRAMME UNIT

Coordinator – Dr.WKAC Gnanapala (Senior Lecturer)

4. FACULTY BOARD

The Faculty Board is responsible for recommending and reporting to the Senate on matters relating to teaching, examinations, courses of study and research in the Departments of the Faculty, for appointing committees (excluding members of the Faculty) to report on any special subjects, and for recommending suitable persons for appointment as examiners. The Faculty Board of Management Studies consists of confirmed lecturers, two elected probationary lecturers, and three nominated external members.

5. COURSE OUTLINES

The faculty has four departments, which conduct seven undergraduate level courses of specialization and each course is of four year duration.

Department	Degree Offered
Accountancy and Finance	BSc (Special) Financial Management BSc (Special) Banking & Insurance
Business Management	BSc (Special) Business Management
Marketing Management	BSc (Special) Marketing Management
Tourism Management	BSc (Special) Tourism Management BSc (Special) EcoBusiness Management BSc (Special) Hospitality Management

5.1 COURSE IDENTIFICATION

Each course unit is identified by a subject code and a four-digit number, e.g. BM 3133. The first two letters in the course unit number indicates the specialization discipline to be studied. The first digit indicates the year of study, second, the semester in the year, third, the order of the course unit, fourth, the number of credits for the course unit. Thus, BM 3133 is the third subject in semester I of year III which carries three credits taught under BSc Business Management (Special) Degree programme.

Ex:

BM	3	1	3	3
Programme	Year	Semester	Order of the Course Unit	No. of Credits

5.2 MEDIUM OF INSTRUCTION

English is the medium of instruction of all the courses.

6. BACHELOR OF SCIENCE DEGREES –

FACULTY OF MANAGEMENT STUDIES

Presently, the Faculty runs four Departments, the Department of Accountancy and Finance, the Department of Business Management, the Department of Marketing Management and the Department of Tourism Management under four Heads who will be the contact persons in matters regarding the academic progress throughout the four years. Programme Co-ordinators are appointed to assist the Head, if more than one degree programme is conducted by the department.

The programmes have been designed to enable the students to obtain qualifications at special degree level and to equip them to make a significant professional contribution in the fields of Financial Management, Banking & Insurance, Business Management, Marketing Management, Tourism Management, EcoBusiness Management and Hospitality Management. The detailed structure of the courses, set out in the handbook indicates what one ought to be able to accomplish in the profession once the degree programme is completed successfully.

As education becomes truly a global experience, there is a growing number of people who are discovering that the qualifications they possess are no longer considered adequate to ensure career progress. As private firms seek to retain their strong competitive edge, there is a growing demand for better-trained staff. It is against this background that the faculty has developed the programmes.

These programmes seek to address the aspirations and produce specialist business graduates who can successfully operate on the business stage.

The Faculty has developed some specific learning outcomes for different levels of work. The learning outcomes are related to **knowledge, competencies and personal development**, and it is through these achievements that one knows whether s/he is working at the correct level for the final stage of a special degree.

Intellectual: In addition to gaining an extensive knowledge of the subjects concerned, the students should understand the wider context in which that knowledge is set, to be able to interpret and make critical judgements using that knowledge, be able to synthesise theory and practice, and change personal practice in the light of that knowledge.

Competencies: The students should be able to undertake a broad range of more complex work, accept some degree of personal responsibility and autonomy for the development, and where appropriate show the ability to manage people and resources more effectively.

Personal Development: The students should be able to initiate learning strategies appropriate to the context, apply a range of skills necessary to encourage autonomous learning, and demonstrate sophisticated oral and written communication skills.

6.1 BACHELOR OF SCIENCE (SPECIAL) FINANCIAL MANAGEMENT

First Academic Year – First Semester

FM 1113 - Management Process

Introduction to Management, Historical Development of Principles of Management, Planning, Organizing, Leading, Controlling, Communication, Motivation and Managerial Decision Making

FM 1123 - Business Accounting

Introduction to Accounting, Sole Proprietorships, Single Entry, Partnership Accounts, Accounts of Non-Profit Making Organizations and Bank Reconciliation

FM 1134 - Business Mathematics

Linear and Quadratic Equations Functions and Graphs, Logarithms, Arithmetic and Geometric Progressions, Permutations & Combinations, Set Theory, Matrices and Calculus

FM 1143 - Introduction to Information Technology

History and Evolution of Computing, Components of Computer Systems, Human Computer Interfaces, Methods of Data Processing, Computer Security, Application Packages

FM 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: "Be" Verbs, "Do" Verbs "Have" Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester**FM 1213 - Commercial Law**

Introduction, Law of Contracts, Law of Partnership, Introduction to Company Law, Law of Agency, Law of Insurance, Sale of Goods, Law of Employment, Consumer Protection and the Law of International Trade

FM 1223 - Fundamentals of Financial Management

Nature of Financial Management, Financial Markets and Institutions, Time Value of Money, Risk & Return, Bonds and Their Valuation and Stock Valuation

FM 1233 - Business Statistics

Introduction to Statistics, Compilation and Presentation of Data, Grouped and Ungrouped Frequency Distribution, Correlation and Regression, Time Series Analysis, Introduction to Probability

FM 1243 - Data Base Management Systems & Network Technology

Introduction to Database Environment, Database Design, Data Modelling and Database Development Process, The Internet, Introduction to Network Environment and Practical Applications

FM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing

Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

FM 1263 - Micro Economics

Nature, Scope and Importance of Economics, Economic Problems and Economic Systems, Price Theory, Elasticity Concept: Consumer Behaviour Theories, Production Theory, Analysis of Cost, Income Analysis and Equilibrium of a Firm

Second Academic Year – First Semester

FM 2113 - Marketing Management

Opening Perspective, Scanning the Marketing Environment, Consumer Buying Behaviour, Market Segmentation, Targeting and Positioning, Making Marketing Decisions, Service and Non Profit Marketing

FM 2123 - Advanced Financial Management

Financing Decisions, Dividend Decisions, Working Capital Management, Mergers and Acquisitions

FM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour, Perception, Attribution & Individual Decision Making, Personality, Learning & Behaviour Modification, Positive Organizational Behaviour, Optimism, Hope, Resiliency, Psychological Capital, Happiness or Subjective Well-Being, Emotions and Intelligence, Work Stress and Stress Management, Groups and Teams in Organizations, Conflicts, Power & Politics in Organizations, Organizational Culture

FM 2143 - Financial Accounting

Conceptual Framework for Preparation of Financial Statements, Company Accounts, Sri Lanka Accounting Standards, Preparation of Financial Statements

FM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in Public Speaking/Making Speeches

FM 2163 - Macro Economics

Introduction to Macroeconomics, National Income Accounting, Determination of National Income, Inflation, Employment and Unemployment, Public Finance, Fiscal Policy and Monetary Policy

Second Academic Year – Second Semester

FM 2213 - Intermediate Accounting

Accounting Treatment for Branches, Accounting for Hire Purchase and Leasing, Investment Accounts, Accounting for Construction Contract and Joint Ventures

FM 2223 - Investment Analysis & Portfolio Management

Introduction to Portfolio Management, Portfolio Analysis, Asset Allocation & Securities Selection, Capital Market Theory, Efficient Market Theory: Technical Analysis and Performance Measurement of Portfolios

FM 2233 - Human Resources Management

Introduction to HRM, Job Design, Job Analysis, HR Planning, Recruitment, Selection, Hiring and Orientation, Employee Performance Management, Training and Management Development, Career Management, Compensation Management, Management of Discipline, Grievance Handling, Occupational Safety and Health Administration, Industrial Relations, Developments in HRM and Special HRM Issues

FM 2243 - Managerial Economics

Introduction to Managerial Economics, Price Theory and its Applications, Consumer Behaviour, Production and Cost Analysis (Complex), Managerial Decision Making in Perfectly Competitive Market, Managerial Decision Making for Firms with Market Power: Multiple Plant and Multiple Markets

FM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings, Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-Mails and Fax Messages, Technology of Business Communication

FM 2263 - Cost & Management Accountancy

Introduction to Cost & Management Accountancy, Significance of Overhead in Decision Making, Costing Methods, Marginal and Absorption Costing, Cost Volume- Profit Analysis, Pricing Decision, Budgetary and Standard Costing, Capital Budgeting & Appraised Techniques

Third Academic Year – First Semester

FM 3113 - Advanced Financial Accounting

Sri Lanka Accounting Standards Relevant to Group Companies, Accounting for Groups of Companies, Accounting for Banking, Accounting for Plantation Companies

FM 3123 - Public Sector Accounting & Finance

Introduction to Public Sector Accounting, Accountability of Public Sector Accounting, Government Budgetary Control Systems, Government Expenditure & Income, Government Procurement Procedure, Performance Evaluation, Government Project Appraisal, Local Government Finance, Public Sector Accounting Package

FM 3133 - Operations Management

Introduction, Operations Strategy and Competitiveness, Forecasting for Operations, Capacity Planning for Production and Service, Location Planning, Facility Layout and Assembly Line Balancing, Aggregate Sales and Operations Planning, Job Designs and Work Measurement, Inventory Control, Material Requirements Planning (MRP), Quality Control

FM 3143 - Management Information System

What Is Information System?, Why does Information System Exist?, Contemporary Approaches to Information System, Challenges of Information System, Information Systems in the Enterprise, Organizations and Information Systems, Ethical and Social Issues in Related to Systems, Enhancing Management Decision Making, Building Information System, Business Value of Systems and Managing Change, Managing Information Systems, Managing International Information System

FM 3153 - Company & Banking Law

Section I - Company Law

History of Limited Liability Company, Nature and Kinds of Companies, Comparison of the New and the Old Companies Act and Salient Features of the New Companies Act, Incorporation of a Company, Re-registration of a Company, Articles of Association, Solvency Test and Stated Capital, Major Transactions, Minor Buy Out, Amalgamations and Arrangements, Directors of Companies and Their Powers and Duties, Shareholder Meetings and Resolutions, Shares and Debentures, Prospectus, Secretary of a Company, Accounting Records, Auditors and Annual Reports, Off-shore Company and Foreign Company, Winding up of a Company, Winding up Procedures

Section II - Banking Law

An Overview of the Financial Systems of Sri Lanka, Functions of Commercial Banks, Legal Background of Banking Operations, Banker–Customer Relationship, Negotiable Instruments, The Cheque and its Legal Implication, Collection and Payment of Cheques, Bank Lending, Law Relating to Anti Money Laundering And Suppression of Terrorist Financing

Third Academic Year – Second Semester

FM 3213 - Auditing

Overview of Auditing, Governing Principles of Auditing, Legal Background of the Auditing Profession, Planning and Control of Audits, The Conduct of an Audit, Verification, Audit Evidence Review of Financial Statements, Particular Audits (Hotels, Plantation), Internal Auditing, Auditing in Computer Information System Environment, Auditors Report

FM 3223 - International Financial Management

International Financial System, Foreign Currency Management, The Balance of Payments, International Investment & Financing

FM 3233 - Operational Research

Mathematical Programming Techniques, Decision Theory, Net Work Techniques, Inventory Techniques

FM 3243 - Taxation

Income Taxation, Indirect Taxation, Other Taxes

FM 3253 - Research Methodology

Formulating and Clarifying the Research Topic, Literature Review, Research Strategy, Selecting Samples, Data Collecting

FM 3262 - Financial Econometrics

What Is Econometrics? Basic Statistical Concept, Simple Linear Regression, Multiple Regression Analysis, Violations of the Classical Assumptions, Distributed Lags and Dynamic Models and Time Series Models

Fourth Academic Year – First Semester

FM 4113 - Financial Statement Analysis

Overview of Financial Statement Analysis, Analysis of Income Statement, Analysis of Balance Sheet, Cash Flow Statement, Detailed Financial Statement Analysis of a Company, Preparing Pro forma Financial Statements: Various Special Topics & Analytical Exercises

FM 4123 - Strategic Management

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level and Strategy Control

FM 4133 - Computerized Accounting System

E-Business and E-Commerce, Usage of Excel in Financial Data Analysis, Application of Computerized Accounting Packages, Financial Modelling and Logical Functions

FM 4143 - Project Management

Capital Expenditures, Resource Allocation Framework, Generation and Screening of Project Ideas, Market and Demand Analysis, Technical Analysis, Financial Analysis, Project Cash Flows, Appraisal Criteria, Analysis of Risk, Special Decision Situations, Social Cost Benefit Analysis, Multiple Projects and Constraints, Options and Flexibility, Qualitative Factors, Project Management, Project Review and Administrative Aspects

Fourth Academic Year – Second Semester

FM 4216 - Dissertation / Industrial Training & Project Report

Dissertation

This course unit provides the students a thorough knowledge to empirical research in finance and improves their understanding of the research process and the key elements of a sound research design. The students are expected to carry out a research in Finance and prepare an independent dissertation based on the research proposal in FM 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of Finance, Accounting, Management, Taxation and Auditing in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

6.2 BACHELOR OF SCIENCE (SPECIAL) BANKING & INSURANCE

First Academic Year – First Semester

BI 1113 - Management Process

Introduction to Management, Historical Development of Principles of Management, Planning, Organizing, Leading, Controlling, Communication, Motivation and Managerial Decision Making

BI 1123 - Business Accounting

Introduction to Accounting, Sole Proprietorships, Single Entry, Partnership Accounts, Accounts of Non-Profit Making Organizations and Bank Reconciliation

BI 1134 - Business Mathematics

Introduction, Linear and Quadratic Equations Functions and Graphs, Logarithms, Arithmetic and Geometric Progressions, Permutations & Combinations, Set Theory, Matrices and Calculus

BI 1143 - Introduction to Information Technology

History and Evolution of Computing, Components of Computer Systems, Human Computer Interfaces, Methods of Data Processing, Computer Security and Application Packages

BI 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: "Be" Verbs, "Do" Verbs "Have" Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester**BI 1213 - Principles of Banking & Insurance**

Principles of Banking: *Basic Concepts, Need for Banking, Banking as an Ancestral Service, Main Functions and other Services, Legal Framework, Different Types of Banks-Their Structure, Organizations and Working, Need for Proper Regulation and Supervision and Bank Lending*

Principles of Insurance: *Introduction to Insurance, Insurance Industry in Sri Lanka, Insurance Legislation in Sri Lanka, Law of Contract, Principles of Insurance, Insurance Documents, Classification and Brief Introduction of General Insurance*

BI 1223 - Fundamentals of Financial Management

Nature of Financial Management, Financial Markets and Institutions, Time Value of Money, Risk & Rate of Return, Bonds and Their Valuation, Stock Valuation

BI 1233 - Business Statistics

Introduction to Statistics, Compilation and Presentation of Data, Grouped and Ungrouped Frequency Distribution, Correlation and Regression, Time Series Analysis, Introduction to Probability

BI 1243 - Database Management Systems & Network Technology

Introduction to Database Environment, Database Design, Data Modelling and Database Development Process, The Internet, Introduction to Network Environment and Practical Applications

BI 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

BI 1263 - Micro Economics

Nature, Scope and Importance of Economics, Economic Problems and Economic Systems, Price Theory, Elasticity Concept: Consumer Behaviour Theories, Production Theory, Analysis of Cost, Income Analysis and Equilibrium of a Firm, Market Structures

Second Academic Year – First Semester**BI 2113 - Principles & Practices of Reinsurance**

Methods of Reinsurance, Law Relating to Reinsurance Contracts, Reinsurance, Reinsurance Programme, Reinsurance Clauses Common Clauses, Reinsurance Markets, Reinsurer Financial Security, Alternatives to Reinsurance, Inward Reinsurance Business, Application of Reinsurance

BI 2123 - Advanced Financial Management

Financing Decisions, Dividend Decisions, Working Capital Management, Mergers and Acquisitions

BI 2133 - Management Information System

Introduction, What Is Information System?, Why Does Information System Exist?, Contemporary Approaches to Information System, Challenges of Information System, Information Systems in the Enterprise, Organizations and

Information Systems, Ethical and Social Issues in Related to Systems, Knowledge Management in the Organization, Enhancing Management Decision Making, Building Information System, Business Value of Systems and Managing Change, Managing Information Systems, Managing International Information System

BI 2143 - Banking & Insurance Accounting

Bank Accounts, Life Insurance Accounts, Account of Insurance Company, Account of General Insurance Company, Accounting for Reinsurance, Transactions and Measuring Their Effect on Key Financial Statement Values

BI 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in Public Speaking/ Making Speeches

BI 2163 - Macro Economics

Introduction to Macroeconomics, National Income Accounting, Determination of National Income, Inflation, Employment and Unemployment, Public Finance, Fiscal Policy and Monetary Policy and International Trade

Second Academic Year – Second Semester

BI 2213 - Banking and Insurance Law

Banking Law: *An Overview of the Financial Systems of Sri Lanka, Functions of Commercial Banks, Legal Background of Banking Operations, Banker – Customer Relationship, Negotiable Instruments, The Cheque and Its Legal Implications, Collection and Payment of Cheques, Bank Lending, Law Relating to Anti Money Laundering and Suppression of Terrorist Financing*

Insurance Law: *The Nature and Sources of Law, Legal Personality, The Law of Tort, The Law of Contract, The Insurance Contract, Void and Illegal Insurances, Insurance Claims, Subrogation and Contribution, Agency*

BI 2223 - Investment Analysis & Portfolio Management

Introduction to Portfolio Management, Portfolio Analysis, Asset Allocation & Securities Selection, Capital Market Theory, Efficient Market Theory: Technical Analysis and Performance Measurement of Portfolios

BI 2233 - Human Resources Management

Introduction to HRM, Job Design, Job Analysis, HR Planning, Recruitment, Selection, Hiring and Orientation, Employee Performance Management, Training and Management Development, Career Management, Compensation Management, Management of Discipline, Grievance Handling, Occupational Safety and Health Administration, Industrial Relations, Developments in HRM and Special HRM Issues

BI 2243 - Risk Management

Introduction to Risk Management, Assessment & Analysis of Risk, Risk Control, Retained and Transferring Risk, Monitoring and Review

BI 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-Mails and Fax Messages, Technology of Business Communication

BI 2263 - Cost & Management Accountancy

Introduction to Cost & Management Accountancy, Significance of Overhead in Decision Making, Costing Methods, Marginal and Absorption Costing, Cost Volume- Profit Analysis, Pricing Decision, Budgetary and Standard Costing, Capital Budgeting & Appraised Techniques

Third Academic Year – First Semester**BI 3113 - Bank Lending**

The Scope of Bank Lending, Bank Lending in Perspective, Lending Principles and Procedures, Security, Personal Lending, Small Business Lending, Corporate Lending, Monitoring, Control and Follow-up, Ethical Issues in Bank Lending

BI 3123 - Life, Assurance, Health and Micro Insurance

Development of the Life Assurance Market, Life Assurance Contracts, Personal Accident Insurance, Extensions, Health Insurance, Legal and Regulatory Considerations, Micro Insurance

BI 3133 - Domestic and International Banking

Financial Globalization, Securitization Trends and International Banking, Global Banking in Practice and Imperfections in International Financial Markets, International Investment Banking and Engineering in Derivatives and Exotics Markets, International Debt Overhang, External Sovereign Debt Management and Bargaining Theory of Foreign Debt Workouts, International Financial and Banking Crises

BI 3143 - Corporate Governance

Introduction to the Corporation and Corporate Governance, The Internal and External Institutions of Corporate Governance, The Agency Problem in Corporate Governance, Accountability of Managers and Stockholders, Standards Setting, Best Practices and Corporate Governance Reform, Corporate Governance in Foreign Investment; Privatization Corporate Governance and Foreign Investment, The Transferability of Corporate Governance Systems

BI 3153 - Basic Actuarial Methods in Insurance

Statistical Modelling, Financial Mathematics, Survival Models, Actuarial Mathematics 1, Actuarial Mathematics 2 and Professionalism

Third Academic Year – Second Semester**BI 3213 - Auditing**

Overview of Auditing, Governing Principles of Auditing, Legal Background of the Auditing Profession, Planning and Control of Audits, The Conduct of an Audit, Verification, Audit Evidence Review of Financial Statements, Particular Audits (Hotels, Plantation), Internal Auditing, Auditing in Computer Information System Environment, Auditors' Report

BI 3223 - Non Life Insurance

Motor Insurance, Marine Insurance, Burglary, Baggage, Money in Transit, Fidelity Guarantee, Banker's Blanket and Jewellers Block Policies, Fire Insurance, Engineering Insurance, Workman Compensation Insurance, Risk Assessment, Rating and Underwriting, Renewal of Cover and Claims Procedures, Other Miscellaneous Insurance

BI 3233 - Operational Research

Mathematical Programming Techniques, Decision Theory, Net Work Techniques and Inventory Techniques

BI 3243 - Treasury Management

Cash and Liquidity Management, Capital Markets and Funding, Corporate Financial Management, Treasury Operation and Controls

BI 3253 - Research Methodology

Formulating and Clarifying the Research Topic, Literature Review, Research Strategy, Selecting Samples, Data Collecting, Data Analysis, Reporting the Research

BI 3262 - Financial Econometrics

What Is Econometrics? Multiple Regression Analysis, Violations of the Classical Assumptions, Distributed Lags and Dynamic Models and Time Series Models

Fourth Academic Year – First Semester**BI 4113 - Banking and Insurance Marketing**

Introduction, Introduction to Services Marketing, Services Marketing Mix with Reference to Banking and Insurance, Customer in Services Marketing, Managing Service Quality, Advertising and Branding of Services, Managing Product Support, Distribution and Service Delivery, Insurance Marketing

BI 4123 - Strategic Management

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level, Strategy Control

BI 4133 - Information Technology for Banking and Insurance

Defining E-Business, Business-to-Business Form of E-Commerce, Business-to-Customer Form of E-Commerce, Customer-to-Customer Form of E-Commerce, Customer to Government Form of E-Commerce, IT in Insurance Business

BI 4143 - Insurance Broking

The Intermediary Market, Regulation, Role of the Insurance Broker, Errors and Omissions, Insurance Intermediaries

Fourth Academic Year – Second Semester**BI 4216 - Dissertation / Industrial Training & Project Report****Dissertation**

This course unit provides the students a thorough knowledge to empirical research in Banking and Insurance and improves their understanding of the research process and the key elements of a sound research design. The students are expected to carry out a research in Banking and Insurance and prepare an independent dissertation based on the research proposal in BI 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of Banking and Insurance in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

6.3 BACHELOR OF SCIENCE (SPECIAL) BUSINESS MANAGEMENT**First Academic Year – First Semester****BM 1113 - Management Theory & Practice**

Introduction to Management, Historical Development of Principles of Management, Different Perspectives of Management, Scope of Management

BM 1123 - Business Accounting

Introduction to Accounting, Sole proprietorships, Bank Reconciliations, Single Entry, Partnership Accounts, Accounts of Non-Profit Making Organizations

