



**Management Studies**  
Sabaragamuwa University of Sri Lanka



## **UNDERGRADUATE HANDBOOK 2020/2021**

**Faculty of Management Studies**  
**Sabaragamuwa University of Sri Lanka**

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**SABARAGAMUWA UNIVERSITY OF SRI LANKA**  
**INTRODUCTION**

## **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 & Languages set up at Belihuloya in Ratnapura district of Sabaragamuwa province. The Faculty of Graduate Studies and the Faculty of Technology have been approved by the University Grants Commission in 2015 and early 2016 respectively.

Sabaragamuwa University of Sri Lanka, from its inception in 1996, has for more than two decades dedicated its mission towards nurturing scholars who could contribute to society, by broadening the knowledge paradigms and imparting it to the new generations of students. Universities have a vast challenge amidst rapidly changing society, and Sabaragamuwa University too, having felt this profound impact, has understood one certainty: that change is the norm and the knowledge will be a key resource and will be highly sought after within Sri Lanka and around the globe.

Taking up this challenge, we help to generate intellectual abilities of students and educate and trains them to work in fields where they will be valued both for their specialized knowledge, and for their ability to research, communicate and solve problems. Geared with its outstanding staff, students, facilities and relevant academic programmes, Sabaragamuwa University holds a firm place among the universities in Sri Lanka and is building its way towards ascertaining a stronghold among the world's leading universities.

## **VISION AND MISSION**

### **VISION**

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”.

### **MISSION**

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”.

## UNIVERSITY LOGO AND FLAG



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 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.

## THE FACULTIES AND DEGREE PROGRAMMES

The Sabaragamuwa University of Sri Lanka offers following degree programmes through its five faculties. Faculty of Graduate Studies, Faculty of Technology and Faculty of Medicine have been recently added to the Sabaragamuwa University of Sri Lanka.

- Management Studies** The Faculty of Management Studies offers BSc Honours Degree Programmes in Financial Management, Banking & Insurance, Business Management, Marketing Management, Tourism Management, EcoBusiness Management and Hospitality Management through its four departments; the Department of Accountancy & Finance, the Department of Business Management, the Department of Marketing Management and the Department of Tourism Management.
- Agricultural Sciences** The Faculty of Agricultural Sciences offers BSc Honours 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.
- Applied Sciences** The Faculty of Applied Sciences offers four year BSc Honours Degree Programmes in Food Science & Technology, Environmental Sciences and Natural Resources Management, Chemical Technology, Computer Science & Technology, Applied Physics, Sports Science and Management, Physical Education, Computing & Information Systems through its three departments; the Department of Food Science & Technology, Department of Natural Resources and the Department of Physical Sciences & 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 & Natural Resources Management and Physical Sciences.
- Geomatics** The Faculty of Geomatics offers BSc Honours Degree Programmes in Surveying Sciences, through its two departments; the Department of Surveying & Geodesy and the Department of Cartography, Photogrammetry, Remote Sensing and Geographic



## Information Systems.

### Social Sciences & Languages

The Faculty of Social Sciences & Languages offers BA Honours in Economics, Geography, Political Science, Sociology and Anthropology, Statistics, Information & Communication Technology, Translation Studies, Sinhala, Tamil, English, German, Japanese, Chinese, and Hindi through its five departments; the Department of Economics & Statistics, the Department of English Language Teaching, the Department of Languages, the Department of Social Sciences and the Department of Geography & Environmental Management.

### Medicine

The Faculty of Medicine in Sabaragamuwa University of Sri Lanka is the newest arrival to the chain of Medical Faculties in Sri Lanka. This faculty comprises of 15 Departments which are dedicated to achieve all aspects of her academic mission and objectives. The academic elements in the MBBS Degree Programme are based on four main disciplinary pillars; theoretical education, clinical care, community engagement and research. The new faculty buildings and the professorial unit are being constructed at the land adjacent to the Teaching Hospital, Ratnapura, which provides all clinical training facilities for the students.

### Technology

Faculty of Technology comprises of two academic departments, namely, the Department of Biosystems Technology, and the Department of Engineering Technology. The Faculty of Technology offers two degree programmes: Bachelor of Biosystems Technology Honours degree through the Department of Biosystems Technology, and Bachelor of Engineering Technology Honours degree through the Department of Engineering Technology.

## Graduate Studies

Faculty of Graduate Studies plays a leading role by coordinating the graduate study programmes conducted by five faculties namely Agricultural Sciences, Applied Sciences, Geomatics, Management Studies and Social Sciences and Languages. The faculty presently offers several taught programmes including Post Graduate Diploma in Business Administration, Master of Business Administration (MBA), MBA in Finance, MBA in Marketing, MBA in Tourism, MSc Ayurvedic Hospital Management and MSc Surveying Sciences. Moreover, it offers Research Higher Degrees leading to Master of Philosophy (MPhil) and Doctor of Philosophy (PhD) as well. Further, the Faculty of Graduate Studies plans to offer Master of Information Technology, Master of Business Economics and MSc in Business Economics in near future.

## OFFICERS AND ADMINISTRATIVE STAFF OF THE UNIVERSITY

### CHANCELLOR

**Most Venerable Prof. Kamburugamuwe Vajira Thero**

### OFFICERS

**Prof. R.M.U.S.K. Rathnayake**, *Vice Chancellor*

**Prof. H.M.S. Priyanath**, *Dean/Faculty of Graduate Studies*

**Prof. W.K. Athula C. Gnanapala**, *Dean/Faculty of Management Studies*

**Prof. P.M.A.S. Karunaratne**, *Dean/Faculty of Agricultural Sciences*

**Prof. E.P.N. Udayakumara**, *Dean/Faculty of Applied Sciences*

**Mr. P.G.V. Abeyratne**, *Dean/Faculty of Geomatics*

**Prof. M.N. Wickramaratne**, *Dean/Faculty of Medicine*

**Dr. M.A.C.S.S. Fernando**, *Dean/Faculty of Social Sciences & Languages*

**Prof. K.R. Koswattage**, *Dean/Faculty of Technology*

**Mr. S. Uyangoda**, *Registrar*

**Ms. T.N. Neighsoorei**, *Librarian*

**Mr. K.A.R.S. Jayakody**, *Bursar*

## **ADMINISTRATIVE & FINANCE STAFF**

- Mr. K. Gunawardana**, *Deputy Registrar (Academic Establishments)*  
**Mr. J.G.P.U. Rathnayake**, *Deputy Registrar (General Administration)*  
**Mr. G.A.D.M. Thennakoon**, *Senior Asst. Registrar (Academic & Student Services)*  
**Ms. T.S. Ranasinghe**, *Senior Asst. Registrar (Capital Works & Planning)*  
**Mr. W.M.K. Upuldeniya**, *Senior Asst. Registrar (Examinations)*  
**Ms. S.N. Priyadarshanee**, *Senior Asst. Registrar (Centre for Open and Distance Learning)*  
**Ms. A.A.S. Priyadarshanee**, *Senior Asst. Registrar (Registrar's Office)*  
**Mr. W.A.M.P. Senadheera**, *Senior Asst. Bursar (Supplies)*  
**Mr. R.M.N.K. Rathnayake**, *Senior Asst. Bursar (Salaries)*  
**Mr. R.D. Rajapaksha**, *Curator (Landscape)*  
**Mr. W.M.L.M.K. Wijesundara**, *Works Engineer (Civil)*  
**Ms. G.N.R Wijerathna**, *Asst. Registrar (Non-Academic Establishments)*  
**Ms. P.A.P. Gunasekara**, *Asst. Registrar (Faculty of Management Studies)*  
**Ms. N.D.R. Dharmapala**, *Asst. Registrar (Faculty of Agricultural Sciences)*  
**Mr. D.L.W.M. Anurangi**, *Asst. Registrar (Faculty of Applied Sciences)*  
**Ms. K.N. Poornima**, *Asst. Registrar (Faculty of Geomatics)*  
**Ms. T.P.N.T. Guruge**, *Asst. Registrar (Faculty of Graduate Studies)*  
**Ms. Y. Archchana**, *Asst. Registrar (Faculty of Medicine)*  
**Ms. Y.S. Chandrasekara**, *Asst. Registrar (Faculty of Social Sciences & Languages)*  
**Ms. N. Akalya**, *Asst. Registrar (Faculty of Technology)*  
**Ms. P.G.I. Dias**, *Asst. Registrar (Office of Vice Chancellor)*  
**Ms. P.B.N. Fernando**, *Asst. Registrar (Legal & Documentation)*  
**Ms. H.P.K.N.D. Siriweera**, *Asst. Registrar (Library Services)*  
**Ms. G.K.N. Udeshi**, *Asst. Bursar (Payments)*  
**Ms. N.W.M.I. Chamarie**, *Asst. Bursar (Accounts)*  
**Ms. G.K.M. De Silva**, *Asst. Bursar (Revenue)*  
**Mr. V.K.S. Chathumal**, *Asst. Bursar (Faculty of Graduate Studies)*  
**Ms. N.P. Wijendra**, *Asst. Bursar (Centre for Open and Distance Learning)*  
**Ms. C.H. Pathirana**, *Asst. Internal Auditor*  
**Mr. C.N.K. Balasooriya**, *Farm Manager*  
**Dr. W.M.A.S. Wijerathna**, *Medical Officer*  
**Mr. W.M.K.R. Weerasinghe**, *Chief Security Officer*

## **FACULTY OF MANAGEMENT STUDIES**

*"Nurturing Paragons of Virtue"*



**Department of Accountancy & Finance**  
**Department of Business Management**  
**Department of Marketing Management**  
**Department of Tourism Management**

# GRADUATE PROFILE

1. **Scholar**
2. **Business Smart**
3. **Innovator**
4. **Responsible Citizen**
5. **Change Agent**



## **THE HISTORY OF THE FACULTY**

The Faculty of Business Studies commenced its' programmes by 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 the fields of Financial Management, Business Management, Marketing Management and Tourism Management. Accordingly, six batches of undergraduate students obtained their BSc Special Degrees in Financial Management, Business Management, Marketing Management and Tourism Management and passed out in the years of 1997, 1998, 1999, 2000, 2001 and 2002.

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



## OVERVIEW OF THE FACULTY

The Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka is one of the pioneering faculties thriving with numerous successes since the university's inception. With absolute pride, the Faculty of Management Studies is at its pinnacle of performance in both the local and global academic arenas. The faculty, being the university's most prominent faculty, with four departments, Accountancy & Finance, Business Management, Marketing Management, and Tourism Management, offers seven Bachelor of Science Honours degree programmes in Banking and Insurance, Business Management, EcoBusiness Management, Financial Management, Hospitality Management, Marketing Management, and Tourism Management, exclusively recognized across the world for the benchmark academic exposure. While enhancing existing programmes and building new programmes, and increasing the focus and integration of global and international competencies and experiences, the faculty has now offered exclusive postgraduate degree programmes, MBA and M.Sc. in Ayurvedic Hospital Management, in collaboration with the Faculty of Graduate Studies. The teaching faculty consists of highly qualified academics and are experts in their respective fields, enthusiastic, and engaged in a multitude of projects.

The faculty has identified knowledge creation and dissemination as its academic responsibility. Accordingly, the faculty conducts two international conferences annually i.e. Interdisciplinary Conference of Management Researchers (ICMR) and the Management and Undergraduates Research Session (MURS).

The Faculty of Management Studies is the exclusive managing partner of the South Asian Journal of Marketing, published by Emerald Publishing. Moreover, the faculty publishes two more journals: the South Asian Journal of Tourism and Hospitality and the Asian Journal of Management Studies. In addition to that, faculty publishes Udyama – Management Digest Business Magazine on a bi-annual basis and Tourism in Paradise (TI) Magazine on an annual basis.

The faculty is highly conscious about the excellence of the academic programmes. Therefore, all programmes are aligned with the Sri Lanka Qualification Framework (SLQF) and the subject benchmarks. It is vital to

highlight that all degree programmes offered by the faculty were evaluated by the QAC/UGC and awarded 'A' grades. The faculty is dedicated to pursuing an excellent teaching and research culture to deliver high-quality education in a picturesque and peaceful environment to its students. Therefore, during a comparatively short time, the Faculty of Management Studies has gained wide popularity among the students. It extends its tentacles by introducing diverse job-oriented degree programmes with high demand in various job markets. With dedication, enthusiasm, and hard work, the faculty has produced fully-fledged graduates capable of addressing the contemporary business world's requirements. The Faculty of Management Studies will become one of the most significant hubs of higher education globally with the present performance levels.

## **VISION, MISSION AND CORE VALUES**

**VISION** To be the most innovative and eco-efficient centre of excellence in higher education and research in management studies in the South Asian region.

**MISSION** Becoming the leading innovative and sustainable centre of excellence in higher education and research in the region by:

Producing competent management graduates possessing knowledge, skills, attitudes and mind-set to contribute to the sustainable development in the national and global level.

Taking tangible measures to nurture and preserve nature through life-changing education in management and related disciplines.

Generating new knowledge and disseminating with global relevance through high-impact research publications.

Providing innovative expert services to the interested parties through the development of human capital.

**MOTTO** Nurturing Paragons of Virtue



## CORE VALUES

1. **Integrity:** Acting in an ethical, honest, and fair manner by serving all members of the society as a family.
2. **Collaboration and Synergy:** Encouraging collaborations, team work, and interaction across the disciplines, industry, academia, and society.
3. **Quality Consciousness:** Affiliation and accreditation of faculty should be acknowledged by all the stakeholders as a sign of end-to-end quality human resource development and knowledge infrastructure.
4. **Respect:** Due respect is ensured to all internal and external stakeholders of the faculty
5. **Inclusivity:** The faculty adapts inclusive growth approach to serve women, youth and any other vulnerable group to prevent gender or any other discrimination.
6. **Accountability and Sustainability:** Ensuring academic excellence through utilization of institutional resources responsibly with consciousness of accountability for the public on environment, socio-culture and economy.
7. **Community:** The faculty associates and works together with all stakeholders and the public as one community to build a sustainable nation.
8. **Creativity and Innovation:** Forward-thinking, creativity, and continuous innovation in every mean

## 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 subject, and for recommending suitable persons to be appointed as examiners. The Faculty Board of Management Studies consists of confirmed lecturers, two elected probationary lecturers, three nominated external members and two student representatives.

## INTERPRETATION OF COURSE IDENTIFICATION CODE

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 Honours in the Business Management Degree programme.

### Example:

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

## MEDIUM OF INSTRUCTION

English is the medium of instruction of all the courses.



## BACHELOR OF SCIENCE HONOURS DEGREES OF THE FACULTY

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 four departments of the faculty conduct seven undergraduate level courses of specialization and each course is of four year duration. They are as follows:

Department	Degree Offered	Abbreviation
<b>Accountancy &amp; Finance</b>	BSc Honours in Financial Management	BSc Hons (Financial Mgmt.)
	BSc Honours in Banking & Insurance	BSc Hons (Banking & Insurance)
<b>Business Management</b>	BSc Honours in Business Management	BSc Hons (Business Mgmt.)
<b>Marketing Management</b>	BSc Honours in Marketing Management	BSc Hons (Marketing Mgmt.)
<b>Tourism Management</b>	BSc Honours in Tourism Management	BSc Hons (Tourism Mgmt.)
	BSc Honours in EcoBusiness Management	BSc Hons (EcoBusiness Mgmt.)
	BSc Honours in Hospitality Management	BSc Hons (Hospitality Mgmt.)

The programmes have been designed to enable the students to obtain qualifications at honours degree level and to equip them to make a significant professional contribution in the above fields. 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.



**DEPARTMENT OF ACCOUNTANCY  
& FINANCE**



**BSc Honours in Financial Management  
BSc Honours in Banking and Insurance**

## **INTRODUCTION TO THE DEPARTMENT**

The Department of Accountancy & Finance offers two-degree programmes for undergraduates interested in pursuing their studies in the BSc Honours in Financial Management and BSc Honours in Banking and Insurance. The prime motivation of the department is to produce high-quality graduates who are academically qualified and highly demanded by the industry. Our curriculum well addresses the industry's current needs and it is on par with the world's top-class business schools in terms of contemporary modalities, encouraging the students to adopt curiosity and agility. The department has the highest demand among the entrants and produces more than 100 graduates who are employable under any capacity every year. The department has a qualified pool of academic staff with academic and practical exposure in Finance, Banking, and Insurance disciplines.

## **DEPARTMENT VISION AND MISSION**

**VISION** To produce graduates who are agile to the dynamic business environment with excellent commitment in fostering innovations to accomplish a given task.

**MISSION** To become a leader in finance education by expanding knowledge across boundaries with excellent commitments in teaching, research and community engagement.

## **BACHELOR OF SCIENCE HONOURS IN FINANCIAL MANAGEMENT**

This programme provides a sound knowledge in finance and related disciplines with exposure to practical applications. The curriculum covers seven main pillars: professional reporting, financial regulation, financial analysis, strategic thinking, information and communication skills, knowledge dissemination, and agility. The main focus of the curriculum is on the Financial Management. The students will learn how to apply concepts in accounting, finance, economics, and financial econometrics to analyse and solve financial problems, assess risks and make rational decisions. Further, the students will be trained to manage the assets of individuals, firms, and the public sector. The graduates of this programme will secure their careers in the fields of academic, corporate finance,

financial analysis, investments and assets management, financial consultation, and public finance.

### **PROGRAMME OBJECTIVES**

The prime objective of the programme is to produce competent finance graduates who are academically qualified and trained in accordance with the industry requirements. The specific objectives of the programme are:

1. To equip the students with a sound knowledge in finance and related disciplines.
2. To develop financial management graduates with an exposure to practical applications.
3. To develop the required soft skills such as communication, team work, leadership, decision making, problem solving, empowerment, creativity, and empathy etc.
4. To develop socially responsible graduates with positive attitudes and mind-sets.

## GRADUATE PROFILE

### 1. Scholar

Demonstrate a piece of advanced knowledge, understanding and the practical application of the theoretical aspects in the field of finance, in which, critically analyse data, make judgments with sustain arguments and have the ability to communicate and use these arguments, ideas and techniques in problem-solving.

### 2. Innovator

Take initiative, assume personal responsibility and demonstrate accountability and ability to inculcate entrepreneurship and intrapreneurship.

### 3. Change Agent

Incorporate and demonstrate multidisciplinary knowledge, maturity and authenticity to instigate and manage changes for the betterment of financial performance and development of an organization.

### 4. Responsible Citizen

Demonstrate the responsiveness towards ethics, socio cultural and environmental values in meeting long term goals

### 5. Digitally Smart

Demonstrate thorough knowledge in transferable skills related to Information & Communication Technology and information literacy in the field of finance that is enough to have lifelong improvements in the field.





## COURSE STRUCTURE

<b>Year I Semester I</b>				
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and /or Practical Hrs</b>	<b>Credits</b>
FM 1113	Management Process	45	15	03
FM 1123	Financial Accounting	45	15	03
FM 1132	Micro Economics	30	10	02
FM 1143	Business Mathematics	45	15	03
FM 1153	Information & Communication Technology and Computer Applications	15	60	03
FM 1162	Business English I	30	30	02
			<b>Total Credits</b>	<b>16</b>

<b>Year I Semester II</b>				
FM 1213	Fundamentals of Financial Management	45	15	03
FM 1223	Intermediate Financial Accounting	45	15	03
FM 1232	Macro Economics	30	10	02
FM 1243	Business Statistics	45	15	03
FM 1253	Marketing Management	45	15	03
FM 1263	Human Resource Management	45	15	03
FM 1272	Business English II	30	30	02
			<b>Total Credits</b>	<b>19</b>

<b>Year II Semester I</b>				
FM 2113	Advanced Financial Management	45	15	03
FM 2123	Managerial Economics	45	15	03
FM 2132	Organizational Behaviour	30	10	02
FM 2143	Commercial Law	45	15	03
FM 2151	Industry Exposure Programme			01
			<b>Total Credits</b>	<b>12</b>

Year II Semester II				
FM 2213	Investment Analysis & Portfolio Management	45	15	03
FM 2223	Cost & Management Accounting	45	15	03
FM 2232	Monetary Economics	30	10	02
FM 2243	Operations Management	45	15	03
FM 2252	Taxation	30	10	02
FM 2263	Company & Banking Law	45	15	03
FM 2272	Business Communication I	30	30	02
<b>Total Credits</b>				<b>18</b>

Year III Semester I				
FM 3112	Financial Derivatives	30	10	02
FM 3123	Advanced Financial Accounting	45	15	03
FM 3132	Computerized Accounting Systems	30	10	02
FM 3143	Auditing & Assurance Services	45	15	03
FM 3153	Management Information Systems	45	15	03
FM 3163	Research Methodology	45	15	03
FM 3172	Business Communication II	30	30	02
<b>Total Credits</b>				<b>18</b>

Year III Semester II				
FM 3211	Finance Literature	15	05	01
FM 3223	Behavioural Finance	45	15	03
FM 3233	Strategic Management	45	15	03
FM 3243	Operations Research	45	15	03
FM 3253	Entrepreneurship & Small Business Management [Elective]	45	15	03
FM 3253	Innovations and Intellectual Property Management [Elective]	45	15	03
FM 3262	Introductory Econometrics	30	10	02
FM3272	Personality & Professional Development	30	10	02
<b>Total Credits</b>				<b>17</b>

### Year IV Semester I

FM 4113	Strategic Financial Management	45	15	03
FM 4123	International Trade & Finance	45	15	03
FM 4133	Financial Statement Analysis	45	15	03
FM 4142	Public Sector Finance	30	10	02
FM 4152	Modelling Eco Business [Elective]	30	10	02
FM 4152	Development Economics [Elective]	30	10	02
FM 4162	Advanced Econometrics	30	10	02
			<b>Total Credits</b>	<b>15</b>

### Year IV Semester II

FM 4216	Thesis			06
FM 4223	Internship			03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>124</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### **FM 1113 Management Process**

Management is the coordination and administration of activities in an organization and administration activities include setting the organization's strategy and organizing staff actions to achieve organizational goals effectively. The aim of this course unit is to provide the learners with knowledge of the fundamental principles of management in order to lay the foundations for other advanced management studies. The subject's content includes introduction to management, the evolution of the management discipline, the meaning of key management functions such as planning, organizing, leading, controlling, communication, motivation and decision-making in the organizational context of how to execute them.

#### **FM 1123 Financial Accounting**

Accountants play a crucial role in business. Their ability to measure financial information and make projections affect economic decision-making at all levels. Financial accountants report on the performance of an organization. This course unit aims to provide an excellent foundation to prepare undergraduates for a range of careers enhancing their knowledge of accounting standards, and their application in the preparation and presentation of financial statements of a corporate entity. This includes theoretical knowledge on the conceptual framework of accounting, accounting for income tax, intangible assets, impairment of assets, etc. Especially this course focuses on environmental accounting, intellectual capital accounting, and human resource accounting. Students are encouraged to refer to Sri Lanka Accounting Standards as much as possible.

#### **FM 1132 Microeconomics**

Microeconomics deals with the choices and decisions that individuals and firms make to manage the available scarce resources with them. This course aims at providing comprehensive knowledge to students studying the decisions made at the individual level, such as the choices individual consumers and companies make after evaluating resources, costs, and trade-offs. It covers microeconomics theories of demand and supply, elasticity, theories of consumer behaviour and production. Moreover, the

implications of different market structures, including perfect competition and monopoly are discussed in this course.

### **FM 1143 Business Mathematics**

This course has been designed to equip students with the basic knowledge of Business Mathematics that helps in solving real world business problems, especially in the finance sector. Further, it intends to expand students' analytical skills for effective managerial decision-making. The topics to be covered under Mathematics include basic mathematics, linear and quadratic equations, functions and graphs, arithmetic and geometric progressions, simple and compound interests.

### **FM 1153 Information & Communication Technology and Computer Applications**

Aim of this course module is to provide knowledge, skill and understanding of how information and communication technology help to uplift the productivity of business operation through maintaining the databases, various modern data models and computer networks focusing on data security and integrity. Further, it develops the basic understanding of data mining and its applications.

### **FM 1162 Business English I**

Management undergraduates require a high level of competency in Business English - English for Specific Purposes (ESP) for developing their confidence and self-esteem. This course provides listening, speaking, reading and writing skills for management undergraduates who need English for working in business. It also ensures a wide range of essential business vocabulary and grammar through a practical approach.

## **Year I Semester II**

### **FM 1213 Fundamentals of Financial Management**

Sound financial management is essential to organizational success. This course unit discusses the key theories and concepts related to financial management which will provide a solid foundation for the advanced courses related to the field of finance. It covers the general functions of financial management and its relationship with general decision-making in other fields. The rest of the course concentrates on more technical aspects such as time value of money, valuation of long term securities, risk and

return, and fundamentals of investments that are most critical to managerial decision making.

### **FM 1223 Intermediate Financial Accounting**

This course builds on the fundamentals of financial accounting and reporting that students learn in an introductory financial accounting course. Students learn the preparation and interpretation of an entity's financial statements in accordance with generally accepted accounting principles, accounting for complex business transactions, and techniques to evaluate firm performance. This course covers accounting in various fields like, Leasing, Agriculture, etc. In addition, it discusses the accounting treatments on Property, Plant and Equipment, Contingent Assets and Liabilities, Accounting Policy changes, Revenue recognition, Borrowing cost, Exchange rate changes, Fair value changes, Related party disclosures and Investment property.

### **FM 1232 Macroeconomics**

Macroeconomics deals with the analysis of the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. The course deals with the essentials of macroeconomic analysis pertinent to management studies. It provides a strong conceptual base concerning macroeconomic theories. The course aims to provide widespread knowledge to the participants on macroeconomic variables and their behaviour to control them in order to solve the macroeconomic issues of an economy.

### **FM 1243 Business Statistics**

Statistics is a much versatile subject which can be applied in almost any field. Statistics plays a vital role in taking effective business decisions. This course unit has been designed to provide students conceptual and practical knowledge in statistical concepts, tools and applications which contribute to expand their analytical skills for effective managerial decision-making. The course includes data collection and classification, sampling techniques, frequency distribution, frequency curves and measures of central tendency & dispersion.

### **FM 1253 Marketing Management**

Marketing is the combination of activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This course provides a comprehensive and practical insight into concepts, theories, and marketing strategies to students to prepare and strengthen them to make effective marketing decisions in different organizational settings. The contents include; Introduction to marketing. Consumer buying behaviour, creating value for target consumers, Marketing mix strategies and Social Responsibility & Ethics in marketing.

### **FM 1263 Human Resource Management**

This course aims to discuss the evolving human resources function within today's organizations. The unit covers changing roles and responsibilities of human resources managers, the acceptance and integration of the human resources function as a full business partner, the higher expectations placed on human resources leadership to make a significant contribution to the successful management of the organization, the roles that managers and supervisors play in the successful management of the organization's human resources.

### **FM 1272 Business English II**

Management undergraduates require a high level of competency in Business English - English for Specific Purposes (ESP) for developing their confidence and self-esteem. This course is a continuation of Business English I in the Year I Semester I. It provides listening, speaking, reading and writing skills for management undergraduates under a series of business themes. A wide range of essential business vocabulary and grammar are also ensured through a practical approach within this course.

## **Year II Semester I**

### **FM 2113 Advanced Financial Management**

This course unit aims to provide a comprehensive knowledge about the three key decisions made by the financial manager namely the financing decision, the dividend decision and the long term and long term investment decision. Moreover in the view of enhancing theoretical, knowledge of the students, some important theories such as Capital Structure theories,

Dividend Relevance & Irrelevance models, Leverage are incorporated in the scope of the subject.

### **FM 2123 Managerial Economics**

The course unit focuses to equip the students with the approach of decision making using the concepts of microeconomics and the students will be made to realize the working of the different market structures, consumer theory, production & cost analysis, revenue analysis the determination of prices and the techniques of decision making for enhancing the objectives of firms. The subject comprises strong mathematical and statistical foundation. Therefore, the subject sharpens the analytical and logical skills of the students and leads to rational business decisions.

### **FM 2132 Organizational Behaviour**

This course aims to develop the students' knowledge and skills to understand, predict, and control the behaviour in organizations. The course unit is developed from the contributions of behavioural disciplines such as Psychology, Social Psychology, Sociology, Political Science, and Anthropology. It provides a framework for understanding individual behaviour in organizations systematically by analysing the individual, group, and organizational factors to improve organizational effectiveness. This course covers individual values, attitudes, personality, perception, learning, groups & teams, conflict management, organizational culture, and organizational politics.

### **FM 2143 Commercial Law**

This course aims to develop the impressive knowledge and critical understanding of the area of commercial law and expand the skills for employment while focusing on the operation of judicial, legislative and administrative actions in commercial sector in domestic and international contexts. It covers contract law, insurance law, law of agency, partnerships, sales of goods, consumer protection, intellectual property law and legal framework on environmental protection and initiatives of sustainable development. Finally, this course will set a very strong foundation on dealing with the customers, agents, suppliers or employees and protection of the physical and intellectual assets of the business.



### **FM 2151 Industry Exposure Programme**

The purpose of this programme is to give an opportunity for the students to witness a well-organized office environment during their academic career. The hands-on experience on office culture will enhance their enthusiasm to become a professional after the graduation. This programme will also encourage the students to reflect the gathered experience in rest of the university life and mindful on how the future career would like after graduation. This programme covers an exposure into a typical office practices of a reputed business organization.

## **Year II Semester II**

### **FM 2213 Investment Analysis & Portfolio Management**

The Investment Analysis & Portfolio Management is very important area in finance. Therefore, this course is designed to give profound theoretical and practical knowledge to the students on portfolio construction and management. Further, this course unit includes the well-known finance theories which were evolved during 1950s such as Capital Market Theories, Asset Pricing Models and Efficiency Market Hypothesis with a view to equip the students in the perspective of practitioners' role of managing the portfolios.

### **FM 2223 Cost & Management Accounting**

The purpose of Cost and Management Accounting is to introduce the student to the business concepts and methods used to report managerial performance information to internal users and managers to assist in making sound business decisions in managing the firm. Course topics includes, Costing Systems, Marginal and Absorption Costing, Cost Volume Profit Analysis, Budget Preparation, Pricing Decisions, and Activity Based Costing.

### **FM 2232 Monetary Economics**

This course intends to emphasise the role of money and the financial sectors of the economy. In particular, it highlights numerous mainstream theories of money as well as the exploration of monetary policy as well. Indeed, the major topics that will be discussed are; money supply and demand, interest rates the relationship between money and the key macroeconomics variables, the conduct of monetary policy special reference to Sri Lankan context.

### **FM 2243 Operations Management**

Operations can be viewed as a transformation process that converts inputs into outputs of greater value. Operations are also a basic function of a firm and the technical core of an organization. Operations Management involves deploying strategy, ensuring quality, designing products and services, selecting processes and technologies, arranging facilities, forecasting demand, planning the production process, and managing the supply chain. Operations play a major role in maintaining competitiveness. Globalization and management advances in information technology have dramatically broadened the business landscape. Efficiencies created by e-commerce, for both consumers and businesses, have sent operations expertise to the forefront of managerial excellence.

### **FM 2252 Taxation**

Taxation helps redistribute wealth, provide expenditure on public goods and services, and serve as a tool of influencing behaviour. It is impossible to manage a business without having a sufficient understanding of the taxation system operated in the country on which the business functions. This course module covers the knowledge of tax procedures adopted in Sri Lanka by covering the government and tax laws and regulations.

### **FM 2263 Company and Banking Law**

Legal knowledge in the field of corporate and banking sectors will help to run a business in effective and efficient manner. Therefore this course aims to provide conceptual and practical knowledge, financial activities and legal implications in corporate and banking sectors. It covers formation of company, shares, directors, amalgamations and winding up of a company under company law and functions of commercial banks, negotiable instruments, electronic transactions and legal aspects of securities under banking law. Finally, the course will set a strong legal foundation for the practical operations of corporate and banking sectors to calmly interact with individuals, government agencies, and other businesses organizations.

### **FM 2272 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of

the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **FM 3112 Financial Derivatives**

This course unit focuses on providing theoretical and practical knowledge on the main types of financial derivatives and how they are priced. Financial derivatives are increasingly gaining its popularity in the financial markets as a tool of hedging against specific financial risks. Thus, understanding how they work in the market is essential for any financial manager. This course is comprised with introduction to main kinds of derivatives such as forwards, futures, swaps and options, how they are used to achieve various hedging and speculating objectives, the framework for pricing derivatives, and several applications of derivative-pricing techniques outside derivative markets.

### **FM 3123 Advanced Financial Accounting**

As future professionals, an appreciation of accounting theories allows students to think more critically about the building blocks of financial reporting and how they are used in practice. The subject examines various theories that investigate the roles of financial accounting in decision-making and theoretically appraise financial accounting practice. This course provides students with sound and in-depth technical and conceptual knowledge of advanced accounting topics relating to business combinations, inter-corporate investments, consolidation, accounting for operating segments, earnings per share, and financial instruments.

### **FM 3132 Computerized Accounting Systems**

This course module provides students with general knowledge, understanding and practical exposure on handling accounting functions of an organization using an accounting package and preparing accounting

reports for both management and financial statement users of an organization as their request. Further, it provides knowledge on using advanced excel techniques to deploy the basic business and financial statement analysis along with generating managerial report for decision makers to make managerial decision backup by basic knowledge on computer programming.

#### **FM 3143 Auditing & Assurance Services**

This course module provides basic knowledge, skills and understanding of concepts, techniques and critical aspects of managing assurance engagement to provide an assurance service to the client organization. It covers both the theoretical and practical aspects of auditing including the auditing standards, concepts, principles relating to auditing theories and practice while teaching the code of ethics in audit profession. Further, it teaches how to deploy the audit procedures for both private and public organizations using case analyses, presentations, group discussions and role plays.

#### **FM 3153 Management Information Systems**

This course module is designed to provide general understanding of linkage between Management Information Systems (MIS) and business operations. It helps the students to assess the opportunities and competitive advantage of using management information system in an organization while considering the cost of implementing such a system in an organization. Further, this course provides understanding on solving the business problems using management information systems and adds value to businesses that leads to take strategic advantage in the market.

#### **FM 3163 Research Methodology**

The objective of this course is to train the students to undertake an independent research study and complete the research by demonstrating the scholarly conventions followed in the academia. This course covers various areas such as research problem identification, literature survey, sampling design, field work and data analysis using various techniques.

#### **FM 3172 Business Communication II**

This course unit has been planned with the aim of developing the undergraduates' business and professional communicative competency in order to perform any piece of communication (oral/written/formal/

informal) with a higher degree of understanding, accuracy, fluency and organization.

## **Year III Semester II**

### **FM 3211 Finance Literature**

Finance is still an emerging discipline which originated from economics. The emergence of the dominant theories of finance goes back to 1930s which is aftermath of great depression. The concept of intrinsic value and safety of principal was landmark discovery in 1934 which was the foundation for the finance theories we discuss today. It is very essential for finance undergraduates to learn the historical literature in finance which is the building blocks of finance. This course is also designed to provide an in-depth knowledge in the structure of the subject so that they can very comfortably establish and locate any research in the history of finance rationally. This course also chronologically narrates the landmark discovery in the field of finance from 1930s to up to date.

### **FM 3223 Behavioural Finance**

This course describes how individuals and firms make financial decisions, and how those decisions might deviate from those predicted by traditional financial or economic theory. Students explore the existence of psychological biases in financial decision-making, and examine the impacts of these biases in financial markets and other financial settings. The course examines how the insights of behavioural finance complement the traditional finance paradigm.

### **FM 3233 Strategic Management**

Strategy is the game plan of businesses in achieving their turbulent business environments to ensure the accomplishment of organizational aspirations. Therefore, this course aims to develop the students' intellectual and practical capacity pertaining to the Strategic Management (SM) in contemporary business organizations. This course covers an introduction to strategy and Strategic Management, mind of the Strategist, setting the future direction, analysis of strategic position (external environment, strategic capability, expectations of stakeholders & culture), strategy crafting (corporate, business, and functional), aligning functional strategies to business strategies, strategy implementation, and strategic review & control.

### **FM 3243 Operational Research**

Operations Research (OR) has many applications in science, engineering, economics, and industry, and thus the ability to solve OR problems is crucial for both researchers and practitioners. Being able to solve real-life problems and obtaining the right solution requires understanding and modelling the problem correctly and applying appropriate optimization tools and skills to solve the mathematical model. This course aims to enable the students to formulate, analyse, and solve mathematical models that represent real-world problems. The module covers topics that include: Linear Programming, Transportation, Assignment, CPM/ PERT techniques, Decision Theory, and Inventory Models.

### **FM 3253 Entrepreneurship and Small Business Management [Elective]**

Both Entrepreneurship and Small Businesses play a vigorous role in the growth of any economy within a rapidly changing global arena. Entrepreneurship challenges the unknown by taking calculated risks while Small Businesses immensely uplift the economies of the country and the whole world. This course was designed to deliver a comprehensive understanding of Financial Management undergraduates about the theoretical and practical aspects of entrepreneurship and Small Business Management. It covers areas such as Introduction to Entrepreneurship, Historical development of entrepreneurship Fundamentals of Entrepreneurship, Entrepreneurial Decision Process, Entrepreneurship Mindset Development, Ethics and social responsibility of entrepreneur, Introduction to SME Sector in Sri Lanka, Marketing Strategies for SMEs, Financial Management, Managing people in SMEs, Social responsibility and Ethics of small businesses.

### **FM 3253 Innovations and Intellectual Property Management [Elective]**

This course unit focuses on providing the students required knowledge to protect their innovations and how to create value from the innovative ideas. The course composed of rang of areas such as rational of Intellectual Property (IP) protection, protection strategies, economic rational of IP protection, IP valuation, commercialization, basics of patent drafting and patent database search using databases.

### **FM 3262 Introductory Econometrics**

In this course, financial econometrics is defined as ‘the application of statistical techniques to solve problems in finance. Although econometrics

is often associated with analysing economic problems such as economic growth, consumption, and investment, the applications in the areas of finance have grown rapidly in the last few decades. The main objective of this course is to introduce the main econometric methods and techniques used in the analysis of issues related to finance. Financial econometrics is the intersection of statistical techniques and finance. Financial econometrics provides a set of tools that are useful for modelling financial data and testing beliefs about how markets work and prices are formed. This course intends to familiarize students with the principal techniques in Financial Econometrics. Moreover, the course aims to make aware the students of how these techniques can be used and applied to real data, and provides the necessary background to understand and critically assess empirical findings reported in the financial literature, as well as to carry out their own empirical research in the future.

#### **FM 3272 Personality and Professional Development**

This course unit aims at strengthening the theoretical and practical applications on Business etiquettes, ethics and effective behaviour with professional presence. Learning the Sri Lankan culture and heritage with different perspectives and values of the religions, managing stress and gaining effective results, improving one's own creativity through literary appreciation techniques, applying and practicing from books and web based resources for personal and professional improvement, behaving as a nature lover for sustainable development. The students will apply the learned theories and practices in developing of the academic career to cope with their future success.

#### **Year IV Semester I**

#### **FM 4113 Strategic Financial Management**

Strategic Financial Management involves managing an organization's financial resources to achieve its business objectives and maximize its value. The term "strategic" means that this approach to financial management has a long-term horizon. Mainly the strategic investment decisions and financial decisions ultimately determine the firm's finance strategy. Understanding the advanced phenomena such as capital budgeting decisions, mergers, and acquisitions covered under this topic is vital for any financial manager.

### **FM 4123 International Trade & Finance**

This course focuses on the emergence of a global marketplace and considers its trade and finance implications in an increasingly globalized world. You will understand the leading international trade and finance issues, allowing you to know why global trade and foreign investment occur. Some countries are unwilling to trade in all commodities and what role can be played by international organizations. The course also considers currency exchange rate management issues. An in-depth understanding of international trade and finance issues is integral to successful international business strategies.

### **FM 4133 Financial Statement Analysis**

This course module aims to train the students to carry out financial statement analysis to study the company performance and assess the organization value according to the needs of various stakeholders for their decisions. To achieve this task the course is designed incorporating latest developments in the subject and contemporary issues in the finance discipline, which are considered by organizations when analysing their company performance.

### **FM 4142 Public Sector Finance**

This course is designed to discuss about public sector accounting and finance system in Sri Lanka. It covers information about Sri Lanka's public financial management systems in funds flow analysis, accounting, and auditing and related matters that will be particularly useful to students when they engage in the design of disbursement, reporting and auditing, and other financial management arrangements in the public sector in future.

### **FM 4152 Modelling EcoBusiness [Elective]**

This course introduces concepts of sustainable and environment friendly business models and emerging trends in EcoBusiness developments. The course aims to introduce circular business model canvas, fundamentals of green entrepreneurship, transition of businesses to circular economy with real world examples and case studies.

### **FM 4152 Development Economics [Elective]**

This course unit exposes students to an analysis of the key matters in economic development. Moreover, this course unit covers an introduction



to a set of selected issues in economic development including theories, pieces of evidence, policies and practices. It begins with the concept of economic development and to be discussed development theories, poverty & equity, population & demography, urbanization, the role of markets, human capital, international trade, etc. Exploration of various theories, learning from developed countries & pieces of empirical evidences and looking at policy measures in the relevant areas will help students to enhance their scholarship and analytical skills which will be useful to them aiming for the career development of economic research and planning that returns groundwork for policy decisions.

#### **FM 4162 Advanced Econometrics**

Students who complete this course should be familiar with the advanced econometric tools, techniques and methods of empirical economics. This course covers the statistical tools needed to understand empirical economic research and to plan and execute independent research projects.

### **Year IV Semester II**

#### **FM 4216 Thesis**

Knowledge creation and dissemination are fundamental roles played by scholars. This course aims to provide a platform for the students to apply the knowledge and skills gained in the previous courses in conducting a scientific investigation on a worthy topic under the guidance of an academic supervisor in the relevant field. The thesis option allows the participants to develop and exhibit systematic problem solving, critical thinking, synthesizing, critical reviewing, argument development, data collection, data analysing, interpretations, logical and systematic writing, formatting and compiling, presenting and defending competencies, adhering to scholarly conventions.

#### **FM 4223 Internship**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment in the students' profession/specialization. Students are allowed to acquire practical skills and experience working on projects alongside industry experts, improving the ability for teamwork through interaction with professionals in their fields of interest. It further develops personal competencies such as leadership, interpersonal relations, time

management of the students that are most demanded in the gradual transition from academia to career.

## **BACHELOR OF SCIENCE HONOURS IN BANKING AND INSURANCE**

This programme aims to produce qualified graduates in the banking and insurance industry. The curriculum covers seven main pillars: professional reporting, banking/insurance specialist, regulatory environment, management expert, innovation and knowledge dissemination, information and communication skills, and agility. The uniqueness of this degree programme is that it offers specializations in both banking and insurance streams which gives the students the advantage to pursue their career in either of the interested fields. In this programme, the students will learn banking and insurance specialized courses, including the principles of banking & insurance, financial client management, risk management, bank lending and credit management, multiple insurance schemes, assets & liability management, digital banking and finance, actuarial science and underwriting and claims management. In addition to the specialization, the degree covers other management-related disciplines with a distinct focus on accounting and finance. The Banking and Insurance graduates will secure their careers in academic, finance, banking, risk management, investments, asset management, and insurance fields.

### **PROGRAMME OBJECTIVES**

The prime objective of the programme is to produce competent graduates who are academically qualified and trained in accordance with the requirements of the banking and insurance industry. The specific objectives of the programme are:

1. To equip the students with sound knowledge in banking, insurance, and related disciplines.
2. To develop graduates with exposure to the practical applications in banking and insurance.
3. To develop required soft skills such as communication, team work, leadership, decision making, problem solving, empowerment, creativity, and empathy etc.
4. To develop socially responsible graduates with positive attitudes and mind-sets.

## GRADUATE PROFILE

- 1. Scholar**

Demonstrate a piece of advanced knowledge, understanding and the practical application of the theoretical aspects in the fields of banking and insurance, in which, critically analyse data, make judgments with sustain arguments and have the ability to communicate and use these arguments, ideas and techniques in problem-solving.
- 2. Innovator**

Take initiative, assume personal responsibility and demonstrate accountability and ability to inculcate entrepreneurship and intrapreneurship.
- 3. Change Agent**

Incorporate and demonstrate multidisciplinary knowledge, maturity and authenticity to instigate and manage changes for the betterment of financial performance and development of an organization.
- 4. Responsible Citizen**

Demonstrate the responsiveness towards ethics, socio cultural and environmental values in meeting long term goals.
- 5. Digitally Smart**

Demonstrate thorough knowledge in transferable skills related to Information & Communication Technology and information literacy in the fields of banking and insurance that is enough to have lifelong improvements in the field.



## COURSE STRUCTURE

<b>Year I Semester I</b>				
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and /or Practical Hrs</b>	<b>Credits</b>
BI 1113	Management Process	45	15	03
BI 1123	Financial Accounting	45	15	03
BI 1132	Micro Economics	30	10	02
BI 1143	Business Mathematics	45	15	03
BI 1153	Information & Communication Technology and Computer Applications	45	15	03
BI 1162	Business English 1	30	10	02
<b>Total Credits</b>				<b>16</b>

<b>Year I Semester II</b>				
BI 1213	Principles of Banking & Insurance	45	15	03
BI 1223	Financial Management	45	15	03
BI 1232	Macro Economics	30	10	02
BI 1243	Business Statistics	45	15	03
BI 1253	Marketing Management	45	15	03
BI 1263	Human Resources Management	45	15	03
BI 1272	Business English II	30	10	02
<b>Total Credits</b>				<b>19</b>

<b>Year II Semester I</b>				
BI 2112	Financial Clients Management	30	10	02
BI 2123	Risk Management	45	15	03
BI 2133	Monitory Economics	45	15	03
BI 2143	Commercial Law	45	15	03
BI 2151	Industry Exposure Programme			01
<b>Total Credits</b>				<b>12</b>

<b>Year II Semester II</b>				
BI 2213	Bank Lending and Credit Management	45	15	03
BI 2223	Commercial Property Insurance	45	15	03

BI 2234	Life Insurance	60	15	04
BI 2243	Investment Analysis and Portfolio Management	45	15	03
BI 2253	Cost & Management Accounting	45	15	03
BI 2262	Taxation	30	10	02
BI 2272	Business Communication I	30	10	02
<b>Total Credits</b>				<b>20</b>

### Year III Semester I

BI 3113	Liability & Miscellaneous Insurance	45	15	03
BI 3123	Domestic & International Banking	45	15	03
BI 3132	Micro Finance	30	10	02
BI 3143	Auditing & Assurance Services	45	15	03
BI 3153	Research Methodology	45	15	03
BI 3162	Business Communication II	30	10	02
BI 3171	Personality & Professional Development I	15	25	01
<b>Total Credits</b>				<b>17</b>

### Year III Semester II

BI 3212	Assets & Liability Management	30	10	02
BI 3222	Marine & Aviation Insurance	30	10	02
BI 3232	Contemporary Issues in Banking and Insurance	30	10	02
BI 3243	Strategic Management	45	15	03
BI 3253	Operations Research	45	15	03
BI 3263	Innovations & Intellectual Property Management [Elective]	45	15	03
BI 3263	Entrepreneurship & Small Business Management [Elective]	45	15	03
BI 3272	Introductory Econometrics	30	10	02
<b>Total Credits</b>				<b>17</b>

### Year IV Semester I

BI 4112	Digital Banking and Finance	30	10	02
BI 4123	Actuarial Science	45	15	03
BI 4133	Underwriting and Claims Management	45	15	03
BI 4143	Reinsurance	45	15	03

BI 4152	Advanced Econometrics	30	10	02
BI 4161	Personality & Professional Development II	15	25	01
			<b>Total Credits</b>	<b>14</b>

### Year IV Semester II

BI 4213	Thesis			06
BI 4226	Internship			03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>124</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### BI 1113 Management Process

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## **Year I Semester II**

### **BI 1213 Principles of Banking & Insurance**

This course aims to provide the knowledge of key principles and practices of banking and insurance industry. It includes the overview of the financial system, principles of banking and its practices, and overall banking mechanism as a professional function based on theories and practices. Further, it is designed to help students to understand the evolution and principles of Insurance, the regulatory framework of insurance, insurance market operations, and the various categories of insurance products. After successful completion of this course, students should be able to manage personal and/or group assets in banking and insurance industry.

### **BI 1223 Financial Management**

This course unit discusses the key theories and concepts related to financial management which will provide a solid foundation for the advanced courses related to field of finance. It covers the general functions of financial management and financial decision making namely the financing decision, the dividend decision and the long term and long term investment decision. In view of enhancing theoretical knowledge of the students the theoretical explanations and empirical justifications are discussed in a comprehensive manner. The role of financial management with regard to mergers & acquisitions is explored in the view of enhancing the shareholders' value.

### **BI 1232 Macroeconomics**

Macroeconomics deals with the analysis of the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. The course deals with the essentials of macroeconomic analysis pertinent to management studies. It provides a strong conceptual base concerning macroeconomic theories. The course aims to provide widespread knowledge to the participants on macroeconomic variables and their behaviour to control them in order to solve the macroeconomic issues of an economy.

### **BI 1243 Business Statistics**

Statistics is a much versatile subject which can be applied in almost any field. Statistics plays a vital role in taking effective business decisions. This

course unit has been designed to provide students conceptual and practical knowledge in statistical concepts, tools and applications which contribute to expand their analytical skills for effective managerial decision-making. The course includes data collection and classification, sampling techniques, frequency distribution, frequency curves and measures of central tendency & dispersion.

### **BI 1253 Marketing Management**

Marketing is the combination of activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This course provides a comprehensive and practical insight into concepts, theories, and marketing strategies to students to prepare and strengthen them to make effective marketing decisions in different organizational settings. The contents include; Introduction to marketing. Consumer buying behaviour, creating value for target consumers, marketing mix strategies and social responsibility & ethics in marketing.

### **BI 1263 Human Resource Management**

This course aims to discuss the evolving human resources function within today's organizations. The unit covers changing roles and responsibilities of human resources managers, the acceptance and integration of the human resources function as a full business partner, the higher expectations placed on human resources leadership to make a significant contribution to the successful management of the organization, the roles that managers and supervisors play in the successful management of the organization's human resources.

### **BI 1272 Business English II**

Management undergraduates require a high level of competency in Business English - English for Specific Purposes (ESP) for developing their confidence and self-esteem. This course is a continuation of Business English I in the Year I Semester I. It provides listening, speaking, reading and writing skills for management undergraduates under a series of business themes. A wide range of essential business vocabulary and grammar are also ensured through a practical approach within this course.

## Year II Semester I

### **BI 2112 Financial Clients Management**

This module provides complete overview on clients' management in Finance, Banking, and Insurance. Further, it focused on comprehensive set of processes and technologies for managing the relationships with potential/current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution. It explains how to build the customer's business as a means to adding value for end-customers, and lowering system-wide costs in the supply chain and also new technologies, including the internet and CRM software tools. Further, it provides exciting opportunities for the firm to develop and manage one-to-one relationship with its customers.

### **BI 2123 Risk Management**

This course unit provides a complete overview on how to use Risk management in business practices and societal decision-making in the twenty-first century. It would provide the knowledge to understand the importance of the recent crisis of the global financial systems that arose with the failures in predicting, preventing, and containing risk. This unit introduces the fundamentals of risk management and its application to any organization giving special attention on Banking, Insurance and financial services industry.

### **BI 2133 Monetary Economics**

This course intends to emphasise the role of money and the financial sectors of the economy. In particular, it highlights numerous mainstream theories of money as well as the exploration of monetary policy as well. Indeed, the major topics that will be discussed are; money supply and demand, Interest rates the relationship between money and the key macroeconomics variables, the conduct of monetary policy special reference to Sri Lankan context.

### **BI 2143 Commercial Law**

This course aims to develop the impressive knowledge and critical understanding of the area of commercial law and expand the skills for employment while focusing on the operations of judicial, legislative and administrative actions in commercial sector in domestic and international contexts. Basically it covers contract law, law of agency, employment law

and consumer protection. Further it intensely covers the legal background and matters specially connected with insurance and banking sectors. Finally, the course will set a strong legal foundation for the practical operations of commercial sector to calmly interact with individuals, government agencies, and other businesses organizations.

#### **BI 2151 Industry Exposure Programme**

The purpose of this programme is to give an opportunity for the students to witness a well-organized office environment during their academic career. The hands-on experience on office culture will enhance their enthusiasm to become a professional after the graduation. This programme will also encourage the students to reflect the gathered experience in rest of the university life and mindful on how the future career would like after graduation. This programme covers an exposure into a typical office practices of a reputed business organization.