BM 1134 - Business Mathematics

Introduction, Linear and Quadratic Equations, Functions and Graphs, Logarithms, Arithmetic and Geometric Progressions, Permutations & Combinations, Set Theory, Matrices, Calculus

BM 1143 - Introductions to Information Technology

Introduction to Computer Systems, Components of Computer Systems, Number Systems, Introduction to Communication Technology and Networks, Introduction to Information Systems, Introduction to Internet and Electronic Mail, Information Technology and Businesses

BM 1153 - Business English-I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: "Be" Verbs, "Do" Verbs "Have" Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester**BM 1213 - Commercial Law**

Introduction, Law of Contracts, Law of Partnership, Introduction to Company Law, Law of Agency, Law of Insurance, Sale of Goods, Consumer Protection, The Law of International Trade

***BM 1223 - Management Process & Practice**

Introduction to Management Process, Managerial Decision Making, Planning, Organizing, Leading, Motivation, Communication, Controlling, Managing in Global Environment

BM 1233 - Business Statistics

Introduction to Statistics, Compilation and Presentation of Data, Grouped and Ungrouped Frequency Distribution, Correlation and Regression, Time Series Analysis, Introduction to Probability

BM 1243 - Data Base Management Systems & Network Technology

Introduction to Database Environment, Database Development Process,

Database Design & the Database Administrator, Introduction to Alternative Approaches of Databases, Introduction to Network Environment

BM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

BM 1263 - Micro Economics

Nature, Scope and Importance of Economics, Economic Problems and Economic Systems, Price Theory, Elasticity Concept: Consumer Behaviour Theories, Production Theory, Analysis of Cost, Income Analysis and Equilibrium of a Firm

Second Academic Year – First Semester

BM 2113 - Marketing Management

Opening Perspective, Market – Oriented Strategic Planning, Collecting and Using Marketing Information, Scanning the Marketing Environment, Consumer Buying Behaviour, Market Segmentation, Targeting and Positioning, Making Marketing Decisions, Service and Non Profit marketing

BM 2122 - Environmental Management

Understanding of Our Environment, Global and National Environmental Issues, Pollution Prevention (PP), Solid Waste, Tools and Techniques for Environmental Management, Institutional Arrangement for Environmental Management in the Sri Lankan context

BM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour, Values, Ethics and Attitudes, Perception, Attribution & Individual Decision Making, Personality, Learning & Behaviour Modification, Positive Organizational Behaviour, Work Stress and Stress Management, Groups and Teams in Organizations, Conflicts, Power & Politics in Organizations, Organizational Culture, Workforce Diversity in Organizations

BM 2143 - Cost & Management Accountancy

Introduction to Cost & Management Accounting, Significance of Overhead in Decision Making, Costing Methods, Marginal and Absorption Costing, Cost Volume- Profit Analysis, Pricing Decision, Budgetary and Standard Costing, Capital Budgeting & Appraised Techniques

BM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in Public Speaking/ Making Speeches

BM 2163 - Macro Economics

Introduction to Macroeconomics, National Income Accounting, Determination of National Income, Inflation, Employment and Unemployment, Public Finance, Fiscal Policy and Monetary Policy, International Trade

Second Academic Year – Second Semester***BM 2213 - Entrepreneurship and Small Business Management**

***Small Business Management:** Introduction, Developing a Business Plan, Marketing Planning and Development, Strategic Plans for Small Business Enterprises (SBEs), Production and Operations Management for SBEs, Accounting and Financial Control of SBEs, Importance of HRM in Small Business Management, Sicknesses of Small Businesses, Problems Faced by SBEs and Ways of Overcoming*

***Entrepreneurship:** Definitions, Entrepreneurial Characteristics, Entrepreneurial Decision Process, Entrepreneurial Development Programmes, Entrepreneurial Culture, The Dark Side of Entrepreneurship*

BM 2223 - Advanced Financial Accounting

Company Accounts, Group Accounts, Branch Accounts, Contemporary Issues and Developments in Accounting

***BM 2233 - Human Resource Management**

Introduction to HRM, Job Design, Job Analysis, HR Planning, Recruitment, Selection, Hiring and Orientation, Employee Performance Management, Training and Management Development, Career Management, Compensation Management, Management of Discipline, Grievance Handling, Occupational Safety and Health Administration, Industrial Relations, Developments in HRM and special HRM Issues

BM 2243 - Managerial Economics

Introduction to Managerial Economics, Price Theory and Its Applications, Consumer Behaviour, Production and Cost Analysis (Complex), Managerial Decision Making in Perfectly Competitive Market, Managerial Decision Making for Firms with Market Power: Multiple Plant and Multiple Markets

BM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-Mails and Fax Messages, Technology of Business Communication

BM 2263 - Financial Management

Introduction to Financial Management, Time Value of Money, The Valuation of Long-Term Securities, Risk and Return Analysis, Required Returns and the Cost of Capital, Working Capital Management, Money Market and Capital Market

Third Academic Year – First Semester

***BM 3113 - Organizational Change & Development**

Introduction to Change and Learning Organizations, Organizational Development, Change Models, OD Practitioner, Entering and Contracting, Diagnosing, Data Collection, Analysis and Feedback, OD Interventions, Implementation and Evaluation of Change, Future Directions in OD, OD in Global Setting

***BM 3123 - Industrial Relations**

Introduction to Industrial Relations, Employment Contract, Psychological Contract Grievance Handling, Employee Counselling, Employee Disciplinary Management, Trade Unionism, Collective Bargaining and Collective Agreement, State Intervention to IR, The International Labour Organization (ILO), Current Issues and Future of Industrial Relations

***BM 3133 - Operations Management**

Introduction, Operations Strategy and Competitiveness, Forecasting for Operations, Capacity Planning for Production and Service, Location Planning, Facility Layout and Assembly Line Balancing, Aggregate Sales and Operations Planning, Job Designs and Work Measurement, Inventory Control, Material Requirements Planning (MRP), Quality Control

BM 3143 - Management Information Systems

Introduction, What Is Information System?, Why Does Information System Exist?, Contemporary Approaches to Information System, Challenges of Information System, Information Systems in the Enterprise, Organizations and Information Systems, Ethical and Social Issues in Related to Systems, Knowledge Management in the Organization, Enhancing Management Decision Making, Building Information System, Business Value of Systems and Managing Change, Managing Information Systems, Managing International Information System

BM 3153 - Company & Banking Law

Section 1 - Company Law

Introduction, History of Limited Liability Company, Nature and Kinds of Companies, Comparison of the New and the Old Companies Act and Salient Features of the New Companies Act, Incorporation of a Company, Re-registration of a Company, Articles of Association, Solvency Test and Stated Capital, Major Transactions, Minor Buy Out, Amalgamations and Arrangements, Directors of Companies and Their Powers and Duties, Shareholder Meetings and Resolutions, Shares and Debentures, Prospectus, Secretary of a Company, Accounting Records, Auditors and Annual Reports, Off-shore Company and Foreign Company, Winding Up of a Company, Winding Up Procedures, Securities Law

Section II - Banking Law

An overview of the Financial Systems of Sri Lanka, Functions of Commercial Banks, Legal Background of Banking Operations, Banker – Customer Relationship, Negotiable Instruments, The Cheque and Its Legal Implication, Collection and Payment of Cheques, Bank Lending, Money Laundering Act

BM 3162 - Indigenous Management Practices

Part I- Sri Lankan Culture: Buddhist Culture, Rural /Urban Culture, Race, Cast
Part II- Culture and Entrepreneurship: Case Studies, Special Characteristics of Sri Lankan Enterprises, Culture and Small Business Management
Part III- Sri Lankan Management Practices: Fathership

Third Academic Year – Second Semester

BM 3212 - Public Policy & Management

Introduction to Public Policy, Administration and Management, Introduction to Policy Analysis, Policy Formulation, Implementation, Evaluation and Change, Models in Policy Making, The Role of Bureaucracy in Policy Implementation, Public Financial Management, Public Personnel Management, Accountability and Control Mechanism, Government and Public Administration Structure of Sri Lanka, Theories, Concepts, Practices and New Developments in Public Management

***BM 3223 - Total Quality Management**

Distinctive aspects of TQM, The Essentials of TQM, Quality Planning, Customer Service Quality, Quality Management System, Productivity and Service Quality, Total Quality Management in Sri Lanka

BM 3233 - Operational Research

Introduction, Mathematical Programming Techniques Including Linear Programming, Transportation Problems, Assignment Problems, Decision Theory, Net Work Techniques, Inventory Techniques

***BM 3242 - Employment Law**

Introduction to Evolution of Employment Law, Contract of Employment, Laws Relating to Employment Relations, Conditions of Service, Social Security Legislations, Industrial Health, Safety and Welfare, Termination of Employment, Global Perspective of Labour Law.

BM 3253 - Research Methodology

Introduction, Formulating and Clarifying the Research Topic, Literature Review, Research Strategy, Selecting Samples, Data Collecting, Data Analysis, Reporting the Research

BM 3262 - Disaster Management

Introduction to Disaster Management, Disaster Risk Management Methods, Disaster Preparedness Planning, Response, Recovery and Reconstruction, Action Plan Development, Study Visits

Fourth Academic Year – First Semester

BM 4112 - Contemporary Issues in Management

Contemporary Issues in Accounting, Human Resource Management, Operations Management, Marketing Management, Organizational Development and Change, Business Communication, Information Communication Technology, Strategic Management, Economics, Law, Quality Management

***BM 4123 - Strategic Management**

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level, Strategy Control

***BM 4133 - International Business Management**

Introduction to IBM, Global Environment, International Financial Management, International Trade, International Marketing, The Multinational Company, Planning and Control of International Business Operations

BM 4143 - Project Management

Overview, Resource Allocation Framework, Generation and Screening of Project Ideas, Market and Demand Analysis, Technical Analysis, Financial Analysis, Project Cash Flows, Time Value of Money, Cost of Capital Appraisal Criteria, Analysis of Risk, Special Decision Situations, Risk Analysis: Firm Risk and Market Risk, Social Cost Benefit Analysis, Multiple Projects and Constraints, Options and Flexibility, Qualitative Factors, Strategic Aspects, and Organizational Considerations, Project Management, Network Techniques for Project Management, Project Review and Administrative Aspects

BM 4152 - Data Analysis & Presentation

Data Collection: Special Reference Will Be Given to Compiling Questionnaires and Schedules, Data Manipulation and Coding, Data Entry: Creating, Modifying and Upgrading Data Files, Data Editing, Data Analysis, Data Simulation, and Presentation of Data

Fourth Academic Year – Second Semester

BM 4216 - Dissertation/ Industrial Training & Project Report

Dissertation

This course unit provides the students a thorough knowledge to empirical research in Business Management and improves their understanding of the research process and the key elements of a sound research design. The students are expected to carry out a research in Business Management and prepare an independent dissertation based on the research proposal in BM 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of Business Management in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

6.4 BACHELOR OF SCIENCE (SPECIAL) MARKETING MANAGEMENT

First Academic Year – First Semester

MM 1113 - Management Process

Introduction to Management, Historical Development of Principles of Management, Planning, Organizing, Leading, Controlling, Communication, Motivation, Managerial Decision Making

MM 1123 - Business Accounting

Sole Proprietorships, Single Entry, Partnership Accounts, Accounts of Non-Profit Making Organizations, Bank Reconciliation

MM 1134 - Business Mathematics

Introduction, Linear and Quadratic Equations Functions and Graphs, Logarithms, Arithmetic and Geometric Progressions, Permutations & Combinations, Set Theory, Matrices, Calculus

MM 1143 - Introduction to Information Technology

History and Evolution of Computing, Components of Computer Systems, Human Computer Interfaces, Methods of Data Processing, Computer Security, Application Packages

MM 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: "Be" Verbs, "Do" Verbs "Have" Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester**MM 1213 - Commercial Law**

Introduction, Law of Contracts, Law of Partnership, Introduction to Company Law, Law of Agency, Law of Insurance, Sale of Goods, Law of Employment, Consumer Protection, The Law of International Trade

MM 1222 - Sociology and Psychology***Part I- Sociology***

Developing a Sociological Consciousness, Socialization, Social Stratification, Social Change

Part II- Psychology

Introducing Psychology, Memory and Thought, Body and Behaviour, Human Interaction

MM 1233 - Business Statistics

Introduction to Statistics, Compilation and Presentation of Data, Grouped and Ungrouped Frequency Distribution, Correlation and Regression, Time Series Analysis, Introduction to Probability

MM 1243 - Marketing Management 1

Opening Perspective, Scanning the Marketing Environment, Consumer Buying Behaviour, Business Buying Behaviour, Competition, The Marketing Mix

MM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions;

Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

MM 1263 - Micro Economics

Nature, Scope and Importance of Economics, Economic Problems and Economic Systems, Price Theory, Elasticity Concept: Consumer Behaviour Theories, Production Theory, Analysis of Cost, Income Analysis and Equilibrium of a Firm

Second Academic Year – First Semester

MM 2113 - Marketing Management II

Market – Oriented Strategic Planning, Collecting and Using Marketing Information, Market Segmentation , Targeting and Positioning, Product and Brand Decisions, Pricing Decisions and Strategies, Managing Market Channels, Managing Integrated Marketing Communications, Service and Non Profit Marketing

MM 2122 - Environmental Management

Understanding of Our Environment, Pollution Prevention (PP), Tools and Techniques for Environmental Management, Institutional Arrangement for Environmental Management in the Sri Lankan Context

MM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour, Perception, Attribution & Individual Decision Making, Personality, Learning & Behaviour Modification, Positive Organizational Behaviour, Optimism, Hope, Resiliency, Psychological Capital, Happiness or Subjective Well-Being, Emotions and Intelligence, Work Stress and Stress Management, Groups and Teams in Organizations, Conflicts, Power & Politics in Organizations, Organizational Culture

MM 2143 - Cost & Management Accountancy

Introduction to Cost & Management Accounting, Significance of Overhead in Decision Making, Costing Methods, Marginal and Absorption Costing, Cost Volume- Profit Analysis, Pricing Decision, Budgetary and Standard Costing, Capital Budgeting & Appraised Techniques

MM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in Public Speaking/ Making Speeches

MM 2163 - Macro Economics

Introduction to Macroeconomics, National Income Accounting, Determination of National Income, Inflation, Employment and Unemployment, Public Finance, Fiscal Policy and Monetary Policy

Second Academic Year – Second Semester

MM 2213 - Entrepreneurship and Small Business Management

Small Business Management

Introduction, Developing a Business Plan, Marketing Planning and Development, Strategic Plans for Small Business Enterprises (SBEs), Production and Operations Management for SBEs, Accounting and Financial Control of SBEs, HRM in Small Business Management, Sickneses of Small Businesses, Problems Faced by SBEs and Ways of Overcoming

Entrepreneurship

Definitions, Entrepreneurial Characteristics, Entrepreneurial Decision Making Process, Entrepreneurial Development Programmes, Entrepreneurial Culture, The Dark Side of Entrepreneurship

MM 2223 - Consumer Behaviour

Opening Perspective, Consumer Motivation and Involvement, Personality and Consumer Behaviour, Consumer Perception, Consumer Attitudes, Consumer Learning, Consumers in Their Social and Cultural Setting, Consumer Decision Making Process

MM 2233 - Human Resources Management

Introduction to HRM, Job Design, Job Analysis, HR Planning, Recruitment, Selection, Hiring and Orientation, Employee Performance Management, Training and Development, Career Management, Compensation Management, Management of Discipline, Grievance Handling, Occupational Safety and Health Administration, Industrial Relations, Developments in HRM and Special HRM Issues

MM 2243 - Managerial Economics

Introduction to Managerial Economics, Price Theory and Its Applications, Consumer Behaviour, Production and Cost Analysis (Complex), Managerial Decision Making in Perfectly Competitive Market, Managerial Decision Making for Firms with Market Power: Multiple Plant and Multiple Markets

MM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-mails and Fax Messages, Technology of Business Communication

MM 2263 - Management Information Systems

Part I- Organizations, Management and the Networked Enterprise

Managing the Digital Firm, Information Systems in the Enterprise, Information Systems, Organizations, Management and Strategy

Part II- Information Systems and Competitive Advantage

Strategic Information Systems for Competitive Advantage, Knowledge Management, Data Management, Information Technology Economics, Managing Information Resources and Security

Third Academic Year – First Semester

MM 3113 - Marketing Research

Part I- Introduction to Early phases of Marketing Research

Introduction to Marketing Research, Defining the Marketing Research Problem and Developing an Approach

Part II- Research Design Formulation

Research Design, Questionnaire and Form Design, Sampling Design and Procedures

Part III- Data Collection, Preparation, Analysis and Reporting

Fieldwork, Data Preparation, Report preparation and Presentation

MM 3123 - Customer Relationship Management

Part I-Strategy and Organization of CRM

Customer-Supplier Relationships, CRM as an Integral Business Strategy, The Relationship-Oriented Organization

Part II-CRM Marketing Aspects

Customer Knowledge, Communications and Multichannels, The Individualized Customer Proposition, The Relationship Policy

Part III-Analytical CRM

Relationship Data Management, Data Analysis and Data Mining, Segmentation and Selections, Retention and Cross-Sell Analysis, The Effects of Marketing Activities, Reporting Results

Part IV-Operational CRM

Call Centre Management, Internet and the Website, Direct Mail

Part V-CRM Systems and their Implementation

CRM Systems, Implementation of CRM Systems, The Future

MM 3133 - Industrial Marketing

The Nature of Industrial Marketing, Industrial Buying Behaviour, Salesmanship in Industrial Marketing, Industrial Market Segmentation, Target Marketing and Positioning, Product Strategy and process of New Product Development, Industrial Distribution and Logistics, Industrial Communication, Industrial Pricing Strategies and Policies

MM 3142 - E-Marketing

Overview of Electronic Commerce, E-Marketplaces and Economic Impacts, Build to Order Production, Web Design, Web Programming, Retailing in E-Commerce, Internet Consumers, Marketing Research, Data Collection, Mining, Analysis, Company-Centric B to B, E-Marketplaces and B to B Exchanges, Networks and Extranets for B to B, Order Fulfillment, E-Supply Chain, Intra Business, Portals, C-Commerce, Intranets, Auctions, Government E-Learning, Advertising, Mobile Commerce/Pervasive Computing, E-Commerce Security, Electronic Payment Systems, Launching a Successful Internet Business, Legal and Social Impacts Environment

MM 3152 - Social Marketing Ethics

Understanding Social Marketing, Social Marketing as Business Strategy (Moving Upstream), Analyzing the Social Marketing Environment, Establishing Target Audience and Objectives, Developing Social Marketing Strategies, Managing Social Marketing Programmes

MM 3163 - Sales Management

Opening Perspective, The Selling Process, Organizing the Sales Effort, Demand Estimation, Sales Territories and Quotas, Salesmanship, Sales Force Management, Evaluation and Control of the Sales Programme

Third Academic Year – Second Semester**MM 3213 - Services Marketing**

Introduction to Services, Consumer Behaviour in Services, Customer Perceptions of Services, Service Development and Design and Standards, Physical Evidence and the Services Cape, Employees' Roles in Services Delivery, Customers' Roles in Services Delivery, The Importance of Customers in Services Delivery, Managing Service Promises

MM 3223 - Supply Chain Management

Opening Perspective, Designing the Supply Chain Network, Planning Demand in a Supply Chain, Planning and Managing Inventories in a Supply Chain, Designing and Planning Transportation Networks, Managing Cross-Functional Drivers in a Supply Chain

MM 3233 - Operational Research

Introduction, Linear Programming, Sensitivity Analysis, Transportation Problems, Assignment Problems; Decision Theory, Net Work Analysis, Inventory Techniques

MM 3243 - Strategic Management

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level, Strategy Control

MM 3253 - Research Methodology

Introduction, Formulating and Clarifying the Research Topic, Writing Research Proposal, Literature Review, Research Strategy, Selecting Samples, Data Collecting, Data Analysis, Reporting the Research

Fourth Academic Year – First Semester**MM 4113 - Brand Management**

Opening Perspective, Brand Position and Values, Planning and Implementing Brand, Marketing Programme, Measuring and Interpreting Brand Performance, Growing and Sustaining Brand Equity

MM 4123 - Agricultural Marketing

Introduction to Agricultural Marketing, Markets and Policy, Agricultural Marketing Functions, The Agricultural Marketing Organization, Pricing of Agricultural Products, Government Interventions and Other Marketing Agencies, Marketing of Farm Inputs, Post-Harvest Management of Agricultural Products

MM 4133 - Strategic Marketing

Market Driven Strategy, Business and Marketing Strategies, Market Vision, Structure and Analysis, Segmenting Market, Continuous Learning about Markets, Market Targeting and Strategic Positioning, Designing Market-Driven Organizations, Marketing Strategy, Implementation and Control

MM 4143 - International Marketing

Trade Policies, International Marketing, Political and Legal Environment for International Marketing, Cultural Environment, International Market Entry and Development, The Global Marketing Mix

MM 4153 - Integrated Marketing Communication

Marketing and the Integrated Communication Mix, The Marketing Communications Plan, Communication Theory, Understanding Agencies-Agency Relationship, Understanding the Media, Advertising, Sales Promotions, Direct Marketing, Publicity and Public Relations, Sponsorships and Event Management, Exhibitions, Packaging, Merchandising, Word of Mouth, Corporate Identity, The Changing Communications Environment

Fourth Academic Year – Second Semester**MM 4216 - Dissertation/ Industrial Training & Project Report****Dissertation**

This course unit provides the students a thorough knowledge to empirical research in Marketing Management and improves their understanding of the

research process and the key elements of a sound research design. The students are expected to carry out a research in Marketing Management and prepare an independent dissertation based on the research proposal in MM 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of Marketing Management in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

6.5 BACHELOR OF SCIENCE (SPECIAL) TOURISM MANAGEMENT

First Academic Year – First Semester

TM 1113 - PRINCIPLES OF MANAGEMENT

Definitions for Management, Managerial Roles and Skills, Levels of Management: Types of Management, Thoughts and Schools of Management, The Classical Management Theory; Scientific Management; Administrative Management; The Behavioural School; The Quantitative School, Current Directions in Management Thinking, Management by Objectives, Contingent Management, Managerial Functions: Planning; Decision Making; Organizing; Leading; Controlling; Environment and Management

TM 1123 – Business Accounting

Introduction to Accounting: Accounting Environment; Accounting Concepts; Assumption and Principles; Accounting Process; Interface between Technology & Accounting and Double Entry System and Accounting Equation, Sole Proprietorships: Single Entry; Adjusting Entry and Error Corrections; Service Organization and Applications and Bank Reconciliations, Single Entry Partnership Accounts: Introduction; Special Features of Partnership Accounts; Capital and Current Accounts; P & L Appropriation Account; Balance Sheet; Accounting for Unrecorded Assets; Joint Life Policy; Accounting Treatment for Goodwill; Revaluation of Assets; Changes in Ownership; Admission of a New Partner; Retirement/ Death of a Partner; Dissolution of a Partnership; Amalgamation of Partnership Firms and Conversion to a Limited Company, Accounts of Non-Profit Making Organizations: Receipt and Payment Account; Income and Expenditure Account; Balance Sheet and Items Particular to Non Trading Concern