### **Year II Semester II**

#### **BI 2213 Bank Lending & Credit Management**

This course provides a comprehensive overview of Bank Lending & Credit Management. Students will learn about the theoretical framework of Bank Lending & Credit Management, how to control Credit Management activities, how is the process of preparation of credit proposals, basic lending principles and credit management techniques, identification of bad debt, reviving techniques and recovery procedures. Understanding of Bank Lending & Credit Management procedures will enable the students to be confident with the banking practices in Credit Management

#### **BI 2223 Commercial Property Insurance**

This module will help to understand the modern society's personal and commercial properties such as property insurance, engineering insurance and motor insurance different perils, and hazards along with risk transferring mechanism. This course unit is designed to acquainting the students to legal aspects of commercial properties, market practices, and risk exposures with risk handling techniques to mitigate risk exposure. The module will make the students to understand the policies are dealt with in detail, documentation, important clauses, claims procedures, matters like data analysis where relevant, international practices are provided. The

motor insurance third party pool, tribunal and governmental schemes are discussed.

### **BI 2234 Life Insurance**

This module will help the students to understand the basics of life and disability insurance. They will learn about the conceptual framework of life and disability insurance, insurance market operations, the various categories of insurance and the basic insurance principles, underwriting and claims procedures in life insurance, reinsurance, IT applications in life and disability insurance and business ethics. Understanding of life insurance will enable the students to intricacies of insurance activities.

### **BI 2243 Investment Analysis & Portfolio Management**

The Investment Analysis & Portfolio Management is very important area in finance. Therefore, this course is designed to give profound theoretical and practical knowledge to the students on portfolio construction and management. Further, this course unit includes the well-known finance theories which were evolved during 1950s such as Capital Market Theories, Asset Pricing Models and Efficiency Market Hypothesis with a view to equip the students in the perspective of practitioners' role of managing the portfolios.

### **BI 2253 Cost & Management Accounting**

The purpose of Cost and Management Accounting is to introduce the student to the business concepts and methods used to report managerial performance information to internal users and managers to assist in making sound business decisions in managing the firm. Course topics includes, Costing Systems, Marginal and Absorption Costing, Cost Volume Profit Analysis, Budget Preparation, Pricing Decisions, and Activity Based Costing.

### **BI 2262 Taxation**

Societies need taxation in order to redistribute wealth, to provide for expenditure on public goods and services, as well as serve as a tool of influencing behaviour. Thus, no manager can manage a business without having a sufficient understanding about the taxation system operated in the country on which the business functions. Thus the study on taxation covers the understanding on tax procedures adopted in Sri Lanka by covering laws and regulations issued by the government and tax authorities.

### **BI 2272 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **BI 3113 Liability & Miscellaneous Insurance**

This module will help the students to understand the basics and different market requirements of liability & miscellaneous insurance. The students will learn about the conceptual framework, legal aspects and practices of liability insurance products, miscellaneous insurance products, specialized insurance covers, micro-insurance and agricultural insurance policies and the various categories of insurance, basic insurance principles with each policy wordings, local and international underwriting, claims procedures and documentation relating to liability & miscellaneous insurance.

### **BI 3123 Domestic and International Banking**

This course unit is focusing on delivering the role of prudential regulation in managing critical risks of domestically and internationally active banks in the context of financial crises. This module comprised of global financial markets, global banking in practice and imperfections, derivatives and exotics markets, international financial and banking crises and rules governing both domestic and international banking. Understanding of domestic and international banking aspects will enable the students to assess possible changes in domestic and international financial markets and to determine their likely impact on business operations.

### **BI 3132 Micro Finance**

This module will help the students to understand the basics of micro-finance. They will learn about the conceptual framework of micro-finance, products and services offered from micro-finance, risk and sustainability, process and performance of micro-finance and future challenges in the micro-finance industry. Understanding of the philosophy of micro-finance will enable the students to critically study the financial industry with sound knowledge.

### **BI 3143 Auditing & Assurance Services**

This course module provides basic knowledge, skills and understanding of concepts, techniques and critical aspects of managing assurance engagement to provide an assurance service to the client organization. It covers both the theoretical and practical aspects of auditing including the auditing standards, concepts, principles relating to auditing theories and practice while teaching the code of ethics in audit profession. Further, it teaches how to deploy the audit procedures for both private and public organizations using case analyses, presentations, group discussions and role plays.

### **BI 3153 Research Methodology**

The objective of this course is to train the students to undertake an independent research study and complete the research by demonstrating the scholarly conventions followed in the academia. This course covers various areas such as research problem identification, literature survey, sampling design, field work and data analysis using various techniques.

### **BI 3162 Business Communication II**

This course unit has been planned with the aim of developing the undergraduates' business and professional communicative competency in order to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency and organization.

### **BI 3171 Personality & Professional Development I**

This course unit aims at strengthening the theoretical and practical applications on attitudes and goal settings, time management to improve the personality, creativity concepts and experience to own creativity, how to manage stress and gain effective results, make effective communication,

presentation and emotional intelligence and cultivate the values on ethics and morality. The students will apply the learned theories and practices in developing the academic career to cope with their future success.

## **Year III Semester II**

### **BI 3212 Assets & Liability Management**

This course unit will cover the assets and liability of bank, managing bank profitability with principles and tools, treasury and cash management, money and capital market instruments and the current developments affecting treasury management and structured investment vehicle in banking practice to overcome the industry risk and maintain the banks' profitability. Further it will provide a comprehensive knowledge on national and international standards and regulations on assets and liability management and discuss the consequences of poor ALM.

### **BI 3222 Marine & Aviation Insurance**

Marine and Aviation Insurance part of this course familiarizes the students with principles and coverage's under Marine & Aviation Cargo and Hull policies. It explains the considerations of rating and underwriting along with claims procedures to be followed. It also helps to develop an understanding of general average and its adjustments from insurance perspectives and informs about the procedural aspects of recoveries from various third parties and measures for prevention of maritime frauds.

### **BI 3232 Contemporary Issues in Banking and Insurance**

This course focuses on the prevailing issues in banking and insurance. It mainly provides an understanding of the diversification of the banking/insurance activities, management of risks in banking/insurance operation, use of virtual currencies, competitive issues in banking/insurance, regulatory compliance, structural differences between developed and emerging markets, and bank/ insurance failures.

### **BI 3243 Strategic Management**

Strategy is the game plan of businesses in achieving their turbulent business environments to ensure the accomplishment of organizational aspirations. Therefore, this course aims to develop the students' intellectual and practical capacity pertaining to the Strategic Management (SM) in



contemporary business organizations. This course covers an introduction to strategy and Strategic Management, Mind of the strategist, setting the future direction, analysis of strategic position (external environment, strategic capability, expectations of stakeholders & culture), strategy crafting (corporate, business, and functional), aligning functional strategies to business strategies, strategy implementation, and strategic review & control.

### **BI 3253 Operational Research**

Operations Research (OR) has many applications in science, engineering, economics, and industry, and thus the ability to solve OR problems are crucial for both researchers and practitioners. Being able to solve real-life problems and obtaining the right solution requires understanding and modelling the problem correctly and applying appropriate optimization tools and skills to solve the mathematical model. This course aims to enable the students to formulate, analyse, and solve mathematical models that represent real-world problems. The module covers topics that include: Linear Programming, Transportation, Assignment, CPM/ PERT techniques, Decision Theory, and Inventory Models.

### **BI 3263 Innovations and Intellectual Property Management [Elective]**

This course unit focusses on providing the students required knowledge to protect their innovations and how to create value from the innovative ideas. The course composed of rang of areas such as rational of Intellectual Property (IP) protection, protection strategies, economic rational of IP protection, IP valuation, commercialization, basics of patent drafting and patent database search using databases.

### **BI 3263 Entrepreneurship & Small Business Management [Elective]**

Both Entrepreneurship and Small Businesses play a vigorous role in the growth of any economy within a rapidly changing global arena. Entrepreneurship challenges the unknown by taking calculated risks while Small Businesses immensely uplift the economies of the country and the whole world. This course was designed to deliver a comprehensive understanding of Banking & Insurance undergraduates about the theoretical and practical aspects of entrepreneurship and Small Business Management. It covers areas such as Introduction to Entrepreneurship, Historical development of entrepreneurship Fundamentals of Entrepreneurship, Entrepreneurial Decision Process, Entrepreneurship

Mindset Development, Ethics and Social Responsibility of entrepreneur, Introduction to SME Sector in Sri Lanka, Marketing Strategies for SMEs, Financial Management, Managing people in SMEs, Social responsibility and Ethics of small businesses.

### **BI 3272 Introductory Econometrics**

In this course, financial econometrics is defined as 'the application of statistical techniques to solve problems in finance. Although econometrics is often associated with analysing economic problems such as economic growth, consumption, and investment, the applications in the areas of finance have grown rapidly in the last few decades. The main objective of this course is to introduce the main econometric methods and techniques used in the analysis of issues related to finance. Financial econometrics is the intersection of statistical techniques and finance. Financial econometrics provides a set of tools that are useful for modelling financial data and testing beliefs about how markets work and prices are formed. This course intends to familiarize students with the principal techniques in Financial Econometrics. Moreover, the course aims to make aware the students of how these techniques can be used and applied to real data, and provides the necessary background to understand and critically assess empirical findings reported in the financial literature, as well as to carry out their own empirical research in the future.

## **Year IV Semester I**

### **BI 4112 Digital Banking and Finance**

This is a special course unit which deals with finance related issues that are central to success of any e-business. It provides an understanding about the involvements of e-devices and services in the financial intermediation process. This course unit mainly covers introduction to e-banking and finance, security issues in e-finance, electronic payment system, internet banking and their application to the financial markets and business finance.

### **BI 4123 Actuarial Science**

This course unit is planned to focus on grounding in mathematical and statistical techniques that are of particular relevance to actuarial work. The course composed of theories in actuarial techniques, risk classifications, rating and loss reserving, probability applications, mortality tables and premiums calculations associated with life and general insurances.

### **BI 4133 Underwriting & Claims Management**

This module will help the students to understand the managing of Underwriting and Claims functions in Insurance operations. They will learn about the conceptual framework of underwriting strategy and overall process, regulation and legal implications on underwriting function, risk pricing modelling and calculation, insurance claims philosophy and strategy, insurance principle applications in decision making of underwriting and claims with the various categories of insurance underwriting and claims management. Understanding of these functions in overall managerial perspective will enable the students to cope with insurance decision making process.

### **BI 4143 Reinsurance**

The aim of this course unit is to demonstrate principles and practical operation of different types of reinsurance aspects of property, causality, marine and aviation. Further reinsurance is truly international in its scope and is a highly specialized industry, yet many people have never heard of its existence. Reinsurance is the business of insuring an insurance company or underwriter against suffering too great a loss from their operations, and allowing an insurance company or underwriter to lay off a part of their liability to another insurer on a given insurance which they have accepted.

### **BI 4152 Advanced Econometrics**

Students who complete this course should be familiar with the advanced econometric tools, techniques and methods of empirical economics. This course covers the statistical tools needed to understand empirical economic research and to plan and execute independent research projects.

### **BI 4161 Personality & Professional Development II**

This course unit aims at strengthening the theoretical and practical applications on business etiquettes, ethic and effective behaviour with professional presence. Learning the Sri Lankan culture and heritage with different perspectives and values of the religions, managing stress and gaining effective results, improving one's own creativity through literary appreciation techniques, applying and practicing from books and web-based resources for personal and professional improvement, behaving as a nature lover for sustainable development. The students will apply the

learned theories and practices in developing of the academic career to cope with their future success.

## **Year IV Semester II**

### **BI 4213 Internship**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment in the students' profession/specialization. Students are allowed to acquire practical skills and experience working on projects alongside industry experts, improving the ability for teamwork through interaction with professionals in their fields of interest. It further develops personal competencies such as leadership, interpersonal relations, time management of the students that are most demanded in the gradual transition from academia to career.

### **BI 4226 Thesis**

Students are expected to study a problem relevant to his or her specialty in degree programme through the use of data and information collected in accordance with the guidelines given by the academic supervisor. The report should consist of an in-depth literature review, appropriate methodology, comprehensive analysis and discussion, and conclusion derived through the study. The research study should be submitted in a written format on or before the given date.

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**DEPARTMENT OF BUSINESS  
MANAGEMENT**



**BSc Honours in Business Management**



## **INTRODUCTION TO THE DEPARTMENT**

The Department of Business Management (DBM) is a founding department in the Faculty of Management Studies (FMS), which serves as the faculty's resource base for general management courses. The department's qualified, multitalented and passionate staff adds substantial value to transform undergraduates into citizens who serve the country's development. At present, DBM offers a four-year BSc Honours in Business Management Degree, engages in knowledge generation and dissemination in management through research and publications, and engages in social upliftment programmes.

## **DEPARTMENT VISION AND MISSION**

**CORE PURPOSE**            “Uplift the society for a better future”

**BHAGs**                      “To be the next Harvard Business School by 2050”

“Be the Sri Lankan icon of higher education in the field of Management by 2030”

**CORE VALUES**

- Commitment and accomplishment
- Creativity and innovation
- Equality within differences
- Honesty
- Initiative, quality, and continuous improvement
- Respect talent
- Social and environmental responsibility
- Unity

## **BACHELOR OF SCIENCE HONOURS IN BUSINESS MANAGEMENT**

The department offers four year BSc Honours in Business Management Degree in English medium with the aim of producing intellectual and employable graduates who bring innovative managerial solutions to problems in various contexts in which they work and live. The highlighting features of the degree programme are; first, the programme offers the opportunity for the undergraduates to opt for either the General Business Management stream or the Entrepreneurship stream from the third year depending on the performance in the first two years and the student's preference. Second, this is a pioneering custom-designed hybrid mode (physical and virtual) degree programme offered by the management faculties in Sri Lanka. Third, the degree programme embeds extensive practical exposure by offering a two-semester internship programme (Year II Semester I and Year IV Semester II) for the General Business Management stream students and an internship (Year II Semester I) cum business startup opportunity (Year IV Semester I) for the Entrepreneurship stream students.

Apart from the above features, the degree programme is offered with trending subjects such as Self-Management and Personality Development, Professional Development, Web Technologies, Presentation Skill Development, Business Ethics and Social Responsibility, Business Analytics, Creativity and Innovations Management, Data analysis, Digital Entrepreneurship and Marketing, Graphic Designing for Businesses, Green Management, Supply Chain Management, Change Management and Occupational Health and Safety Management. In addition, a greater concern has been given to develop the knowledge production capability of the graduate by offering a comprehensive theoretical and practical research methodology course with the emphasis on sound quantitative and qualitative analysis courses and the compulsory thesis writing component.

### **PROGRAMME OBJECTIVES**

The objective of the BSc Honours in Business Management degree programme is to produce intellectual and employable graduates who bring innovative managerial solutions to problems in various economic and socio-cultural contexts in which they work and live.

## GRADUATE PROFILE

BSc Honours in Business Management graduate is a **scholar, business strategist, analyst & problem solver, competent communicator, digital smart, leader & team player, entrepreneur & intrapreneur, socially & environmentally responsible citizen, and value-based strong person.**

## INTENDED LEARNING OUTCOMES (ILOs)

After completion of the BSc Honours in Business Management degree programme the graduate should be able to,

1. Confidently demonstrate knowledge, construct arguments, and create new knowledge in the field of Business Management.
2. Apply business management knowledge, view businesses from a holistic perspective, vigilant to the organizational environment, craft and execute strategies to achieve organizational goals.
3. Exercise numerical skills, logical thinking & reasoning and apply the analytical tools in making decisions to solve problems within the context of Business Management.
4. Communicate effectively, efficiently, and confidently in dynamic contexts in achieving personal, organizational, and social goals.
5. Work smartly in a digitized environment using Information Communication Technology while adhering to ethical standards.
6. Influence a set of people towards desired end states, play different roles in a team actively, ethically & responsibly and sense, initiate & drive changes in organizational and societal spheres.

7. Contribute to the continuous improvement of the organization, society, and nation through creativity & innovativeness, initiation, risk-taking, and resource mobilization.
8. Environmentally & socially sensitive, conscious, and responsible person who actively contributes to nurturing and preserving nature and uplifting the society in personal and organizational capacities at national and international contexts.
9. Psychologically and physically fit, value-based virtuous character, visionary, agile, rich in social capital, and thrives towards continuous personal and professional development.



## COURSE STRUCTURE

<b>Year I Semester I</b>					
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and/or Practical Hrs</b>	<b>Credits</b>	<b>Virtual Credits</b>
BM 1113	Management Principles and Practices	45	15	03	
BM 1123	Financial Accounting and Theory	45	15	03	
BM 1133	Business Mathematics	45	15	03	
BM 1141	Self- Management and Personality Development	-	30	01	
BM 1151	Presentation Skills Development	-	30	01	
BM 1163	Introduction to ICT and Computer Applications	15	60	03	
BM 1173	Business English – I	45	15	03	
				<b>Total Credits</b>	<b>17</b>

<b>Year I Semester II</b>					
BM 1213	Organizational Behaviour	45	15	03	
BM 1223	Business Statistics	45	15	03	
BM 1232	Microeconomics	30	15	02	
BM 1241	Professional Development	-	30	01	
BM 1252	Business Ethics and Social Responsibility	30	15	02	
BM 1260*	Academic Writing	15	15	-	01
BM 1272	Web Technologies	15	30	02	
BM 1283	Business English – II	45	15	03	
				<b>Total Credits</b>	<b>16</b>

<b>Year II Semester I</b>					
BM 2113	Internship – I	-	600		03
BM 2123	Marketing Management	45	15		03
BM 2133	Human Resource Management	45	15		03

BM 2142	Green Management	30	15	02
<b>Total Credits</b>				<b>11</b>

### Year II Semester II

BM 2213	Management Accountancy	45	15	03
BM 2223	Entrepreneurship and Small Business Management	45	15	03
BM 2232	Macroeconomics	30	15	02
BM 2242	Industrial Relations and Employment Law	30	15	02
BM 2252	System Analysis and Design	15	30	02
BM 2263	Commercial Law	45	15	03
BM 2271	Occupational Health and Safety Management	15	15	01
BM 2282	Business Communication - I	30	15	02
<b>Total Credits</b>				<b>18</b>

### Year III Semester I

BM 3113	Operational Research	45	15	03
BM 3123	Advanced Financial Accounting and Reporting	45	15	03
BM 3132	Managerial Economics	30	15	02
BM 3142	Creativity and Innovation Management	30	15	02
BM 3152 (a)	Indigenous Management Practices (Elective)	30	15	02
BM 3152 (b)**	Venture Creation (Elective)	30	15	02
BM 3162	Management Information Systems	15	30	02
BM 3173	Business Communication – II	45	15	03
<b>Total Credits</b>				<b>17</b>

### Year III Semester II

BM 3212	Lean and Total Quality Management	30	15	02
BM 3223	Financial Management	45	15	03
BM 3233	Research Methodology	45	15	03
BM 3243	Operations Management	45	15	03
BM 3253	Project and Event	45	15	03

	Management			
BM 3262 (a)	Taxation (Elective)	30	15	02
BM 3262 (b)**	Entrepreneurship Growth Management (Elective)	30	15	02
BM 3273	Digital Entrepreneurship and Marketing	45	15	03
<b>Total Credits</b>				<b>19</b>

### Year IV Semester I

BM 4113	Strategic Management	45	15	03
BM 4122	International Business Management	30	15	02
BM 4132	Change Management	30	15	02
BM 4142	Quantitative Data Analysis	15	30	02
BM 4151	Qualitative Data Analysis	15	15	01
BM 4161	Contemporary Developments in Management	15	15	01
BM 4172 (a)	Counselling in Organizations (Elective)	30	15	02
BM 4172 (b)	Supply Chain Management (Elective)	30	15	02
BM 4172 (c)	Company and Banking Law (Elective)	30	15	02
BM 4182 (a)**	Business Plan Development (Elective)	30	15	02
BM 4182 (b)	Business Analytics (Elective)	15	30	02
BM 4192 (a)**	Graphic Designing for Businesses (Elective)	-	60	02
BM 4192 (b)	Audit and Assurance (Elective)	30	15	02
<b>Total Credits</b>				<b>17</b>

### Year IV Semester II

BM 4213 (a)	Internship (Elective)	-	640	03
BM 4213 (b)	Business Startups (Elective)	-	640	03
BM 4226	Thesis	-	180	06
<b>Total Credits</b>				<b>09</b>
<b>Grand Total</b>				<b>124</b>

Note: The subject with \* mark, students should earn minimum of 40 marks to be eligible for the graduation.

In the Year IV Semester II, the Students of the BSc Business Management (Honours) Degree programme have two options out of which they have to select either BM 4213 - Internship (Elective) or BM 4213 (b) Business Startups (Elective).

The subjects with \*\* marks are mandatory to be selected in the respective semesters by those who are willing to select the BM 4213 (b) Business Startups (Elective) option in the Year IV Semester II.



## COURSE DESCRIPTIONS

### Year I Semester I

#### **BM 1113 Management Principles and Practices**

Management Principles and Practices is an introductory course that lays the foundation for studying advanced subjects in the degree programme. The course aims to improve the participant's conceptual and theoretical knowledge about management while improving their management competencies. This course unit covers viewing an organization as an open system, defining and explaining key concepts in management, the evolution of management, decision-making, planning, organizing, leading, motivating, communication, and controlling.

#### **BM 1123 Financial Accounting and Theory**

The discipline of accounting is evolved through the concept, principles and standards. The purpose of the course is to provide a comprehensive awareness of accounting standards that can be applied to the practical understanding of the financial reporting process of the accounting profession, and to use of accounting standards to prepare and present financial statements of corporate entity. This course consists of the historical development of accounting, conceptual framework of accounting, selected Sri Lanka Accounting Standards (LKAS) and Sri Lanka Financial Reporting Standards (SLFRS). In addition to that preparation of corporate financial statements is taught with the application of accounting standards.

#### **BM 1133 Business Mathematics**

This course is designed to introduce and reinforce the essential mathematical skills needed for students to understand, analyse, and solve mathematical problems related to Business Management and enhance their mathematical knowledge which leads them to become a valuable player in the business arena. Topics covered include basic algebra, functions, including a review of the logarithm, sequences, and series with financial applications, interest, limits, and differential calculus including derivatives, higher-order derivatives, and integral calculus, and curve sketching of managerial applications.

### **BM 1141 Self-Management and Personality Development**

The ability to manage self and continuously develop a unique way of thinking, feeling, and behaving when interacting with the environment is essential for developing a holistic person. This course unit aims to develop a value-based strong character who exercises self-management and continuous personality development. This course unit covers learning effectively, discovering the self, devising a life plan, fostering self-motivation, developing positive psychological capital, enriching values and character qualities, fostering positive attitudes, and maintaining physical health and fitness. A practical and experiential learning approach is applied in reaching the learning outcomes of the course unit.

### **BM 1151 Presentation Skills Development**

An excellent level of presentation skills is vital in delivering effective presentations to a variety of audiences. Thus, this course aims to develop students' confidence and competency to deliver effective presentations in a variety of contexts that they encounter in the future. The course content covers the introduction to effective communication, model of an effective presentation, designing an effective presentation, building confidence & overcoming speech anxiety, usage of vocal qualities & traits, the role of nonverbal communication, positive body image & personal appearance, types of speeches, styles of speakers, team presentations, common presentation mistakes, practicing/rehearsing a presentation and providing feedback. Students will deliver presentations/ speeches with an interactive and active involvement in the learning process.

### **BM 1163 Introduction to ICT and Computer Applications**

Introduction to ICT and Computer Applications is an introductory course on Information and Communication Technology. This course is designed to enable the students to understand the foundation for good practices in Information Communication Technology and a conceptual level understanding of the structure and operation of computers with basic understanding of how workplace can be automated with computers, how communications systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace. Especially this course provides the foundation which will serve as a competitive advantage to the student's career regardless to the field they choose.

### **BM 1173 Business English I**

Management undergraduates require a high level of competency in Business English - English for Specific Purposes (ESP) for developing their confidence and self-esteem. This course provides listening, speaking, reading, and writing skills for Management undergraduates who need English for working in the business. It also ensures a wide range of essential business vocabulary and grammar through a practical approach.

## **Year I Semester II**

### **BM 1213 Organizational Behaviour**

Ability to understand human behaviour plays an essential role in determining the effectiveness of managers. This course aims to develop the students' knowledge and skills to understand, predict, and control human behaviour in organizations. The course unit is developed from the contributions of behavioural disciplines such as Psychology, Sociology, Social Psychology, Political Science, and Anthropology. This course covers individual values, attitudes, personality, perception, learning, groups and teams, conflict management, organizational culture, and organizational politics. This course is designed with much-needed theoretical rigor which is blended with practical aspects in understanding human behaviours in an organization.

### **BM 1223 Business Statistics**

This course is the initial statistics course that lays the foundation for some quantitative subjects in the degree programme. This course unit is designed to provide students' conceptual knowledge in statistics along with enhancing their analytical and problem-solving skills within the context of Business Management. This course unit covers the introduction to statistics, collecting, compiling, and presentation of data, descriptive statistics, correlation, regression, and time series analysis, probability theorems including binomial, Poisson distribution, and normal distributions, and hypothesis testing including one sample and two-sample tests.

### **BM 1232 Microeconomics**

This course is the initial economics course that lays the foundation for studying macroeconomics and managerial economics in advanced layers in the degree programme. Hence, it aims to provide beginners with a comprehensive knowledge of microeconomic terminologies, concepts,

theories, and methods about the economic behaviour of individuals, households, and firms. This course includes basic economic problems, economic systems, market forces, market equilibrium, and government intervention in market activities, the theory of elasticity of demand, the theory of consumer behaviour, and theory of production, theory of cost, and decisions on various market structures.

#### **BM 1241 Professional Development**

Professionalism is one of the most wanted requirements of a business management graduate. Thus, this course aims to develop the pattern of thinking, skills, attitudes, and qualities of a true professional. This course unit takes a competency development and a pragmatic approach and covers different types of etiquette, grooming, personal hygiene, authentic professional presence, managing career, emotions, stress and time, dealing with changes, managing meetings, teamwork, and leadership.

#### **BM 1252 Business Ethics & Social Responsibility**

Managing businesses ethically and behaving in a socially responsible manner are essential competencies of a business management graduate. This course aims at developing students' knowledge and practical sense on business ethics and organizing Corporate Social Responsibility (CSR) programmes to mitigate social issues. The course contains basic concepts of business ethics and social responsibility, ethical decision making, identifying social and ethical issues (society/organization), planning and executing team-based community development programmes. This course will be delivered by providing case-based scenarios related to business ethics and experiential learning through organizing corporate social responsibility projects.

#### **BM 1260 Academic Writing**

Academic writing serves as a tool of scholarly communication of knowledge in a globally accepted manner while offering courtesy and credit to the original authors. This course aims to develop the students' ability to report knowledge by following academically accepted standards. It contains types of plagiarism, reliable sources of references, APA writing style, in-text citations, end-text citations, and formatting academic reports. The course is designed with ample practical in-class activities to improve writing, adherence to academic ethics and guidelines, reporting, formatting, citations while demarcating the voice of self and the other authors.

### **BM 1272 Web Technologies**

Web technologies dramatically transform the way of managing businesses in the digital era. This course aims to provide the knowledge of web technologies and skills of applying web technologies in contemporary organizations. The course includes content management, search engine optimization, web browsers, HTML standards, CSS and CSS pre-processing, responsive design, and performance review. The course will be delivered in a computerized environment focusing on providing hands-on experience to use web technologies.

### **BM 1283 Business English II**

This course unit is a continuation of Business English I. It provides further practice in listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is also an English for Specific Purposes (ESP) course which ensures a wide range of essential business vocabulary and grammar through a practical approach covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year II Semester I**

### **BM 2113 Internship I**

Industrial exposure has become indispensable for the personal, professional, and career development of undergraduates. This course aims to provide industrial exposure to students where they can get hands-on experience in the corporate world. It provides basic knowledge, skills, and exposure to business functions and processes. Further, it entails providing an understanding of documentation, networking with different personnel, participating in the events of the organizational life, improving professional and ethical behaviours, and reading organizational culture and processes. Students will undergo a minimum of three months of training within the semester and their performance will be evaluated by both internal and external supervisors based on criteria set according to the intended learning outcomes.

### **BM 2123 Marketing Management**

Marketing plays a vital role by helping businesses to reach the target audience effectively and to make profitable customer relationships by catering to changing consumer preferences. This course aims to enable the students to assess the marketing environment, identify marketing opportunities, develop marketing strategies, and implement marketing plans by providing insight into concepts, theories, and strategies of marketing. The course covers an introduction to marketing, consumer buying behaviour, creating value for target consumers, marketing mix strategies, and marketing society and ethics. This course will be delivered online during the internship period where the learner gets exposure to marketing strategies in a practical setup.

### **BM 2133 Human Resource Management**

The Human Resource (HR) is the spring of creativity and innovation. Similarly, it is the source for most organizational problems. Thus, Human Resource Management (HRM) is critical for organizational prosperity. This course aims to develop the course participants' HRM knowledge, skills, and attitudes providing the basis for studying other HRM-related subjects in the degree programme. This course contains, introduction to HRM, human resourcing, performance management, reward management, HR development, and modern trends in HRM such as strategic sustainable HRM, green HRM, HR automation, human capital reporting, and HR analytics. This course will be delivered online during the Internship period where the learner gets exposure to practical HRM.

### **BM 2142 Green Management**

Being responsible for the environment in personal and business spheres is much essential since society experiences numerous adverse environmental effects globally. The main purpose of this course is to equip the students with the basic knowledge and understanding of the natural environmental components and the interaction between the environment and the business organizations and people. This course unit covers knowledge on environmental components, global and local environmental issues, industrial resource usage and its impact on environment, regulatory requirements and voluntary environmental management practices of the industries, concept of greening functional areas, basics of measuring and reporting environmental performances of industries, and sustainable development goals. Further this course includes sustainable consumption

emphasizing individual responsibility towards environment and finally the current trends in corporate sustainability. This course will be delivered online during the internship period where the learner gets exposure to the industry practices.

## **Year II Semester II**

### **BM 2213 Management Accountancy**

Management Accounting information is vital in making well-informed business decisions. This course aims at enabling students to collect and present information to management based on the cost and management accounting techniques which help them to solve specific problems and to guide them in decision making. The course consists of important areas such as the role of cost and management accounting, various cost concepts and costs behaviours and the application of costing methods, standard costing and variance analysis, cost-volume and profit analysis, budgetary control and the traditional and modern methods to evaluate an investment proposal in an organization.

### **BM 2223 Entrepreneurship and Small Business Management**

Both Entrepreneurship and Small Businesses play a vigorous role in the growth of any economy within a rapidly changing global arena. Entrepreneurship challenges the unknown by taking calculated risks while Small Businesses immensely uplift the economies of the country and the whole world. This course was designed to deliver a comprehensive understanding of BM undergraduates about the theoretical and practical aspects of entrepreneurship and Small Business Management. It covers areas such as Introduction to Entrepreneurship, Historical development of entrepreneurship Fundamentals of Entrepreneurship, Entrepreneurial Decision Process, Entrepreneurship Mindset Development, Ethics and social responsibility of entrepreneur, Introduction to SME Sector in Sri Lanka, Marketing Strategies for SMEs, Financial Management, Managing people in SMEs, Social responsibility and Ethics of small businesses.

### **BM 2232 Macroeconomics**

With the foundation laid by microeconomics, visualizing a broader trend in the economy is facilitated by macroeconomics. The course aims to provide comprehensive knowledge about the use of aggregate economic theories and tools in managerial decision-making to achieve organizational

objectives. This course includes the introduction to macroeconomics, the national income and its distribution, the role of individuals, firms, and government, the influence of government spending on income and output, government policies, inflation, unemployment and its impact, international trade and its impact on the exchange rate and balance of payment, current economic condition and the nation's contribution towards the sustainable development goals.

#### **BM 2242 Industrial Relations & Employment Law**

Industrial Relations & Employment Law subject facilitates graduates to become successful managers who can contribute to the national development by developing and maintaining a sound industrial relations system which is a vital ingredient in economic growth and development. This course unit provides the theoretical and practical aspects of Industrial Relations and Employment Law in Sri Lankan context. It includes knowledge in different concepts of Industrial Relations and Employment Law, explaining the applications of Industrial Relations and Employment Law, and analysing the related organizational issues by using Industrial Relations and Employment Law knowledge.

#### **BM 2252 System Analysis and Design**

High-quality Information Systems that combine Information Technology and people are pivotal for information-driven decision making in organizations. This course unit aims to provide the necessary knowledge and skills to analyse the system requirements and design an information system. This course deals with the concepts, skills, methodologies, techniques, tools of system analysis and design and perspectives essential for a system analyst.

#### **BM 2263 Commercial Law**

This course aims to develop the impressive knowledge and critical understanding of the area of commercial law and expand the skills for employment while focusing on the operation of judicial, legislative and administrative actions in commercial sector in domestic and international contexts. It covers contract law, insurance law, law of agency, partnerships, sales of goods, consumer protection, intellectual property law and legal framework on environmental protection and initiatives of sustainable development. Finally, this course will set a very strong foundation on dealing with the customers, agents, suppliers or employees and protection of the physical and intellectual assets of the business.



### **BM 2271 Occupational Health and Safety Management**

Health and safety at work are essential for effective business performance and save lives. This course aims to equip students with the required knowledge and skills on Occupational Health and Safety (OH&S) management systems within organizations. The course consists of a range of areas such as international standards on occupational health and safety management, hazard identification, assessment of occupational health and safety, emergency preparedness and response, first aid, and legal requirements for occupational health and safety.

### **BM 2282 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **BM 3113 Operational Research**

Problem-solving is considered an important element a student should possess in contributing to the business community. This course aims to provide a background of decision science, to make clear, rational, and precise decisions through scientific approaches in the dynamic environment. This course includes graphical and simplex linear modelling and problem solving, Software based model solving, sensitivity analysis, transportation problems, assignment problems, inventory management, network analysis, and MS projects application, and decision theory.

### **BM 3123 Advanced Financial Accounting and Reporting**

This course builds on the fundamentals of financial accounting and theory that students learn in financial accounting and theory course. The aim of this course is to equip students with sound knowledge of advanced accounting theory and application of accounting standards on financial reporting. Students learn about the preparation and interpretation of an entity's financial statements in accordance with generally accepted accounting principles, accounting for complex business transactions, and techniques to evaluate firm performance. This course consists of Sri Lanka Accounting Standards, Sri Lanka Financial Reporting Standards, preparation of consolidated financial statements and financial statement analysis and sustainability reporting.

### **BM 3132 Managerial Economics**

The knowledge obtained from microeconomics provides the foundation for this subject. The course aims to provide the working knowledge and application of basic economic concepts, theories, and principles for decision making, strategic thinking, and problem-solving in organizations. The course unit covers the introduction to managerial economics, application, and decision making on price theory, consumer behaviour, and the theory of production, profit maximization, and cost minimization in various market structures. The mathematical, statistical, and analytical skills of students play a vital role in the successful completion of this course.

### **BM 3142 Creativity and Innovation Management**

This course aims to develop the creative and innovative thinking of graduates in business context. A model of individual creativity is described and integrated into a model of organizational innovation. The entire process of individual creativity should be considered as a crucial element in the process of organizational innovation. This course module contains Introduction to creativity, the process of creativity, creative problem solving, developing creative organizational environment, managing organization creativity, Introduction to innovation, open innovation, innovation management, sustainable innovations, financing innovations and Intellectual Property right practice in Sri Lanka. These theories try to build /develop the creative and innovative thinking capacity of fresh graduates.

### **BM 3152 (a) Indigenous Management Practices**

Historical evidence from the indigenous people, values, and practices reflects the existence of management approaches even before the origin of modern management. The purpose of this course is to open up new views of addressing existing organizational issues with the application of indigenous knowledge and practices. Further to synthesis and embed eastern and western cultural aspects to the organizational diversity, and to ensure sustainable urban and rural development. This course introduces indigenous people and indigenous management, management approaches from Buddhism, Hinduism, Christian and Islamic cultures, rural and urban Sri Lankan culture, management practices in different local businesses in Sri Lanka, culture and business practices in different countries, and Sri Lankan entrepreneurial traits and success stories.

### **BM 3152 (b) Venture Creation**

New venture creation (VC) by a graduate has become a rare reality but most intended outcome of both programme designers and policy makers. This course was designed to provide students with required knowledge and skills for creation of a new venture while identifying their potentials of venture creation. The course covers the areas such as; Introduction to VC, exploring business opportunities and ideas, Screening, ranking & selecting the best business idea, Developing the business model, Components of a business plan, Financing Entrepreneurial ventures, Location planning, Registration formalities to a new venture, Registration formalities to a new venture and new venture supportive services and organizations.

### **BM 3162 Management Information Systems**

This course module is designed to provide students with a basic understanding of what are Information Systems (IS) and how are used in organizations to meet strategic and operational goals for increasing business value. To that end, students will acquire skills using current end-user Information System software for identifying supportive major business functions, identifying different models to obtain competitive advantage, making better decisions and identifying challenges when using information systems. The course also covers software and hardware components, information structures, basic business organization and processes, importance of Information Systems in business organizations, analyse the relationship between organizational structure, different types of information systems & business processes, important features of

organizations that managers need to know about using information systems successfully.

### **BM 3173 Business Communication II**

This course unit is a continuation of Business Communication I in the Year II Semester II. It aims at developing the undergraduates' business and professional communicative competence to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency, and organization. The course unit focuses on enhancing writing skills, persuasive correspondence, paraphrasing and summarizing, analysing and interpreting graphical, statistical, and tabulated data in linguistic forms. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester II**

### **BM 3212 Lean and Total Quality Management**

Quality of the products and processes can bring a competitive advantage to any organization. This course aims to provide up-to-date knowledge of Total Quality Management (TQM) concepts and to develop the practical skills of students on quality management techniques. This course unit covers TQM principles and practices, quality planning, human resource aspect of TQM, performance measures of TQM, approaches of continuous process improvement, process excellence, and lean operation practices. Also, this course introduces international quality management standards and quality improvement techniques such as Six-Sigma, which will be highly useful in the industrial setup.

### **BM 3223 Financial Management**

Sound financial management is essential to organizational success. Therefore, this course unit aims at providing knowledge on the key theories and concepts related to financial management and developing analytical skills in financial decision making. The course comprises introduction to financial management, functions, and its scope followed by an overview of the financial markets and types of financial instruments. Also, the course concentrates on technical aspects such as time value of money, financial statement analysis, valuation of long - term securities, calculation of the

cost of capital, risk and return, and managing working capital in an organization.

### **BM 3233 Research Methodology**

Research is the fundamental mechanism of knowledge generation which is essential in understanding organizational issues and finding solutions scientifically. This course aims to provide the knowledge and skills to the students on the preliminary stages of the research process and the fundamentals of a scientific inquiry. It covers the philosophical roots of research, formulating research problems, developing research questions & objectives, writing the significance of the research, critical literature review, developing hypotheses or propositions, conceptualizing, operationalizing the study, research design, sampling process, data collection methods and data analysis methods. This course sets a strong foundation in dealing with the research process enabling the participants to confidently move forward in the research journey.

### **BM 3243 Operations Management**

Operations are basic functions of a firm and the technical core of an organization which play a major role in maintaining organizational competitiveness. The aim of this course unit is to provide the required knowledge and skills for students to systematically view the organizational transformation process that converts inputs into outputs and to improve the value chain. This course unit covers major areas of operations management such as; operations strategy, designing products and services, ensuring quality, facility management, demand forecasting and managing the supply chain. This also provides insights into technological and contemporary advancements in operations management discipline.

### **BM 3253 Project and Event Management**

The competitive business world demands the effective implementation of projects to manage resources and tasks to achieve specific business goals. This course aims to guide the student to think critically from planning a project/event to the completion and accomplish the intended project/event outcomes. The course contains the importance and nature of the functions of project management/ event management, the role of the project managers in managing project team, and managing an event team, stakeholder satisfaction, the techniques for planning, estimating, budgeting, and scheduling a project/event, MS Project or any applicable software

application, the execution of a project/event, including controlling, reporting, and managing change and risk; completion of a project/event complying to the goals and objectives.

### **BM 3262 (a) Taxation**

Payment of tax is a legal requirement as well as an ethical act of responsible businesses and individuals. Business Management graduates should be essentially equipped with the awareness of current tax regulations, procedures, and practices. Therefore, this course aims to develop the learners' competency in computation of individual and corporate tax by improving the conceptual and practical understanding of tax laws, procedures, and practices in Sri Lanka. This course contains concepts in taxation, computation, and procedures of income tax, PAYE Tax, Value Added Tax (VAT), Nations Building Tax (NBT), and other applicable taxes, and tax administration in Sri Lanka.

### **BM 3262 (b) Entrepreneurship Growth Management**

At the successful completion of the business formation stage often the entrepreneurs encounter problems caused by their lack of knowledge and skills in growth management. This transition needs to be carefully managed and monitored in order to achieve greater results. When, managing the entrepreneurial growth, they require improved know how in certain areas. This course aims at providing the students with the knowledge and skills in such areas as Introduction to entrepreneurship growth management, beginning to entrepreneurial growth, Organizational restructuring, setting strategic direction, Marketing for growth Transition of the culture, Leading the team for growth, Strategies for growth, Planning for the future and Ethical consideration of entrepreneurial growth.

### **BM 3273 Digital Entrepreneurship and Marketing**

Digital entrepreneurship and marketing are to shift the paradigm into a new mode of venture which is powered by new technology. This course unit aims to allow students to enhance knowledge and industry-relevant hands-on experience in the field of Digital Entrepreneurship and Marketing through lectures, case studies, and team projects. This course unit covers digital entrepreneurship and marketing basics by introducing various digital technologies emphasizing more on social media platforms. It also focuses on formulating an effective content emerging trends of digital entrepreneurship, transformation to digital world by developing digital business models, marketing strategy, and creating social media marketing campaigns and Google AdWords campaigns.

## Year IV Semester I

### **BM 4113 Strategic Management**

Strategy drives the business in turbulent business environments to ensure the accomplishment of organizational aspirations. Therefore, this course aims to develop the students' intellectual and practical capacity pertaining to the Strategic Management (SM) in contemporary business organizations. This course covers an introduction to strategy and Strategic Management, mind of the Strategist, setting the future direction, analysis of strategic position (external environment, strategic capability, expectations of stakeholders & culture), strategy crafting (corporate, business, and functional), aligning functional strategies to business strategies, strategy implementation, and strategic review & control.

### **BM 4122 International Business Management**

Managing businesses in the international context have become extremely important since it provides ample opportunities for businesses in the global economy. Therefore, this course aims to develop the basic competencies of the learners in managing international business. This course covers analysing the international business environment, international organizations, multinational companies, management functions of international business, international business strategies and foreign trade procedures, including exports and imports. Finally, the course sets a foundation for further studies in the field of International Business Management.

### **BM 4132 Change Management**

Business environment is changing today at an unprecedented level. As a result of that, organizational change is now moving from niche to necessity for organizations. Managers are a lynchpin for a successful change initiative in organizations. Therefore this course unit facilitates future managers to be groomed as Change Agents in organizations with required change management competencies. It includes theoretical knowledge in concepts and processes of change management, different change models, technical know-how on plan, lead, evaluate & sustain a change programme.

### **BM 4142 Quantitative Data Analysis**

This course unit is designed to provide the students with theoretical and practical knowledge to properly analyse, present, and interpret research/business-related quantitative data so that it helps them to take accurate

decisions by solving business-related issues in their future professions while enhancing their analytical skills. This course unit covers the data feeding, development, and purification of data sets, assurance of the goodness of data, applications of descriptive inferential statistics, correlation analysis, regression analysis, chi-square analysis, analysis of mean, non-parametric analysis, multivariate analysis. MINITAB and SPSS, statistical packages are introduced as data analysing packages where the learning and evaluations will be done in a computerized environment.

#### **BM 4151 Qualitative Data Analysis**

This course aims to provide students with theoretical and practical knowledge to analyse, present, and interpret qualitative data so that it helps them to take accurate decisions by solving business-related issues in their future professions while enhancing their analytical and interpretation skills. This course unit covers approaches to qualitative analysis, preparing qualitative data for analysis, developing codes & categories from qualitative data, and ensuring credibility of qualitative data analysis & findings. Qualitative data analysis packages such as QDA Miner Lite/NVivo are introduced as data analysing packages.

#### **BM 4161 Contemporary Developments in Management**

Organizations incessantly experience unprecedented issues and developments as a result of rapid changes in the business environment. This course aims to develop students' awareness and critical evaluation of recent issues/developments in business management and the capacity to apply research-based knowledge and theories in addressing those issues. The course focuses on timely important issues in business management branches such as Human Resource Management, Marketing Management, Operations Management, Finance Management, and Entrepreneurship and Small Business Management.

#### **BM 4172 (a) Counselling in Organizations**

Primary concern of any organization is to develop and maintain a productive and contended workforce. This cannot be achieved if employees suffer from problems. Counselling is an effective and preventive people management strategy for organizations to help employees towards solving their problems by their own to maintain a balanced mental wellbeing. Therefore overall objective of this course unit is to equip future managers with theoretical knowledge and practical skills of counselling in order to



help employees to successfully deal with such problematic situations. Course unit includes understanding the need of counselling, Theoretical background, basic concepts and process of counselling, counselling skills, counselling in workplace, fields of counselling and ethical aspect of the profession.

#### **BM 4172 (b) Supply Chain Management**

The success of a business is linked to the efficiency of its supply chain. The aim of this course unit is to facilitate students with the knowledge and skills of designing, planning and operating supply chains and guiding them to make sound Supply Chain Management (SCM) choices. Hence, this course unit provides a complete overview of how to integrate inbound and outbound SCM related activities in a way to maximize customer satisfaction through increased responsiveness while maximizing the supply chain efficiency. This course covers major areas of SCM such as; supply chain strategy, distribution network designing, material requirement planning, lean supply chains, and technology in SCM.

#### **BM 4172 (c) Company and Banking Law**

Adhering to company and banking law ensure legitimate operation of specific business. Therefore, this course aims to provide fundamental knowledge and skills to the students on company and banking law and the implications of those in operating businesses. Company law covers the formation of a company, shares, directors, amalgamations, and winding up a company. Banking law contains the laws relevant to commercial banks, negotiable instruments, electronic transactions, and legal aspects of securities.

#### **BM 4182 (a) Business Plan Development**

This course is an extension of the course module, Business Plan Development I and aims to provide practical know-how and exposure in developing and executing business plans for the business idea generated during the Business Plan Development I. This course contains developing/writing a business plan, conducting a pre-feasibility analysis, and developing the implementation checklist. Under that, functional plans are completed and it is mandatory for students to finalize the master business plan for their selected business ideas. The academic and industry mentors play a vital role as facilitators and guiders in the process of business plan development.

### **BM 4182 (b) Business Analytics**

This unit focuses on the set of tasks and techniques a business analyst uses to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization, and to recommend solutions that enable the organization to achieve its goals. Learners will learn to identify business needs and start developing abilities that are highly necessary in any type of business environment. Also the learners will develop the practical skills they need to manage a successful analytics project having a solid foundation and a good idea how these techniques can be applied in practice to thrive in any corporate environment.

### **BM 4192 (a) Graphic Designing for Businesses**

Graphic designing has a vital role in the modern competitive business environment due to the need of effective communication with the customers. Businesses need the services of graphic designers to create impressive marketing materials such as brochures, business cards, websites, leaflets and stationeries, etc. Graphic design is also a better way of conveying a specific brand message to target customers. Graphic designers are trained professionals who understand the technique to persuade, engage, and entertain audience using various elements. Graphic designers in all kinds of organizations apply creative and conceptual skills to inform, educate, and persuade audiences. They can combine technology and art to communicate a message. The proposed creative designing course is a business-based, market-driven course which provides fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. Finally, students will be given hand-on experience with digital production of materials using industry software for print and online distribution. Students will use modern software to learn technology skills to design for print and screen.

### **BM 4192 (b) Audit and Assurance**

Auditing provides insight into an organization's culture, policies, procedures, and aids board and management oversight by verifying internal controls and compliance with any relevant laws or regulations. This course is designed to progressively broaden and deepen the knowledge, skills, and professional values of auditing and assurance demonstrated by the student on their way through the qualification. The course consists of the nature, purpose, and scope of assurance engagements, including the statutory

audit, its regulatory environment, and introduces governance and professional ethics relating to audit and assurance.

## **Year IV Semester II**

### **BM 4213 (a) Internship II**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment in the students' profession/specialization. Students are allowed to acquire practical skills and experience working on projects alongside industry experts, improving the ability for teamwork through interaction with professionals in their fields of interest. It further develops personal competencies such as leadership, interpersonal relations, time management of the students that are most demanded in the gradual transition from academia to career.

### **BM 4213 (b) Business Startups**

Mere planning a business is not sufficient unless it is implemented. This course covers the actual implementation of the business plan developed by the students under the course module of Business Plan Development II. Students are required to perform a development of a customer base, creating marketing channels, business promotion programmes, business registration and an acceptable level of practical business operations. Continuous reviews of the business startups progress are being carried out with the participation of academic staff members by the means of field evaluations, progress meetings, monitoring record books and receiving feedback from stakeholders.

### **BM 4226 Thesis**

Knowledge creation and dissemination are fundamental roles played by scholars. This course aims to provide a platform for the students to apply the knowledge and skills gained in the previous courses in conducting a scientific investigation on a worthy topic under the guidance of an academic supervisor in the relevant field. The thesis option allows the participants to develop and exhibit systematic problem solving, critical thinking, synthesizing, critical reviewing, argument development, data collection, data analysing, interpretations, logical and systematic writing, formatting and compiling, presenting and defending competencies, adhering to scholarly conventions.

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**DEPARTMENT OF MARKETING  
MANAGEMENT**

Department of  
Marketing Management

A photograph of a glass door entrance to the Department of Marketing Management. The door has a silver handle and a sign above it that reads "Department of Marketing Management". The door is set in a frame with a grid pattern. The background shows an interior space with a desk, a chair, and a potted plant. The entire image is framed by a large, stylized circular graphic with a purple and white gradient.

# **BSc Honours in Marketing Management**

## **INTRODUCTION TO THE DEPARTMENT**

The Department of Marketing Management is one of the most innovative, energetic and dynamic departments in the Faculty of Management Studies. It offers 'BSc Honours in Marketing Management' degree programme, specially designed to develop undergraduates with requisite knowledge, skills and values, enabling them to meet the dynamic demands of the industry. Concerning the latest developments in the field of marketing management, since the inception of the degree programme, regular curriculum revisions have been undertaken to offer an up-to-date and uniquely featured academic programme. It intends to create an avenue for the vibrant youth of the country who are eager to become smart marketers. As an ever-evolving discipline, the Department of Marketing Management offers a futuristic qualification by facilitating a complete learning environment where students can acquire academic, social and personal success.

## **DEPARTMENT VISION AND MISSION**

**VISION** To be the epitome of marketing excellence in Sri Lanka.

**MISSION** To nurture a versatile marketer fostering knowledge to be a change agent with innovations, research competence, creativity and agility in ever dynamic business environment.

## **BACHELOR OF SCIENCE HONOURS IN MARKETING MANAGEMENT**

Department of Marketing Management offers BSc Honours in Marketing Management with distinct features which could be tallied with international undergraduate marketing degree programmes. The degree programme has been designed to cover 124 credits. It spans over a four-year period and covers a vast array of course modules related to the marketing discipline. The main intended purpose of the programme is to create a versatile and ethical individual with pool of attributes related to the marketing discipline.