TM 1134 - Business Mathematics

Introduction: Number System; Algebraic Expression; Addition, Subtraction, Multiplication and Division of Expressions; Laws of Exponents; Factors, Linear and Quadratic Equations: Linear Equations; Simultaneous Equations; Quadratic Equations, Functions and Graphs: Functions; The Idea of a Mathematical Function, Ways of Symbolizing the Functional Relationship, Functions Involving More Than Two Variables, Graphs; Axes and Coordinates, Graph of a Function, Logarithms: Logarithm of a Number; Antilogarithm; Laws of Logarithm; Manipulation of Bar Value; Properties of Logarithmic Functions, Arithmetic and Geometric Progressions: Arithmetic Progression; The Standard Form of an Arithmetic Progression, Formula for the Sum of “n” Terms of the Series, Geometric Progression; The Standard Form of Geometric Progressions, Formula for the Sum of “n” Terms of the Series, Formula for the Sum of an Infinite Series, Mathematics of Finance: Simple Interest; Compound Interest; Discounting; Annuities; Ordinary Annuity, Written Down Value Method, Permutations & Combinations: Permutations; Combinations, Set Theory: Sets and Elements; Venn Diagrams; Operations with Sets, Matrices: Different Types of Matrices; Matrix Addition and Matrix Multiplication; Transpose of a Matrix; Inverse of a Matrix, Calculus: Rate of Change; Limits; Derivative; Rules of Differentiation; Integration

TM 1143 - Introduction to Information Technology

History and Evolution of Computing: History of Computers; Generations of Computers; Categorization of Computers; Number Systems, Components of Computer Systems: Hardware; Input Devices, Output Devices, Storage Devices, Processing Devices, Software; Application Software, Systems Software, Firmware, Live ware, Human Computer Interfaces: Introduction; Types of Interfaces, Methods of Data Processing: Batch Processing; Online Processing; Real-time Processing, Computer Security, Application Packages: MS Word; MS Power Point; MS Excel; MS Outlook; Web Browsing

TM 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: “Be” Verbs, “Do” Verbs “Have” Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the

General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester

TM 1213 - Commercial Law

Introduction: Legal History & Legal System of Sri Lanka; Sources of Law, Law of Contracts: Formation of Contract; The Essential Elements of a Valid Contract; Capacity to Contract; Conditions & Warranties; Breach of Contract & Remedies. Law of Partnership: Formation of a Partnership; Differences between a Company and a Partnership; Registration of Partnership; Dissolution of Partnership; E-Contracts, Introduction to Company Law: Introduction – as a Separate Legal Entity; Types of Companies; Formation of a Company. Law of Agency: Creation of an Agency; Types of Agent; The Relationship between Principal and Agent; Rights & Duties of the Principal & the Agent; The Authority of the Agent; Termination of Agency; Agent Contracts with the Third Parties, Law of Insurance: Contract of Insurance; Principles of Insurance; Termination of Insurance Contracts, Sale of Goods: Definition of Contract of Sale; Requirements of a Contract of Sale; Receipt and Acceptance; Conditions & Warranties; Duties of a Buyer and a Seller; Rights & Duties, Remedies for Breach of Sale of Goods, Consumer Credit, Law of Employment: Employer and Employee Relationship; Independent Contractor; Different Sectors of Employment; Types of Employment. Consumer Protection: Main Features of the 2003 Consumer Affairs Authority Act, The Law of International Trade: International Sale of Goods contract; Carriage of Goods by Sea

TM 1222 - Environmental Studies

Definition and Addressing of Environment, Significance of Environment, Related Aspects of Environment, Components of the Environment, Human Interactions with Environment, Major Environmental Issues, Environmental Pollution, Visual Pollution, Pollution Prevention, Solid Waste Management, Energy and the Environment, Environmental Health, Environmental Legislation, Environmental Appreciation, Global and National Environmental Trends over the Sustainability

TM 1233 - Business Statistics

Introduction to Statistics: Definition; Statistics and Business Decisions; Descriptive Statistics and Statistical Inference, Sources of Data, Discrete and Continuous Variables, Compilation and Presentation of Data: Methods of Data Collection; Introduction to Sampling Techniques; Charts and Graphs, Grouped and Ungrouped Frequency Distribution: Measurement of Central Tendency; Mean, Median and Mode, Geometric Mean and Harmonic Mean, Positional Measures; Range, Quartiles and Deciles, Mean Deviation, Variation and Standard Deviation, Skewness, Correlation and Regression: Scatter Graphs; Measures of Correlation and Simple Linear Regression; Method of Least Square-curve Fitting; Rank Correlation, Time Series Analysis: Different

Components of Time Series; Analysis of Time Series; Additive Model, Multiplicative Model, Trend Analysis; Free Hand Method, Semi Average Method, Least Square Method, Seasonal Variation, Introduction to Probability: Probability; Probability Distributions; Binomial Distribution, Poisson Distribution, Normal Distribution

TM 1243 - Introduction to Tourism & Hospitality

Introduction: Terms and Definition of Tourism; Past, Present and Future of Tourism; Structure and Organization of the Tourism Industry; Tourism Determinants; Travel Motivators; Tourism Products and Services; Characteristics of Tourism Products; Forms of Tourism and Types of Tourists, World Tourism Scene: Value and Volume of the World Tourism; Tourism Generators and Destinations; Tourism in Developed and Developing Countries, An Overview of Tourism in Sri Lanka, Impacts of Tourism: Economic Impacts; Environmental Impacts; Socio-cultural Impacts

TM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

TM 1263 - Micro Economics

Nature, Scope and Importance of Economics: Introduction to Economics; Nature of Economics; Micro and Macro Economics; Methodology and Tools; Basic Concepts in Economics; Resources, Scarcity, Human Wants and Needs, Economic Circle, Opportunity Cost, Production Possibility Curve, Economic Problems and Economic Systems: Basic Economic Problems; Economic Systems; Capitalist, Socialist, Mixed, Price Theory: Market; Factor Market, Commodity Market, Law of Demand and the Demand Curve; Exceptions to the Law of Demand; Law of Supply and the Supply Curve; Market Equilibrium; Consumer's Surplus and Producer's Surplus; Changes in Equilibrium, Elasticity Concept: Types of Elasticity; Price, Income, Cross, Computation and Interpretation; Uses of the Concept, Consumer Behaviour Theories: Marginal Utility Analysis; Utility, Total and Marginal Utility, The Law of Diminishing Marginal Utility, Consumer's Equilibrium and Its Changes, Indifference Curve Analysis; Indifference Curve and Its Characteristics, Price Line/ Budget Line, Consumers Equilibrium and Its Changes, Price and Income Consumption

Curves, Comparison between Marginal Utility Analysis and Indifference Curve Analysis, Production Theory: Introduction; Short-run Production Analysis; Fixed Factors and the Variable Factors, Total, Marginal and Average Production, Various Stages of Short Run Production, The Law of Variable Factor Proportion, Long-run Production Analysis: Production with Multiple Factors; Iso-quants and Producer's Equilibrium; External and Internal Economies; Changes in Producer's Equilibrium; Decision on Optimum Plant Size, Analysis of Cost: Short-run Cost Analysis; Types of Costs; Uses of Various Cost Items; Long-run Cost Analysis; Long-run Average Cost, Shape of the LAC, Income Analysis and Equilibrium of a Firm: Market Structures; Perfect Competition; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis, Monopoly; Characteristics, Equilibrium of the Firm, Short-run and Long-run Analysis, Oligopoly; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis.

Second Academic Year – First Semester

TM 2113 - Marketing Management

Opening Perspective: Definition of Marketing; Marketing Concepts and Tools; Company Orientations towards the Market Place, The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Social Marketing Concept, Customer Value and Satisfaction; Customer Value, Customer Satisfaction, Market – Oriented Strategic Planning; Corporate and Division Strategic Planning; Business Strategic Planning; The Marketing Process, The Value- Delivery sequence, Steps in the Planning Process, Collecting and Using Marketing Information: Evaluating Information Needs; Marketing Intelligence System; Marketing Decision Support System; Marketing Research, Role of Marketing Research, Marketing Research Process, Forecasting and Demand Measurements: The Measures of Market Demand; Estimating Current Demand, Scanning the Marketing Environment: How Does Marketing Use Environmental Scanning?; Elements of the Marketing Environment, Ethics and Social Responsibility: Consumer Buying Behaviour; Consumer Purchase Decision Process; A Model of Consumer Behaviour; Factors Influencing Buyer Behaviour, Market Segmentation, Targeting and Positioning: Segmentation; Selecting/ Targeting; Positioning, Making Marketing Decisions: Product and Brand Decisions; Pricing Decisions and Strategies; Managing Market Channels; Managing Integrated Marketing Communications, Service and Non Profit Marketing; Make a Service Company Successful; How Do Consumers Purchase Services?; Managing Non Profit Marketing

TM 2123 - Database Management Systems & Network Technology

Introduction to Database Environment, Database Design, Data Modelling and Database Development Process, The Internet, Introduction to Network Environment, Practical Applications

TM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour: Definitions; Contributing Disciplines to the OB Field; Organizational Behaviour Model; Issues & Challenges, Values, Ethics and Attitudes: Define Values; Importance of Values; Types of Values; Ethics; Definition of Attitude and Components of Attitudes; Functions of Attitudes; Attitude and Behaviour Relationship; Changing Attitudes; Attitude Survey, Perception, Attribution & Individual Decision Making: Definition of Perception; Factors Influencing Perception; Perceptual Errors; Influence of Perception on Individual Decision Making; Attribution Theory; Attribution Errors and Individual Decision Making, Personality; Definition of Personality; Personality Determinants; Personality Traits; The Big Five Model; The Myers-Briggs Type Indicator; Locus of Control; Type A Personality and Type B Personality; Achieving Personality Fit, Learning & Behaviour Modification: Definition of Learning; Classical Conditioning; Operant Conditioning; Cognitive Theories; Social Learning and Social Cognitive Theory; Behaviour Modification and Reinforcement, Positive Organizational Behaviour: Positive Psychology; Self-Efficacy; Of Self-Efficacy; Optimism; Hope; Resiliency; Psychological Capital; Happiness or Subjective Well-Being; Emotions and Intelligence, Work Stress and Stress Management; Definition of Stress; Causes of Stress; Consequences of Stress; Moderators of Stress; Managing Stress, Groups and Teams in Organizations: Definitions of Groups and Teams; Types of Groups and Teams; Group Dynamics; Group Behaviour Model; Dysfunctions of Groups and Teams; Creating Effective Teams, Conflicts: Definition of Conflicts; Different Views of Conflicts; Types of Conflicts; The Conflict Process; Managing Conflicts, Power & Politics in Organizations: Definition of Power; Definition of Politics; Implications on Organizational Processes, Organizational Cultures: Definition of Culture: Dimensions of Organizational Culture; Forming, Sustaining and Changing Organizational Culture; Fostering Cultural Diversity, Workforce Diversity in Organizations: Nature of Workforce Diversity; Gender Differences; Age, Race & Ethnicity; Challenge of Managing Workforce Diversity

TM 2143 - Sri Lankan Studies

History of Ceylon: The Pre-historic Society; Arrival of King Vijaya; Arrival of the Buddhism; Beginning of the Sri Lankan Culture, Planning and Developing the Cities and “Wewgam” Centred Societies: King Pandukabhaya’s Pioneer City Planning in Anuradhapura; Ruined and Lost Cities in Sri Lanka; Architecture in Ancient Ceylon (From the Cave to the Palace); The “Wewa” and “Vee Culture” and Irrigation System of Ancient Sri Lanka, Monuments from the Past (Artifact and Tourism Value): Ruins and the Heritage in the Lost Kingdoms, Anuradhapura: Mihinthale Site: Seegiriya Site: Rangiri Dambulla : Polonnaruwa Period: Dambadeniya, Yapahuwa, Kurunegala, Gampola and Kandyan Period: Kotte and Contemporary Period: Other Preservations of Monuments: Importance; Techniques Adopted, Folk Culture: Material Culture: Non Material Culture, Geographical Characteristics of Sri Lanka: Location; Climatic Conditions and Zones; Flora and Fauna Species and Reserved Forests; Other Natural Resources (Rivers, Waterfalls, Mountains, Water

Springs, etc.), Demographical Characteristics of Sri Lanka: Socio-culture and Religions Diversity; Educational Diversity; Income Diversity; Genetic Diversity, Administrative System of the Country Before and Post Independent: Administrative System of Ancient Sinhala Kingdoms; The Period of Portuguese (1505-1796 AD): The Period of Dutch (1796-1815 AD): The Period of English (1815-1948 AD), The Post Independent: Different Policy Implementation; Politics and Internal Crisis

TM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in Public Speaking/Making Speeches

TM 2163 - Macro Economics

Introduction to Macroeconomics: Macroeconomics; Key Macroeconomics Variables; Macroeconomic Goals and Policy, National Income Accounting: Importance of Preparation of National Accounts; Problems in Preparation of National Accounts; Methods of National Accounting; Production Approach, Income Approach, Expenditure Approach, Determination of National Income: Circular Flow of National Income; Income - Expenditure Model; Consumption and Saving Function, National Income Equilibrium, Multiplier Concept, IS-LM Model; Investment Function and IS Curve; Aggregate Demand and Aggregate Supply Model; AD Curve, AS Curve, Equilibrium, Inflation: Price Indexes and Price Level; Reasons for Inflation; Consequences of Inflation, Employment and Unemployment: Kinds of Unemployment; The Measurement of Unemployment; Cures for Unemployment, Public Finance: Government Income; Government Expenditure; Financing the Government Budget, Fiscal Policy and Monetary Policy: International Trade: The Base of International Trade; Exchange Rates; Balance of Payment

Second Academic Year – Second Semester

TM 2213 Entrepreneurship & Small Business Management

Entrepreneurship

Definitions, Entrepreneurial Characteristics, Entrepreneurial Decision Process, Entrepreneurial Development Programmes, Entrepreneurial Culture, The Dark Side of Entrepreneurship

Small Business Management

Introduction, Developing a Business Plan, Marketing Planning and Development, Strategic Plans for Small Business Enterprises (SBEs), Production and Operations Management for SBEs, Accounting And Financial Control of SBEs, HRM in Small Business Management, Sicknesses of Small Businesses, Problems Faced by SBEs and Ways of Overcoming

TM 2223 - Tourism Resources & Recreational Management

Introduction, Parks and Recreational Management, Recreational and Educational Potentials of Anthropogenic Resources (Social & Cultural Resource), Rational Use of Natural and Anthropogenic Resources for Tourism, Principles of Sustainable Development of Tourism

TM 2233 - Human Resources Management

Introduction to HRM: Organizational Challenges; Human Resource as a Source of Sustainability; Competitive Advantage; Definition of HRM; Generic Purpose, Strategic Goals and Objectives of HRM; Key Result Areas in HRM; Integrated Aspect of HRM and Responsibility for HRM; The HRM Model; Evolution of HRM, Job Design: Definition; Significance of JD; Techniques of JD; Elements of JD; Trade Off between Efficiency Elements and Behavioural Elements, Job Analysis: Definition; Significance and Purpose of JA; JA Process, HR Planning: Definition; Significance of HRP; HRP Process' Principles of HRP, Recruitment: Definition; Importance of Recruitment; Recruitment Process, Selection: Definition; Importance of Selection; Selection Methods; Typical Selection Process, Hiring and Orientation: Definition of Hiring; Hiring Process; Appointment Letter; Definition of Orientation; Importance of Orientation; Orientation Process, Employee Performance Management: Definition of Performance Management; Purpose of Performance Management; Process of Performance Management; Definition of Performance Evaluation; Purposes of PE; PE Process; Evaluator Errors, Training and Management Development: Definitions of Learning, Education, Training and Development; Learning Principles; Training Cycle; Training Methods, Career Management: Definitions of Career Planning, Career Development and Career Management; Career Stages; Roles in Career Development; Innovative Corporate Career Initiatives; Managing Promotions and Transfers; Retirements and Pre-retirement Counselling; Enhancing Diversity through Career Management, Compensation Management: Definition of Compensation; Significance of Compensation Management; Purposes of Compensation; Establishing Pay Rates; Competency Based Pay; Performance Related Pay; Designing and Executing Effective Incentive Programmes; Employee Benefits, Occupational Safety and Health Administration: Definitions; Significance of OSHA; Hazards and Accidents; Ergonomics, Developments in HRM and Special HRM Issues: Human Resource Accounting; Human Resource Information System; Strategic Human Resource Management; Women at work and Women in Management; International HRM

TM 2243 - Development Economics

Theories of Development Economics, Past and Present Performance of Rich and Poor Countries, Inequality and Growth, International Investment and Trade, Development Aid, Role of the Government Corruptions, Millennium Development Goals, Policies and Strategies

TM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-mails and Fax Messages, Technology of Business Communication

TM 2263 - German I

Introduction, Exposure the Interesting Parts of German, Greetings: Self Introductions, Nouns, Articles and Genders, Verbs and Verb Conjugations, Alphabets: Nominative/ Subject, Simple Sentences, Word Order and Verb Positioning, Counting, Time and Duration, Breakable and Unbreakable, Direct Objects/Accusative

OR

TM 2263 - Japanese I

Fundamental Elements of Japanese Language, Japanese Characters, Hiragana and Katakana, Japanese Pronunciation, Greetings and Numbers

Third Academic Year – First Semester**TM 3113 - Tourism Economics**

Introduction, Production and Cost Analysis, Market Structures, Price and Output Determination, Tourism Products and Markets, Demand and Supply Analysis, The Economic Impacts of Tourism, Government Role in Tourism, Multinationals in Travel and Tourism

TM 3123 - Hospitality Management

Introduction to the Hospitality Industry, Introduction to Hotels, Attracting Customers in Hospitality, Managing Customers in Hospitality, Correspondence, Hotel Housekeeping, Food & Beverage Operation, Menu Knowledge, Environmental Management in Hospitality

TM 3133 - Tourism Marketing

Consumer Behaviour in Tourism, Marketing Mix in Travel and Tourism, Planning Strategies and Tactics in Travel and Tourism Marketing, Using Principle Marketing Tools in Travel and Tourism, Applying Marketing in Travel and Tourism, Preparing Marketing Plans

TM 3143 - Tourism Information Systems

Fundamentals of Information System, Production and Accounting etc., Information Technology, Applications in Business and Management, Application in Tourism Operations, Managing Information Technology

TM 3153 - Tours & Travel Agency Operations

Mass Tourism and Positioning of Package Tours, Evolution of Package Tours,

Airlines and Travel Agents, Packaging Process I, Package Process II, Cost Analysis and Pricing Packages, Marketing Package Tours, The Future of Package Tours

TM 3163 - German II

Introduction, Practising Communication over Everyday Activities, Modal Verbs and Infinitives, Nominative and Accusative in Sentences, Adjective and Adjective Formations, Helping Verbs, Perfect Tenses and Past Participle, Regular and Irregular Verbs, Questioning and Question Words, Positive and Negative Speech, Dative/Indirect Object/Dative Verbs and Accusative Verbs, Prepositions, Demonstrative Pronouns, Comprehensive Reading, Describing Pictures and Activities

OR

TM 3163 - Japanese II

Basic Grammar, Simple Conversation, Kanji Characters

Subject, Object, Verb Order of Simple Sentences, Questions (A Few Interrogatives, Asking whether a Statement Is Correct or Not), Expressions of Time, Invitations and Response to Them, Simple Present Tense, Simple Past Tense with Affirmative and Negative Forms, Transitive Verbs

Third Academic Year – Second Semester

TM 3213 - Tourism Planning

Background and Importance of Tourism Planning, Planning Approaches for Sustainable Development, Tourism Planning Process, Evaluation of Resources for Tourism Development, Tourism Policy and Plan Formulation, Tourism Development and Design Standards, Tourism in Local Communities, Institutional Elements and Implementation, Tourism Planning in Sri Lanka, Crisis Management in Tourism

TM 3223 - Total Quality Management

Distinctive Aspects of TQM, The Essentials of TQM, Quality Planning, Customer Service Quality, Quality Management System, Productivity and Service Quality, Total Quality Management in Sri Lanka

TM 3233 - Operational Research

Introduction, Mathematical Programming Techniques, Decision Theory, Net Work Techniques, Inventory Techniques

TM 3243 - German III

Introduction, Prepositions/Changing Prepositions, Moving Verbs and Stationed Verbs, Reflexive Nouns and Verbs, Genitives, Imperative, Comparative and Superlative, Past Tenses, Hard Verbs and Soft Verbs, Conditional Tenses, Letter Writing, Building Conversation and Interviews, Comprehensive Reading, Describing Pictures, Magazine and Newspapers Reading

OR

TM 3243 - Japanese III

Grammar and Conversation

The First Half of Elementary Level, Deepen the Knowledge of Using Particles Further Adjectives, Predicates, Noun Modifiers, Some Interrogatives (Dore, Doshite etc.), Counter Suffixes, Expressions of Existence, Causal Relationship of Two Sentences, Desires, Prohibition, Granting Permission, Instruction (to do/ not to do), Ability, Possibility, Handle Past Tense 'o', Noun Sentences and Adjectives, Understand Verb Conjugation, Groups, Forms (~te, ~masu, ~nai and Dictionary Forms), Use Present Continuous Tense

TM 3253 - Research Methodology

Introduction: What Is a Research? Why Business Researches? The Research Process, Formulating and Clarifying the Research Topic: Generating and Refining Research Ideas; Turning Research Ideas into Research Topics; Writing Research Proposal, Literature Review: What Is Literature? Importance of Literature; Literature Sources; Conducting Literature Search and Review, Research Strategy: Approaches to Research; The Need for a Clear Research Strategy; Research Ethics. Selecting Samples: Population and Sample; Sampling Needs; Types of Sampling, Data Collecting: Primary and Secondary Data; Data Collection Techniques, Data Analysis: Preparing Data; Presenting Data; Analyzing Data, Reporting the Research: Abstract; Introduction; Literature Review; Data Presentation and Analysis; Findings; Conclusions; References; Appendices

Fourth Academic Year – First Semester

TM 4113 - Legal & Administrative Environment of Tourism

Evolution of National Tourist Organizations in Sri Lanka, Legislations on Operation and Management of Tourism Services, Star Classification of Tourist Accommodation Services in Sri Lanka

TM 4123 - Strategic Management

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level, Strategy Control

TM 4133 - Resort Planning & Management

Introduction to Destination Resorts, Destination Resort Planning & Development, Resort Design, Resort and Facility Financing, Resort and Facility Operation and Maintenance, Destination Resort Management