## **PROGRAMME OBJECTIVES**

1. Gather and broaden the knowledge on principles, concepts and theories of marketing discipline which aids to be familiar with the skeleton of any business scenario
2. Develop skills to diagnose the ever-changing business environment and take proactive measurements in responding to emerging challenges which leads to superior value creation and distinct performance of the firm
3. Acquire the art of building and maintaining long-lasting relationships with the target audience and the wider society by employing communication skills
4. Endure life-long learning and practice professionalism to be an ethical individual



## GRADUATE PROFILE

- 1. Scholarship & Intellectual Integrity:** ability to gain comprehensive understanding of fundamentals of the marketing discipline; ability to execute and implement scholarly conventions; ability to evaluate and interpret scholar and industry literatures; ability to conceptualize research and contribute through findings to existing knowledge.
- 2. Practical & Strategic Sense:** ability to recognize and apply marketing theories into diverse circumstances; identifying and understanding current trends in marketing in diverse contexts; ability to identify & apply marketing strategies; ability to foresee the future marketing scenarios; ability to seek opportunities.
- 3. Communication Skills:** ability to use the target language (English) competently in the field of marketing; ability to acquire basic reading, writing listening and oral skills along with basic syntax; ability to develop academic reading and writing; ability to gain academic literacy by linguistically interpreting marketing data & literature; ability to develop negotiation skills
- 4. ICT Literacy:** ability to work with computer
- 5. Mental Agility:** ability to diagnose problems and make accurate judgments; ability to make quick and rational decisions in the field of marketing; ability to sense and respond to environmental dynamics
- 6. Healthy Personality with Leadership & Interpersonal Skills:** ability to build and maintain smart personality; be self-motivated and a dynamic team player

7. **Numerical Skills:** ability to gain fundamental knowledge of basic mathematical operations & statistical techniques; ability to apply effective decision-making models to solve business problems; ability to analyse and interpret marketing data
8. **Creativity & Innovativeness:** ability to be creative and innovative in value creation
9. **Ethical & Social Responsibility:** ability to practice ethical behaviour fulfilling the civic duty (trustworthiness, respect, responsibility, fairness, caring, citizenship); ability to achieve the course of sustainable development
10. **Digital Literacy:** ability to use digital platforms in value creation



## COURSE STRUCTURE

<b>Year I Semester I</b>				
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and/or Practical Hrs</b>	<b>Credits</b>
MM 1113	Principles of Management	45	15	03
MM 1123	Financial Accounting	45	15	03
MM 1133	Business Mathematics	45	15	03
MM 1142	Micro Economics	30	15	02
MM 1153	Introduction to ICT and Computer Applications	15	60	03
MM 1163	Business English I	45	15	03
<b>Total Credits</b>				<b>17</b>

<b>Year I Semester II</b>				
MM 1213	Principles of Marketing	45	15	03
MM 1223	Business Statistics	45	15	03
MM 1232	Sociology & Psychology	30	15	02
MM 1242	Macro Economics	30	15	02
MM 1252	Web Technology	15	30	02
MM 1263	Business English II	45	15	03
<b>Total Credits</b>				<b>15</b>

<b>Year II Semester I</b>				
MM 2111	Academic Writing	15	15	01
MM 2123	Marketing Management	45	15	03
MM 2133	Organizational Behaviour	45	15	03
MM 2143	Human Resource Management	45	15	03
MM 2152	Managerial Economics	30	15	02
MM 2162	Fine Arts for Marketing Profession	30	15	02
MM 2173	Business Communication I	45	15	03
<b>Total Credits</b>				<b>17</b>

<b>Year II Semester II</b>				
MM 2213	Consumer Behaviour	45	15	03
MM 2223	Management Accountancy	45	15	03
MM 2232	Management Information Systems	30	15	02
MM 2243	Entrepreneurship & Small Business	45	15	03

Management				
MM 2253	Legal Aspects in Marketing	45	15	03
MM 2263	Business Communication II	45	15	03
			<b>Total Credits</b>	<b>17</b>

Year III Semester I				
MM 3113	Sales Management	45	15	03
MM 3123	Integrated Marketing Communication	45	15	03
MM 3133	Customer Relationship Management	45	15	03
MM 3142	Sustainability Marketing	30	15	02
MM 3153	Services Marketing	45	15	03
MM 3162	Digital Marketing	30	15	02
MM 3172	Social Marketing	30	15	02
			<b>Total Credits</b>	<b>18</b>

Year III Semester II				
MM 3212	B 2 B Marketing	30	15	02
MM 3223	Retail Marketing Management	45	15	03
MM 3233	Logistics Management & Supply Chain	45	15	03
MM 3243	Operational Research	45	15	03
MM 3252	Strategic Management [Elective]	30	15	02
MM 3252	Project Management [Elective]	30	15	02
MM 3263	Research Methodology	45	15	03
			<b>Total Credits</b>	<b>16</b>

Year IV Semester I				
MM 4113	Strategic Marketing Management	45	15	03
MM 4123	Brand Management	45	15	03
MM 4132	Marketing Research	30	15	02
MM 4143	Global Marketing Strategy	45	15	03
MM 4153	Date Analysis Methods	45	15	03
MM 4161	Event Management	15	15	01
			<b>Total Credits</b>	<b>15</b>

Year IV Semester II				
MM 4216	Thesis		150	06
MM 4223	Internship (6 months)		640	03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>124</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### **MM 1113 Principles of Management**

This course unit provides the learners with knowledge of the fundamental principles of management in order to lay the foundations for other advanced management studies. The subject's content includes introduction to management, the evolution of the management discipline, the meaning of key management functions such as planning, organizing, leading, controlling, communication, motivation and decision-making in the organizational context of how to execute them.

#### **MM 1123 Financial Accounting**

This course module provides a broad knowledge and skills needed to recording business transactions and events to ledger accounts followed by preparing the financial statements for business entities complying with Accounting Standards (LKASs). Contents of this course include basic understanding of concepts and accounting process; preparation of financial statements for sole proprietorships, partnerships and companies; doing bank reconciliations; analysing the financial statements and finally discuss the contemporary issues in financial accounting field.

#### **MM 1133 Business Mathematics**

This course unit provides the students with a clear exposure to quantitative problem-solving process and training on the utilization of elementary mathematics in business applications. Topics in this course include algebraic expression, factors, equations, functions and graphs, progressions, mathematics of finance, permutations & combinations, binomial theorem, matrices and determinants, and calculus.

#### **MM 1142 Micro Economics**

This course unit provides students a comprehensive knowledge about the way in which various decision-making units (households and firms) in the economy make their consumption and production decisions and how these decisions are coordinated. Contents of this course unit include nature, scope and importance of economics, economic problems and economic systems, price theory, government intervention to the market activities,

elasticity concept, consumer behaviour theories, production theory, analysis of cost and theory of the firm.

### **MM 1153 Introduction to ICT and Computer Applications**

This course module provides an understanding of foundation for good practices in Information Communication Technology and a conceptual level understanding of the structure and operation of computers with basic understanding of how workplace can be automated with computers, how communications systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace. Especially this course provides the foundation which will serve as a competitive advantage to the student's career regardless of the field they choose.

### **MM 1163 Business English I**

This course unit provides a practical approach to listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is an English for Specific Purposes (ESP) course unit which ensures a wide range of essential business vocabulary and grammar covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year I Semester II**

### **MM 1213 Principles of Marketing**

This course unit provides an introduction to basic marketing concepts and this will enable students to gain fundamental knowledge of marketing and range of concepts, theories and managerial tools available to the marketing function. Contents of this course includes defining marketing, the marketing environment, market segmentation, targeting and positioning, defining marketing mix, marketing in global perspectives, and marketing, society and ethics.

### **MM 1223 Business Statistics**

This course unit provides the students with conceptual and practical knowledge in statistical concepts, tools and applications which contribute to expand their analytical skills for effective managerial decision making. The

course covers data sources, collecting, compilation and presentation of data, frequency distribution, correlation and regression, time series analysis, sets theory, and introduction to probability.

### **MM 1232 Sociology and Psychology**

This course unit provides students with a basic knowledge of the underlying principles of Sociology and Psychology. Students will have the opportunity to study diverse topics including perception, cognition, emotion, personality, behaviour and interpersonal relationships under the psychology aspect and introduction to sociology, sociological theories, socialization, social stratification and social change related to sociology aspect.

### **MM 1242 Macro Economics**

This course unit is designed to provide an overview of macro-economic variables, their behaviours, and strategic implementation to solve the macroeconomic issues of the economy. This is on the basics of the aggregate economic system, encapsulates essential concepts and theories pertinent to management studies. This course unit focuses on the knowledge and major applications of the macro-economic contents as national income, IS-LM model, inflation and unemployment, government income and spending, and international trade applying to the Sri Lankan economy.

### **MM 1252 Web Technologies**

This course module provides learners to understand the concepts of the Internet, web technologies and apply the skills on how web technologies can be used in organizations and business environment. This foundation course focuses on the web technologies which can be applied for an organization to align with the modern digital data requirements and skills that are necessary to produce an aesthetically appealing valid webpage. The module provides an insight into website designing, implementing, and maintaining client-side web pages.

### **MM 1263 Business English II**

This course unit is a continuation of Business English I. It provides further practice in listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is also an English for Specific Purposes

(ESP) course which ensures a wide range of essential business vocabulary and grammar through a practical approach covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year II Semester I**

### **MM 2111 Academic Writing**

This course unit provides a practical approach to write academic essays in the university. The course unit begins with a brief review of basic verb tenses in English and punctuation needed to write academic essays. It also introduces paragraph development and what an academic essay is. The course unit further provides the basic structure of an academic essay and discusses how to add sources and avoid plagiarism with a series of practical sessions. Formal and informal qualitative feedback through one-to-one interaction will be provided to reinforce the academic writing skill of marketing undergraduates.

### **MM 2123 Marketing Management**

This course unit provides an insight of the importance of converting performances of all managerial functions in to a customer focused activity. The course also aims to build students' knowledge and skills in the managerial aspects of universally pertinent fundamentals of marketing with an emphasis on the development and execution of marketing plans and programmes. Contents of this course include developing marketing strategies and plans, creating customer value, satisfaction, and loyalty, analysing business markets and business buying behaviour, developing new market offerings, and managing total marketing effort.

### **MM 2133 Organizational Behaviour**

This course unit aims to provide interdisciplinary knowledge, skills, and attitude related to human behaviour and enhance the ability to manage people factor effectively as one of the key roles of managers. The success or the failure of the organization basically depends on the people factor. This course is intended to enhance the ability of students' relating to important areas such as value, attitude, personality, groups & teams, power & politics, organizational conflicts, organizational stress, organizational culture, and organizational changes.



### **MM 2143 Human Resources Management**

This course facilitates the students to have a sound understanding of concepts and practices and specifically focuses on theoretical and practical applications that need for all managers to deal with Human Resource Management (HRM) related responsibilities. The course is composed of important areas of HRM including an introduction to HRM, job design, job analysis, human resource planning, recruitment, selection, hiring & induction, employee performance evaluation, human resource development, reward management, discipline management, grievances handling, health & safety and strategic HRM.

### **MM 2152 Managerial Economics**

This course unit provides the application ability and basic economic principles for students to enhance the knowledge relating to managerial decision making. This subject is based on a strong mathematical and statistical foundation in economics. This aims to sharpen the analytical and logical skills of the students and leads to rational business or managerial decisions. Areas in this course unit contain the application of the economic concepts and theories including price theory, consumer behaviour & demand analysis, production & cost analysis, revenue and market structures that help to make efficient business decisions and solve practical problems in business firms with market power, and multiple plant and multiple markets.

### **MM 2162 Fine Arts for Marketing Profession**

This course unit aims at strengthening personality and professional development by improving the soft skills of the course participants through an activity-based, practical, and interactive learning atmosphere. This course unit has been developed with the Fine Arts, Visual Arts activities and to provide life-long learning through the usage of learning principles and experiences to enhance their creative skills to groom in the future career.

### **MM 2173 Business Communication I**

This course unit provides the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic

mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required.

## **Year II Semester II**

### **MM 2213 Consumer Behaviour**

This course unit focuses on how individuals make their decisions to spend their available resources on consumption related items and consumption related aspect. It also studies individuals or organizations and the processes consumers use to search, select, use and dispose of products, services, experiences, or ideas to satisfy needs and its impact on the consumer and society. Topics of this course unit cover technology-driven consumer behaviour, the consumers as an individual, communications and consumer behaviour, consumers in their social and cultural settings, and consumer decision making and marketing ethics.

### **MM 2223 Management Accountancy**

This course unit provides students to collect and present information to management based on the cost and management accounting techniques which help them to solve specific problems and to guide them in decision making. The course consists of important areas such as the role of cost and management accounting, various cost concepts and costs behaviours and the application of costing methods, standard costing and variance analysis, cost-volume and profit analysis, budgetary control and the traditional and modern methods to evaluate an investment proposal in an organization.

### **MM 2232 Management Information Systems**

This course unit provides an overview of the knowledge and skills needed to effectively utilize information systems and technology in support of the organizational strategy. Contents of this course unit include an introduction to information systems in organizations, organization, information systems, and business strategy, e-business and e-commerce, achieving operational excellence, customer intimacy and managing knowledge with enterprise systems, wireless and mobile technology, analysis and design of information system development, and ethical and social issues in information systems.

### **MM 2243 Entrepreneurship & Small Business Management**

This course unit is designed to deliver an understanding among students about the theoretical and practical aspects of Entrepreneurship and Small Business Management. The course unit covers topics including the evolution and revolution of entrepreneurship, the entrepreneurial mindset, opportunity and the creative pursuit of innovative ideas, developing entrepreneurship within organization, strategic entrepreneurial growth, entrepreneurial financing, developing a viable business plan, SME sector in Sri Lanka and social and ethical responsibility of small business owners.

### **MM 2253 Legal Aspects in Marketing**

This course aims to develop the impressive knowledge and critical understanding in relation to legal aspects of marketing decisions and practice and expand the skills for employment while focusing on the operation of judicial, legislative and administrative actions in commercial sector in domestic and international contexts. Basically it covers contract law, Law of agency, consumer protection law, Intellectual property law, unfair and anti- competitive law. Finally, this course will set a very strong foundation in dealing with the customers, agents, suppliers or employees and protection of the physical and intellectual assets of the business.

### **MM 2263 Business Communication II**

This course unit is a continuation of Business Communication I in the Year II Semester II. This course unit aims at developing the undergraduates' business and professional communicative competence to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency, and organization. The course unit focuses on enhancing writing skills, persuasive correspondence, paraphrasing and summarizing, analysing and interpreting graphical, statistical, and tabulated data in linguistic forms.

## **Year III Semester I**

### **MM 3113 Sales Management**

This course unit intends to impart a comprehended foundation of required knowledge for students about Sales and Salesforce management by focusing on the relevant concepts, principles, and strategies. This course unit is composed with a range of essential areas of organizational sales programme as selling process and approaches, sales strategies, forecasting

and budgeting, evaluation and controlling of the sales programme, Key Account Management, ethical practices and IT applications in selling and sales management.

### **MM 3123 Integrated Marketing Communication**

This course unit aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign combining advertising and other promotional tools namely sales promotion, direct marketing, public relations, personal selling, and internet/interactive marketing. Students will be given insights on consumer psychology in IMC, communications theory and processes, 3P activations, creative and media strategy, marketing communications tools, and marketing communication regulations and ethics.

### **MM 3133 Customer Relationship Management**

This course unit provides students with a working knowledge of the principles and best practices for managing customer relationships that result in unsolicited testimonials and relationship annuities. Topics in this course unit include changing nature of marketing and customer service, CRM industry landscape, strategic CRM, customer profiling and customer value metrics, designing effective loyalty programmes, campaign management, CRM through data mining, and CRM strategy implementation.

### **MM 3142 Sustainability Marketing**

This course unit provides a comprehensive framework for understanding how sustainability issues become a part of marketing strategy in a business. Topics in this course unit include sustainability trends, sustainable consumer behaviour, market segmentation, targeting and positioning, sustainability marketing standards, sustainability marketing mix and future trends of sustainability marketing.

### **MM 3153 Services Marketing**

This course unit emphasizes on special challenges of services that must be identified and addressed by service marketers in service-based businesses. It provides frameworks for customer-focused management and strategies for increasing customer satisfaction and retention through quality service. Included in this course unit are management and measurement of service quality, service recovery, the linking of customer measurement to

performance measurement, service blueprinting, current ideas related to “value in use”, and the co-creation of value by customers.

### **MM 3162 Digital Marketing**

This course unit aims to provide students with an opportunity to obtain industry-relevant hands-on experience through case studies and team projects. This course unit covers the basics of digital marketing by introducing various digital marketing channels emphasizing more on social media platforms. It also focuses on formulating an effective content marketing strategy, optimizing the Website to drive more traffic and improve search engine ranking, and creating social media marketing campaigns and Google AdWords campaigns.

### **MM 3172 Social Marketing**

This course unit provides a framework to understand how to influence people’s behaviour to meet society’s desire to improve its citizens’ quality of life. It also provides an understanding of how the marketing strategies and tactics are applied to the non-commercial sector with special reference to today’s most pressing social problems in the world. Topics of this course unit mainly cover; defining and distinguishing social marketing, behaviour change theories, models and frameworks, and the 10-step strategic planning model.

## **Year III Semester II**

### **MM 3212 B2B Marketing**

This course unit provides students to examine the unique nature of business customers’ needs and the different marketing strategies and tactics. Topics in this course unit include the nature of B2B marketing, understanding business markets and environment, organizational buying and buyer behaviour, B2B market segmentation, target marketing and positioning, business products and new product development, pricing in B2B markets, B2B distribution channels and marketing logistics, B2B marketing communications.

### **MM 3223 Retail Marketing Management**

This course unit focuses on strategies and tactics available in the implementation of retail marketing to optimize retail organizations’ performance and contribution to society. It also provides an understanding

of how to use the retail marketing mix to create a unique retail experience to delight shoppers. Included in this course unit are marketing strategy, consumer behaviour, product and brand management, buying and merchandising, marketing communications, location, design, layout and customer service in the context of the retail environment and multichannel retailing.

### **MM 3233 Logistics & Supply Chain Management**

The course unit provides an overview of supply chain management as a key business function. The course unit is designed to study a firm as a complete business, where various aspects of supply chain management are integrated within the firm as well as coordinated with suppliers, trading partners, and logistics/transportation providers to deliver superior customer satisfaction. Students would explore important supply chain metrics, primary tradeoffs, and strategic-fit in making supply chain decisions, production planning and inventory control, order fulfillment, sourcing, distribution networks, supply chain coordination, and greening supply chain operations.

### **MM 3243 Operational Research**

This course unit provides a background to decision science, in order to make clear, rational and precise decisions through scientific approaches. Topics in this course include linear programming; transportation problems; assignment problems; decision theory; network analysis; and inventory models.

### **MM 3252 Strategic Management**

This course unit is an integrative and interdisciplinary course which introduces the key concepts, tools, and principles of competitive analysis and strategy formulation. This course may help students to integrate and apply with managerial decisions and actions that affect the performance and survival of business enterprises together with their prior learning to various business situations. Contents of this course include analysing the strategic position, strategic capabilities, strategic purpose, strategic choices, corporate strategy and diversification, mergers, acquisitions and alliances, and strategy development processes.

### **MM 3252 Project Management**

This course unit develops the competencies and skills required for planning and controlling projects and understanding interpersonal issues that drive

successful project outcomes. The course unit covers the project management life cycle; formulating project plans and scheduling resources and costs; useful project management tools and techniques; organizing and staffing the project office and team; the effective leadership in project management; risk management and measuring project performance; and managing international projects.

### **MM 3263 Research Methodology**

This course unit provides an overview of methods and techniques of academic research in social sciences mainly focusing on business management context. Topics in this course unit include introduction to academic research, scientific investigation, the research process, ethical issues in research, and report writing in academic setting.

## **Year IV Semester I**

### **MM 4113 Strategic Marketing Management**

This course unit focuses on imparting knowledge on the development and implementation of market-driven marketing strategies by providing a framework from which to identify and evaluate strategic options and programmes. The unit elaborates on designing and implementing market-driven strategies including the acquisition of information and competitor intelligence, linking marketing strategies to corporate strategies. The students will broaden their knowledge on finer market segmentation strategies, product-market definitions, relationships with channels of distribution, competitive analysis, and strategic assessment of offerings.

### **MM 4123 Brand Management**

This course unit expects students are to learn about designing implementing and controlling of marketing activities and programmes to build, measure and manage sustainable brand equity. Contents of this course include defining the concept of a brand, developing a branding strategy, designing and implementing brand marketing programme, measuring and interpreting brand performance, and growing and sustaining brand equity.

### **MM 4132 Marketing Research**

This course unit aims to develop students' competencies in making better business decisions by analysing consumers, market, and environment. The

course unit includes key concepts of marketing research, jargons, processes and techniques, and their applications. Besides an overview of marketing research, the course covers research brief, research proposal, research design, qualitative and quantitative approaches, and report writing.

#### **MM 4143 Global Marketing Strategy**

This course unit aims to broaden the students' knowledge with myriad of activities which are required for a business to select, gain entry, and compete outside the home country. Topics in this course unit include imperatives of globalization, global environment and buying behaviour, global marketing research, global segmentation and positioning, global market entry strategies, global marketing mix, planning, organization, leading and controlling of global market operations, global marketing and the internet, sustainable marketing in the global market place.

#### **MM 4153 Data Analysis Methods**

This course unit aims to develop students' ability to analyse quantitative and qualitative data by both manual and electronic methods for managerial decision making. Topics in this course unit include descriptive statistics and statistical interference; non-parametric methods; the normal distribution; correlation analysis; linear regression analysis; basics of multivariate statistics, content analysis, narrative analysis, and grounded theory. Further, the lab sessions provide an opportunity to design, execute, analyse, and report the results of behavioural research, utilizing statistical packages.

#### **MM 4161 Event Management**

This course unit aims at making the students acquire an overall understanding about the field of 'event management' from the concept generation to the staging of the event. It designs to provide the knowledge on strategies and management techniques required for the successful planning, marketing, implementation and evaluation of special events. The course comprises areas as conceptualizing the event, planning and marketing of the event, control and budgeting, staging the event, risk management and logistics management where students can apply their management learnings to the practice.



## Year IV Semester II

### MM 4216 Thesis

The objective of the dissertation is to develop the student's ability to independently conduct and report a scientific investigation concerning a research problem identified in the field of marketing. This includes problem identification, critical literature review, discussions of materials and methods and research findings disseminated via both oral presentations and written reports.

### MM 4223 Internship

Internship provides students with an opportunity to gain hands-on experience in an applied setting as a complement to the course work offered in the degree programme. It also provides students with an opportunity to develop managerial competencies, including teamwork, effective communication, social interaction and professional networking, leadership and innovative thinking.

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**DEPARTMENT OF  
TOURISM MANAGEMENT**



**Department of  
Tourism Management**

**BSc Honours in Tourism Management  
BSc Honours in EcoBusiness Management  
BSc Honours in Hospitality Management**

## **INTRODUCTION TO THE DEPARTMENT**

The Department of Tourism Management (DTM) offers degree programmes in three academic disciplines; BSc Honours in Tourism Management; BSc Honours in EcoBusiness Management; and BSc Honours in Hospitality Management. DTM also offers opportunities for graduate studies in various subdisciplines. These innovative academic programmes are conducted by a well-qualified and experienced academic staff who are capable of developing students' knowledge, skills, and attitudes to suit the current and future needs of the world.

## **DEPARTMENT VISION AND MISSION**

**VISION** To become the centre of excellence in tourism, hospitality and corporate sustainability education in Sri Lanka.

**MISSION** To enhance and sustain our contribution to the nation by developing intellectuals in the sustainable practice and management of tourism, hospitality, and other businesses while fostering interdisciplinary and multidisciplinary research.

## **BACHELOR OF SCIENCE HONOURS IN TOURISM MANAGEMENT**

BSc Honours in Tourism Management has been designed to provide students with the knowledge and skills that form the basis for an effective approach to management in various sectors of the tourism industry. At the completion of the degree, graduates will be equipped for the positions leading to senior management in all sectors of the tourism industry both in Sri Lanka and overseas.

## **PROGRAMME OBJECTIVES**

The primary objective of the BSc Honours in Tourism Management degree programme is to provide the tourism industry and the nation with graduates who are capable of managing organisations, particularly, tourism related ones in such a way that serve the national interests in relation to the development of tourism in a sustainable manner, assuring that stakeholders are fairly benefited from the industry's development, and

enriching the graduates' personal and professional lives. The curriculum of the degree programme has been developed taking a holistic approach to graduate development and following an outcome-based educational model so as to ensure that the undergraduates are educated, exposed, trained and evaluated in relation to the set of knowledge, skills, attitudes, and mindsets appropriate to achieve the objective of the degree programme.

## GRADUATE PROFILE

1. **Scholarship & Intellectual Integrity:** methodical understanding about relevant principles, concepts, theories of tourism and related disciplines; capability to apply scholarly conventions make rational decisions; fluency in academic and scientific writing; an understanding and appreciation of current issues in tourism and hospitality; and conducting and appreciation of research and creative works.
2. **Practical & Strategic Sense:** a capacity for critical, conceptual and reflective thinking; ability diagnose the trends and opportunities of the global tourism; a capacity for creativity and originality; adopt for situational handling & crisis management; and an intellectual openness and inquisitiveness.
3. **Communication Skills:** proficiency of English language; ability to speak one or more foreign languages; ability to prepare effective reports and other correspondences; use of effective oral communication skills to communicate with diverse audiences; and make effective presentations to stimulate clients and other tourism stakeholders.
4. **ICT Literacy:** appropriate use of advanced information and communication technologies; efficiency to handle reservation and other basic software packages; sound knowledge about digital content designing; ability to use digital marketing tools; and ability to run virtual (online) travel and tourism businesses.
5. **Mental Agility:** ability to make situational & rational decisions in tourism businesses; ability to diagnose and efficient problem solving; cross cultural understanding; capable of rigorous & independent thinking; and able to make critical and accurate decisions.

6. **Healthy Personality with Leadership & Interpersonal Skills:** be passionate about tourism; respect for the values of other individuals and groups, and an appreciation of human and cultural identities; self-discipline and an ability to plan and achieve personal and professional goals; an ability to work independently and in collaboration with others; and personal and professional integrity.
7. **Numerical Skills:** basic knowledge of arithmetic operations; preparation of financial statements; ability to analyse and interpret tourism statistics; ability to forecast trends in tourism; and comparing & contrasting business data and situations.
8. **Creativity & Innovativeness:** ability to explore the business/entrepreneurial opportunities in tourism through innovations of new products and concepts; recognize viable and innovative solutions for the current issues in tourism; and develop new systems.