TM 4143 - German IV

Introduction, Conditional Tenses/Main Sentences and Close Sentences, Conjunctions, Polite Communication in German, Relative Nouns, Situation Analysis and Responses, Passive Voice, Essay Writing, Formal and Informal Letter Writing, Comprehensive Reading, Picture Describing, Building Interviews and Conversations, Revision of Grammar

OR

TM 4143 - Japanese IV
Grammar and Conversation

The First Half of Elementary Level, Deepen the Knowledge of Interrogatives and Particles Further, Use ~te Form of Verbs, Polite and Plain Styles of Verbs, Potential Verbs, Express Conjecture, Opinions, Direct and Indirect Quoting, Reverse Condition, Causes and Reasons, Consequence of an Action, Embarrassment/ Request, Get Fundamental Knowledge of Using Verbs of Giving and Receiving, Learn the Way of Combining Sentences, (~nagara, ~shi~), Daily life Conversation

Fourth Academic Year – Second Semester

TM 4216 – Dissertation/Industrial Training & Project Report

Dissertation

This course unit provides the students a thorough knowledge to empirical research in Tourism Management and improves their understanding of the research process and the key elements of a sound research design. The students are expected to carry out a research in Tourism Management and prepare an independent dissertation based on the research proposal in TM 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of Tourism Management in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

**6.6 BACHELOR OF SCIENCE (SPECIAL) ECOBUSINESS
MANAGEMENT**

First Academic Year – First Semester

EBM 1113 - PRINCIPLES OF MANAGEMENT

Definitions for Management, Managerial Roles and Skills, Levels of Management: Types of Management, Thoughts and Schools of Management, The Classical Management Theory; Scientific Management; Administrative Management; The Behavioural School; The Quantitative School, Current Directions in Management Thinking, Management by Objectives, Contingent Management, Managerial Functions: Planning; Decision Making; Organizing; Leading; Controlling; Environment and Management

EBM 1123 – Business Accounting

Introduction to Accounting: Accounting Environment; Accounting Concepts; Assumption and Principles; Accounting Process; Interface between Technology & Accounting and Double Entry System and Accounting Equation, Sole Proprietorships: Single Entry; Adjusting Entry and Error Corrections; Service Organization and Applications and Bank Reconciliations, Single Entry Partnership Accounts: Introduction; Special Features of Partnership Accounts; Capital and Current Accounts; P & L Appropriation Account; Balance Sheet; Accounting for Unrecorded Assets; Joint Life Policy; Accounting Treatment for Goodwill; Revaluation of Assets; Changes in Ownership; Admission of a New Partner; Retirement/ Death of a Partner; Dissolution of a Partnership; Amalgamation of Partnership Firms and Conversion to a Limited Company, Accounts of Non-Profit Making Organizations: Receipt and Payment Account; Income and Expenditure Account; Balance Sheet and Items Particular to Non Trading Concern

EBM 1134 - Business Mathematics

Introduction: Number System; Algebraic Expression; Addition, Subtraction, Multiplication and Division of Expressions; Laws of Exponents; Factors, Linear and Quadratic Equations: Linear Equations; Simultaneous Equations; Quadratic Equations, Functions and Graphs: Functions; The Idea of a Mathematical Function, Ways of Symbolizing the Functional Relationship, Functions Involving More Than Two Variables, Graphs; Axes and Coordinates, Graph of a Function, Logarithms: Logarithm of a Number; Antilogarithm; Laws of Logarithm; Manipulation of Bar Value; Properties of Logarithmic Functions, Arithmetic and Geometric Progressions: Arithmetic Progression; The Standard Form of an Arithmetic Progression, Formula for the Sum of “n” Terms of the Series, Geometric Progression; The Standard Form of Geometric Progressions, Formula for the Sum of “n” Terms of the Series, Formula for the Sum of an Infinite Series, Mathematics of Finance: Simple Interest; Compound Interest; Discounting; Annuities; Ordinary Annuity, Written Down Value Method, Permutations & Combinations: Permutations; Combinations, Set Theory: Sets and Elements; Venn Diagrams; Operations with Sets, Matrices: Different Types of Matrices; Matrix Addition and Matrix Multiplication; Transpose of a Matrix; Inverse of a Matrix, Calculus: Rate of Change; Limits; Derivative; Rules of Differentiation; Integration

EBM 1143 - Introduction to Information Technology

History and Evolution of Computing: History of Computers; Generations of Computers; Categorization of Computers; Number Systems, Components of Computer Systems: Hardware; Input Devices, Output Devices, Storage Devices, Processing Devices, Software; Application Software, Systems Software, Firmware, Live Ware, Human Computer Interfaces: Introduction; Types of Interfaces, Methods of Data Processing: Batch Processing; Online Processing; Real-time Processing, Computer Security, Application Packages: MS Word; MS Power Point; MS Excel; MS Outlook; Web Browsing

EBM 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: "Be" Verbs, "Do" Verbs "Have" Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year – Second Semester

EBM 1213 - Commercial Law

Introduction: Legal History & Legal System of Sri Lanka; Sources of Law, Law of Contracts: Formation of contract; The Essential Elements of a Valid Contract; Capacity to Contract; Conditions & Warranties; Breach of Contract & Remedies, Law of Partnership: Formation of a Partnership; Differences between a Company and a Partnership; Registration of Partnership; Dissolution of Partnership; E-Contracts, Introduction to Company Law: Introduction – as a Separate Legal Entity; Types of Companies; Formation of a Company, Law of Agency: Creation of an Agency; Types of Agent; The Relationship between Principal and Agent; Rights & Duties of the Principal & the Agent; The Authority of the Agent; Termination of Agency; Agent Contracts with the Third Parties, Law of Insurance: Contract of Insurance; Principles of Insurance; Termination of Insurance Contracts, Sale of Goods: Definition of Contract of Sale; Requirements of a Contract of Sale; Receipt and Acceptance; Conditions & Warranties; Duties of a Buyer and a Seller; Rights & Duties, Remedies for Breach of Sale of Goods, Consumer Credit, Law of Employment: Employer and Employee Relationship; Independent Contractor; Different Sectors of Employment; Types of Employment. Consumer Protection: Main Features of the 2003 Consumer Affairs Authority Act, The Law of International Trade: International Sale of Goods contract; Carriage of Goods by Sea

EBM 1223 - Environmental Management

Understanding of Our Environment, Components of the Environment, Human Environment Interactions, Fundamentals of Environmental Science, Environmental Pollution, Pollution Prevention, Industrial Pollution and Techniques in Industrial Pollution Prevention, Solid Waste Management,

Hazardous Waste Management, Energy and The Environment, Environmental Health, Environmental Legislation, Global and National Environmental Trends and Issues

EBM 1233 - Business Statistics

Introduction to Statistics: Definition; Statistics and Business Decisions; Descriptive Statistics and Statistical Inference, Sources of Data, Discrete and Continuous Variables, Compilation and Presentation of Data: Methods of Data Collection; Introduction to Sampling Techniques; Charts and Graphs, Grouped and Ungrouped Frequency Distribution: Measurement of Central Tendency; Mean, Median and Mode, Geometric Mean and Harmonic Mean, Positional Measures; Range, Quartiles and Deciles, Mean Deviation, Variation and Standard Deviation, Skewness, Correlation and Regression: Scatter Graphs; Measures of Correlation and Simple Linear Regression; Method of Least Square-curve Fitting; Rank Correlation, Time Series Analysis: Different Components of Time Series; Analysis of Time Series; Additive Model, Multiplicative Model, Trend Analysis; Free Hand Method, Semi Average Method, Least Square Method, Seasonal Variation, Introduction to Probability: Probability; Probability Distributions; Binomial Distribution, Poisson Distribution, Normal Distribution

EBM 1243 - Environmental Appreciation & Communication

Part I

An Introduction to the Course, Understanding Our Environment, Introduction to Biological Communities, Ecosystems and Ecosystem Functions, Population Regulations, Some Aspects of Behavioural Ecology, Evolution and Geological Time, Biodiversity and Biodiversity Conservation

Part II

Environmental Education Theories and Practices, Environmental Communication

Part III – Outside the Lecture Room

Pursuit in Nature, Nature Leadership

EBM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking.: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using

Simple and Complex Cohesive Devices and Sequence words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

EBM 1263 - Micro Economics

Nature, Scope and Importance of Economics: Introduction to Economics; Nature of Economics; Micro and Macro Economics; Methodology and Tools; Basic Concepts in Economics; Resources, Scarcity, Human Wants and Needs, Economic Circle, Opportunity Cost, Production Possibility Curve, Economic Problems and Economic Systems: Basic Economic Problems; Economic Systems; Capitalist, Socialist, Mixed, Price Theory: Market; Factor Market, Commodity Market, Law of Demand and the Demand Curve; Exceptions to the Law of Demand; Law of Supply and the Supply Curve; Market Equilibrium; Consumer's Surplus and Producer's Surplus; Changes in Equilibrium, Elasticity Concept: Types of Elasticity; Price, Income, Cross, Computation and Interpretation; Uses of the Concept, Consumer Behaviour Theories: Marginal Utility Analysis; Utility, Total and Marginal Utility, The Law of Diminishing Marginal Utility, Consumer's Equilibrium and Its Changes, Indifference Curve Analysis; Indifference Curve and Its Characteristics, Price Line/ Budget Line, Consumers Equilibrium and Its Changes, Price and Income Consumption Curves, Comparison between Marginal Utility Analysis and Indifference Curve Analysis, Production Theory: Introduction; Short-run Production Analysis; Fixed Factors and the Variable Factors, Total, Marginal and Average Production, Various Stages of Short Run Production, The Law of Variable Factor Proportion, Long-run Production Analysis: Production with Multiple Factors; Iso-quants and Producer's Equilibrium; External and Internal Economies; Changes in Producer's Equilibrium; Decision on Optimum Plant Size, Analysis of Cost: Short-run Cost Analysis; Types of Costs; Uses of Various Cost Items; Long-run Cost Analysis; Long-run Average Cost, Shape of the LAC, Income Analysis and Equilibrium of a Firm: Market Structures; Perfect Competition; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis, Monopoly; Characteristics, Equilibrium of the Firm, Short-run and Long-run Analysis, Oligopoly; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis

Second Academic Year – First Semester

EBM 2113 - Marketing Management

Opening Perspective: Definition of Marketing; Marketing Concepts and Tools; Company Orientations towards the Market Place, The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Social Marketing Concept, Customer Value and Satisfaction; Customer Value, Customer Satisfaction, Market – Oriented Strategic Planning; Corporate and Division Strategic Planning; Business Strategic Planning; The Marketing Process, The Value- Delivery sequence, Steps in the Planning Process, Collecting and Using Marketing Information: Evaluating Information Needs; Marketing Intelligence System; Marketing Decision Support System; Marketing

Research, Role of Marketing Research, Marketing Research Process, Forecasting and Demand Measurements: The Measures of Market Demand; Estimating Current Demand, Scanning the Marketing Environment: How Marketing uses Environmental Scanning; Elements of the Marketing Environment, Ethics and Social Responsibility: Consumer Buying Behaviour; Consumer Purchase Decision Process; A Model of Consumer Behaviour; Factors Influencing Buyer Behaviour, Market Segmentation, Targeting and Positioning: Segmentation; Selecting/ Targeting; Positioning, Making Marketing Decisions: Product and Brand Decisions; Pricing Decisions and Strategies; Managing Market Channels; Managing Integrated Marketing Communications, Service and Non Profit Marketing; Make a Service Company Successful; How Do Consumers Purchase Services?; Managing Non Profit Marketing

EBM 2123 - Database Management Systems & Network Technology

Introduction to Database Environment, Database Design, Data Modelling and Database Development Process, The Internet, Introduction to Network Environment, Practical Applications

EBM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour: Definitions; Contributing Disciplines to the OB Field; Organizational Behaviour Model; Issues & Challenges, Values, Ethics and Attitudes: Define Values; Importance of Values; Types of Values; Ethics; Definition of Attitude and Components of Attitudes; Functions of Attitudes; Attitude and Behaviour Relationship; Changing Attitudes; Attitude Survey, Perception, Attribution & Individual Decision Making: Definition of Perception; Factors Influencing Perception; Perceptual Errors; Influence of Perception on Individual Decision Making; Attribution Theory; Attribution Errors and Individual Decision Making, Personality; Definition of Personality; Personality Determinants; Personality Traits; The Big Five Model; The Myers-Briggs Type Indicator; Locus of Control; Type A Personality and Type B Personality; Achieving Personality Fit, Learning & Behaviour Modification: Definition of Learning; Classical Conditioning; Operant Conditioning; Cognitive Theories; Social Learning and Social Cognitive Theory; Behaviour Modification and Reinforcement, Positive Organizational Behaviour: Positive Psychology; Self- Efficacy; Of Self-Efficacy; Optimism; Hope; Resiliency; Psychological Capital; Happiness or Subjective Well-Being; Emotions and Intelligence, Work Stress and Stress Management; Definition of Stress; Causes of Stress; Consequences of Stress; Moderators of Stress; Managing Stress, Groups and Teams in Organizations: Definitions of Groups and Teams; Types of Groups and Teams; Group Dynamics; Group Behaviour Model; Dysfunctions of Groups and Teams; Creating Effective Teams, Conflicts: Definition of Conflicts; Different Views of Conflicts; Types of Conflicts; The Conflict Process; Managing Conflicts, Power & Politics in Organizations: Definition of Power; Definition of Politics; Implications on Organizational Processes, Organizational Cultures: Definition

of Culture: Dimensions of Organizational Culture; Forming, Sustaining and Changing Organizational Culture; Fostering Cultural Diversity, Workforce Diversity in Organizations: Nature of Workforce Diversity; Gender Differences; Age, Race & Ethnicity; Challenge of Managing Workforce Diversity

EBM 2143 - Human Ecology and Sustainable Development

Part I

Course Introduction and Basic Concepts on Human Ecology, Who Are Humans?, Anthropology and Life History, Adaptation and Evolution of Mankind, Communities- The Concept & Characteristics, Population Dynamics - The Concept and Characteristics, Interactions between Man and the Environment, Human Environment and, Local and Global Environmental Issues

Part II

An Introduction, Sustainable Development - Key Concepts, Agenda 21, Millennium Development Goals, Measuring Sustainability and Sustainable Development, Sustainable Development Indicators

EBM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in, Public Speaking/ Making Speeches

EBM 2163 - Macro Economics

Introduction to Macroeconomics: Macroeconomics; Key Macroeconomics Variables; Macroeconomic Goals and Policy. National Income Accounting: Importance of Preparation of National Accounts; Problems in Preparation of National Accounts; Methods of National Accounting; Production Approach, Income Approach, Expenditure Approach, Determination of National Income: Circular Flow of National Income; Income - Expenditure Model; Consumption and Saving Function, National Income Equilibrium, Multiplier Concept, IS-LM Model; Investment Function and IS Curve; Aggregate Demand and Aggregate Supply Model; AD Curve, AS Curve, Equilibrium, Inflation: Price Indexes and Price Level; Reasons for Inflation; Consequences of Inflation, Employment and Unemployment: Kinds of Unemployment; The Measurement of Unemployment; Cures for Unemployment, Public Finance: Government Income; Government Expenditure; Financing the Government Budget, Fiscal Policy and Monetary Policy: International Trade: The Base of International Trade; Exchange Rates; Balance of Payment

Second Academic Year – Second Semester

EBM 2213 - Entrepreneurship and Small Business Management

Entrepreneurship

Definitions, Entrepreneurial Characteristics, Entrepreneurial Decision Process by Robert D. Hisrich, Entrepreneurial Development Programmes, Entrepreneurial Culture, The Dark Side of Entrepreneurship

Small Business Management

Introduction, Developing a Business Plan, Marketing Planning and Development, Strategic Plans for Small Business Enterprises (SBEs), Production and Operations Management for SBEs, Accounting and Financial Control of SBEs, HRM in Small Business Management, Sicknesses of Small Businesses, Problems Faced by SBEs and Ways of Overcoming

EBM 2222 - Economics of Environment & Natural Resources

History of Environmental Economics, Concepts of Natural Capital, Public Goods and Environment, Property Rights and Efficiency, Valuation of Environmental Economics, Non-Market Valuation, Project Cycle, Cost-Benefit Analysis

EBM 2233 - Human Resources Management

Introduction to HRM: Organizational Challenges; Human Resource as a Source of Sustainability; Competitive Advantage; Definition of HRM; Generic Purpose, Strategic Goals and Objectives of HRM; Key Result Areas in HRM; Integrated Aspect of HRM and Responsibility for HRM; The HRM Model; Evolution of HRM, Job Design: Definition; Significance of JD; Techniques of JD; Elements of JD; Trade Off between Efficiency Elements and Behavioural Elements, Job Analysis: Definition; Significance and Purpose of JA; JA Process, HR Planning: Definition; Significance of HRP; HRP Process' Principles of HRP, Recruitment: Definition; Importance of Recruitment; Recruitment Process, Selection: Definition; Importance of Selection; Selection Methods; Typical Selection Process, Hiring and Orientation: Definition of Hiring; Hiring Process; Appointment Letter; Definition of Orientation; Importance of Orientation; Orientation Process, Employee Performance Management: Definition of Performance Management; Purpose of Performance Management; Process of Performance Management; Definition of Performance Evaluation; Purposes of PE; PE Process; Evaluator Errors, Training and Management Development: Definitions of Learning, Education, Training and Development; Learning Principles; Training Cycle; Training Methods, Career Management: Definitions of Career Planning, Career Development and Career Management; Career Stages; Roles in Career Development; Innovative Corporate Career Initiatives; Managing Promotions and Transfers; Retirements and Pre-retirement Counselling; Enhancing Diversity through Career Management, Compensation Management: Definition of Compensation; Significance of Compensation Management; Purposes of

Compensation; Establishing Pay Rates; Competency Based Pay; Performance Related Pay; Designing and Executing Effective Incentive Programmes; Employee Benefits, Occupational Safety and Health Administration: Definitions; Significance of OSHA; Hazards and Accidents; Ergonomics, Developments in HRM and Special HRM Issues: Human Resource Accounting; Human Resource Information System; Strategic Human Resource Management; Women at work and Women in Management; International HRM

EBM 2243 - Development Economics

Theories of Development Economics, Past and Present Performance of Rich and Poor Countries, Inequality and Growth, International Investment and Trade, Development Aid, Role of the Government Corruptions, Millennium Development Goals, Policies and Strategies

EBM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-mails and Fax Messages, Technology of Business Communication

EBM 2263 - Management Information Systems

Introduction, What Is Information System?, Why Does Information System Exist?, Contemporary Approaches to Information System, Challenges of Information System, Information Systems in the Enterprise, Organizations and Information Systems, Ethical and Social Issues in Related to Systems, Knowledge Management in the Organization, Enhancing Management Decision Making, Building Information System, Business Value of Systems and Managing Change, Managing Information Systems, Managing International Information Systems

Third Academic Year – First Semester

EBM 3112 - Tools for Environmental Assessment

An Introduction to the Course, Dimensions of the Environment, Identifying the Environmental Values, Tools to Characterize the Environmental Settings, Tools to Aid Environmental Decision Making, Functional Analysis of Decision Aiding Tools, Forecasting for Environmental Decision Making, Environmental Impact Assessment (EIA), Strategic Environmental Assessment (SEA)

EBM 3123 – EcoAccounting & Finance

Introduction to Environmental Accounting and Environmental Management Accounting, Estimate an Organizations' Environmental Sustainable Profit, Introduction to Accounting and Financial Reporting for Environmental Costs and Liabilities, Liabilities and Costs in Financial Statements, Environmental Reporting and Stakeholder Groups and Their Information Needs, Management Accounting

EBM 3133 - Operations Management

Introduction, Operations Strategy and Competitiveness, Forecasting for Operations, Capacity Planning for Production and Service, Location Planning, Facility Layout and Assembly Line Balancing, Aggregate Sales and Operations Planning, Job Designs and Work Measurement, Inventory Control, Material Requirements Planning (MRP), Quality Control

EBM 3143 - Geographical Information Systems

Part I- Theory

Introduction to the GIS, Concept of Geo Referencing, Introduction to Global Positioning System (GPS), Transformation Global to National Grid, 3D Analysis, GIS Data Presentations, Creation layouts, Applications of GIS

Part II – Practical

Introduction to Basic Characteristics and Tools of GIS Software, Sources of GIS Data Inputs and Creation of GIS Data, Understanding Digitization, Understanding, Dereferencing, Querying GIS Data, Spatial Data Analysis, Land Use and Land Cover Classification, Buffer Zone Analyzing, Digital Elevation Model (DEM)

EBM 3153 - Industrial Ecology

Industrial Ecology – an Introduction, Humanity and Environment, The Industrial Ecology Concept, Technological Change and Evolving Risk, The Relevance of Biological Ecology to Technology, Design for Environment, Sustainable Operations Management, Managing Industrial Ecology in a Corporation, Service Technology and Environment, Industrial Ecosystem, Metabolic and Resource Analyses of an Industrial System, Systems Analysis, Models and Scenario Development, Earth Systems Engineering and Management, The Future of Industrial Ecology

EBM 3163 - Integrated Natural Resources Management and Environmental Law

Part I

Concepts of Resource Management, Defining Natural Resources, Resource Classification, Measures of Resource Availability of Stock Resources, Measures of Resources Availability of Flow Resources, Resource Scarcity, Ownership and Control of Resources, Understanding of Natural Resources of the World, Understanding of Natural Resources of Sri Lanka, Constrains of Resource Management, Solutions to Resource Degradation, Indigenous Resource Management Practices- Global and Local Examples

Part II

Introduction to the Environmental Law, Historical Development of Environmental Law, Importance of Environmental Law, Environmental Laws in Sri Lanka, Global Environmental Laws

Third Academic Year – Second Semester

EBM 3213 - Cleaner Production

What Is Cleaner Production?, Importance of Cleaner Production, Analytical Framework for Implementation of Cleaner Production, Cleaner Production Methodology, Capital Budgeting Decision, Integrating Cleaner Production and Energy Efficiency, Cleaner Production as an Enterprise Level Approach to Sustainable Development

EBM 3223 - Total Quality Management

Distinctive Aspects of TQM, The Essentials of TQM, Quality Planning, Customer Service Quality, Quality Management System, Productivity and Service Quality, Total Quality Management in Sri Lanka

EBM 3233 - Operational Research

Introduction, Mathematical Programming Techniques, Decision Theory, Net Work Techniques, Inventory Techniques

EBM 3242 - Environmental Management & Auditing Systems

An Introduction to the Course, Introduction to Standardization, History of Environmental Management Systems (EMS), Aims of an Environmental Management System, EMS Standards: ISO 14000 Series Standards, Implementing an Environmental Management System in a Company, Implementing an EMS, Benefits of EMS, Environmental Management Systems Auditing, Planning and Conducting an Environmental Audit, Cleaner Development Mechanism, Auditing Carbon Foot Print in a Company