## COURSE STRUCTURE

Year I Semester I				
Course Code	Course Unit	Lecture Hrs	Tutorial and/or Practical Hrs	Credits
TM 1113	Introduction to Tourism & Hospitality	45	15	03
TM 1123	Principles of Management	45	15	03
TM 1133	Business Mathematics	45	15	03
TM 1143	Fundamentals of Economics	45	15	03
TM 1153	Introduction to ICT and Computer Applications	15	60	03
TM 1163	Business English I	45	15	03
<b>Total Credits</b>				<b>18</b>

Year I Semester II				
TM 1213	Recreation & Tourism Resources	45	15	03
TM 1223	Business Statistics	45	15	03
TM 1233	Business Accounting	45	15	03
TM 1242	Personality & Professional Development	30	15	02
TM 1253	Organizational Behaviour	45	15	03
TM 1263	Business English II	45	15	03
<b>Total Credits</b>				<b>17</b>

Year II Semester I				
TM 2113	Hospitality Management	45	15	03
TM 2123	Marketing Management	45	15	03
TM 2133	Human Resource Management	45	15	03
TM 2142	Service Quality Management	30	15	02
TM 2152	Creative Content Design for Tourism and Hospitality	15	30	02
TM 2163	Business Communication I	45	15	03
<b>Total Credits</b>				<b>16</b>

Year II Semester II				
TM 2212	Tourism Economics	30	15	02
TM 2222	Marketing for Tourism & Hospitality	30	15	02
TM 2233	Airline operations	45	15	03
TM 2243	Legal & Administrative Environment	45	15	03



	of Tourism			
TM 2253	German for Tourism I [Elective]	45	15	03
TM 2253	Japanese for Tourism I [Elective]	45	15	03
TM 2253	Chinese for Tourism I [Elective]	45	15	03
TM 2263	Business Communication II	45	15	03
<b>Total Credits</b>				16

### Year III Semester I

TM 3112	Special Interest Tourism	30	15	02
TM 3122	Greening Tourism and Hospitality	30	15	02
TM 3133	Inter-cultural Communication for Tourism	45	15	03
TM 3143	Entrepreneurship & Small Business Management	45	15	03
TM 3152	Research Methodology & Academic Writing	30	15	02
TM 3163	German for Tourism II [Elective]	45	15	03
TM 3163	Japanese for Tourism II [Elective]	45	15	03
TM 3163	Chinese for Tourism II [Elective]	45	15	03
<b>Total Credits</b>				15

### Year III Semester II

TM 3213	Tours & Travel Agency Operations	45	15	03
TM 3222	Tourism Planning	30	15	02
TM 3232	Event Management [Elective]	30	15	02
TM 3232	Spa Management [Elective]	30	15	02
TM 3243	Research Methods in Tourism & Hospitality	30	30	03
TM 3253	German for Tourism III [Elective]	45	15	03
TM 3253	Japanese for Tourism III [Elective]	45	15	03
TM 3253	Chinese for Tourism III [Elective]	45	15	03
TM 3262	Project Management	30	15	02
<b>Total Credits</b>				15

### Year IV Semester I

TM 4112	Resort Planning & Management	30	15	02
TM 4123	E-Tourism	30	30	03
TM 4133	Workshop in Tourism & Hospitality	30	30	03
TM 4143	Strategic Management	45	15	03
TM 4153	German for Tourism IV [Elective]	45	15	03
TM 4153	Japanese for Tourism IV [Elective]	45	15	03

TM 4153	Chinese for Tourism IV [Elective]	45	15	03
			<b>Total Credits</b>	<b>14</b>

### Year IV Semester II

TM 4216	Thesis	180		06
TM 4223	Internship	640		03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>120</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### **TM 1113 Introduction to Tourism and Hospitality**

This course provides an in-depth understanding about the tourism and hospitality industry for the participants who are learning to be the future managers. Tourism is a multidisciplinary subject and one of the world's largest industries and also regarded as a significant social and economic activity, a business, an industry, and a source of environmental and social change. The module covers the definitions and basic terminologies, tourism system, evolution and growth of tourism, tourism products, demand and supply sides of tourism, the impacts of tourism, tourism related organizations, tourism ethics and sustainable tourism development, future of tourism etc. The lectures, groups works, field visits, video presentations, case analysis will be used and the students are expected to gain the sound understanding about the tourism and hospitality industry and which is more important to learn the advanced courses of the degree programme.

#### **TM 1123 Principles of Management**

Management is the coordination and administration of activities in an organization and administration activities include setting the organization's strategy and organizing staff actions to achieve organizational goals effectively. The aim of this course unit is to provide the learners with knowledge of the fundamental principles of management in order to lay the foundations for other advanced management studies. The subject's content includes introduction to management, the evolution of the management discipline, the meaning of key management functions such as planning, organizing, leading, controlling, communication, motivation and decision-making in the organizational context of how to execute them.

#### **TM 1133 Business Mathematics**

This course unit provides the students with a clear exposure to quantitative problem-solving process and training on the utilization of elementary mathematics in business applications. Topics in this course include algebraic expression, factors, equations, functions and graphs, progressions, mathematics of finance, permutations & combinations, binomial theorem, matrices and determinants, and calculus.

### **TM 1143 Fundamentals of Economics**

This course unit deals with the essentials of economic analysis pertinent to management students. The course composed of two major branches of economic analysis; Micro and Macro Economics. Microeconomics concerns about the economic behaviour of the individual entities of the economy such as households or firms and will discuss the basic economic problems, resources, economic systems, price theory, production cost theory and income theories of firms. Macroeconomics explain the overall behaviour of the economy, the whole economy as a single entity focusing mainly on the macroeconomics problems, objectives and the policies of an economy.

### **TM 1153 Introduction to ICT and Computer Applications**

Introduction to ICT and Computer Applications is an introductory course on Information and Communication Technology. This course is designed to enable the students to understand the foundation for good practices in Information Communication Technology and a conceptual level understanding of the structure and operation of computers with basic understanding of how workplace can be automated with computers, how communications systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace. Especially this course provides the foundation which will serve as a competitive advantage to the student's career regardless to the field they choose.

### **TM 1163 Business English I**

This course unit provides a practical approach to listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is an English for Specific Purposes (ESP) course unit which ensures a wide range of essential business vocabulary and grammar covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year I Semester II**

### **TM 1213 Recreation & Tourism Resources**

This course unit discusses the varied views and perceptions of leisure, recreation, tourism resources, and inter-relationships among these

concepts. To accomplish this task, this course unit includes definitions of leisure, recreation, and tourism resources, classification of tourism resources, utilization of tourism resources, existing tourism resources in Sri Lanka, potential tourism resources in Sri Lanka, recreational demand & supply, types of recreational activities, urban recreation vs. rural recreation, wilderness recreation, anthropogenic resources, sustainable tourism resources management, and identify the primary motives for participation in recreation and leisure activities. Ultimately students are expected to gain sufficient knowledge and understanding about the prevailing tourism resources and recreational opportunities in Sri Lanka and stimulate them to search for possible options to innovate new tourism products to the industry.

### **TM 1223 Business Statistics**

This course is the initial statistics course that lays the foundation for some quantitative subjects in the degree programme. This course unit is designed to provide students' conceptual knowledge in statistics along with enhancing their analytical and problem-solving skills within the context of Business Management. This course unit covers the introduction to statistics, collecting, compiling, and presentation of data, descriptive statistics, correlation, regression, and time series analysis, probability theorems including binomial, Poisson distribution, and normal distributions, and hypothesis testing including one sample and two-sample tests.

### **TM 1233 Business Accounting**

This course module develops the knowledge and understanding of fundamental principles and concepts in accounting with technical proficiency in recording business transactions and events to ledger accounts followed by preparing the financial statements of a business entities complying with Accounting Standards (LKASs).

### **TM 1242 Personality & Professional Development**

This course unit has been designed for the purpose of developing students' personality and professionalism to suit that of management graduates. The content of the subject is designed in such a way that helps students transform themselves to suit the industry and society's expectations of a management graduate and particularly covers the areas such as concepts of personality and professionalism, critical and creative thinking, importance of value-based character, emotional intelligence and life-long learning,

professional development planning, leadership, teamwork, and communication skills. The course content is delivered in an activity/discussion based and interactive learning atmosphere in order for the students to share their issues, challenges and experiences of personal and professional development, and thereby help them learn from self-reflection and peers' experience.

### **TM 1253 Organizational Behaviour**

Ability to understand human behaviour plays an essential role in determining effectiveness of managers. This course aims to develop the students' knowledge and skills to understand, predict, and control human behaviour in organizations. The course unit is developed from the contributions of behavioural disciplines such as Psychology, Social Psychology, Sociology, Political Science, and Anthropology. This course covers individual values, attitudes, personality, perception, learning, groups & teams, conflict management, organizational culture, and organizational politics. This course is designed with much needed theoretical rigour which is blended with practical aspects in understanding human behaviours in organization.

### **TM 1263 Business English II**

This course unit is a continuation of Business English I. It provides further practice in listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is also an English for Specific Purposes (ESP) course which ensures a wide range of essential business vocabulary and grammar through a practical approach covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year II Semester I**

### **TM 2113 Hospitality Management**

This course introduces the students to the concept and practices of hospitality in the context of tourism. The breadth and depth of the concept of hospitality will be discussed from both social and economic perspectives. The managerial/economic aspect of hospitality in tourism is discussed with particular reference to the lodging sector in tourism. In that, the types of

lodging establishments and their operational aspects are introduced to the students considering the importance of the role of the lodging sector in tourism as the former being an integral component of the tourism industry. The students are expected to critically think of the possibilities of enhancing tourist experience in a destination through the incorporation of experience of hospitality in different arenas of host-guest interactions in tourism.

### **TM 2123 Marketing Management**

This course unit is designed to expose students to acquire the fundamental knowledge of theories, concepts and practices of marketing relevant to the tourism and hospitality industry. It encompasses major aspects as understanding the marketing management process, development of marketing strategy, marketing mix and management of marketing at society and global levels. This course will enable students to develop effective marketing programmes to attract, retain and grow customers profitably in the dynamic business environment.

### **TM 2133 Human Resource Management**

The Human Resource (HR) is the spring of creativity and innovation. Similarly, it is the source for most organizational problems. Thus, Human Resource Management (HRM) is critical for organizational prosperity. This course aims to develop the course participants' HRM knowledge, skills, and attitudes providing the basis for studying other HRM-related subjects in the degree programme. This course contains, introduction to HRM, human resourcing, performance management, reward management, HR development, and modern trends in HRM such as strategic sustainable HRM, green HRM, HR automation, human capital reporting, and HR analytics.

### **TM 2142 Service Quality Management**

Quality Management is the way of managing for the future and is far wider in its application than just assuring product or service quality. It is a way of managing people and business processes to ensure complete customer satisfaction at every stage, internally and externally. SQM, combined with effective leadership, results in an organization doing the right things right, first time. The core of SQM is the customer-supplier interfaces, both externally and internally, and at each interface lie a number of processes. This core must be surrounded by commitment to quality, communication of the quality message, and recognition of the need to change the culture of

the organization to create total quality. These are the foundations of SQM, and they are supported by the key management functions of people, processes, and systems in the organization. This module discusses each of these elements that, together, can make a total quality organization. Other sections of this module explain people, processes, and systems in greater detail, all having the essential themes of commitment, culture and communication running through them.

### **TM 2152 Creative Content Design for Tourism and Hospitality**

This course develops students' skills on techniques in developing effective content that will capture the reader's attention. The scope of the course includes principles of design and visual communication, developing content-creation framework, design techniques on multi-platforms, ethical and legal aspects, evaluating the content performance, and hands-on practical experience in designing digital materials using professional software for print and online distribution in the fields of tourism and hospitality in particular.

### **TM 2163 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year II Semester II**

### **TM 2212 Tourism Economics**

This course unit introduces the economic perspective of the tourism industry and its economic impact on regions, destinations, firms, and



individuals. It studies economic resources in tourism, the economics of tourism demand, tourism supply, equilibrium in tourism markets, and macroeconomic perspectives of tourism including tourism satellite accounting. It also examines the role of the government in regulation, controlling, and facilitation, and also the externalities of tourism.

#### **TM 2222 Marketing for Tourism and Hospitality**

This course has been designed to provide the students an overall understanding of tourism marketing and assist them to build the skills of analysing and planning for innovative and competitive marketing practices for tourism and hospitality industries. The course is also intent to provide understanding on issues and challenges for destination marketing in the globalized environment, classification and diversification, segmentation and branding, and strategic perspectives on tourism marketing. Students are also provided with basic understanding on preparation of marketing plan.

#### **TM 2233 Airline Operations**

This course is aimed to provide knowledge to the students on aviation industry, its main stakeholders and management. Course will cover the main aviation management functions related to multiple stakeholders in aviation including state authorities, airports and commercial airlines. Functions of air cargo handling, ticketing and reservation, revenue management and aviation information technology will be introduced to the students will real life examples. World aviation growth its economic impact as well as professions in aviation will be introduced to the students

#### **TM 2243 Legal and Administrative Environment of Tourism**

This course is designed to provide an overall understanding of the legal and administrative environment related to tourism and Hospitality industry in Sri Lanka along with the understanding of commercial law perspectives available in the country. It covers Acts, codes, policies, gazette notifications, guidelines and international legal instruments related to tourism and hospitality industry. Further to these, this module studies the contract law, agency law, consumer protection, cyber law and employment law aspects related to the tourism and hospitality industry.

#### **TM 2253 German for Tourism I**

This course unit equips the learner with the skills to communicate in day-to-day situations negotiating with German-speaking tourists. German for

Tourism-Part I is for the students who have not studied German at the school level. This course unit is taught for beginners and develops listening, reading, speaking, and writing skills in German. All four language competencies will be equally focused in this course unit. According to the Common European Framework, this course seems like the first part of A1. I Level, it has identified as the learner as a primary user. Without sound knowledge about the target language, the target group is trying to acquire the language properly. The prescribed text book for this course is Kulturbeutel- : Kulturbeutel: Eine interkulturelle Begegnung. (Textbook for teaching German in Tourism) Colombo 2008.

### **TM 2253 Japanese for Tourism I**

This course unit is designed for the students from beginner to low-Intermediate level to cover the foundation of four skills in acquiring Japanese language; listening, reading, speaking and writing. This course unit provides students with the knowledge of Japanese alphabets, greetings, self-introduction, usage of Japanese particles, counting in Japanese, time related words, adjectives, prepositions, Usage of Japanese polite language, weather in Japan, seasons in Japan, festivals in Japan, telephone conversations and guiding customers. It mainly targets to occupy the learners with the skills to identify Japanese alphabets, to write Hiragana and Katakana letters, to write Kanji characters, learn the basics sentence structures of the Japanese language and experience Japanese culture in such a way eventually engage in daily conversations with Japanese tourists using Japanese language.

### **TM 2253 Chinese for Tourism I**

This course unit is designed for the students from beginner to low-Intermediate level to cover the foundation of four skills in acquiring Chinese language: listening, reading, speaking and writing. This course unit provides students with the knowledge of greetings, expressing needs, wants and desires, self-introduction, introducing family, talking about nationalities, talking about occupation, asking for permission, giving directions, expressing gratitude and regret, making suggestions, asking different types of questions and how to count in Chinese (zero to hundred) with measure words. It mainly targets to occupy the learners with the skills to pronounce phonetics and terms accurately, write characters, learn the basics sentence structures of the Chinese language and experience Chinese culture in such a

way eventually engage in daily conversations with Chinese tourists using Chinese language.

### **TM 2263 Business Communication II**

This course unit is a continuation of Business Communication I in the Year II Semester II. It aims at developing the undergraduates' business and professional communicative competence to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency, and organization. The course unit focuses on enhancing writing skills, persuasive correspondence, paraphrasing and summarizing, analysing and interpreting graphical, statistical, and tabulated data in linguistic forms. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **TM 3112 Special Interest Tourism**

Special Interest Tourism (SIT) involves travelling with the primary motive to enjoying or practicing beyond traditional or psychocentric tourism. Generally speaking, the special interest tourists exercise the same profession or have a common hobby or interest. This can include unusual hobbies, activities, themes or destinations, which tend to attract niche markets. This course module addresses interactive system and classification of SIT with examples and case studies.

### **TM 3122 Greening Tourism & Hospitality**

This course has been designed for the purpose of providing BSc Hospitality/Tourism undergraduates with the process of greening that is taking place in tourism and hospitality sectors. The concept of greening is discussed in relation to the concept of sustainable development of tourism and hospitality. The causes, practices and consequences of green initiatives in tourism and hospitality sectors are discussed in relation to evolution of mass and alternative forms of tourism. Relevant case studies are discussed in relation to practices, legal and policy frameworks and business strategies. This course is designed with the expectation that students do self-study and field exposure in greening practices of tourism and hospitality sector of both Sri Lanka and overseas and study the course content in relation to the fundamentals of general management, human resource management,

marketing management, finance management and information technology, environmental management.

### **TM 3133 Intercultural Communication for Tourism**

This course unit introduces the sociological perspective of tourism and intercultural communication for tourism to understand how people from different countries, communities, and cultures act, communicate and perceive the world around them. Apart from linguistic interaction and message decoding, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups. Recognition of the cultural otherness, understanding cultural sensitivity, and respect between cultures, especially in a multi-cultural context such as Sri Lanka, are the key to success in its future development. In that light, this course unit focuses on enhancing awareness in intercultural communication especially in a tourism management environment where mobilization and interaction across diverse cultural settings are often encountered for its increasing global expansion. Since this theoretical and pragmatic aspect is not so far incorporated in pedagogic academism, an immediate measure has to be taken to introduce and improve skills concerning innovative communication in diverse cultural backgrounds in individuals/professionals who participate in tourism-based disciplines.

### **TM 3143 Entrepreneurship and Small Business Management**

Both Entrepreneurship and Small Businesses play a vigorous role in the growth of any economy within a rapidly changing global arena. Entrepreneurship challenges the unknown by taking calculated risks while Small Businesses immensely uplift the economies of the country and the whole world. This course was designed to deliver a comprehensive understanding of Tourism Management undergraduates about the theoretical and practical aspects of entrepreneurship and Small Business Management. It covers areas such as Introduction to Entrepreneurship, Historical development of entrepreneurship Fundamentals of Entrepreneurship, Entrepreneurial Decision Process, Entrepreneurship Mindset Development, Ethics and social responsibility of entrepreneur, Introduction to SME Sector in Sri Lanka, Marketing Strategies for SMEs, Financial Management, Managing people in SMEs, Social responsibility and Ethics of small businesses.

### **TM 3152 Research Methodology and Academic Writing**

This course intends to equip students with the necessary knowledge and skills about stages of the research process including research proposal development and the application of technically correct methodology which covers quantitative, qualitative and mixed methods approaches. The selection of research designs available under these approaches will be discussed in detail along with their philosophical connections. The knowledge gathered in academic writing will enable the students to develop high quality scholarly presentations and dissemination of their research findings.

### **TM 3163 German for Tourism II**

This course has designed for the students who have studied German for Tourism part I. After gaining the beginner's language knowledge level in German for one semester, students can understand simple German to deal with a tourist asking and answering simple questions. Students can understand basic grammar, and they try to speak in German at this Level. The prescribed textbook is used further for this course is Kulturbeutel. Eine interkulturelle Begegnung. (Textbook for teaching German in Tourism) Colombo 2008. This course seems like the second part of the A1-1 Level at the end of this course unit. The students can commonly understand sentences and frequently used expressions related to the most immediate relevance areas such as basic personal and family information, shopping, local geography, employment.

### **TM 3163 Japanese for Tourism II**

This course unit is designed for the students who have completed Japanese for Tourism part I, elementary level to cover the four skills in acquiring Japanese language: listening, reading, speaking and writing. This provide students with the knowledge of different forms of verbs, difference in usage of particles, counting words, negation of verbs and nouns, separable verbs, conjugations, eating and drinking habits, ordering foods, talking about daily routine, identifying clothes and colours and asking for prices. It mainly targets to occupy the learners with the skills to pronounce terms accurately, write characters, write grammatically accurate sentences, write essays, translate Japanese texts to another preferred language, master vocabulary and grammar of Japanese Language Proficiency Test level five and experience Japanese culture in such a way eventually engage in daily conversations with Japanese tourists using Japanese language.

### **TM 3163 Chinese for Tourism II**

This course unit is designed for the students who have completed Chinese for Tourism part I, elementary level to cover the four skills in acquiring Chinese language: listening, reading, speaking and writing. This course unit provides students with the knowledge of time related vocabulary, Chinese currency, buying goods, expressing likes, interests and hobbies, talking about skills and abilities, how to compliment, describing health problems, asking for help, making invitations, making complaints and apologies and talking about festivals. It mainly targets to occupy the learners with the skills to pronounce terms accurately, write characters, write grammatically accurate sentences, write essays and notices, translate Chinese texts to another preferred language, master vocabulary and grammar of Chinese Proficiency Test level one and experience Chinese culture in such a way eventually engage in daily conversations with Chinese tourists using Chinese language.

## **Year III Semester I**

### **TM 3213 Tours and Travel Agency Operations**

Tour Operators and Travel Agencies are the primary source for travel resources for both normal individuals and tourist service providers. The latter includes the promotions for all travel essential for both business and leisure travellers including: hotels, airlines, car rentals, tourism attractions, events and theme parks, among other travel needs. The role of a travel agent is to make the process of designing a trip as stress-free as possible. They provide clients professional, personalized service and expertise to fulfil travel requests. Further, this course unit will discuss the different types of travel agents and their involvement for tourism industry. Further it will enhance the students' knowledge on tourism transportation, functions of travel agents, functions of tour operations, tour packaging, tour itinerary preparation, tour costing, tour guiding, procedure to setting up a travel agency and ICT penetration on travel businesses.

### **TM 3222 Tourism Planning**

This course mainly deals with the technical aspects in tourism planning including initialisation of tourism planning projects, establishment of tourism development objectives, strategies, and action plans ranging from regional, national, provincial, local, resort to community level. It also introduces past and the present planning efforts and tourism policies and

tourism policy formulation with especial reference to Sri Lanka and the application of tools and techniques for sustainable tourism development. The course also comprised with case study discussions and field-based practical sessions that will provide broader understanding of theoretical aspects of tourism policy and planning.

### **TM 3232 Event Management**

This course provides a complete overview of conducting an event from the concept generation to staging of the event. It gives students the opportunity to complete the full event management cycle from event design and planning to delivery and evaluation. This course encompasses definition, types of events, stakeholders of events, event logistics, bidding process, event budgeting, sponsorship and event marketing, human resources, crisis management of events, communication and technology, sustainable event planning, impacts of events and the management of event legacies. Ultimately, students are expected to develop an event proposal with the understanding of the concept of events from local events to mega-events in the world as a catalyst for urban regeneration, social, cultural and economic development of host cities / nations.

### **TM 3232 Spa Management**

This course provides the foundation and scope of spa management. It explores present global trends in wellness tourism in particular and spa consumer behaviour with case studies of leading service providers in the industry in understanding the needs and wants of their consumers will also be discussed. Further, it delivers an insight on different models including day spas, health resorts spas and hotel spas, retail spas, etc. and spa facilities developed based on natural resources along with their historical beginnings and present developments and as well as concept development, management and operational aspects of spas. The students will also be introduced to the importance of benchmarking the standards of the same for the advancements of wellness tourism in Sri Lanka.

### **TM 3243 Research Methods in Tourism and Hospitality**

This course provides students with theoretical and practical knowledge to apply research methods that include triangulation of methods; data collection; decisions on sampling; accessing to secondary databases, research sites and informants; analytical approaches to quantitative and qualitative data; data analysis; interpretation; and techniques for

establishing rigour and trustworthiness in research. Computer-based data analysis using SPSS and QSR NVivo software packages will enhance students' skills further, and particular attention will be given to the application of research methods in the context of tourism and hospitality.

### **TM 3253 German for Tourism III**

This course unit has designed for the students who have completed German for Tourism part II, elementary level, to cover the four skills in acquiring the German Language; listening, reading, speaking, and writing related to the context of Sri Lankan tourism. Students prepare for a career in international tourism, where speaking more than one foreign language is an essential skill in a wide range of roles. This course has designed with practical based content by focusing the topics such as the marriage customs in Sri Lanka and German, tour itineraries, activities, hotel bookings, identification of German mindset and intercultural differences, tackling the guest complaints confidently and pleasantly, treatments, filling visa applications forms and Describing the Hotel bill etc. Contrary to popular belief, not everyone speaks fluently in a foreign language. Though the students do not use the German Language fluently at this stage, they feel confident communicating in the target language. It is very appreciative and to move forward by using this demanded European Language.

### **TM 3253 Japanese for Tourism III**

This course unit is designed for the students who have completed Japanese for Tourism part II, elementary level to cover the four skills in acquiring Japanese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of tenses, writing email and letters, giving directions, spice industry related vocabulary, travelling in different cities, expressions and phrases used at restaurants, talking about Sri Lankan festivals, foods, traditions, and culture. It mainly capable the learners with the skills of using conversations in practical situations in the tourism industry focusing on tour planning, welcoming guests, tour guiding, facilitating guests, and master vocabulary and grammar of Japanese Language Proficiency Test level four in order to eventually engage in an effective communication with Japanese tourists using Japanese language.



### **TM 3253 Chinese for Tourism III**

This course unit is designed for the students who have completed Chinese for Tourism part II, elementary level to cover the four skills in acquiring Chinese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provides students with the knowledge of Chinese cuisines, Chinese festivals, hotel related vocabulary and phrases, airport related vocabulary and phrases, travelling in different cities, describing pictures using different sentence structures, buying things, talking about Sri Lanka and talking about Sri Lankan foods, traditions and culture. It mainly equips the learners with the skills of using conversations in practical situations in the tourism industry focusing on tour planning, making reservations, welcoming guests, tour guiding, facilitating guests, and master vocabulary and grammar of Chinese Proficiency Test level two in order to eventually engage in an effective communication with Chinese tourists using Chinese language.

### **TM 3262 Project Management**

All of mankind's greatest accomplishments from building the great pyramids to discovering a cure for polio to putting a man on the moon began as a project. The need for project management is becoming increasingly apparent in the world today, because speed, quality, and cost control are taking on increased significance in current business, government, and non-profit sectors and project management tools and techniques decrease time to market, control expenses, ensure quality products, and enhance profitability. This is one of the most important management techniques for ensuring the success of an organization. This course module consisted of four major topics. The first topic describes the importance and nature of the function of project management. It defines the roles of the project managers, project team members, clients, and customers. The second topic teaches the techniques for planning, estimating, budgeting, and scheduling a project. The third topic describes how to execute a project, including controlling, reporting, and managing change and risk. The fourth topic teaches the human skills needed to lead the project teams.