EBM 3253 - Research Methodology

Introduction: What Is a Research? Why Business Researches? The Research Process, Formulating and Clarifying the Research Topic: Generating and Refining Research Ideas; Turning Research Ideas into Research Topics; Writing Research Proposal, Literature Review: What Is Literature? Importance of Literature; Literature Sources; Conducting Literature Search and Review, Research Strategy: Approaches to Research; The Need for a Clear Research Strategy; Research Ethics, Selecting Samples: Population and Sample; Sampling Needs; Types of Sampling, Data Collecting: Primary and Secondary Data; Data Collection Techniques, Data Analysis: Preparing Data; Presenting Data; Analyzing Data, Reporting the Research: Abstract; Introduction; Literature Review; Data Presentation and Analysis; Findings; Conclusions; References; Appendices

Fourth Academic Year – First Semester

EBM 4113 - Corporate Social Responsibility and EcoBusiness in Practice

An Introduction to the Course, Defining a Business, Global Ethics, Challenges for Industry Giants, What Is Corporate Social Responsibility (CSR)?, Corporate Citizenship and Community Economic Development, Historical Development of

CSR, Defining CSR, CSR Main Concepts, Main Components of CSR, Best Practices in Employee Empowerment, Benefits of CSR, Business and CSR, External Dimensions, Developing a Vision of a Value Driven Business, Capital Markets and Social Responsibility, Strategic CSR, Practices of Eco Businesses

EBM 4123 - Strategic Management

Overview of Strategic Management, Strategy Formulation, Strategy Implementation, Strategy Analyzing at the Corporate Level, Strategy Control

EBM 4133 - Green Marketing & Supply Chain Management

Part I

Introduction to Green Marketing, Concept of Green Consumerism, Eco Labelling, Green Challenge for Marketing, Green Marketing Strategies, Segmentation and Positioning with Green Markets, Green Products, Green Packaging, Green Distribution, Green Promotions

Part II

Analytical Framework, Supply, Production, Packaging, Transportation, Product Sales & Marketing, Product-End-of-Life Management

EBM 4143 - Project Management

Overview: Capital Expenditures, Resource Allocation Framework, Generation and Screening of Project Ideas, Market and Demand Analysis, Technical Analysis, Financial Analysis, Project Cash Flows, Appraisal Criteria, Analysis of Risk, Special Decision Situations, Social Cost Benefit Analysis, Multiple Projects and Constraints, Options and Flexibility, Qualitative Factors, Project Management, Project Review and Administrative Aspects

EBM 4152 - Creativity & Innovations Management

Introducing Creativity and Innovation, The Principles of Creativity and Innovation, Creativity Tools, Creative Teams and Team Consulting, Challenging Assumptions and Creativity Under Pressure, Cultures that Stimulate Creativity, Opportunity Identification, Creativity and Control, Innovative Ways to Creative Value, Weird Ideas that Work, Creative Solutions to Real Problems, Factors Associated with Creative Strategic Decisions, Product and Process Innovation and Design, Creating and Sharing Knowledge and Intellectual Property, Business Creation and Exploiting Innovations, Managing Creative Organizations, Innovation, Sustainability and Globalization

Fourth Academic Year – Second Semester

EBM 4216 – Dissertation/Industrial Training & Project Report

Dissertation

This course unit provides the students a thorough knowledge to empirical research in EcoBusiness Management and improves their understanding of the

research process and the key elements of a sound research design. The students are expected to carry out a research in EcoBusiness Management and prepare an independent dissertation based on the research proposal in EBM 3253 in Year III Semester II under the guidance of the research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training & Project Report

This course unit, the four months practical training component provides students with a practical knowledge of EcoBusiness Management in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations where they can be accommodated by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

6.7 BACHELOR OF SCIENCE (SPECIAL) HOSPITALITY MANAGEMENT

First Academic Year – First Semester

HM 1113 - PRINCIPLES OF MANAGEMENT

Definitions for Management, Managerial Roles and Skills, Levels of Management: Types of Management, Thoughts and Schools of Management, The Classical Management Theory; Scientific Management; Administrative Management; The Behavioural School; The Quantitative School, Current Directions in Management Thinking, Management by Objectives, Contingent Management, Managerial Functions: Planning; Decision Making; Organizing; Leading; Controlling; Environment and Management

HM 1123 - Business Accounting

Introduction to Accounting: Accounting Environment; Accounting Concepts; Assumption and Principles; Accounting Process; Interface between Technology & Accounting and Double Entry System and Accounting Equation, Sole Proprietorships: Single Entry; Adjusting Entry and Error Corrections; Service Organization and Applications and Bank Reconciliations, Single Entry Partnership Accounts: Introduction; Special Features of Partnership Accounts; Capital and Current Accounts; P & L Appropriation Account; Balance Sheet; Accounting for Unrecorded Assets; Joint Life Policy; Accounting Treatment for Goodwill; Revaluation of Assets; Changes in Ownership; Admission of a New Partner; Retirement/Death of a Partner; Dissolution of a Partnership; Amalgamation of Partnership Firms and Conversion to a Limited Company, Accounts of Non-Profit Making Organizations: Receipt and Payment Account; Income and Expenditure Account; Balance Sheet and Items Particular to Non Trading Concern

HM 1134 - Business Mathematics

Introduction: Number System; Algebraic Expression; Addition, Subtraction, Multiplication and Division of Expressions; Laws of Exponents; Factors, Linear and Quadratic Equations: Linear Equations; Simultaneous Equations; Quadratic Equations, Functions and Graphs: Functions; The Idea of a Mathematical Function, Ways of Symbolizing the Functional Relationship, Functions Involving More Than Two Variables, Graphs; Axes and Coordinates, Graph of a Function, Logarithms: Logarithm of a Number; Antilogarithm; Laws of Logarithm; Manipulation of Bar Value; Properties of Logarithmic Functions, Arithmetic and Geometric Progressions: Arithmetic Progression; The Standard Form of an Arithmetic Progression, Formula for the Sum of “n” Terms of the Series, Geometric Progression; The Standard Form of Geometric Progressions, Formula for the Sum of “n” Terms of the Series, Formula for the Sum of an Infinite Series, Mathematics of Finance: Simple Interest; Compound Interest; Discounting; Annuities; Ordinary Annuity, Written Down Value Method, Permutations & Combinations: Permutations; Combinations, Set Theory: Sets and Elements; Venn Diagrams; Operations with Sets, Matrices: Different Types of Matrices; Matrix Addition and Matrix Multiplication; Transpose of a Matrix; Inverse of a Matrix, Calculus: Rate of Change; Limits; Derivative; Rules of Differentiation; Integration

HM 1143 - Introduction to Information Technology

History and Evolution of Computing: History of Computers; Generations of Computers; Categorization of Computers; Number Systems, Components of Computer Systems: Hardware; Input Devices, Output Devices, Storage Devices, Processing Devices, Software; Application Software, Systems Software, Firmware, Live ware, Human Computer Interfaces: Introduction; Types of Interfaces, Methods of Data Processing: Batch Processing; Online Processing; Real-time Processing. Computer Security, Application Packages: MS Word; MS Power Point; MS Excel; MS Outlook; Web Browsing

HM 1153 - Business English I

Word Classes: Nouns; Types of Nouns, Singular/ Plural, Places of Nouns in Sentences; Forms of Verbs: “Be” Verbs, “Do” Verbs “Have” Verbs, Regular/ Irregular Verbs, Infinitives, Helping Verbs; Pronouns: Different Types of Pronouns, Use of Pronouns; Adjectives: Formation of Adjectives, Uses of Adjectives (Attributive/ Predicative Uses), Positioning of Adjectives; Comparisons of Adjectives: Forming and Positioning Comparative and Superlative Forms of Adjectives; Adverbs: Formation and Positioning of Adverbs in Sentences; Determiners: Different Determiners and Positioning of Determiners in Sentences; Prepositions: Different Prepositions, Positions, Uses and Meanings; Linking Words: Subordinating Conjunctions, Coordinating Conjunctions; Basic Sentence Patterns in English: SVC/ SVO/ SVOO/ SVA/ SVOC/ SVOA and Expansions; Tenses: Different Types of Tenses, Uses of Tenses; Forming Questions: Yes/ No, True/False Questions, WH Questions; Reading: Reading Simple Paragraphs and Understand Key Sentences and the General Idea, Pronoun References etc.; Speaking: Describing People, Objects, Events, Places, Charts, Graphs, Tables, Pictures, Maps, etc.

First Academic Year –Second Semester

HM 1213 - Commercial Law

Introduction: Legal History & Legal System of Sri Lanka; Sources of Law, Law of Contracts: Formation of Contract; The Essential Elements of a Valid Contract; Capacity to Contract; Conditions & Warranties; Breach of Contract & Remedies, Law of Partnership: Formation of a Partnership; Differences between a Company and a Partnership; Registration of Partnership; Dissolution of Partnership; E-Contracts, Introduction to Company Law: Introduction – as a Separate Legal Entity; Types of Companies; Formation of a Company, Law of Agency: Creation of an Agency; Types of Agent; The Relationship between Principal and Agent; Rights & Duties of the Principal & the Agent; The Authority of the Agent; Termination of Agency; Agent Contracts with the Third Parties, Law of Insurance: Contract of Insurance; Principles of Insurance; Termination of Insurance Contracts, Sale of Goods: Definition of Contract of Sale; Requirements of a Contract of Sale; Receipt and Acceptance; Conditions & Warranties; Duties of a Buyer and a Seller; Rights & Duties, Remedies for Breach of Sale of Goods, Consumer Credit, Law of Employment: Employer and Employee Relationship; Independent Contractor; Different Sectors of Employment; Types of Employment, Consumer Protection: Main Features of the 2003 Consumer Affairs Authority Act, The Law of International Trade: International Sale of Goods Contract; Carriage of Goods by Sea

HM 1222 - Environmental Studies

Definition and Addressing of Environment, Significance of Environment, Related Aspects of Environment, Components of the Environment, Human Interactions with Environment, Major Environmental Issues, Environmental Pollution: Air Pollution; Water Pollution; Land Pollution; Noise Pollution; Visual Pollution, Pollution Prevention, Solid Waste Management, Energy and the Environment, Environmental Health, Environmental Legislation, Environmental Appreciation, Global and National Environmental Trends over the Sustainability

HM 1233 - Business Statistics

Introduction to Statistics: Definition; Statistics and Business Decisions; Descriptive Statistics and Statistical Inference, Sources of Data, Discrete and Continuous Variables, Compilation and Presentation of Data: Methods of Data Collection; Introduction to Sampling Techniques; Charts and Graphs, Grouped and Ungrouped Frequency Distribution: Measurement of Central Tendency; Mean, Median and Mode, Geometric Mean and Harmonic Mean, Positional Measures; Range, Quartiles and Deciles, Mean Deviation, Variation and Standard Deviation, Skewness, Correlation and Regression: Scatter Graphs; Measures of Correlation and Simple Linear Regression; Method of Least Square-curve Fitting; Rank Correlation, Time Series Analysis: Different Components of Time Series; Analysis of Time Series; Additive Model, Multiplicative Model, Trend Analysis; Free Hand Method, Semi Average

Method, Least Square Method, Seasonal Variation, Introduction to Probability: Probability; Probability Distributions; Binomial Distribution, Poisson Distribution, Normal Distribution

HM 1243 - INTRODUCTION TO TOURISM AND HOSPITALITY

Introduction: Terms and Definition of Tourism; Past, Present and Future of Tourism; Structure and Organization of the Tourism Industry; Tourism Determinants; Travel Motivators; Tourism Products and Services; Characteristics of Tourism Products; Forms of Tourism and Types of Tourists, World Tourism Scene: Value and Volume of the World Tourism; Tourism Generators and Destinations; Tourism in Developed and Developing Countries, An Overview of Tourism in Sri Lanka, Impacts of Tourism: Economic Impacts; Environmental Impacts; Socio-cultural Impacts

HM 1253 - Business English II

Modal Verbs: Modal Verbs and Different Uses of Them; Phrases: Noun Phrases, Verb Phrases, Prepositional Phrases (Adverbial/ Adjectival), Positioning of Phrases in Sentences, Participial Phrases (Present/ Past); Combining Sentences Using Coordinating and Subordinating Conjunctions; Clauses: Noun Clauses, Relative Clauses, Conditional Clauses; Direct/ Indirect Objects; Cohesive Devices; Passive Voice; Indirect Speech; Writing: Writing Narrative, Descriptive and Analytical Paragraphs, Notes, Letters (Formal/Informal), Expand Sentences into Short Paragraphs, Summarize Simple Paragraphs; Speaking: Dialogues, Group and Panel Discussions, Conversations, Make Simple Presentations, Prepare Simple Speeches Using Simple and Complex Cohesive Devices and Sequence Words; Reading: A Variety of Reading Materials - Paragraphs Written on Various Fields, Letters, and Descriptive, Analytical and Persuasive Pieces of Texts, Newspaper Articles

HM 1263 - Micro Economics

Nature, Scope and Importance of Economics: Introduction to Economics; Nature of Economics; Micro and Macro Economics; Methodology and Tools; Basic Concepts in Economics; Resources, Scarcity, Human Wants and Needs, Economic Circle, Opportunity Cost, Production Possibility Curve, Economic Problems and Economic Systems: Basic Economic Problems; Economic Systems; Capitalist, Socialist, Mixed, Price Theory: Market; Factor Market, Commodity Market, Law of Demand and the Demand Curve; Exceptions to the Law of Demand; Law of Supply and the Supply Curve; Market Equilibrium; Consumer's Surplus and Producer's Surplus; Changes in Equilibrium, Elasticity Concept: Types of Elasticity; Price, Income, Cross, Computation and Interpretation; Uses of the Concept, Consumer Behaviour Theories: Marginal Utility Analysis; Utility, Total and Marginal Utility, The Law of Diminishing Marginal Utility, Consumer's Equilibrium and Its Changes, Indifference Curve Analysis; Indifference Curve and Its Characteristics, Price Line/ Budget Line, Consumers Equilibrium and Its Changes, Price and Income Consumption Curves, Comparison between Marginal Utility Analysis and Indifference Curve

Analysis, Production Theory: Introduction; Short-run Production Analysis; Fixed Factors and the Variable Factors, Total, Marginal and Average Production, Various Stages of Short Run Production, The Law of Variable Factor Proportion, Long-run Production Analysis: Production with Multiple Factors; Iso-quants and Producer's Equilibrium; External and Internal Economies; Changes in Producer's Equilibrium; Decision on Optimum Plant Size, Analysis of Cost: Short-run Cost Analysis; Types of Costs; Uses of Various Cost Items; Long-run Cost Analysis; Long-run Average Cost, Shape of the LAC, Income Analysis and Equilibrium of a Firm: Market Structures; Perfect Competition; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis, Monopoly; Characteristics, Equilibrium of the Firm, Short-run and Long-run Analysis, Oligopoly; Characteristics, Equilibrium of the Firm and Industry, Short-run and Long-run Analysis

Second Academic Year –First Semester

HM 2113 - Marketing Management

Opening Perspective: Definition of Marketing; Marketing Concepts and Tools; Company Orientations towards the Market Place, The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Social Marketing Concept, Customer Value and Satisfaction; Customer Value, Customer Satisfaction, Market – Oriented Strategic Planning; Corporate and Division Strategic Planning; Business Strategic Planning; The Marketing Process, The Value- Delivery sequence, Steps in the Planning Process, Collecting and Using Marketing Information: Evaluating Information Needs; Marketing Intelligence System; Marketing Decision Support System; Marketing Research, Role of Marketing Research, Marketing Research Process, Forecasting and Demand Measurements: The Measures of Market Demand; Estimating Current Demand, Scanning the Marketing Environment: How Does Marketing Use Environmental Scanning?; Elements of the Marketing Environment, Ethics and Social Responsibility: Consumer Buying Behaviour; Consumer Purchase Decision Process; A Model of Consumer Behaviour; Factors Influencing Buyer Behaviour, Market Segmentation, Targeting and Positioning: Segmentation; Selecting/ Targeting; Positioning, Making Marketing Decisions: Product and Brand Decisions; Pricing Decisions and Strategies; Managing Market Channels; Managing Integrated Marketing Communications, Service and Non Profit Marketing; Make a Service Company Successful; How Do Consumers Purchase Services?; Managing Non Profit Marketing

HM 2123 - Hotel Housekeeping

Role of Housekeeping in Guest Satisfaction: Hierarchy in Small, Medium, Large and Chain Hotels; Identifying Housekeeping Responsibilities; Personality Traits of Housekeeping Management Personnel; Duties and Responsibilities of Housekeeping Staff; Layout of the Housekeeping Department, Cleaning Organizations: Principles of Cleaning, Hygiene and

Safety Factors in Cleaning; Methods of Organizing Cleaning; Frequency of Cleaning Daily, Periodic, Special ; Design Features that Simplify Cleaning; Use and Care of Equipment, Pest Control: Areas of Infestation; Preventive Measures and Control Measure, Cleaning Agents: Classification of Cleaning Agents; Use, Care and Usage, Distribution and Controls, Composition, Care and Cleaning of Different Surfaces: Metals; Glass; Leather; Leatherettes; Rexines, Plastic; Ceramics; Wood; Wall Finishes; Floor Finishes; Types of Beds and Mattresses, Keys: Types of Keys; Key Cards; Key Control, Room Layout and Guest Supplies: Different Types of Room Layouts; Guests Special Requests, Area Cleaning: Guest Rooms; Front of the House and Back of the House, Divisions under House Keeping: Linen Room; Linen Room Staff and Their Responsibilities, Standard Sizes of Linen, Uniform Room, Selection of Fabric, Maintenance and Laundering, Laundry; Process, Equipment, Staff, Records of Housekeeping Management: Reporting Staff Placement; Room Occupancy Report; Guest Room Inspection; Entering Checklists; Floor Register, Work Orders; Log Sheet; Lost and Found Register and Enquiry File; Handover Records; Guest's Special Requests Register; Record of Special Cleaning; Call Register; VIP Lists; Interior Decoration and Flower Arrangements; Interdepartmental Relationships

HM 2133 - Organizational Behaviour

Introduction to Organizational Behaviour: Definitions; Contributing Disciplines to the OB Field; Organizational Behaviour Model; Issues & Challenges, Values, Ethics and Attitudes: Define Values; Importance of Values; Types of Values; Ethics; Definition of Attitude and Components of Attitudes; Functions of Attitudes; Attitude and Behaviour Relationship; Changing Attitudes; Attitude Survey, Perception, Attribution & Individual Decision Making: Definition of Perception; Factors Influencing Perception; Perceptual Errors; Influence of Perception on Individual Decision Making; Attribution Theory; Attribution Errors and Individual Decision Making, Personality; Definition of Personality; Personality Determinants; Personality Traits; The Big Five Model; The Myers-Briggs Type Indicator; Locus of Control; Type A Personality and Type B Personality; Achieving Personality Fit, Learning & Behaviour Modification: Definition of Learning; Classical Conditioning; Operant Conditioning; Cognitive Theories; Social Learning and Social Cognitive Theory; Behaviour Modification and Reinforcement, Positive Organizational Behaviour: Positive Psychology; Self- Efficacy; Of Self-Efficacy; Optimism; Hope; Resiliency; Psychological Capital; Happiness or Subjective Well-Being; Emotions and Intelligence, Work Stress and Stress Management; Definition of Stress; Causes of Stress; Consequences of Stress; Moderators of Stress; Managing Stress, Groups and Teams in Organizations: Definitions of Groups and Teams; Types of Groups and Teams; Group Dynamics; Group Behaviour Model; Dysfunctions of Groups and Teams; Creating Effective Teams, Conflicts: Definition of Conflicts; Different Views of Conflicts; Types of Conflicts; The Conflict Process; Managing Conflicts, Power & Politics in Organizations: Definition of Power; Definition of Politics; Implications on Organizational Processes, Organizational Cultures: Definition

of Culture: Dimensions of Organizational Culture; Forming, Sustaining and Changing Organizational Culture; Fostering Cultural Diversity, Workforce Diversity in Organizations: Nature of Workforce Diversity; Gender Differences; Age, Race & Ethnicity; Challenge of Managing Workforce Diversity

HM 2143 - Sri Lankan Studies

History of Ceylon: The Pre-historic Society; Arrival of King Vijaya; Arrival of the Buddhism; Beginning of the Sri Lankan Culture, Planning and Developing the Cities and “Wewgam” Centred Societies: King Pandukabhaya’s Pioneer City Planning in Anuradhapura; Ruined and Lost Cities in Sri Lanka; Architecture in Ancient Ceylon (From the Cave to the Palace); The “Wewa” and “Vee Culture” and Irrigation System of Ancient Sri Lanka, Monuments from the Past (Artifacct and Tourism Value): Ruins and the Heritage in the Lost Kingdoms, Anuradhapura: Mihinthale Site: Seegiriya Site: Rangiri Dambulla: Polonnaruwa Period: Dambadeniya, Yapahuwa, Kurunegala, Gampola and Kandyan Period: Kotte and Contemporary Period: Other Preservations of Monuments: Importance; Techniques Adopted, Folk Culture: Material Culture: Non Material Culture, Geographical Characteristics of Sri Lanka: Location; Climatic Conditions and Zones; Flora and Fauna Species and Reserved Forests; Other Natural Resources (Rivers, Waterfalls, Mountains, Water Springs, etc.), Demographical Characteristics of Sri Lanka: Socio-culture and Religions Diversity; Educational Diversity; Income Diversity; Genetic Diversity, Administrative System of the Country Before and Post Independent: Administrative System of Ancient Sinhala Kingdoms; The Period of Portuguese (1505-1796 AD): The Period of Dutch (1796-1815 AD):The Period of English (1815-1948 AD), The Post Independent: Different Policy Implementation; Politics and Internal Crisis

HM 2153 - Business Communication I

Introduction to Business Communication, Deals with Making Presentations, Using Telephones, Conducting and Participating in Meetings, Factors Important in Participating in, Public Speaking/ Making Speeches

HM 2163 - Macro Economics

Introduction to Macroeconomics: Macroeconomics; Key Macroeconomics Variables; Macroeconomic Goals and Policy, National Income Accounting: Importance of Preparation of National Accounts; Problems in Preparation of National Accounts; Methods of National Accounting; Production Approach, Income Approach, Expenditure Approach, Determination of National Income: Circular Flow of National Income; Income - Expenditure Model; Consumption and Saving Function, National Income Equilibrium, Multiplier Concept, IS-LM Model; Investment Function and IS Curve; Aggregate Demand and Aggregate Supply Model; AD Curve, AS Curve, Equilibrium, Inflation: Price Indexes and Price Level; Reasons for Inflation; Consequences of Inflation, Employment and Unemployment: Kinds of Unemployment; The Measurement of Unemployment; Cures for Unemployment, Public Finance: Government Income; Government Expenditure; Financing the Government Budget, Fiscal Policy and Monetary Policy: International Trade: The Base of International Trade; Exchange Rates; Balance of Payment

Second Academic Year –Second Semester

HM 2212 - Hospitality Accounting

Introduction to Accounting, Hotel Revenue Accounting and Controls, Revenue Concepts; Internal Control for Food and Revenue Sales; Credit Cards, Guest Checks, Guest Charges, Front Office Operations, Daily Room Reports, Housekeepers' Report, Hotel Expense Accounting; Rooms, Food and Beverage, Administrative and General, Marketing, Human Resources, Energy Costs, Cost of Food and Beverage Sales, Payroll and Related Charges, Property and Equipment Accounting: Acquisition Costs; Land with Building to Demolish, Land and Building for a Lump Sum, Equipment Requiring Special Installation, Building Repairs and Improvements, Chinaware, Glassware and Silverware, Uniforms and Linen, Depreciation of Property and Equipment; Straight Line Method, Declining Balance Method, Depreciation of China, Glassware and Silverware, Amortization of Leaseholds, Disposal of Property and Equipment, Hotel Financial Statements: The Management Information System; Account Numbering Systems, Departmental Income Statements, Departmental Expenses Statements, Schedule to the Financial Statements, Notes to the Financial Statements, Statement of Cash Flows

HM 2223 - Tourism Resources and Recreational Management

Introduction, Leisure, Recreation and Tourism, Recreational Potentials of Physical Geography (Landforms & Water Resources, Flora & Fauna), Types of Recreational Activities, Parks and Recreational Management: Parks Management; Visitor Management; Recreation Facility and Planning; Interpretation in Parks and Recreation, Recreational and Educational Potentials of Anthropogenic Resources (Social & Cultural Resources): Cultural and Educational Tourism; Recreation and Entertainment of Cultural Tourists; Events Planning and Management; Sports Tourism, Rational Use of Natural and Anthropogenic Resources for Tourism: Principles of Sustainable Development of Tourism

HM 2233 - Human Resources Management

Introduction to HRM: Organizational Challenges; Human Resource as a Source of Sustainability; Competitive Advantage; Definition of HRM; Generic Purpose, Strategic Goals and Objectives of HRM; Key Result Areas in HRM; Integrated Aspect of HRM and Responsibility for HRM; The HRM Model; Evolution of HRM, Job Design: Definition; Significance of JD; Techniques of JD; Elements of JD; Trade Off between Efficiency Elements and Behavioural Elements, Job Analysis: Definition; Significance and Purpose of JA; JA Process, HR Planning: Definition; Significance of HRP; HRP Process' Principles of HRP, Recruitment: Definition; Importance of Recruitment; Recruitment Process, Selection: Definition; Importance of Selection; Selection Methods; Typical Selection Process, Hiring and Orientation: Definition of Hiring; Hiring Process; Appointment Letter; Definition of Orientation; Importance of Orientation; Orientation Process, Employee Performance

Management: Definition of Performance Management; Purpose of Performance Management; Process of Performance Management; Definition of Performance Evaluation; Purposes of PE; PE Process; Evaluator Errors, Training and Management Development: Definitions of Learning, Education, Training and Development; Learning Principles; Training Cycle; Training Methods, Career Management: Definitions of Career Planning, Career Development and Career Management; Career Stages; Roles in Career Development; Innovative Corporate Career Initiatives; Managing Promotions and Transfers; Retirements and Pre-retirement Counselling; Enhancing Diversity through Career Management, Compensation Management: Definition of Compensation; Significance of Compensation Management; Purposes of Compensation; Establishing Pay Rates; Competency Based Pay; Performance Related Pay; Designing and Executing Effective Incentive Programmes; Employee Benefits, Occupational Safety and Health Administration: Definitions; Significance of OSHA; Hazards and Accidents; Ergonomics, Developments in HRM and Special HRM Issues: Human Resource Accounting; Human Resource Information System; Strategic Human Resource Management; Women at Work and Women in Management; International HRM

HM 2243 - Development Economics

Concepts, Theories of Development Economics: Origins of Modern Development Economics; Linear Stages of Growth Model; Structural Change Theory; International Dependence Theory; Neo Classical Theory, Past and Present Performance of Rich and Poor Countries, Relationship between Poverty, Inequality and Growth, International Investment and Trade, Development Aid: Role of the Government Corruptions, Millennium Development Goals: Policies and Strategies

HM 2253 - Business Communication II

Adhering to a Structure in the Preparation of Business Writing, Writing Formal and Informal Letters, Memoranda, Recruitment Correspondence, Forming Questionnaires, Summarizing/Expanding and Editing Text, Meetings Documentation, Preparing Advertisements and Tender Notices, Circulars and Sales Letters, Writing Reports, Interpreting Graphs and Charts, Writing E-mails and Fax Messages, Technology of Business Communication

HM 2263 - German I

Introduction, Exposure the Interesting Parts of German, Greetings, Self Introductions, Nouns, Articles and Genders, Verbs and Verb Conjugations, Alphabets, Nominative / Subject, Simple Sentences, Word Order and Verb Positioning, Counting, Time and Duration, Breakable and Unbreakable Verbs, Direct Objects / Accusative

OR

HM 2263 - Japanese I

Fundamental Elements of Japanese Language, Japanese Characters, Hiragana and Katakana, Japanese Pronunciation, Greetings and Numbers

Third Academic Year –First Semester

HM 3113 - Food and Beverage Management I

The Hotel and Catering and Industry: Introduction to the Hotel Industry ; Role of Catering Establishment in the Travel/Tourism Industry; Types of F&B Operations; Classification of Commercial, Residential/Non-residential; Structure of the Catering Industry, Departmental Organization and Staffing: Organization of F&B Department of Hotel; Principal Staff of Various Types of F&B Operations; Terms Related to F&B; Duties & Responsibilities of F&B Staff; Attributes of a Waiter, Food Service Areas and Ancillary Departments: Restaurant, Coffee Shop, Cafeteria, Fast food, Room Service, Bar Service and Banquet Services; Ancillary Departments; Pantry, Food Pick Up Area, Store, Kitchen Stewarding, Menu Knowledge: Table D' hote Menus; Ala Carte Menus, Banquet Menus; 7 Course, 5 Course, 4 Course, 3 Course Menus (French Classical Menus), Food and Beverage Equipment: Cutlery; Crockery; Glassware; Flatware; Hollowware, Methods of Service: Table Laying for Different Meals; Restaurant Reservation; Receiving and Seating the Guest; Types of Services; Plated Service, Silver Service, German Service, Russian Service, Room Service, Simple Control System: KOT/Bill Control System; Making Bill; Cash Handling Equipment; Record Keeping, Complaint Handling: Identification Complain; Effective Complain Handling; Additional Suggestions

HM 3122 - Service Quality Management

Understanding Customer Care: Definition of Customer & Service; Types of Customers; Understanding Customer's Needs & Expectations; Building Relationship, Communicating with Customers: Important of Effective Communication; Consequences of Poor Communication; Reasons for Communication Failure, Methods of Communication; Communication Style, Profile of Customer Service Providers: Importance of Positive Self-esteem; Critical Service Attributes, Tools for Identifying Service Attributes, Service Etiquette: Project a Professional Image; Attending to Customers; Service Over the Telephone, Understanding Quality Service: Introduction to Service Industry; Service Strategy; Service Triangle; Service Chain; Moments of Truth, Managing Service Quality: Importance of Service Quality; The Conceptual Model of Service Quality; Service Dimensions, Handling Service Breakdowns: Why Does Service Break Down? Effects of Service Breakdowns; Service Recovery Technique; Preventing Service Breakdowns, The Service Promise: Service Promise /Guarantee; Service Guarantee, Differentiating Service: Service as a Product; Service Product Models; Service Differentiation, Productivity and Quality: Define Productivity and Quality; Deming's Fourteen Points for Quality Management; Deming's PDCA Approach to Problem Solving, ISO 9000 and HACCP, Customer Preferences, Needs and Expectations: Define "Conflict"; Reasons for Conflict; How Do Conflicts Affect Service?; How Do Colleagues Affect Service?; Working in a Socially Diverse Environment, Elements of Product and Service Knowledge: Define "Complaint"; Reasons for Customers' Complaints; Categories of Customers' Complaints; Impact of Customers' Complaints; Effective Steps for Handling Complaints

HM 3132 - Hospitality Marketing

The Role of Marketing in Hospitality Management: Understand the Development of the Hospitality Marketing; Identify Marketing as a Management Philosophy; Practising Effective Hospitality Marketing, The Centrepiece of Hospitality Marketing: Study about Service Encounters; Way of Enhancing Service Quality, Hospitality Marketing Strategies: Planning for Strategic Decisions; Identifying the Strategic Views of Hospitality Marketing, Strategic Hospitality Management Planning: Identifying Planning Levels and Tasks; Forecasting Sales and Marketing Plans, Individual Guest Behaviour: Introduction to Models of Guest Behaviour; Identify Guest Search Process; Application of Guest Behaviour Models, Business Guest Behaviour: Study of Corporate Market; How Corporate Decisions are Made?, Segmenting and Targeting Markets: Ways of Segmenting Markets; Criteria for Effective Segmentation, Marketing Data and Information Systems: Identify the Need for Marketing Information; Study about Hospitality Marketing Research Process; Describe the Marketing Research Approaches; Developing Hospitality Marketing Information Systems, Product/Service Mix: Designing the Hospitality Product Offer; Analyzing Tools of Product Decision-Making, Distribution Mix: Designing Distribution Networks; Organizing Distribution Networks, Pricing Mix: Economics of Pricing; Identify the Psychological Factors and Guest Expectations, Advertising and Public Relations: Effective Market Communications; Hospitality Advertising and Public Relations, Future Perspectives: Developing a Future Orientation; Serving Future Guests; Future Marketing Developments

HM 3143 - Tourism Information Systems

Fundamentals of Information System: Introduction to Information System; Evolution, Definition, Significance, etc. Information System for Operations, Management and Strategic Advantage; Automation, Downsizing and Outsourcing, Total Quality Management, Employee Empowerment, Reengineering etc., Solving Problems in the Business with Information System; Planning, Organizing, Leading, Controlling, Marketing, Production and Accounting etc. Information Technology: A Managerial Overview; Computer Hardware; Input, Output, Processing and Memory, Secondary Storage, Communication Devices etc. Computer Software; Word Processing, Spread Sheet, Data Base Management, Graphics etc. Applications in Business and Management: End User Computing and Office Automation; Transaction Processing System (TPS); Business Information System (BIS); Decision Support System (DSS) and Executive Support System (ESS); Artificial Intelligence in Business, Application in Tourism Operations: Introduction; History, Importance, Scope etc., Global Reservation System (GRS); Features, Currently Available Different Systems and Software etc.; Front-office and Back-office Systems; Geographical Information System (GIS); Introduction and Applications; Telephone Techniques, Managing Information Technology: Management and Planning Issues; Implementation and Control; International and Ethical Dimension

HM 3153 - Front Office Management

Introduction to Hotel Core Areas with Special Reference to Front-office: Classification of Hotels: According to Size; According to Facilities; According to Location, Types of Rooms: Organization: Function Areas; Front-office Hierarchy; Duties and Responsibilities of Front-office Staff; Personality Traits; Tariff Structure: Basis of Charging; Plans, Competition; Customer Profile; Standards of Service and Amenities; Different Types of Tariffs, Hotel Entrance, Lobby and Front-office: Layout; Front-office Equipment (Non Automated, Semi Automated and Automated), Guest Handling: Pre Arrival and Arrival; Stay, Departure and After Departure. Reservations: Importance of Reservations; Reservation Process; Modes; Channels and Sources; Types of Reservations; Systems; Cancellation/ Over Booking, Room Selling Techniques: Up Selling; Discounts, Arrivals: Preparing for Guest Arrivals at Reservation and Front-office; Receiving of Guests, Pre-registration; Registration (Non Automatic, Semi Automatic and Automatic); Relevant Records for FITs, Groups, Air Crews & VIPs, Bell Desk: Functions; Procedures and Records, During the Stay Activities: Information Services; Message and Mail Handling; Key Handling; Room Selling Technique; Complaints Handling; Guest History, Communication: Different Forms of Communication; Benefits of Effective Communication; Communication Styles; Conflicts and Conflict Resolution, Cashiering: Processing Travellers' Cheques and Credit Cards; Foreign Currency Exchange; Handling Safe Deposit Box; Theft and Security, Night Auditing: What Is Night Auditing? Night Auditing Process; Reports Generated by the Night Auditor, Front-office Coordination with Other Departments

HM 3163 - German II

Introduction, Practising Communication over Everyday Activities, Modal Verbs and Infinitives, Nominative and Accusative in Sentences, Adjective and Adjective Formations, Helping Verbs, Perfect Tenses and Past Participle, Regular and Irregular Verbs, Questioning and Question Words, Positive and Negative Speech, Dative / Indirect Object / Dative Verbs and Accusative Verbs, Prepositions: Demonstrative Pronouns; Comprehensive Reading, Describing Pictures and Activities

OR

HM 3163 - Japanese II

Basic Grammar, Simple Conversation, Kanji Characters

Subject, Object, Verb Order of Simple Sentences, Questions (A Few Interrogatives, Asking whether a Statement Is Correct or Not), Expressions of Time, Invitations and Response to Them, Simple Present Tense, Simple Past Tense with Affirmative and Negative Forms, Transitive Verbs

Third Academic Year – Second Semester

HM 3213 - Food & Beverage Management II

Guest Satisfaction in Hospitality: Why Is the Guest So Important to a Hotel?; First Impression and Its Importance; Understanding the Cultural Differences,

Alcoholic Beverages: Wine, Beer, Whisky, Brandy/Gin/Rum/Vodka; Cocktails, Non – Alcoholic Beverages: Manufactured Mineral Water; Natural Mineral Water; Flavoured Beverages; Tea; Coffee; Mocktails, Types of Bars: Different types Bars; Different Purposes Bars; Bar Equipments, Menu Planning: Origin of Menu; Menu Planning Procedures; Menu Planning Constraints; Menu and the Service Plan, Salads: Types of Salad; Types of Dressings; Service of Salads, Catering Organizations: Industrial Catering; Hospital Catering; Airline Catering; Marine Catering, Tobacco: Origin of Tobacco Industries; Types of Tobacco, Food Cost Control, Pricing Methods: Considering the Type of Clientele; Considering the Competitive Market; Considering the Locations, Planning a Future Career: What Makes a Good Manager? Personal Appearance of a Manager; Inner Qualities of a Good Manager

HM 3223 - Legal & Administrative Environment of Tourism

Evolution of National Tourist Organizations in Sri Lanka: Ceylon Tourist Board, Sri Lanka Tourism Development Authority; Tourism Promotional Bureau, Legislations on Operation and Management of Tourism Services: Tourist Hotels; Travel Agencies; Tour Guide Lecturers; Other Specified Services (Restaurants, Guesthouses, Tourist Shops etc.), Star Classification of Tourist Accommodation Services in Sri Lanka: Hotels, Rest Houses; Guest Houses, Legislations Governing Tourism Sector Employees

HM 3233 - Operational Research

Introduction: Evolution of Management Science; Basic Concepts and Models, Mathematical Programming Techniques: Linear Programming; Formulation of Model, Graphical Method, Simplex Method, Sensitivity Analysis, Transportation Problems; Formulation of Transportation Problem, Finding the Initial Solution of the Transportation Problems, Finding the Optimal Solution, Special Cases of the Transportation Problem, Assignments Problems; Mathematical Statement of the Assignment Problem, Hungarian Method of Finding Optimal Solution, Prohibited Assignments, Decision Theory: Types of Decision Making Situation; Decision Making under Risk; Decision Making under Uncertainty; Decision Trees (Graphical Method), Net Work Techniques: PERT/ CPM; Network Diagrams; Crashing Network. Inventory Techniques: Inventory Costs; Economic Order Quantity (EOQ) Model; EOQ Model with Non-zero Lead Time; EOQ Model with Uniform Replenishment Rate

HM 3243 - German III

Introduction: Prepositions / Changing Prepositions, Moving Verbs and Stationed Verbs, Reflexive Nouns and Verbs, Genitives, Imperative, Comparative and Superlative, Past Tenses, Hard Verbs and Soft Verbs, Conditional Tenses, Letter Writing, Building Conversation and Interviews, Comprehensive Reading, Describing Pictures, Magazine and Newspaper Reading

OR

HM 3243 - Japanese III

Grammar and Conversation

The First Half of Elementary Level, Deepen the Knowledge of Using Particles Further Adjectives, Predicates, Noun Modifiers, Some Interrogatives (Dore, Doshite etc.), Counter Suffixes, Expressions of Existence, Causal Relationship of Two Sentences, Desires, Prohibition, Granting Permission, Instruction (to do/ not to do), Ability, Possibility, Handle Past Tense 'o', Noun Sentences and Adjectives, Understand Verb Conjugation, Groups, Forms (~te, ~masu, ~nai and Dictionary Forms), Use Present Continuous Tense

HM 3253 - Research Methodology

Introduction: What Is a Research? Why Business Researches? The Research Process, Formulating and Clarifying the Research Topic: Generating and Refining Research Ideas; Turning Research Ideas into Research Topics; Writing Research Proposal, Literature Review: What Is Literature? Importance of Literature; Literature Sources; Conducting Literature Search and Review, Research Strategy: Approaches to Research; The Need for a Clear Research Strategy; Research Ethics, Selecting Samples: Population and Sample; Sampling Needs; Types of Sampling. Data Collecting: Primary and Secondary Data; Data Collection Techniques, Data Analysis: Preparing Data; Presenting Data; Analyzing Data, Reporting the Research: Abstract; Introduction; Literature Review; Data Presentation and Analysis; Findings; Conclusions; References; Appendices

HM 3263 - Professional Cookery I

Introduction to Cookery: Levels of Skills and Experiences; Attitudes and Behaviour in the Kitchen; Aims and Objectives of Cooking Food; Personal Hygiene; Uniforms & Protective Clothing; Safety Procedure in Handling Equipment; Various Textures and Various Consistencies, Techniques Used in Pre-preparation, Hierarchy of the Department: Classical Brigade; Modern Staffing in Various Category Hotels; Roles of Executive Chef; Duties and Responsibilities of Various Chefs; Co-operation with Other Departments, Organization and Layout: General Layout of the Kitchen in Various Organizations; Layout of Receiving Areas; Layout of Service and Wash Up, Culinary Terms: List of Culinary Terms; Explanation with Examples, Different Equipments Used in Food Production, Basic Menu Planning: Types of Menu; Menu Planning Principles, Cooking Methods: Types of Cooking Methods; Selection of Foods for Each Type of Cooking, Basic Principles of Food Production: Vegetables and Fruit Cookery; Classification of Vegetables, Pigments and Colour Changes, Effects of Heat on Vegetables, Cuts of Vegetables, Uses of Fruits in Cookery, Stocks; Types of Stocks, Preparation of Stocks, Storage and Uses of Stocks, Care and Precautions, Soups, Classification of Soups, Recipes, Garnishes and Accompaniments, Sauces, Classification of Sauces, Recipes, Derivatives, Rice/Cereals and Pastas; Classification and Identification, Cooking of Rice, Cereals and Pastas, Food Safety and Sanitation: Food Nutrition: Food Presentation and Garnishes

Fourth Academic Year – First Semester

HM 4113 - Professional Cookery II

Food Production: Meat Cookery; Introduction, Cuts of Beef/ Pork/Muttons/Lam/ Veal, Methods of Cooking Meats, Fish Cookery and Sea Food; Classification of Fish, Cuts of Fish, Selection of Fish, Preparation of Sea Foods (Cuttlefish/ Crabs/ Prawns/ Lobsters), Poultry; Introduction, Cuts of Chicken, Egg Cookery; Introduction, Selection of Egg, Uses and Methods of Cooking Egg, Bakery: Pastry; Short Crust, Laminated, Rough Puff, Simple Breads; Principles of Bread Making, Simple Yeast Breads, Sandwiches; Types of Sandwiches, Important Aspects of Preparing Sandwich, Pastry Creams; Basic Pastry Creams, Preparation and Care in Production, Commodities: Flour; Types of Wheat and Flour, Uses of Flour in Food Production, Cooking of Flour, Fats and Oils; Role of Fats and Oils, Varieties, Advantages and Disadvantages, Raising Agents; Classification, Role of Raising Agents, Sugar; Types of Sugar, Cooking of Sugar, Basic Commodities: Milk; Types of Milk, Processing and Pasteurization of Milk, Nutritive Value; Cream; Types of Cream, Processing of Cream, Cheese; Types of Cheese, Processing of Cheese, Butter; Classification, Types of Butter, Thickening Agents: Introduction; Types of Thickening Agents; Preparation, Salads and Dressings: Types of Salads; Preparations of Salads, Desserts: Types of Desserts, Recipes

TM 4123 - Strategic Management

Overview of Strategic Management: Evolution of Strategic Management Concept; Characteristics of Strategic Management Decisions; Importance of Strategic Management in Organizations; Strategic Thinking; The Strategic Management Process, Strategy Formulation: Articulating a Strategic Vision for the Company; Characteristics of a Vision, Benefits of a Vision, What constitutes a Vision?, The Mission Statement, Analyzing the External Environment; Remote Environment, Industry and Competitive Analysis, (Five Forces Model, The Key success Factors), Internal Environment Analysis; SWOT Analysis; Strategic Cost Analysis and Value Chain Concept, Benchmarking, Developing Objectives (Corporate, Business and Functional Levels); Crafting a Strategy; Corporate, Business and Functional Levels Strategies, The Factors that Shape Company's Strategy, Linking Strategies with Ethics and Social Responsibility, Strategy Implementation: Strategy and the Culture Relationship; Strategy and the Structure Relationship; Leadership and Decision Making Styles, Strategy Analyzing at the Corporate Level: BCG/ Growth Share Matrix; The GE Nine Cells Matrix, Strategy Control

HM 4133 - Resort Development & Management

Introduction to Destination Resorts: What is the Purpose/Value/Importance of Good Resort Management? What Is a Destination Resort? What Facilities Exist within a Resort? Resort Trends; Location, Type, Design, Funding, Management, Why Do We Have Resorts? Destination Resort Planning & Development: Planning; Definition, Requirements, Studies, Participants, Resort Development; Resort Development Process, Resort Design: Definition;

Elements (Form & Functions); Types of Plans; Participants; Design of Facilities; Architectural, Engineering, Designing Eco Lodges; Feasibility Studies, Planning and Design Tips, Resort and Facility Financing: Financing Facilities; Main Areas of Financing; Financing Destination Resorts; Resort Financing Problems; Resort Financing Guidelines, Resort and Facility Operation and Maintenance: Resort Operation; Definition, Activities, Participants, Relationships between Operations and Maintenance; Operations Activities; Management Activities; Resort Maintenance; Definition, Types of Maintenance, Participants, Approaches to Staffing, Destination Resort Management: What Is Destination Resort Management and Administration? Management Functions; Characteristics of Resort Organizations; Management Styles; The Administration Process, Resort Risk Management

HM 4143 - German IV

Introduction, Conditional Tenses / Main Sentences and Close Sentences, Conjunctions, Polite Communication in German, Relative Nouns: Situation Analysis and Responses, Passive Voice, Essay Writing, Formal and Informal Letter Writing, Comprehensive Reading, Picture Describing, Building Interviews and Conversations, Revision of Grammar

OR

HM 4143 - Japanese IV

Grammar and Conversation

The First Half of Elementary Level, Deepen the Knowledge of Interrogatives and Particles Further, Use ~te Form of Verbs, Polite and Plain Styles of Verbs, Potential Verbs, Express Conjecture, Opinions, Direct and Indirect Quoting, Reverse Condition, Causes and Reasons, Consequence of an Action, Embarrassment/ Request, Get Fundamental Knowledge of Using Verbs of Giving and Receiving, Learn the Way of Combining Sentences (~nagara, ~shi~), Daily life Conversation

Fourth Academic Year – Second Semester

HM 4216 – Dissertation/Industrial Training and Research Report

Dissertation

This course unit provides the students a thorough knowledge to empirical research in Hospitality Management and improves their understanding of the research process and the key elements of a sound research design. The students are expected to carry out a research in Hospitality Management and prepare an independent dissertation based on the research proposal in HM 3253 in Year III Semester II under the guidance of research supervisor, appointed by the department. (Guidelines for the preparation of the Research Project is available in the Department)

Industrial Training and Research Report

This course unit, the four months practical training component provides

students with a practical knowledge of Hospitality Management in order to apply and practise their theoretical understanding of organizations in real work setting. In order to achieve this aim, the students are placed at both public and private sector organizations that can be accommodated them by an external supervisor appointed by the Practical Training Unit of the Faculty. Further, an academic supervisor of the department also reviews their progress on a regular basis.