### **TM 4112 Resort Planning, Development and Management**

This course will discuss resort planning approaches to achieve the goals and objectives of sustainable tourism development in a destination for memorable holiday landmark through integration of property and programme. This encompasses definition, history and different stages of resort planning, different types of resorts, factors to consider, resort planning principles, resort designing and development, resort operation management; recreation and facilities, stakeholders, human resource, information, finance and emerging trends.

### **TM 4123 E-Tourism**

This course module addresses how digitalization revolutionizes all tourism business processes, the entire value chains as well as strategic relationships of tourism stakeholders. It additionally focuses on how ICTs are employed in airlines, hotels, travel agencies, tour operators and destinations management/marketing organizations. By analysing the new technological trends, it provides a solid basis for analysing the impacts of the Information Communication Technology (ICT) revolution on the tourism demand and supply. As eTourism is critical for the competitiveness of the tourism industry in the longer term, the content covers a strategic management and marketing perspective for tourism enterprises and destinations in digital era.

### **TM 4133 Workshops in Tourism and Hospitality**

This course introduces the topics that are relevant but not covered by the core courses listed in the programme structure. The course covers a range of concepts and practices including self-profiling, grooming, etiquettes, professionalism, social norms, work ethics, crisis management, and trending topics in the tourism and hospitality industry, taught using workshop mode of delivery. The course depends on inputs drawn from external resource personnel from the tourism and hospitality industry. This workshop mode of learning creates a forum for students to learn from industry experts, experience sharing, career mentoring, ensure inspiring characters to suit the industry, get state-of-the-art knowledge in the industry and extend students' networking.

### **TM 4143 Strategic Management**

This course unit provide a holistic understanding about the strategic management practices in business organizations. Contemporary business environment is becoming more complex and complete, therefore, as the future managers, the students need to analyse the business environment and develop viable strategies to ensure the future sustainability. The course covers the whole strategic management process including; definitions, process, terminologies and concepts, analysis of vision and mission, analysis of internal and external environments, evaluation, types of strategies, strategy generations and selection, strategy implementation, strategy execution, monitoring and case analysis. To succeed in the future, the managers must develop the resources and capabilities needed to gain and sustain the competitive advantage in both traditional and emerging markets. Hence, this module prepares the students for strategic decision making in tomorrow's global business arena.

### **TM 4153 German for Tourism IV**

This course is the last stage of the German for Tourism unit, and this unit has designed to prepare the students for a career in international tourism, where speaking more than one language is an essential skill in a wide range of roles. Based on undergraduates' needs, the spoken ability has identified as the most crucial part of this course unit. Speaking and Writing, two productive language competencies, will be developed in this course unit than receptive language competencies Reading and Listening. This course seems like the second part of the A2-1 Level according to the Common European Reference Framework. The lecturer will teach the authentic experiences of tourist handling via videos and audios.

### **TM 4153 Japanese Tourism IV**

This course unit is designed for the students who have completed Japanese for Tourism part III, intermediate level to cover the four skills in acquiring Japanese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of airport related vocabulary and phrases, hotel industry related vocabulary and phrases, accepting and refusing invitations, making appointments, gem industry related vocabulary, buying things, describing touristy sites, talking about touristy cities in Sri Lanka, making itineraries in Japanese language, planning tours, Sri Lankan and Japanese cross cultural aspects. Along with mastering vocabulary and grammar of Japanese Language Proficiency Test

level three, it mainly equip the learners with the skills of communicating with Japanese tourists in practical situations and providing guests with good services while promoting Sri Lankan traditions and values among Japanese tourists.

#### **TM 4153 Chinese for Tourism IV**

This course unit is designed for the students who have completed Chinese for Tourism part III, intermediate level to cover the four skills in acquiring Chinese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of hotel related phrases, gem industry related vocabulary, spice industry related vocabulary, describing touristy sites, talking about touristy cities in Sri Lanka, making itineraries in Chinese language, planning tours, Sri Lankan customs, Chinese customs and cross cultural aspects. Along with mastering vocabulary and grammar of Chinese Proficiency Test level three, it mainly equip the learners with the skills of communicating with Chinese tourists in practical situations and providing guests with good services in the industry while promoting Sri Lankan traditions and values among Chinese tourists.

### **Year IV Semester II**

#### **TM 4216 Thesis**

Knowledge creation and dissemination are fundamental roles played by scholars. This course aims to provide a platform for the students to apply the knowledge and skills gained in the previous courses in conducting a scientific investigation on a worthy topic under the guidance of an academic supervisor in the relevant field. The thesis option allows the participants to develop and exhibit systematic problem solving, critical thinking, synthesizing, critical reviewing, argument development, data collection, data analysing, interpretations, logical and systematic writing, formatting and compiling, presenting and defending competencies, adhering to scholarly conventions.

#### **TM 4223 Internship**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment to the students' profession/specialization. Internship has been designed to support the students to make a smooth transition to their careers by

getting experiential learning in a corporate environment. It provides hands-on experience in the corporate world where the students are required to work with diverse people in a new culture, experience the challenges in workplaces, generate creative and innovative solutions for the benefit of the serving organization, and develop a realistic picture of management in practice. Students will undergo a minimum of 16 weeks of training in an organization under an industry supervisor during the final semester of the degree programme. Internship performance will be evaluated by both internal and external supervisors based on criteria given in the Internship Policy of the Faculty.

## **BACHELOR OF SCIENCE HONOURS IN ECOBUSINESS MANAGEMENT**

With rapidly evolving environmental legislation and policies, and as the awareness of the consumer increases, business and industry increasingly turn to new technical solutions to environmental problems as well as new management tools and approaches for sustainable operations. Therefore, the prime concern of EcoBusiness Management is to develop core functional management skills, enhancing problem solving capabilities, encouraging the development of key personal skills and principles of practice, recognizing and pursuing quality management, strategic thinking and allowing managers to be sensitive to issues where sustainable development and an effective social and environmental performance go hand in hand with a respectable economic performance.

### **PROGRAMME OBJECTIVES**

The primary objective of the BSc Honours in EcoBusiness Management degree programme is to provide the industry with managers who are capable of performing environmentally friendly business operations. The curriculum of the degree programme has been developed taking a holistic approach to graduate development and following an outcome-based educational model to ensure that the undergraduates are educated, exposed, trained and evaluated in relation to the set of knowledge, skills, attitudes, and mindsets appropriate to achieve the objective of the degree programme.

## GRADUATE PROFILE

1. **Scholarship & Intellectual Integrity:** broad knowledge on corporate sustainability; knowledge on green economy; comprehensive knowledge on legislative framework for environment related best practices; ability to conceptualize research imagination; broad understanding on existing local and global innovative green strategies and technologies.
2. **Practical & Strategic Sense:** ability to implement strategies on resource decoupling in industrial development; knowledge on resource handling and monitoring tools and software; ability to foresee the future opportunities in corporate sustainability; supporting for greening the industrial supply chains.
3. **Communication Skills:** ability to use the language of target community in communication for environment sensitization and inculcation; ability to interpret environmental parameters and environmental key performance indices in relevant context; ability to promote and disseminate green strategies to transform into green economy; play a key role in sustainable reporting and implementation.
4. **ICT Literacy:** ability to make appropriate use of advanced information and communication technologies; handle basic software packages; sound knowledge about environmental related information platforms and systems to support environmental management. Ability to use software and web-based tools such as GIS, Remote sensing, LCA, etc.
5. **Mental Agility:** ability to make situational & rational decisions in eco-businesses; ability to diagnose and to solve problems effectively and efficiently; to address issues related to the industrial Triple Bottom Line; capable of rigorous & independent thinking; and able to make critical and accurate decisions.

6. **Healthy Personality with Leadership & Interpersonal Skills:** passionate on green operations and consumptions; self-motivated and a role model to give leadership for corporate environmental sustainability.
7. **Numerical Skills:** fundamental knowledge of basic mathematical operations and modelling; ability to make decisions scientifically.
8. **Creativity & Innovativeness:** product and process design and re-design for environment; innovative decision making to handle environmental related situations; offering new inventions for greening the economy; develop new strategies to transform the corporate sector for the sustainable journey.





## COURSE STRUCTURE

<b>Year I Semester I</b>				
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and/or Practical Hrs</b>	<b>Credits</b>
EBM 1112	Environmental Appreciation & Communication	30	15	02
EBM 1123	Principles of Management	45	15	03
EBM 1133	Business Mathematics	45	15	03
EBM 1143	Fundamentals of Economics	45	15	03
EBM 1153	Introduction to ICT and Computer Applications	15	60	03
EBM 1163	Business English I	45	15	03
<b>Total Credits</b>				<b>17</b>

<b>Year I Semester II</b>				
EBM 1212	Environmental Management	30	15	02
EBM 1223	Business Statistics	45	15	03
EBM 1232	Human Ecology & Sustainable Development	30	15	02
EBM 1242	Personality & Professional Development	30	15	02
EBM 1253	Organizational Behaviour	45	15	03
EBM 1263	Financial Accounting	45	15	03
EBM 1273	Business English II	45	15	03
<b>Total Credits</b>				<b>18</b>

<b>Year II Semester I</b>				
EBM 2111	Industrial Exposure (2 months training)			01
EBM 2123	Managerial Economics	45	15	03
EBM 2133	Human Resource Management	45	15	03
EBM 2143	Green Marketing	45	15	03
EBM 2152	Energy & Industrial Resource Management	30	15	02
EBM 2162	Natural Resource Management & Environmental Law	30	15	02
EBM 2173	Business Communication I	45	15	03

**Total Credits** 17

### **Year II Semester II**

EBM 2213	Management Accountancy	45	15	03
EBM 2222	Tools for Environmental Assessment	30	15	02
EBM 2232	Management Information Systems	30	15	02
EBM 2242	Geographical Information Systems	30	15	02
EBM 2251	Occupational Health & Safety Management	15	15	01
EBM 2263	Commercial Law	45	15	03
EBM 2273	Business Communication II	45	15	03
<b>Total Credits</b>				<b>16</b>

### **Year III Semester I**

EBM 3113	Sustainable Operations Management	45	15	03
EBM 3122	Green Supply Chain Management	30	15	02
EBM 3133	Environmental Footprint, Management System Standards & Compliance Auditing	45	15	03
EBM 3142	EcoAccounting & Finance	30	15	02
EBM 3153	Entrepreneurship & Small Business Management	45	15	03
EBM 3162	Research Methodology & Academic Writing	30	15	02
EBM 3172	Economics of Environment & Natural Resources	30	15	02
<b>Total Credits</b>				<b>17</b>

### **Year III Semester II**

EBM 3213	Operations Research	45	15	03
EBM 3222	Research Methods in EcoBusiness Management	30	15	02
EBM 3232	Data Analysis and Interpretation	30	15	02
EBM 3242	Organizational Process Development & Excellence	30	15	02
EBM 3252	Resource Efficient Cleaner Production	30	15	02
EBM 3262	Eco Design & Life Cycle Assessment	30	15	02

EBM 3272	Industrial Ecology	30	15	02
			<b>Total Credits</b>	<b>15</b>

#### Year IV Semester I

EBM 4112	Project Management	30	15	02
EBM 4121	Sustainable Event Management	15	15	01
EBM 4133	Strategic Management	45	15	03
EBM 4142	Business Compliances & Social Responsibility	30	15	02
EBM 4152	Creativity & Innovations Management	30	15	02
EBM 4162	Modelling EcoBusiness	30	15	02
EBM 4172	Eco-labelling and Green Procurement	30	15	02
EBM 4181	Trends in EcoBusiness	15	15	01
			<b>Total Credits</b>	<b>15</b>

#### Year IV Semester II

EBM 4216	Thesis			06
EBM 4223	Internship			03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>124</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### **EBM 1112 Environmental Appreciation & Communication**

The module aims to provide the starting knowledge to understand nature's fundamental phenomena. Thereby develop students' attitudes and qualities necessary to feel and value various functions of the natural ecosystems. The module covers different earth systems, the structure, and their functionality, interrelated nature of the earth systems, the concept of evolution, functional components of the ecosystems, principles of behavioural ecology, field excursion techniques, the concepts of environmental education, communication, and interpretation, the emerging global and local environmental issues that have emerged from anthropogenic activities and the concept of nature Nature-Based Solutions/Ecosystem-Based Adaptations (EBAs). Outside classroom activities will supplement the module to give hands-on experience in dealing with the natural environment.

#### **EBM 1123 Principles of Management**

Management is the coordination and administration of activities in an organization and administration activities include setting the organization's strategy and organizing staff actions to achieve organizational goals effectively. The aim of this course unit is to provide the learners with knowledge of the fundamental principles of management in order to lay the foundations for other advanced management studies. The subject's content includes introduction to management, the evolution of the management discipline, the meaning of key management functions such as planning, organizing, leading, controlling, communication, motivation and decision-making in the organizational context of how to execute them.

#### **EBM 1133 Business Mathematics**

This course unit provides the students with a clear exposure to quantitative problem-solving process and training on the utilization of elementary mathematics in business applications. Topics in this course include algebraic expression, factors, equations, functions and graphs, progressions, mathematics of finance, permutations & combinations, binomial theorem, matrices and determinants, and calculus.

### **EBM 1143 Fundamentals of Economics**

This course unit deals with the essentials of economic analysis pertinent to management students. The course composed of two major branches of economic analysis: Micro and Macroeconomics. Micro economics concerns about the economic behaviour of the individual entities of the economy such as households or firms and will discuss the basic economic problems, resources, economic systems, price theory, production cost theory and income theories of firms. Macroeconomics explain the overall behaviour of the economy, the whole economy as a single entity focusing mainly on the macroeconomics problems, objectives and the policies of an economy.

### **EBM 1153 Introduction to ICT and Computer Applications**

Introduction to ICT and Computer Applications is an introductory course on Information and Communication Technology. This course is designed to enable the students to understand the foundation for good practices in Information Communication Technology and a conceptual level understanding of the structure and operation of computers with basic understanding of how workplace can be automated with computers, how communications systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace. Especially this course provides the foundation which will serve as a competitive advantage to the student's career regardless to the field they choose.

### **EBM 1163 Business English I**

This course unit provides a practical approach to listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is an English for Specific Purposes (ESP) course unit which ensures a wide range of essential business vocabulary and grammar covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year I Semester II**

### **EBM 1212 Environment Management**

This module explores contemporary debates on environmental management and sustainable development from a perspective that bridges

physical, chemical, and human geography. The topics to be learned are environmental aspects, biodiversity conservation, environmental pollution, air and water quality monitoring, waste and wastewater management, policy and legal framework for environmental management, and preparing environmental management plans for development projects. The students will understand the potential damages to be occurred in the environment mainly due to human activities and need to find more workable solutions for biodiversity conservation, waste and waste management, and pollution control.

### **EBM 1223 Business Statistics**

This course is the initial statistics course that lays the foundation for some quantitative subjects in the degree programme. This course unit is designed to provide students' conceptual knowledge in statistics along with enhancing their analytical and problem-solving skills within the context of Business Management. This course unit covers the introduction to statistics, collecting, compiling, and presentation of data, descriptive statistics, correlation, regression, and time series analysis, probability theorems including binomial, Poisson distribution, and normal distributions, and hypothesis testing including one sample and two-sample tests.

### **EBM 1232 Human Ecology & Sustainable Development**

This course focuses on the interaction between people and the environment with an emphasis on communities and regional ecosystems. This course covers a range of issues from Social Science and aims to encourage students to analyse environmental problems from the perspective of human individuals and societies thus introducing the concept of chain of reactions through case analyses. Also, this course will introduce the sustainable timeline with special focus on Sustainable Development Goals. Key initiatives and programmes that have evolved in the context of sustainable development journey will be introduced from this module.

### **EBM 1242 Personality & Professional Development**

This course unit has been designed for the purpose of developing students' personality and professionalism to suit that of management graduates. The content of the subject is designed in such a way that helps students transform themselves to suit the industry and society's expectations of a management graduate and particularly covers the areas such as concepts of personality and professionalism, critical and creative thinking, importance

of value-based character, emotional intelligence and life-long learning, professional development planning, leadership, teamwork, and communication skills. The course content is delivered in an activity/discussion based and interactive learning atmosphere in order for the students to share their issues, challenges and experiences of personal and professional development, and thereby help them learn from self-reflection and peers' experience.

### **EBM 1253 Organizational Behaviour**

Ability to understand human behaviour plays an essential role in determining effectiveness of managers. This course aims to develop the students' knowledge and skills to understand, predict, and control human behaviour in organizations. The course unit is developed from the contributions of behavioural disciplines such as Psychology, Social Psychology, Sociology, Political Science, and Anthropology. This course covers individual values, attitudes, personality, perception, learning, groups & teams, conflict management, organizational culture, and organizational politics. This course is designed with much needed theoretical rigour which is blended with practical aspects in understanding human behaviours in organization.

### **EBM 1263 Financial Accounting**

This course module develops the knowledge and understanding of fundamental principles and concepts in accounting with technical proficiency in recording business transactions and events to ledger accounts followed by preparing the financial statements of a business entities complying with Accounting Standards (LKASs).

### **EBM 1273 Business English II**

This course unit is a continuation of Business English I. It provides further practice in listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is also an English for Specific Purposes (ESP) course which ensures a wide range of essential business vocabulary and grammar through a practical approach covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## Year II Semester I

### **EBM 2111 Industrial Exposure**

The purpose of this programme is to give an opportunity for the students to witness a corporate environment and their best practices. The hands-on experience on corporate culture will enhance their enthusiasm to become a professional after the graduation. The main purpose of this programme to supplement student learning in prospective course modules in the university. This programme will also encourage the students to reflect the gathered experience in rest of the university life and mindful on how the future career would like after graduation.

### **EBM 2123 Managerial Economics**

The course unit focuses to equip the students with the approach of decision making using the concepts of microeconomics and the students will be made to realize the working of the different market structures, consumer theory, production & cost analysis, revenue analysis the determination of prices and the techniques of decision making for enhancing the objectives of firms. The subject comprises strong Mathematical and Statistical foundation. Therefore, the subject sharpens the analytical and logical skills of the students and leads to rational business decisions.

### **EBM 2133 Human Resource Management**

The Human Resource (HR) is the spring of creativity and innovation. Similarly, it is the source for most organizational problems. Thus, Human Resource Management (HRM) is critical for organizational prosperity. This course aims to develop the course participants' HRM knowledge, skills, and attitudes providing the basis for studying other HRM-related subjects in the degree programme. This course contains, introduction to HRM, human resourcing, performance management, reward management, HR development, and modern trends in HRM such as strategic sustainable HRM, green HRM, HR automation, human capital reporting, and HR analytics.

### **EBM 2143 Green Marketing**

Environmental issues now affect the strategy, governance, and operations of firms in all sorts of industries. This course aims at providing students with the understanding of basic conceptual tools of marketing and also of its specificity when related to environmental and sustainability issues. In this



course, students will evaluate the relationship between the environment and the business world, and explore the political and economic concepts that underlie environmental thinking and move on to the green marketing mix.

#### **EBM 2152 Energy & Industrial Resource Management**

This module will give in-depth knowledge in uses of natural and manmade resources in industrial environments and their environmental consequences. The module covers Use of Natural Resource in Business Environment, Use of material, water and energy, Industrial Energy Systems, and Environmental Footprints. It also attempts to make students understand the environmental implications of resource consumption in a business entity. Hands on experience in related techniques will be given through laboratory practical.

#### **EBM 2162 Natural Resource Management & Environmental Law**

This course unit aims to develop a good understanding of integrated natural resource management and the challenges associated with managing natural resources in and around protected and / or conservation areas inhabited by local communities. The concept of integrated natural resources management, resource management conflicts, conflict resolution, good governance, and environmental law principles in resource management is delivered. Discussions on case studies and problem-based learning activities are conducted to learn how relevant laws are essential in responding to various contemporary environmental problems in natural resources management.

#### **EBM 2173 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc.

while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year II Semester II**

### **EBM 2213 Management Accountancy**

Management Accounting information is vital in making well-informed business decisions. This course aims at enabling students to collect and present information to management based on the cost and management accounting techniques which help them to solve specific problems and to guide them in decision making. The course consists of important areas such as the role of cost and management accounting, various cost concepts and costs behaviours and the application of costing methods, standard costing and variance analysis, cost-volume and profit analysis, budgetary control and the traditional and modern methods to evaluate an investment proposal in an organization.

### **EBM 2222 Tools for Environmental Assessment**

This course will introduce tools and techniques available to assess the environment and to support strategic environmental decision making. It mainly concerns on the techniques and tools incorporated with environment performances assessment and impact assessment at policy level, project level and operational level. Hence, existing tools such as Environmental Impact Assessment, Strategic Environmental Assessment and the pertaining rules and regulations related to environmental decision making will be introduced through this course module.

### **EBM 2232 Management Information Systems**

This course module is designed to provide students with a basic understanding of what are Information Systems (IS) and how are used in organizations to meet strategic and operational goals for increasing business value. To that end, students will acquire skills using current end-user Information System software for identifying supportive major business functions, identifying different models to obtain competitive advantage, making better decisions and identifying challenges when using information systems. The course also covers software and hardware components, information structures, basic business organization and processes, importance of Information Systems in business organizations, analyse the

relationship between organizational structure, different types of information systems & business processes, important features of organizations that managers need to know about using information systems successfully.

#### **EBM 2242 Geographical Information Systems**

This course aims to familiarize students with Geographical Information Systems and the principles of spatial data. The module will enable learners to know how GIS can be incorporated for decision making, resource planning and management. Major components of the course unit include computer representation of geographic information, the basics of GIS databases, spatial analysis with GIS, and application areas of GIS in relation to EcoBusiness Management.

#### **EBM 2251 Occupational Health & Safety Management**

Health and safety at work are essential for effective business performance and save lives. This course aims to equip students with the required knowledge and skills on Occupational Health and Safety (OH&S) management systems within organizations. The course consists of a range of areas such as international standards on occupational health and safety management, hazard identification, assessment of occupational health and safety, emergency preparedness and response, first aid, and legal requirements for occupational health and safety.

#### **EBM 2263 Commercial Law**

The objective of this course is to provide the theoretical and practical knowledge about general business law issues. It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of commercial law while interacting, government agencies, and other businesses.

#### **EBM 2273 Business Communication II**

This course unit is a continuation of Business Communication I in the Year II Semester II. It aims at developing the undergraduates' business and professional communicative competence to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency, and organization. The course unit focuses on enhancing writing skills, persuasive correspondence, paraphrasing and

summarizing, analysing and interpreting graphical, statistical, and tabulated data in linguistic forms. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **EBM 3113 Sustainable Operations Management**

Operations are basic functions of a firm and the technical core of an organization which play a major role in maintaining organizational competitiveness. The aim of this course unit is to provide the required knowledge and skills for students to systematically view the organizational transformation process that converts inputs into outputs and to improve the value chain. This course unit covers major areas of operations management such as; operations strategy, designing products and services, ensuring quality, facility management, demand forecasting and managing the supply chain. This also provides insights into technological and contemporary advancements in operations management discipline.

### **EBM 3122 Green Supply Chain Management**

This module analyses the principles, procedures and methodology of the most up-to-date environmental management and auditing systems. This involves issues concerning environmental data collection, interpretation and critical evaluation providing students with an appreciation of the skills required by environmental managers. The module gives special emphasis on international standards pertaining to Environmental Management Systems, Greenhouse Gas Management Systems, Energy Management Systems and other related standards.

### **EBM 3133 Environmental Footprint, Management System Standards & Compliance Auditing**

This module analyses the principles, procedures, and methodologies on the main categories of environmental footprint: the quantifiable aspects of related environmental impacts in an organization. The module gives special emphasis on the most up-to-date environmental management systems and Greenhouse Gas Management, Water footprint, Energy Management Systems and other related standards. This involves practical engagement of addressing issues concerning environmental data collection, interpretation

and critical evaluation, providing students with the competencies on compliance auditing required by compliance managers.

### **EBM 3142 EcoAccounting & Finance**

This course focuses on the critical role of financial and management accounting in helping students to address environmental-related issues, and challenges in the individual organizational setting and wider supply chain level. The course is designed to have a management focus, with an emphasis on the use of accounting information to help students implement and assess the environmental strategy, rather than a highly technical accounting orientation. The key areas covered in the course module comprises of importance of environmental accounting, identification, valuation and reporting methods of environmental impacts and accounting treatments for addressing environmental impacts.

### **EBM 3153 Entrepreneurship & Small Business Management**

This course provides knowledge about organization and operation of Small Business Enterprises, sources of capital and factors those are inherent in entrepreneurship. The main areas in the unit are entrepreneurial characteristics, entrepreneurial decision process, entrepreneurial development programmes, entrepreneurial culture, developing business plan, strategic plans for small business enterprises, operations management for small business enterprises, accounting and financial control of small business enterprises, importance of HRM in small business management, sicknesses of small business. Problems faced by small business enterprises, process and development of small business in Sri Lanka.

### **EBM 3162 Research Methodology and Academic Writing**

This course intends to equip students with the necessary knowledge and skills about stages of the research process including research proposal development and the application of technically correct methodology which covers quantitative, qualitative and mixed methods approaches. The selection of research designs available under these approaches will be discussed in detail along with their philosophical connections. The knowledge gathered in academic writing will enable the students to develop high quality scholarly presentations and dissemination of their research findings.

### **EBM 3172 Economics of Environment & Natural Resources**

This module deals with all the major areas of natural resources and environmental economics. It will cover environmental economics theories, evaluation of public environmental projects, economic valuation of non-marketed ecosystem services, the economics of renewable and non-renewable natural resources, and environmental regulation. The students will learn economic principles, reasoning, and techniques to value ecosystem services, and techniques to address renewable natural resource management problems, and regulatory tools to deal with pollution control, climate change, biodiversity conservation, and sustainable development.

## **Year III Semester II**

### **EBM 3213 Operations Research**

Problem-solving is considered an important element a student should possess in contributing to the business community. This course aims to provide a background of decision science, to make clear, rational, and precise decisions through scientific approaches in the dynamic environment. This course includes graphical and simplex linear modelling and problem solving, sensitivity analysis, transportation problems, assignment problems, inventory management, network analysis, and MS projects application, and decision theory. Further this course includes application of optimization software for solving managerial problems.

### **EBM 3222 Research Methods in EcoBusiness Management**

This course provides students with theoretical and practical knowledge to apply research methods that include triangulation of methods; data collection; decisions on sampling; accessing to secondary databases, research sites and informants; analytical approaches to quantitative and qualitative data; data analysis; interpretation; and techniques for establishing rigour and trustworthiness in research. Computer-based data analysis using SPSS and QSR NVivo software packages will enhance students' skills further, and particular attention will be given to the application of research methods in the context of EcoBusiness Management.