7. SUMMARY OF THE DEGREE PROGRAMMES

7.1 BACHELOR OF SCIENCE (SPECIAL) FINANCIAL MANAGEMENT

	Lecture Hrs	Tutorial/ Practical Hrs	Credits
<u>Year I Semester I</u>			
FM 1113 Management Process	45 Hrs	15 Hrs	03
FM 1123 Business Accounting	45 Hrs	15 Hrs	03
FM 1134 Business Mathematics	60 Hrs	5 Hrs	04
FM 1143 Introduction to Information Technology	30 Hrs	30 Hrs*	03
FM 1153 Business English I	45 Hrs	15 Hrs	03
<u>Year I Semester II</u>			
FM 1213 Commercial Law	45 Hrs	15 Hrs	03
FM 1223 Fundamentals of Financial Management**	45 Hrs	15 Hrs	03
FM 1233 Business Statistics	45 Hrs	15 Hrs	03
FM 1243 Data Base Management Systems & Network Technology	30 Hrs	30 Hrs*	03
FM 1253 Business English II	45 Hrs	15 Hrs	03
FM 1263 Micro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester I</u>			
FM 2113 Marketing Management	45 Hrs	15 Hrs	03
FM 2123 Advanced Financial Management	45 Hrs	15 Hrs	03
FM 2133 Organizational Behaviour	45 Hrs	15 Hrs	03
FM 2143 Financial Accounting	45 Hrs	15 Hrs	03
FM 2153 Business Communication I	45 Hrs	15 Hrs	03
FM 2163 Macro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester II</u>			
FM 2213 Intermediate Accounting	45 Hrs	15 Hrs	03
FM 2223 Investment & Portfolio Management**	45 Hrs	15 Hrs	03
FM 2233 Human Resources Management**	45 Hrs	15 Hrs	03
FM 2243 Managerial Economics	45 Hrs	15 Hrs	03
FM 2253 Business Communication II	45 Hrs	15 Hrs	03
FM 2263 Cost & Management Accountancy**	45 Hrs	15 Hrs	03

Year III Semester I

FM 3113 Advanced Financial Accounting	45 Hrs	15 Hrs	03
FM 3123 Public Sector Accounting & Finance**	45 Hrs	15 Hrs	03
FM 3133 Operations Management**	45 Hrs	15 Hrs	03
FM 3143 Management Information Systems **	45 Hrs	15 Hrs	03
FM 3153 Company & Banking Law	45 Hrs	15 Hrs	03

Year III Semester II

FM 3213 Auditing	45 Hrs	15 Hrs	03
FM 3223 International Financial Management	45 Hrs	15 Hrs	03
FM 3233 Operational Research	45 Hrs	15 Hrs	03
FM 3243 Taxation	45 Hrs	15 Hrs	03
FM 3253 Research Methodology	45 Hrs	15 Hrs	03
FM 3262 Financial Econometrics	30 Hrs	15 Hrs	02

Year IV Semester I

FM 4113 Financial Statement Analysis	45 Hrs	15 Hrs	03
FM 4123 Strategic Management**	45 Hrs	15 Hrs	03
FM 4133 Computerized Accounting System**	30 Hrs	30 Hrs*	03
FM 4143 Project Management**	45 Hrs	15 Hrs	03

Year IV Semester II

FM 4216 Dissertation/Industrial Training & Project Report			06
---	--	--	----

7.2 BACHELOR OF SCIENCE (SPECIAL) BANKING & INSURANCE

		Lecture Hrs	Tutorial /Practical Hrs	Credits
<u>Year I Semester I</u>				
BI 1113	Management Process**	45 Hrs	15 Hrs	03
BI 1123	Business Accounting	45 Hrs	15 Hrs	03
BI 1134	Business Mathematics	60 Hrs	15 Hrs	04
BI 1143	Introduction to Information Technology	30 Hrs	30 Hrs *	03
BI 1153	Business English I	45 Hrs	15 Hrs	03
<u>Year I Semester II</u>				
BI 1213	Principles of Banking & Insurance**	45 Hrs	15 Hrs	03
BI 1223	Fundamentals of Financial Management**	45 Hrs	15 Hrs	03
BI 1233	Business Statistics	45 Hrs	15 Hrs	03
BI 1243	Database Management Systems & Network Technology	30 Hrs	30 Hrs*	03
BI 1253	Business English II	45 Hrs	15 Hrs	03
BI 1263	Micro Economics	45 Hrs	15 Hrs	03

Year II Semester I

BI 2113	Principles & Practices of Reinsurance**	45 Hrs	15 Hrs	03
BI 2123	Advanced Financial Management	45 Hrs	15 Hrs	03
BI 2133	Management Information System	45 Hrs	15 Hrs	03
BI 2143	Banking & Insurance Accounting**	45 Hrs	15 Hrs	03
BI 2153	Business Communication I	45 Hrs	15 Hrs	03
BI 2163	Macro Economics	45 Hrs	15 Hrs	03

Year II Semester II

BI 2213	Banking and Insurance Law**	45 Hrs	15 Hrs	03
BI 2223	Investment & Portfolio Management **	45 Hrs	15 Hrs	03
BI 2233	Human Resources Management	45 Hrs	15 Hrs	03
BI 2243	Risk Management**	45 Hrs	15 Hrs	03
BI 2253	Business Communication II	45 Hrs	15 Hrs	03
BI 2263	Cost & Management Accountancy	45 Hrs	15 Hrs	03

Year III Semester I

BI 3113	Bank Lending**	45 Hrs	15 Hrs	03
BI 3123	Life, Assurance, Health and Micro Insurance**	45 Hrs	15 Hrs	03
BI 3133	Domestic & International Banking**	45 Hrs	15 Hrs	03
BI 3143	Corporate Governance	45 Hrs	15 Hrs	03
BI 3153	Basic Actuarial Methods in Insurance **	45 Hrs	15 Hrs	03

Year III Semester II

BI 3213	Auditing	45 Hrs	15 Hrs	03
BI 3223	Non Life Insurance **	45 Hrs	15 Hrs	03
BI 3233	Operational Research	45 Hrs	15 Hrs	03
BI 3243	Treasury Management**	45 Hrs	15 Hrs	03
BI 3253	Research Methodology	45 Hrs	15 Hrs	03
BI 3262	Financial Econometrics	30 Hrs	15 Hrs	02

Year IV Semester I

BI 4113	Banking and Insurance Marketing**	45 Hrs	15 Hrs	03
BI 4123	Strategic Management **	45 Hrs	15 Hrs	03
BI 4133	Information Technology for Banking and Insurance	45 Hrs	15 Hrs*	03
BI 4143	Insurance Broking**	45Hrs	15 Hrs	03

Year IV Semester II

BI 4216	Dissertation/Industrial Training & Project Report			06
---------	---	--	--	----

7.3 BACHELOR OF SCIENCE (SPECIAL) BUSINESS MANAGEMENT

	Lecture Hrs	Tutorial/ Practical Hrs	Credits
<u>Year I Semester I</u>			
BM 1113 Management Theory and Practice	45 Hrs	15 Hrs	03
BM 1123 Business Accounting	45 Hrs	15 Hrs	03
BM 1134 Business Mathematics	60 Hrs	15 Hrs	04
BM 1143 Introduction to Information Technology	30 Hrs	30 Hrs*	03
BM 1153 Business English I	45 Hrs	15 Hrs	03
<u>Year I Semester II</u>			
BM 1213 Commercial Law	45 Hrs	15 Hrs	03
BM 1223 Management Process & Practices**	45 Hrs	15 Hrs	03
BM 1233 Business Statistics	45 Hrs	15 Hrs	03
BM 1243 Data Base Management Systems & Network Technology	30 Hrs	30 Hrs*	03
BM 1253 Business English II	45 Hrs	15 Hrs	03
BM 1263 Micro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester I</u>			
BM 2113 Marketing Management	45 Hrs	15 Hrs	03
BM 2122 Environmental Management	30 Hrs	15 Hrs	02
BM 2133 Organizational Behaviour	45 Hrs	15 Hrs	03
BM 2143 Cost & Management Accountancy	45 Hrs	15 Hrs	03
BM 2153 Business Communication I	45 Hrs	15 Hrs	03
BM 2163 Macro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester II</u>			
BM 2213 Entrepreneurship & Small Business Management **	45 Hrs	15 Hrs	03
BM 2223 Advanced Financial Accounting	45 Hrs	15 Hrs	03
BM 2233 Human Resources Management**	45 Hrs	15 Hrs	03
BM 2243 Managerial Economics	45 Hrs	15 Hrs	03
BM 2253 Business Communication II	45 Hrs	15 Hrs	03
BM 2263 Financial Management	45 Hrs	15 Hrs	03
<u>Year III Semester I</u>			
BM 3113 Organizational Change & Development**	45 Hrs	15 Hrs	03
BM 3123 Industrial Relations**	45 Hrs	15 Hrs	03
BM 3133 Operations Management**	45 Hrs	15 Hrs	03
BM 3143 Management Information Systems	45 Hrs	15 Hrs	03
BM 3153 Company & Banking Law	45 Hrs	15 Hrs	03
BM 3162 Indigenous Management Practices	30 Hrs	15 Hrs	02

Year III Semester II

BM 3212 Public Policy & Management	30 Hrs	15 Hrs	02
BM 3223 Total Quality Management**	45 Hrs	15 Hrs	03
BM 3233 Operational Research	45 Hrs	15 Hrs	03
BM 3242 Employment Law**	30 Hrs	15 Hrs	02
BM 3253 Research Methodology	45 Hrs	15 Hrs	03
BM 3262 Disaster Management	30 Hrs	15 Hrs	02

Year IV Semester I

BM 4112 Contemporary Issues in Management**	30 Hrs	15 Hrs	02
BM 4123 Strategic Management**	45 Hrs	15 Hrs	03
BM 4133 International Business Management**	45 Hrs	15 Hrs	03
BM 4143 Project Management **	45 Hrs	15 Hrs	03
BM 4152 Data Analysis and Presentations	15 Hrs	30 Hrs*	02

Year IV Semester II

BM 4216 Dissertation/Industrial Training & Project Report			06
---	--	--	----

**7.4 BACHELOR OF SCIENCE (SPECIAL) MARKETING
MANAGEMENT**

	Lecture Hrs	Tutorial/ Practical Credits Hrs	
<u>Year 1 Semester I</u>			
MM 1113 Management Process	45 Hrs	15 Hrs	03
MM 1123 Business Accounting	45 Hrs	15 Hrs	03
MM 1134 Business Mathematics	60 Hrs	15 Hrs	04
MM 1143 Introduction to Information Technology **	30 Hrs	30 Hrs	03
MM 1153 Business English I	45 Hrs	15 Hrs	03
<u>Year I Semester II</u>			
MM 1213 Commercial Law	45 Hrs	15 Hrs	03
MM 1222 Sociology & Psychology	30 Hrs	15 Hrs	02
MM 1233 Business Statistics	45 Hrs	15 Hrs	03
MM 1243 Marketing Management I **	45 Hrs	15 Hrs	03
MM 1253 Business English II	45 Hrs	15 Hrs	03
MM 1263 Micro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester I</u>			
MM 2113 Marketing Management II	45 Hrs	15 Hrs	03
MM 2122 Environmental Management **	30 Hrs	15 Hrs	02
MM 2133 Organizational Behaviour **	45 Hrs	15 Hrs	03
MM 2143 Cost & Management Accountancy	45 Hrs	15 Hrs	03
MM 2153 Business Communication I	45 Hrs	15 Hrs	03
MM 2163 Macro Economics	45 Hrs	15 Hrs	03

Year II Semester II

MM 2213 Entrepreneurship & Small Business Management **	45 Hrs	15 Hrs	03
MM 2223 Consumer Behaviour	45 Hrs	15 Hrs	03
MM 2233 Human Resources Management	45 Hrs	15 Hrs	03
MM 2243 Managerial Economics	45 Hrs	15 Hrs	03
MM 2253 Business Communication II	45 Hrs	15 Hrs	03
MM 2263 Management Information Systems	45 Hrs	15 Hrs	03

Year III Semester I

MM 3113 Marketing Research **	45 Hrs	15 Hrs	03
MM 3123 Customer Relationship Management**	45 Hrs	15 Hrs	03
MM 3133 Industrial Marketing	45 Hrs	15 Hrs	03
MM 3142 E-Marketing	30 Hrs	15 Hrs	02
MM 3152 Social Marketing Ethics **	30 Hrs	15 Hrs	02
MM 3163 Sales Management	45 Hrs	15 Hrs	03

Year III Semester II

MM 3213 Services Marketing	45 Hrs	15 Hrs	03
MM 3223 Supply Chain Management	45 Hrs	15 Hrs	03
MM 3233 Operational Research	45 Hrs	15 Hrs	03
MM 3243 Strategic Management	45 Hrs	15 Hrs	03
MM 3253 Research Methodology	45 Hrs	15 Hrs	03

Year IV Semester I

MM 4113 Brand Management	45 Hrs	15 Hrs	03
MM 4123 Agricultural Marketing**	45 Hrs	15 Hrs	03
MM 4133 Strategic Marketing**	45 Hrs	15 Hrs	03
MM 4143 International Marketing	45 Hrs	15 Hrs	03
MM 4153 Integrated Marketing Communication	45 Hrs	15 Hrs	03

Year IV Semester II

MM 4216 Dissertation/Industrial Training & Project Report			06
---	--	--	----

7.5 BACHELOR OF SCIENCE (SPECIAL) TOURISM MANAGEMENT

	Lecture Hrs	Tutorial/ Practical Hrs	Credits
<u>Year I Semester I</u>			
TM 1113 Principles of Management	45 Hrs	15 Hrs	03
TM 1123 Business Accounting	45 Hrs	15 Hrs	03
TM 1134 Business Mathematics	60 Hrs	15 Hrs	04
TM 1143 Introduction to Information Technology	30 Hrs	30 Hrs*	03
TM 1153 Business English I	45 Hrs	15 Hrs	03

Year I Semester II

TM 1213 Commercial Law	45 Hrs	15 Hrs	03
TM 1222 Environmental Studies**	30 Hrs	15 Hrs	02
TM 1233 Business Statistics	45 Hrs	15 Hrs	03
TM 1243 Introduction to Tourism & Hospitality**	45 Hrs	15 Hrs	03
TM 1253 Business English II	45 Hrs	15 Hrs	03
TM 1263 Micro Economics	45 Hrs	15 Hrs	03

Year II Semester I

TM 2113 Marketing Management	45 Hrs	15 Hrs	03
TM 2123 Database Management Systems & Network Technology	30 Hrs	30 Hrs*	03
TM 2133 Organizational Behaviour	45 Hrs	15 Hrs	03
TM 2143 Sri Lankan Studies**	45 Hrs	15 Hrs	03
TM 2153 Business Communication I**	45 Hrs	15 Hrs	03
TM 2163 Macro Economics	45 Hrs	15 Hrs	03

Year II Semester II

TM 2213 Entrepreneurship & Small Business Management**	45 Hrs	15 Hrs	03
TM 2223 Tourism Resources & Recreational Management**	45 Hrs	15 Hrs	03
TM 2233 Human Resources Management	45 Hrs	15 Hrs	03
TM 2243 Development Economics**	45 Hrs	15 Hrs	03
TM 2253 Business Communication II	45 Hrs	15 Hrs	03
TM 2263 German I/Japanese I	45 Hrs	15 Hrs	03

Year III Semester I

TM 3113 Tourism Economics**	45 Hrs	15 Hrs	03
TM 3123 Hospitality Management**	45 Hrs	15 Hrs	03
TM 3133 Tourism Marketing**	45 Hrs	15 Hrs	03
TM 3143 Tourism Information Systems	45 Hrs	15 Hrs*	03
TM 3153 Tours & Travel Agency Operations**	45 Hrs	15 Hrs	03
TM 3163 German II/Japanese II	45 Hrs	15 Hrs	03

Year III Semester II

TM 3213 Tourism Planning **	45 Hrs	15 Hrs	03
TM 3223 Total Quality Management **	45 Hrs	15 Hrs	03
TM 3233 Operational Research	45 Hrs	15 Hrs	03
TM 3243 German III/Japanese III	45 Hrs	15 Hrs	03
TM 3253 Research Methodology	45 Hrs	15 Hrs	03

Year IV Semester I

TM 4113 Legal & Administrative Environment of Tourism **	45 Hrs	15 Hrs	03
TM 4123 Strategic Management	45 Hrs	15 Hrs	03
TM 4133 Resort Planning & Management **	45 Hrs	15 Hrs	03
TM 4143 German IV/Japanese IV	45 Hrs	15 Hrs	03

Year IV Semester II

TM 4216 Dissertation or Industrial Training & Project Report

06

**7.6 BACHELOR OF SCIENCE (SPECIAL) ECOBUSINESS
MANAGEMENT**

	Lecture Hrs	Tutorial/ Practical Hrs	Credit
<u>Year I Semester I</u>			
EBM 1113 Principles of Management	45 Hrs	15 Hrs	03
EBM 1123 Business Accounting	45 Hrs	15 Hrs	03
EBM 1134 Business Mathematics	60 Hrs	15 Hrs	04
EBM 1143 Introduction to Information Technology	30 Hrs	30 Hrs*	03
EBM 1153 Business English I	45 Hrs	15 Hrs	03
<u>Year I Semester II</u>			
EBM 1213 Commercial Law	45 Hrs	15 Hrs	03
EBM 1223 Environmental Management **	45 Hrs	15 Hrs	03
EBM 1233 Business Statistics	45 Hrs	15 Hrs	03
EBM 1243 Environmental Appreciation & Communication **	45 Hrs	15 Hrs	03
EBM 1253 Business English II	45 Hrs	15 Hrs	03
EBM 1263 Micro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester I</u>			
EBM 2113 Marketing Management	45 Hrs	15 Hrs	03
EBM 2123 Data Base Management Systems & Network Technology	30 Hrs	30 Hrs*	03
EBM 2133 Organizational Behaviour	45 Hrs	15 Hrs	03
EBM 2143 Human Ecology and Sustainable Development**	45 Hrs	15 Hrs	03
EBM 2153 Business Communication I	45 Hrs	15 Hrs	03
EBM 2163 Macro Economics	45 Hrs	15 Hrs	03
<u>Year II Semester II</u>			
EBM 2213 Entrepreneurship & Small Business Management**	45 Hrs	15 Hrs	03
EBM 2222 Economics of Environment & Natural Resources**	30 Hrs	15 Hrs	02
EBM 2233 Human Resources Management	45 Hrs	15 Hrs	03
EBM 2243 Development Economics**	45 Hrs	15 Hrs	03
EBM 2253 Business Communication II	45 Hrs	15 Hrs	03
EBM 2263 Management Information Systems	45 Hrs	15 Hrs	03

Year III Semester I

EBM 3112 Tools for Environmental Assessment**	30 Hrs	15 Hrs	02
EBM 3123 EcoAccounting & Finance**	45 Hrs	15 Hrs	03
EBM 3133 Operations Management	45 Hrs	15 Hrs	03
EBM 3143 Geographical Information Systems	30 Hrs	30 Hrs*	03
EBM 3153 Industrial Ecology**	45 Hrs	15 Hrs	03
EBM 3163 Integrated Natural Resource **	45 Hrs	15 Hrs	03
Management and Environmental Law			

Year III Semester II

EBM 3213 Cleaner Production**	45 Hrs	15 Hrs	03
EBM 3223 Total Quality Management	45 Hrs	15 Hrs	03
EBM 3233 Operational Research	45 Hrs	15 Hrs	03
EBM 3242 Environmental Management & Auditing Systems**	30 Hrs	15 Hrs	02
EBM 3253 Research Methodology	45 Hrs	15 Hrs	03

Year IV Semester I

EBM 4113 Corporate Social Responsibility and Eco Business in Practice **	45 Hrs	15 Hrs	03
EBM 4123 Strategic Management	45 Hrs	15 Hrs	03
EBM 4133 Green Marketing & Supply Chain Management**	45 Hrs	15 Hrs	03
EBM 4143 Project Management	45 Hrs	15 Hrs	03
EBM 4152 Creativity & Innovations Management **	30 Hrs	15 Hrs	02

Year IV Semester II

EBM 4216 Dissertation or Industrial Training & Project Report			06
---	--	--	----

7.7 BACHELOR OF SCIENCE (SPECIAL) HOSPITALITY MANAGEMENT

Year I Semester I

HM 1113 Principles of Management	45 Hrs	15 Hrs	03
HM 1123 Business Accounting	45 Hrs	15 Hrs	03
HM 1134 Business Mathematics	60 Hrs	15 Hrs	04
HM 1143 Introduction to Information Technology	30 Hrs	30 Hrs	03
HM 1153 Business English I	45 Hrs	15 Hrs	03

Year I Semester II

HM 1213 Commercial Law	45 Hrs	15 Hrs	03
HM 1222 Environmental Studies**	30 Hrs	15 Hrs	02
HM 1233 Business Statistics	45 Hrs	15 Hrs	03
HM 1243 Introduction to Tourism & Hospitality**	45 Hrs	15 Hrs	03
HM 1253 Business English II	45 Hrs	15 Hrs	03
HM 1263 Micro Economics	45 Hrs	15 Hrs	03

Year II Semester I

HM 2113 Marketing Management	45 Hrs	15 Hrs	03
HM 2123 Hotel Housekeeping**	45 Hrs	15 Hrs*	03
HM 2133 Organizational Behaviour	45 Hrs	15 Hrs	03
HM 2143 Sri Lankan Studies**	45 Hrs	15 Hrs	03
HM 2153 Business Communication I	45 Hrs	15 Hrs	03
HM 2163 Macro Economics	45 Hrs	15 Hrs	03

Year II Semester II

HM 2212 Hospitality Accounting	30 Hrs	15 Hrs	02
HM 2223 Tourism Resource & Recreational Management**	45 Hrs	15 Hrs	03
HM 2233 Human Resources Management	45 Hrs	15 Hrs	03
HM 2243 Development Economics	45 Hrs	15 Hrs	03
HM 2253 Business Communication II	45 Hrs	15 Hrs	03
HM 2263 German I/Japanese I	45 Hrs	15 Hrs	03

Year III Semester I

HM 3113 Food & Beverage Management I**	45 Hrs	15 Hrs*	03
HM 3122 Service Quality Management	30 Hrs	10 Hrs	02
HM 3132 Hospitality Marketing	30 Hrs	10 Hrs	02
HM 3143 Tourism Information Systems	45 Hrs	15 Hrs	03
HM 3153 Front Office Management**	45 Hrs	15 Hrs*	03
HM 3163 German II/Japanese II	45 Hrs	15 Hrs	03

Year III Semester II

HM 3213 Food & Beverage Management II**	45 Hrs	15 Hrs*	03
HM 3223 Legal & Administrative Environment of Tourism	45 Hrs	15 Hrs	03
HM 3233 Operational Research	45 Hrs	15 Hrs	03
HM 3243 German III/Japanese III	45 Hrs	15 Hrs	03
HM 3253 Research Methodology	45 Hrs	15 Hrs	03
HM 3263 Professional Cookery I**	45 Hrs	15 Hrs	03

Year IV Semester I

HM 4113 Professional Cookery II**	45 Hrs	15 Hrs*	03
HM 4123 Strategic Management	45 Hrs	15 Hrs	03
HM 4133 Resort Development & Management**	45 Hrs	15 Hrs	03
HM 4143 German IV/Japanese IV	45 Hrs	15 Hrs	03

Year IV Semester II

HM 4216 Dissertation or Industrial Training & Project Report			06
--	--	--	----

* indicates practical

** indicates the course units which field visits will be arranged by the department with the approval of the Senate

CRITERIA FOR SELECTING STUDENTS FOR FOREIGN LANGUAGES

Department of Tourism Management offers two foreign languages, namely; German and Japanese for the students following courses leading to B.Sc. (Special) in Tourism Management and B.Sc. (Special) in Hospitality Management. The selection criteria for these languages are as follows.

01. A student can select only one foreign language.
02. Preference of students for each language will be considered firstly and each batch will be grouped accordingly.
03. The number of students from each batch should be distributed fairly for the above two language (at least 55:45).
04. GPA (the most recent available, for example either Year I Semester I or Year I Semester II GPA or both) will be considered if in case the Department is unable to distribute the students based on their preferences as mentioned in under 03 above.

8. EXAMINATION CRITERIA

8.1 GENERAL CONDITIONS

8.1.1 A student who satisfies the following conditions will be awarded a Degree in BSc (Special) Financial Management, BSc (Special) Banking & Insurance, BSc (Special) Business Management, BSc (Special) Marketing Management, BSc (Special) Tourism Management, BSc (Special) EcoBusiness Management and BSc (Special) Hospitality Management;

8.1.1.1 be a registered student of the university

8.1.1.2 has completed the programme of studies for each semester to the satisfaction of the Senate

8.1.1.3 has satisfactorily completed the programme of studies by attending at least 80% of lectures, tutorials and completing practical assignments etc.

8.1.2 Every student who wishes to sit for examinations should submit an application in the appropriate form within the stipulated period. An Admission Form will be issued to each eligible student to sit for the relevant examination.

8.1.3 Every candidate should sit for examination in respect of all the relevant course units studied during the semester.

8.1.4 A candidate will be given a question paper for each course unit for which written/practical answers have to be furnished.

8.1.5 The candidates are evaluated using Grade Point Average (GPA).

8.1.6 Each course unit will, in general, carry a total of 100 marks. However, 75% of the total marks will be assigned for the written examinations while 25% is assigned for continuous assessments which represent tutorials, practical assignments and oral examinations, as required by the nature of the course. A candidate should score not less than 40% for continuous assessments where there are such components in a course, and not less than 40% for the written paper to pass the course unit. Candidates who have not satisfied the requirement for such assignments will be given a maximum grade of C⁻ Grade Point Value 1.5. To measure the students' performance Grade Point Average is used.

8.2 SCHEME OF GRADING

Marks	Grade	Grade Point
85 or above	A ⁺	4.00
75-84	A	3.75
70-74	A ⁻	3.50
65-69	B ⁺	3.25
60-64	B	3.00
55-59	B ⁻	2.75
50-54	C ⁺	2.50
40-49	C	2.00
35-39	C ⁻	1.50
30-34	D	1.00
0-29	F	0.00

8.2.1 DEFINITIONS OF TERMS

8.2.1.1 **Credit Hours:** The numerical credit value assigned to a course. The credit values for courses as well as for the projects practical training sessions, foreign language classes or other contact hours are determined by the Faculty Board and are approved by the Senate.

8.2.1.2 **Credit Hours Earned:** The credit for each course that counts toward the degree requirement and for which a passing grade is obtained.

8.2.1.3 **Quality Points:** The numerical value assigned to the relevant letter grade obtained

8.2.1.4 **Grade Points:** Grade points are determined by multiplying the quality hours by the quality points for a course.

8.2.1.5 **Grade Points Average:** The GPA is the average obtained by dividing the total quality points earned by the total quality hours for courses for which the student registered for any stated period of time.

8.3 FORMULA

Formula for Grade Point Average (GPA) Calculation (per semester/per year)

$$\text{Grade Point Average (GPA)} = \frac{\sum_{i=1}^n (\text{CP}_i) \times (\text{GP}_i)}{N}$$

Where,

- CP_i = Credit point of the i^{th} course unit
- GP_i = Grade point of the i^{th} course unit
- n = Total number of course units assigned
- N = Total number of credits assigned

Formula for the Final Grade Point Average (FGPA) Calculation

$$\text{Final Grade Point Average (FGPA)} = \frac{\sum_{i=1}^n (\text{W}_i) \times (\text{GPA}_i)}{\sum_{i=1}^n (\text{W}_i)}$$

Where,

- GPA_i = Grade point average of the i^{th} year / semester
- W_i = Weight of the i^{th} year / semester
- n = Total number of years / semesters

*The following weights are recommended for the calculation of the FGPA

- 20% - First Year
- 20% - Second year
- 30% - Third year
- 30% - Final Year

*The GPA and FGPA will be rounded to the second decimal place.

8.4 THE GPA – IN STUDENTS' PERSPECTIVE

The semester grade point average is the average of grades for any one given semester of the student's university career. The semester GPA is usually not as important as the final GPA, but the most recent semester grade point average is probably the most important semester GPA to student. The final grade point average is the average of the grades overall, i.e., of all the grades throughout the university career. The final GPA is the one that universities and professional institutions will ask about. The final GPA is the one used to determine whether one is good in academic standing, whether one can graduated or whether one should be placed in probation, etc. When someone asks what the grade point average is, it refers to the final grade point average.

8.5 GRADE ALLOCATION

Pass Grade C = Grade Point 2.0

Marks allocated to End Semester Examination and Continuous Assessment

End Semester Examination 75%

Continuous Assessment 25%

The student must achieve 40% for each component given above to get through the course unit.

If any student fails to obtain 40% for each component will be given a maximum grade C Grade Point 1.5

8.6 GRADING POLICY

8.6.1 Repeat students should repeat the examination of a course unit only twice and apply for the Examination/s at the first available opportunity

8.6.2 Grades C and D can be upgraded if the student wishes to improve his/her GPA.

8.6.3 "F" grade/s must be upgraded to complete the degree.

8.6.4 The maximum grade for a repeated subject shall be "C"/Grade Point 2.0

8.6.5 The calculation is taken to two decimal places and is not "rounded up" or "rounded down"

8.7 POLICIES IN DETERMINING CREDIT HOURS

The number of hours and the corresponding credits should be determined as follows:

15 Lecture hrs = 1 credit

30 Practical hrs = 1 credit

Note: The number of teaching hours for each subject should be revised according to the above schedule depending on the importance and the specialization fields of the particular degree programme.

8.8 AWARDING OF DEGREES

The students who get overall GPA less than 2.00 will not be eligible for awarding the degrees.

The Degrees, BSc (Special) Financial Management, BSc (Special) Banking & Insurance, BSc (Special) Business Management, BSc (Special) Marketing Management, BSc (Special) Tourism Management, BSc (Special) Eco Business Management and BSc Hospitality Management awarded by the Faculty are classified as follows.

FGPA Cut - off	Class/Pass
3.50	First Class
3.25	Second Upper
2.75	Second Lower
2.00	Pass

8.9 EXPIRING OF STUDENTSHIP

Studentship of an undergraduate will be valid only for a period of 08 years from the date of registration subject to renewal each year.

8.10 DEFERMENT OF REGISTRATION OF AN ACADEMIC YEAR

Deferment of registration for an academic year will have to be requested within one month of the date of commencement of the academic year. Permission for deferment will be granted only after obtaining the approval of the Faculty Board and University Senate.

9. EXAMINATION PROCEDURES, OFFENCES AND PUNISHMENTS

9.1 RULES & REGULATIONS GOVERNING THE HOLDING OF EXAMINATIONS

- Candidates should be at the examination hall 15 minutes before the commencement of the relevant examination. They should enter the examination hall only when informed to do so by the supervisor.
- After entering the examination hall the candidates should be seated at the desk/table bearing their Index No.
- Candidates are permitted to bring useful items such as pens, pencils, erasers, ink, rulers, geometrical instruments, coloured pencils etc. to the examination hall. No candidate is allowed to bring in any written paper or notes or any other item, which may be misused at the examination.
- Candidates are not allowed to enter the examination hall 30 minutes after the commencement of an examination and they will not be allowed to leave the examination hall before the lapse of 30 minutes from the commencement of the examination and during the last 15 minutes of the examination.
- Every candidate must bring the Examination Entry Form, Student Record Book and the Student Identity Card to the examination hall. While the Student Record Book and the Identity card should carry the student's photograph and signature, it should also be certified either by the Registrar or an officer authorized by the Registrar. If the names appearing in the Student Record Book/ Identity card and those in the Examination Entry form differs, the candidate has to submit an affidavit to the Registrar. In the event of such certification not being available, the candidate has to submit either the National Identity Card or a recent photograph certified by an authorized officer.
- When requested by the Supervisor of the examination, candidates must surrender all documents in their possession.
- No candidate should ask another for anything, exchange anything, engage in conversation, copy from another or help or encourage another candidate to copy.
- Candidates should write their answers in the answer sheets or answer books issued on the particular date of the examination.

- Writing papers such as answer sheets, graph papers, drawing papers, ledgers and journal sheets required by the candidates will be issued to them at the examination centre. Candidates are advised not to tear, bend crumple or destroy any paper or answer sheet given to them. Writing papers issued only by the supervisor should be used at the examination. Log tables should be used carefully and left on the table after use. All stationery supplied to the candidates, both used and unused, should be left on the desks when candidates leave the examination hall.
- Before answering the question paper, candidates should write their Index No. and the name of the examination in the relevant place in the answer script. The Index No. Should also be written in all other sheets used for answering questions. No candidate should write his/her name or place any identification mark on the answer script. It should also be noted that using the Index No. of another is a breach of examination rules.
- All paper used for rough work should be crossed with a line and annexed to the answer script. Rough work should not be done on the Examination Entry Form, timetable or question paper.
- All candidates must maintain strict silence both inside and outside the examination hall and not disturb the supervisor, invigilators and other candidates.
- Except for a practical or field note book or assignment written by himself/herself, no candidate is allowed to submit any other document written partly or wholly by someone else, with the answer script.
- Impersonation of any kind is strictly prohibited.
- The supervisor or the invigilators have the authority to call for a written statement from a candidate regarding any incident that takes place in the examination hall. Candidates should not refuse to make such a statement or sign such a statement.
- Answer scripts should be personally handed over to the Supervisor or an Invigilator. Answer scripts should not be handed over to anyone else for whatever reason. All candidates should remain seated until all answer scripts are collected.
- Candidates must make sure that they do not have in their possession any document, note or device which can be misused at the examination. They must also ensure that they do not indulge in acts, which can give rise to their being suspected of misconduct at the examination.

9.2 SUBMITTING MEDICAL CERTIFICATES FOR BEING ABSENT AT EXAMINATION

Internal candidates who get absent themselves for the whole or part of an examination due to ill health should report to the Medical Officer of the University about it either before the commencement of the examination or during the examination time.

Candidates who fail to do so for unavoidable reasons must submit a medical certificate from a District Medical Officer or a Medical Officer attached to a government hospital, within 14 days of the commencement of the relevant

examination or part of the examination. Medical certificates issued by the private medical officers; Ayurvedic physicians or Homeopaths are not accepted.

9.3 EXAMINATION MALPRACTICES

- Possession of unauthorized documents.
- Copying
- Cheating
- Removal of examination stationery from the examination hall.
- Inappropriate behaviour
- Impersonation
- Gaining or attempting to gain unlawful access to the contents of a question paper.
- Aiding or abetting someone to cheat or receiving assistance from someone to cheat.
- Using undue influence on supervisors, invigilators and other examination officials.
- Any other action considered as an examination malpractice by the University Senate.

9.4 PROCEDURE FOR INVESTIGATING EXAMINATION MALPRACTICES

The supervisor should report any examination malpractice to the Asst. Registrar (Examinations) who will investigate into the matter and submit a report to the sub-committee appointed by the Senate. On the recommendations submitted by the sub-committee, the Senate will impose appropriate punishment on the offenders.

9.5 PUNISHMENT FOR EXAMINATION MALPRACTICES

- Possession of unauthorised documents.

Punishment:

Banning examination candidacy for a period of two years or imposing alternative punishment considered appropriate by the Senate.

- Copying.

Penalty:

Invalidating examination candidacy for a period of 3 years or imposing alternative punishment considered appropriate by the Senate.

- Cheating.

Penalty:

Cancellation of examination candidacy, debarring candidate from sitting for University examinations for a specific period or imposing any other punishment considered appropriate by the Senate.

- Removing examination stationery belonging to the University.

Penalty:

Cancellation of examination candidacy and debarring candidate from sitting for university examinations for a period specified by the Senate.

- Inappropriate conduct.

Penalty:

Cancellation of examination candidacy, debarring candidate from sitting for university examinations for a period not exceeding 05 years and imposing any other punishment considered appropriate by the Senate.

- Impersonation.

Penalty:

Annulment of candidacy for a period not less than 05 years and not exceeding 10 years and the imposition of any other punishment considered appropriate by the Senate.

- Gaining illegal access or attempting to gain such access to the contents of a question paper.

Penalty:

Cancellation of examination candidacy and imposing any other punishment considered appropriate by the Senate.

- Aiding and abetting examination malpractices and receiving assistance to commit such malpractices.

Penalty:

Cancellation of examination candidacy and imposing any other punishment considered suitable by the senate.

- Attempting to unduly influence examination supervisors and other officials.

Penalty:

Any punishment prescribed by the Senate.

- Being guilty of an examination malpractice for the second time.

Penalty:

Cancellation of registration as a student of the University.

- **Compulsory punishments,**

In addition to the punishments listed above, the following will also be imposed on the recommendation of the Senate:

- Withholding a class for the degree
- Limiting the maximum marks obtainable to 40% when re-sitting cancelled question papers.
- Either cancelling or withholding scholarships and bursaries.
- Withdraw residential facilities.
- Withholding invitation to graduation ceremony
- Delaying graduation and the release of degree results by one year.

The senate will decide on the punishments to be imposed for any examination malpractice not mentioned above

10. CODE OF DISCIPLINE FOR STUDENTS

SECTION I - GENERAL STUDENTS DISCIPLINE

Acts of Indiscipline and Insubordination

1. The conduct of every student should at all times be exemplary throughout his/her period of Studentship.
2. Every Student should apply himself to his academic work in such manner as to satisfy the University. No student may absent himself from lectures or practical work for a period exceeding three weeks in one academic year unless he has obtained special permission or has a valid reason for such absence.
3. No student must commit any of the acts of indiscipline and insubordination listed below:
 - i) Behaving in such a manner as to bring into disrepute or endanger the good name of the University: to obstruct the proper functioning of the educational, examination, or administrative activities of the University, to prevent or obstruct a member of the academic or non-academic staff, or an employee of the University from carrying out his duties: to ridicule or humiliate such person.
 - ii) Failure or inability to produce the students' record book, which will be issued to students, when called upon to do so by the Vice-Chancellor or the Registrar, or failure to identify himself/herself.
 - iii) Causing damage to University property, removing University property from the University premises, appropriating it to himself/herself or to another, defacing, dirtying, or defiling the buildings, walls or roads of the University by scratching, writing, drawing, or pasting posters upon them.
4. Causing, or aiding, abetting, encouraging, or sanctioning others to cause injury or harm to the self-respect or dignity of other students, staff officials, employees, or lawful visitors to the University, or causing loss, ridicule, danger, mental or physical pain to such person or persons.
5. Establishing, organizing, conducting or assisting in any activity an organization, or society within the University, apart from those registered in terms of Clauses 112,114,115,116,117 and 118 of part III of the Universities Act No. 165 of 1978 as amended by the Universities (Amendment) Act. No. 7 of 1985.
6. Behaving in such a manner as to disturb or disrupt, or to gain admittance without permission, or to cause discomfort or harm to participants in any meeting, seminar, festival, procession, exhibition, cultural or social event, which may have been organized with prior approval from the Vice-

Chancellor by any society or organization which has been registered under the provisions laid out in Section (05) above.

7. Behaving in such a manner as to disturb or disrupt, or to gain admittance without permission, or to cause discomfort or harm to participants in, any meeting, seminar, festival, procession, exhibition, variety entertainment, play, film show, or religious, cultural or social event, which may have been organized with prior approval from the Vice-Chancellor of the University, or by the University administration, or by the academic or non-academic staff, or by an external organization.
8. Organizing, staging, encouraging, sanctioning, or participating in any meeting, seminar, festival, procession, exhibition, variety entertainment, play or film show held within the University premises or in its environs without the prior approval of the Vice-Chancellor of the University.
9. Holding meetings, picketing demonstrating, participating in processions, or fetes publishing, drawing, writing, putting up or distributing handbills, notices, or posters, or encouraging, sanctioning, or assisting others to commit such action, whether in favour of a University teacher, or an official, or an employee of the University, or in favour of some cause outside the University.
10. Ragging in any form. (N.B. any person found ragging is liable to be expelled from the University without any inquiry being held.)
11. Collecting, or encouraging to collect, or sanctioning the collection of money or any other item from students or employees or visitors of the University, or the retention or disbursement of such funds or items by any person, whether an Office bearer of a registered society or not unless it be with the full written consent of the Vice-Chancellor.
12. Writing, printing, publishing, distributing, exhibiting, or pasting, either within the University or in its vicinity, any poster, notice, pamphlet, or other writings slanderous to any individual or detrimental to the reputation of the University, to discipline, or to peace.
13. Publishing, pasting, exhibiting, writing, or drawing, any notice or poster, in any place other than those authorized for such display, even if such action is in connection with the activities of a society registered with the University in terms of Clause 115 of Part 3 of the Universities Act No 16 of 1978, as amended by the Universities (Amendment) Act No 7 of 1985, and even if such notice or poster has been approved by the Vice-Chancellor, the relevant teacher, or the Chief Students Counsellor.
14. Publishing, broadcasting, telecasting, or releasing to the mass media, whether by the student on his own responsibility, or on behalf of another student or group of students, or on behalf of a society, any statement, article or notice,

detrimental to the reputation of the University or insulting or humiliating the University authorities, or any official or employee of the University, or any other person connected with the University.

15. Consumption, distribution, sale or storage of drugs within or bringing such drugs into the University, or being under the influence of liquor or drugs within the University, or encouraging, assisting or sanctioning such action by any other person. Consumption, distribution, selling or storage of liquor anywhere within the premises other than in places permitted by the authorities.
16. Bringing into, or keeping, or storing within the University any weapon, explosives, or dangerous items, or encouraging or assisting such action.
17. Non-provision, or the avoidance of provision of information needed by or requested by the University, or the provision of false or distorted information.
18. Abuse or misuse of University buildings, grounds, equipment or the property belonging to the University, or their use for unsuitable, unsanctioned, or improper purposes, or non-observation of the rules for their use.
19. Remaining within the University premises during times when the University is closed to students. (Such times may be subject to periodic changes.)
20. Any act for which the student could be convicted by a lawfully constituted court of law for an offence against the laws of the Republic of Sri Lanka.

SECTION II – PUNISHMENTS

1. Any student found guilty of any offence specified as an act of indiscipline or insubordination in Section I above or of attempting to subvert the provision of this section (Section 11 - Punishments) may be subjected to one or more of the punishments listed below, as deemed sufficient by the Vice Chancellor, acting in accordance with the findings and recommendation of the Disciplinary Committee.
 - i. A caution or a severe warning.
 - ii. A fine, not exceeding Rs.500/=.
 - iii. Recovery of any loss sustained by the University. Suspension from classes, examinations, and from the use of all University facilities for a specified period
 - iv. Suspension from sitting examinations of the University for an unspecified period. Cancellation, postponement, or suspension of the release of examination results for an indefinite period
 - v. Regarded as having relinquished the course and/ or the studentship of University.
 - vi. Expulsion from the University.
(The imposition of any one or more of the above punishments may be suspended. Note that the punishment for ragging will be expulsion from the University)

2. The Vice-Chancellor may impose one or more of the punishments listed in Section 11, No. 01 (i) to (vii) above without holding any preliminary inquiry, and without obtaining the sanction of any other person, and so as to take immediate effect, if he has reason to believe that the action or behaviour of any student could lead to a breakdown of discipline of the University or render difficulty in the normal running of the University, or lead to a breach of the peace.
3. Any student dissatisfied by the imposition upon him of one or more of the punishments listed in section 11, No.(i) to (vii), may appeal against the punishments to the Vice Chancellor within 14 days of being notified of the same.
4. The decision of the Vice-Chancellor in consultation with the Council shall be final.
5. Apart from the imposition of the punishments listed in Section 11, No.(i) to (viii), if a student has been found guilty of any offence referred to in section 1, the University reserves for itself the right to review and re-evaluate the conduct of such a student during his/her period in the University, before conferring upon him/her any degree, diploma or certificate.