### **EBM 3232 Data Analysis and Interpretation**

This course unit is designed to provide the students with theoretical and practical knowledge to properly analyse, present, and interpret research/

EcoBusiness-related data so that it helps them to take accurate decisions by solving EcoBusiness-related issues in their future professions while enhancing their analytical and interpretation skills. This course unit covers the data feeding, development, and purification of data sets, assurance of the goodness of data, applications of descriptive inferential statistics, correlation analysis, regression analysis, chi-square analysis, analysis of mean, non-parametric analysis, multivariate analysis. MINITAB and SPSS, statistical packages are introduced as data analysing packages where the learning and evaluations will be done in a computerized environment.

### **EBM 3242 Organizational Process Development & Excellence**

Numerous organizations around the world have adopted the “business process” perspective of operations to significantly improve their operations, market, and financial performance. Business process development and excellence has become the main approach for any business to build up key strengths to survive in the fierce competitive environment. This course module helps to management graduates for having an understanding on fundamental concepts, methods, tools and techniques that relevant to Organizational Process Development and Process Excellence and new management and manufacturing philosophies like Total Quality Management, Lean Manufacturing, Just in Time, and Business Process Re-engineering, etc which support organizations to reach process development and excellence.

### **EBM 3252 Resource Efficient Cleaner Production**

The aim of this module is to introduce the concept, tools and techniques in Resource Efficient Cleaner Production. The module discusses how implementing the RECP concept can address resource depletion and environmental pollution. The module gives special focus on how RECP advances production efficiency, environmental management and sustainable development. Hands on experience on standard RECP methodology will be introduced with a mini RECP assessment.

### **EBM 3262 Eco Design & Life Cycle Assessment**

Eco-design is a well-established approach in designing products with the consideration and integration of the environmental impacts of the product system, and Life Cycle Assessment (LCA) is a standardized methodology to quantify and analyse the environmental impacts of the product system along the production chain. The main purpose of this course is to equip the

students with the knowledge and understanding of practical use of LCA tools to evaluate product systems and to compare environmental impacts between different product systems.

### **EBM 3272 Industrial Ecology**

This module analyses the development of industrial ecology as an attempt to provide a new conceptual framework for understanding the impacts of industrial systems on the environment. This new framework serves to identify and then implement strategies to reduce the environmental impacts of products and processes associated with industrial systems, with an ultimate goal of achieving sustainable development. The module covers material and energy flows through industrial systems and their transformation into products, by-products and wastes throughout industrial systems, and introduces the concepts of Industrial Symbiosis, Eco-Industrial Parks and Urban-Industrial Symbiosis.

## **Year IV Semester I**

### **EBM 4112 Project Management**

All of mankind's greatest accomplishments from building the great pyramids to discovering a cure for polio to putting a man on the moon began as a project. The need for project management is becoming increasingly apparent in the world today, because speed, quality, and cost control are taking on increased significance in current business, government, and non-profit sectors and project management tools and techniques decrease time to market, control expenses, ensure quality products, and enhance profitability. This is one of the most important management techniques for ensuring the success of an organization. This course module consisted of four major topics. The first topic describes the importance and nature of the function of project management. It defines the roles of the project managers, project team members, clients, and customers. The second topic teaches the techniques for planning, estimating, budgeting, and scheduling a project. The third topic describes how to execute a project, including controlling, reporting, and managing change and risk. The fourth topic teaches the human skills needed to lead the project teams.



### **EBM 4121 Sustainable Event Management**

This course provides a complete overview of conducting an event from the concept generation to staging of the event. It gives students the opportunity to complete the full event management cycle from event design and planning to delivery and evaluation. This course encompasses definition, types of events, stakeholders of events, event logistics, bidding process, event budgeting, sponsorship and event marketing, human resources, crisis management of events, communication and technology, sustainable event planning, impacts of events and the management of event legacies. Ultimately, students are expected to develop an event proposal with the understanding of the concept of events from local events to mega-events in the world as a catalyst for urban regeneration, social, cultural and economic development of host cities / nations.

### **EBM 4133 Strategic Management**

This course unit provides a holistic understanding about the strategic management practices in business organizations. Contemporary business environment is becoming more complex and complete, therefore, as the future managers, the students need to analyse the business environment and develop viable strategies to ensure the future sustainability. The course covers the whole strategic management process including; definitions, process, terminologies and concepts, analysis of vision and mission, analysis of internal and external environments, evaluation, types of strategies, strategy generations and selection, strategy implementation, strategy execution, monitoring and case analysis. To succeed in the future, the managers must develop the resources and capabilities needed to gain and sustain the competitive advantage in both traditional and emerging markets. Hence, this module prepares the students for strategic decision making in tomorrow's global business arena.

### **EBM 4142 Business Compliances & Social Responsibility**

This course module has been designed to provide in-depth knowledge to the participants about the areas of Business Compliance, Corporate Social Responsibility (CSR) and Corporate Governance (CG) which are highly important to have sustainable business organizations while giving due respect to the triple bottom lines i.e. people, planet and profit. First, it provides an overall understanding about the concept of business compliance with its importance, applications and shortcomings. Then, the course provides an overall understanding about CSR including corporate

citizenship, social and environmental responsibility and accountability, business ethics, publish standards of CSR, corporate social initiatives, corporate governance, sustainable development goals and its applications in business organizations under the social responsibility practices. Furthermore, the module will emphasize on how organizations comply with applicable laws and regulations related to employee wellbeing and environmental performance ensuring sustainable business growth for people and the planet. Accordingly, this course focuses on understanding and implementing enhanced organizational performance that includes social, environmental and ethical performance indicators.

### **EBM 4152 Creativity & Innovations Management**

This course focuses on factors that contribute to creativity and innovation of individuals and groups within organizations. This course will explore a wide range of examples of creativity in individuals and organizations. In addition, students participate in long-term individual and team-based projects designed to explore the variables that affect creativity and innovation.

### **EBM 4162 Modelling EcoBusiness**

This course will introduce concepts of sustainable and environmental friendly business models and emerging trends in EcoBusiness developments. The course aims to introduce circular business model canvas, fundamentals of green entrepreneurship, transition of businesses to circular economy with real world examples and case studies.

### **EBM 4172 Eco-labelling and Green Procurement**

With increasing consumer concern about the environmental impact of the goods and services they buy, environmental labelling has emerged as a key tool for making sustainable purchasing decisions. The commercial benefits of environmental labelling for both buyers and suppliers has given rise to a multitude of environmental claims, labelling schemes and initiatives, each offering different measures and benchmarks. This has increased the awareness of the environmental impact of products and services. This course unit covers the implementation approaches of ecolabeling and environmental declaration for products and services.

### **EBM 4181 Trends in EcoBusiness**

The module aims to introduce emerging trends and new concepts related to EcoBusiness Management field. The module will give special emphasize on zero waste discharge technologies, renewable energy technologies, green building applications, energy and water efficient technologies, material efficient technologies, sustainability reporting and novel corporate best practices. Further, the module intends to enhance students' soft engineering skills by exposing them to corporate best practices. The module will supplement the student's research topic selection for the final semester research.

## **Year IV Semester II**

### **EBM 4216 Thesis**

Knowledge creation and dissemination are fundamental roles played by scholars. This course aims to provide a platform for the students to apply the knowledge and skills gained in the previous courses in conducting a scientific investigation on a worthy topic under the guidance of an academic supervisor in the relevant field. The thesis option allows the participants to develop and exhibit systematic problem solving, critical thinking, synthesizing, critical reviewing, argument development, data collection, data analysing, interpretations, logical and systematic writing, formatting and compiling, presenting and defending competencies, adhering to scholarly conventions.

### **EBM 4223 Internship**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment to the students' profession/specialization. Internship has been designed to support the students to make a smooth transition to their careers by getting experiential learning in a corporate environment. It provides hands-on experience in the corporate world where the students are required to work with diverse people in a new culture, experience the challenges in workplaces, generate creative and innovative solutions for the benefit of the serving organization, and develop a realistic picture of management in practice. Students will undergo a minimum of 16 weeks of training in an organization under an industry supervisor during the final semester of the degree programme. Internship performance will be evaluated by both

internal and external supervisors based on criteria given in the Internship Policy of the Faculty.

## **BACHELOR OF SCIENCE HONOURS IN HOSPITALITY MANAGEMENT**

BSc Honours in Hospitality Management has been designed to provide students knowledge and skills that form the basis for an effective approach to management in the hospitality industry. The programme has been well designed with both theoretical and practical courses which will be carried out for a period of four-years including an industrial training component, which prepares the undergraduates for managerial positions in the hospitality industry in Sri Lanka and abroad.

### **PROGRAMME OBJECTIVES**

The primary objective of the BSc Honours in Hospitality Management degree programme is to provide the hospitality industry and the nation with graduates who are capable of managing organisations, particularly, hospitality related ones in such a way that serve the national interests in relation to the development of hospitality in a sustainable manner, assuring that stakeholders are fairly benefited from the industry's development, and enriching the graduates' personal and professional lives. The curriculum of the degree programme has been developed taking a holistic approach to graduate development and following an outcome-based educational model so as to ensure that the undergraduates are educated, exposed, trained and evaluated in relation to the set of knowledge, skills, attitudes, and mindsets appropriate to achieve the objective of the degree programme.

## GRADUATE PROFILE

1. **Scholarship & Intellectual Integrity:** methodical understanding of tourism & hospitality related disciplines; capability to apply scholarly conventions; make rational decisions in hospitality; fluency in academic and scientific writing; understanding and appreciation of current issues in hospitality industry; and conducting research including other creative works in hospitality.
2. **Practical & Strategic Sense:** a capacity for critical, conceptual, and reflective thinking; ability to diagnose the trends and opportunities of the global hospitality sector; a capacity for creativity and originality; situational handling & crisis management; and intellectual openness and inquisitiveness.
3. **Communication Skills:** proficiency of English language; ability to communicate with guests with one or more foreign languages; ability to prepare effective reports and other correspondence materials in hotels; use of effective communication skills to negotiate with guests and other parties; make effective presentations to stimulate guests and other stakeholders.
4. **ICT Literacy:** ability to make appropriate use of advanced information and communication technologies; handle basic software packages; sound knowledge about hospitality information systems; digital content designing; and use digital marketing tools to conduct online/direct marketing campaigns.
5. **Mental Agility:** ability to make situational & rational decisions in hotels; ability to diagnose problems in hospitality and propose solutions; cross cultural understanding; capability of rigorous & independent thinking; and ability to make critical and accurate decisions.

6. **Healthy Personality with Leadership & Interpersonal Skills:** be passionate about hospitality; respect for the values of other individuals and groups, and an appreciation of human and cultural identities; self-discipline and an ability to plan and achieve personal and professional goals; an ability to work independently and in collaboration with others; and personal and professional integrity.
7. **Numerical Skills:** basic knowledge of arithmetic operations in hotels; ability to analyse and interpret guest and business statistics; ability to forecast trends in hospitality; conduct financial statement analysis of a hotel business; and comparing & contrasting business data and situations.
8. **Creativity & Innovativeness:** ability to explore the business/entrepreneurial opportunities in hospitality through innovations of new products and concepts; recognize viable and innovative solutions for the current issues in hospitality; and develop new systems.



## COURSE STRUCTURE

<b>Year I Semester I</b>				
<b>Course Code</b>	<b>Course Unit</b>	<b>Lecture Hrs</b>	<b>Tutorial and/or Practical Hrs</b>	<b>Credits</b>
HM 1113	Introduction to Tourism & Hospitality	45	15	03
HM 1123	Principles of Management	45	15	03
HM 1133	Business Mathematics	45	15	03
HM 1143	Fundamentals of Economics	45	15	03
HM 1153	Introduction to ICT and Computer Applications	15	60	03
HM 1163	Business English I	45	15	03
<b>Total Credits</b>				<b>18</b>

<b>Year I Semester II</b>				
HM 1213	Recreation & Tourism Resources	45	15	03
HM 1223	Business Statistics	45	15	03
HM 1233	Business Accounting	45	15	03
HM 1242	Personality & Professional Development	30	15	02
HM 1253	Organizational Behaviour	45	15	03
HM 1263	Business English II	45	15	03
<b>Total Credits</b>				<b>17</b>

<b>Year II Semester I</b>				
HM 2113	Front Office Management	30	30	03
HM 2123	Marketing Management	45	15	03
HM 2133	Human Resource Management	45	15	03
HM 2142	Service Quality Management	30	15	02
HM 2152	Creative Content Design for Tourism and Hospitality	15	30	02
HM 2163	Business Communication I	45	15	03
<b>Total Credits</b>				<b>16</b>

<b>Year II Semester II</b>				
HM 2213	Hotel Housekeeping Management	30	30	03
HM 2222	Marketing for Tourism & Hospitality	30	15	02
HM 2232	Hospitality Accounting	30	15	02



HM 2243	Legal & Administrative Environment of Tourism & Hospitality	45	15	03
HM 2253	German for Tourism I [Elective]	45	15	03
HM 2253	Japanese for Tourism I [Elective]	45	15	03
HM 2253	Chinese for Tourism I [Elective]	45	15	03
HM 2263	Business Communication II	45	15	03
<b>Total Credits</b>				<b>16</b>

### Year III Semester I

HM 3113	Food & Beverage Management I	30	45	03
HM 3122	Greening Tourism and Hospitality	30	15	02
HM 2133	Inter-cultural Communication for Tourism	45	15	03
HM 3143	Entrepreneurship & Small Business Management	45	15	03
HM 3152	Research Methodology & Academic Writing	30	15	02
HM 3163	German for Tourism II	45	15	03
HM 3163	Japanese for Tourism II	45	15	03
HM 3163	Chinese for Tourism II	45	15	03
<b>Total Credits</b>				<b>16</b>

### Year III Semester II

HM 3213	Food & Beverage Management II	30	45	03
HM 3223	Professional Cookery I	30	45	03
HM 3232	Event Management [Elective]	30	15	02
HM 3232	Spa Management [Elective]	30	15	02
HM 3243	Research Methods in Tourism & Hospitality	30	30	03
HM 3253	German for Tourism III	45	15	03
HM 3253	Japanese for Tourism III	45	15	03
HM 3253	Chinese for Tourism III	45	15	03
<b>Total Credits</b>				<b>14</b>

### Year IV Semester I

HM 4112	Resort Planning, Development & Management	30	15	02
HM 4122	E-Hospitality	15	30	02
HM 4133	Workshop in Tourism & Hospitality	30	30	03
HM 4143	Strategic Management	45	15	03

HM 4153	German for Tourism IV	45	15	03
HM 4153	Japanese for Tourism IV	45	15	03
HM 4153	Chinese for Tourism IV	45	15	03
HM 4163	Professional Cookery II	30	45	03
			<b>Total Credits</b>	<b>16</b>

#### **Year IV Semester II**

HM 4216	Thesis	180		06
HM 4223	Internship	640		03
			<b>Total Credits</b>	<b>09</b>
			<b>Grand Total</b>	<b>122</b>

## COURSE DESCRIPTIONS

### Year I Semester I

#### **HM 1113 Introduction to Tourism and Hospitality**

This course provides an in-depth understanding about the tourism and hospitality industry for the participants who are learning to be the future managers. Tourism is a multidisciplinary subject and one of the world's largest industries and also regarded as a significant social and economic activity, a business, an industry, and a source of environmental and social change. The module covers the definitions and basic terminologies, tourism system, evolution and growth of tourism, tourism products, demand and supply sides of tourism, the impacts of tourism, tourism related organizations, tourism ethics and sustainable tourism development, future of tourism etc. The lectures, groups works, field visits, video presentations, case analysis will be used and the students are expected to gain the sound understanding about the tourism and hospitality industry and which is more important to learn the advanced courses of the degree programme.

#### **HM 1123 Principles of Management**

Management is the coordination and administration of activities in an organization and administration activities include setting the organization's strategy and organizing staff actions to achieve organizational goals effectively. The aim of this course unit is to provide the learners with knowledge of the fundamental principles of management in order to lay the foundations for other advanced management studies. The subject's content includes introduction to management, the evolution of the management discipline, the meaning of key management functions such as planning, organizing, leading, controlling, communication, motivation and decision-making in the organizational context of how to execute them.

#### **HM 1133 Business Mathematics**

This course unit provides the students with a clear exposure to quantitative problem-solving process and training on the utilization of elementary mathematics in business applications. Topics in this course include algebraic expression, factors, equations, functions and graphs, progressions, mathematics of finance, permutations & combinations, binomial theorem, matrices and determinants, and calculus.

### **HM 1143 Fundamentals of Economics**

This course unit deals with the essentials of economic analysis pertinent to management students. The course composed of two major branches of economic analysis: Micro and Macro Economics. Microeconomics concerns about the economic behaviour of the individual entities of the economy such as households or firms and will discuss the basic economic problems, resources, economic systems, price theory, production cost theory and income theories of firms. Macroeconomics explain the overall behaviour of the economy, the whole economy as a single entity focusing mainly on the macroeconomics problems, objectives and the policies of an economy.

### **HM 1153 Introduction to ICT and Computer Applications**

Introduction to ICT and Computer Applications is an introductory course on Information and Communication Technology. This course is designed to enable the students to understand the foundation for good practices in Information Communication Technology and a conceptual level understanding of the structure and operation of computers with basic understanding of how workplace can be automated with computers, how communications systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace. Especially this course provides the foundation which will serve as a competitive advantage to the student's career regardless to the field they choose.

### **HM 1163 Business English I**

This course unit provides a practical approach to listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is an English for Specific Purposes (ESP) course unit which ensures a wide range of essential business vocabulary and grammar covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year I Semester II**

### **HM 1213 Recreation & Tourism Resources**

This course unit discusses the varied views and perceptions of leisure, recreation, tourism resources, and inter-relationships among these

concepts. To accomplish this task, this course unit includes definitions of leisure, recreation, and tourism resources, classification of tourism resources, utilization of tourism resources, existing tourism resources in Sri Lanka, potential tourism resources in Sri Lanka, recreational demand & supply, types of recreational activities, urban recreation vs. rural recreation, wilderness recreation, anthropogenic resources, sustainable tourism resources management, and identify the primary motives for participation in recreation and leisure activities. Ultimately students are expected to gain sufficient knowledge and understanding about the prevailing tourism resources and recreational opportunities in Sri Lanka and stimulate them to search for possible options to innovate new tourism products to the industry.

### **HM 1223 Business Statistics**

This course is the initial statistics course that lays the foundation for some quantitative subjects in the degree programme. This course unit is designed to provide students' conceptual knowledge in statistics along with enhancing their analytical and problem-solving skills within the context of Business Management. This course unit covers the introduction to statistics, collecting, compiling, and presentation of data, descriptive statistics, correlation, regression, and time series analysis, probability theorems including binomial, Poisson distribution, and normal distributions, and hypothesis testing including one sample and two-sample tests.

### **HM 1233 Business Accounting**

This course module develops the knowledge and understanding of fundamental principles and concepts in accounting with technical proficiency in recording business transactions and events to ledger accounts followed by preparing the financial statements of a business entities complying with Accounting Standards (LKASs).

### **HM 1242 Personality & Professional Development**

This course unit has been designed for the purpose of developing students' personality and professionalism to suit that of management graduates. The content of the subject is designed in such a way that helps students transform themselves to suit the industry and society's expectations of a management graduate and particularly covers the areas such as concepts of personality and professionalism, critical and creative thinking, importance of value-based character, emotional intelligence and life-long learning,

professional development planning, leadership, teamwork, and communication skills. The course content is delivered in an activity/discussion based and interactive learning atmosphere in order for the students to share their issues, challenges and experiences of personal and professional development, and thereby help them learn from self-reflection and peers' experience.

### **HM 1253 Organizational Behaviour**

Ability to understand human behaviour plays an essential role in determining effectiveness of managers. This course aims to develop the students' knowledge and skills to understand, predict, and control human behaviour in organizations. The course unit is developed from the contributions of behavioural disciplines such as Psychology, Social Psychology, Sociology, Political Science, and Anthropology. This course covers individual values, attitudes, personality, perception, learning, groups & teams, conflict management, organizational culture, and organizational politics. This course is designed with much needed theoretical rigour which is blended with practical aspects in understanding human behaviours in organization.

### **HM 1263 Business English II**

This course unit is a continuation of Business English I. It provides further practice in listening, speaking, reading and writing skills for management undergraduates who require a high level of fluency, accuracy and competence in Business English. This is also an English for Specific Purposes (ESP) course which ensures a wide range of essential business vocabulary and grammar through a practical approach covering topics related to management. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce the English language competency in the context of business.

## **Year II Semester I**

### **HM 2113 Front Office Management**

This course unit discusses an extensive outlook on the Front office department and it will further enable learners to develop a broad understanding of the role and operations of the front office division and develop skills to undertake the activities at Front office. To accomplish this task, this course unit includes definition of Front office, organization

structure of front office, divisions of front office, roles & responsibilities of front office staff, Guests' cycle, Liaison with other departments, reservation procedures, Check-in procedures, Check-out procedures, Yield management & reporting, selling methods of front office, guest services & communication, complain handling and ICT application of the front office. Ultimately students are expected to gain an understanding of what is involved in each phase of the guest experience as well as an understanding of functions and supervisory aspects of the front office department.

### **HM 2123 Marketing Management**

This course unit is designed to expose students to acquire the fundamental knowledge of theories, concepts and practices of marketing relevant to the tourism and hospitality industry. It encompasses major aspects as understanding the marketing management process, development of marketing strategy, marketing mix and management of marketing at society and global levels. This course will enable students to develop effective marketing programmes to attract, retain and grow customers profitably in the dynamic business environment.

### **HM 2133 Human Resource Management**

The Human Resource (HR) is the spring of creativity and innovation. Similarly, it is the source for most organizational problems. Thus, Human Resource Management (HRM) is critical for organizational prosperity. This course aims to develop the course participants' HRM knowledge, skills, and attitudes providing the basis for studying other HRM-related subjects in the degree programme. This course contains, introduction to HRM, human resourcing, performance management, reward management, HR development, and modern trends in HRM such as strategic sustainable HRM, green HRM, HR automation, human capital reporting, and HR analytics.

### **HM 2142 Service Quality Management**

Quality Management is the way of managing for the future and is far wider in its application than just assuring product or service quality. It is a way of managing people and business processes to ensure complete customer satisfaction at every stage, internally and externally. SQM, combined with effective leadership, results in an organization doing the right things right, first time. The core of SQM is the customer-supplier interfaces, both externally and internally, and at each interface lie a number of processes.

This core must be surrounded by commitment to quality, communication of the quality message, and recognition of the need to change the culture of the organization to create total quality. These are the foundations of SQM, and they are supported by the key management functions of people, processes and systems in the organization. This module discusses each of these elements that, together, can make a total quality organization. Other sections of this module explain people, processes and systems in greater detail, all having the essential themes of commitment, culture and communication running through them.

### **HM 2152 Creative Content Design for Tourism and Hospitality**

This course develops students' skills on techniques in developing effective content that will capture the reader's attention. The scope of the course includes principles of design and visual communication, developing content-creation framework, design techniques on multi-platforms, ethical and legal aspects, evaluating the content performance, and hands-on practical experience in designing digital materials using professional software for print and online distribution in the fields of tourism and hospitality in particular.

### **HM 2163 Business Communication I**

Nationally or internationally, for any organization, effective communication is essential for the existence of achieving success and growth in the current dynamic environment. Thus, this Business Communication course unit aims at improving and enhancing the oral and written communication skills, advanced reading and vocabulary skills, language and organizational skills of the undergraduates required to perform any piece of business, professional or personal communication accurately, fluently, and confidently via multiple ways. The course covers the introduction to Business Communication, understanding of workplace communication, usage of telephones, basic mechanics of writing, preparation for business writing, developing effective pieces of writing such as paragraphs, different types of letters, emails, etc. while focusing on the development of advanced reading skills required. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.



## Year II Semester II

### **HM 2213 Hotel Housekeeping Management**

Housekeeping is critical to the success of today's lodging operations and Housekeeping Management course illustrates the systematic approach to managing housekeeping operations in a hotel. It provides a thorough overview, from the big picture of planning, scheduling, organizing the housekeeping operations, maintaining quality staff, managing inventories, controlling expenses to the technical details of cleaning guestrooms and public areas, use of cleaning supplies and equipment, handling laundry operations. Additionally, the course addresses housekeepers' role in health and safety concerns, energy and environmental management, and technology usage. Students learning experience is enhanced by industry-driven practical observations and technical hand-on-skills in relevant to all housekeeping aspects.

### **HM 2222 Marketing for Tourism and Hospitality**

This course has been designed to provide the students an overall understanding of tourism marketing and assist them to build the skills of analysing and planning for innovative and competitive marketing practices for tourism and hospitality industries. The course is also intent to provide understanding on issues and challenges for destination marketing in the globalized environment, classification and diversification, segmentation and branding, and strategic perspectives on tourism marketing. Students are also provided with basic understanding on preparation of marketing plan.

### **HM 2232 Hospitality Accounting**

This course unit fundamentally provides an understanding of the role of accountancy function in the hospitality industry. Further, this module explains the management accountancy aspect to make the economic decision in the crucial points at the operation of hotels like yield management, ratio-analysis, costing, pricing rooms, pricing F&B products, menu pricing, and internal & external controlling perspectives by specializing the learners towards to the hospitality industry with exposure to contemporary automated hospitality management systems to adhere.

### **HM 2242 Legal and Administrative Environment of Tourism & Hospitality**

This course designed to provide an overall understanding of the legal and administrative environment related to tourism and Hospitality industry in

Sri Lanka along with the understanding of commercial law perspectives available in the country. It covers Acts, codes, policies, gazettes notifications, guidelines and international legal instruments related to tourism and hospitality industry. Further to these, this module studies the contract law, agency law, consumer protection, cyber law and employment law aspects related to the tourism and hospitality industry.

### **HM 2253 German for Tourism I**

This course unit equips the learner with the skills to communicate in day-to-day situations negotiating with German-speaking tourists. German for Tourism-Part I is for the students who have not studied German at the school level. This course unit is taught for beginners and develops listening, reading, speaking, and writing skills in German. All four language competencies will be equally focused in this course unit. According to the Common European Framework, this course seems like the first part of A1. I Level, it has identified as the learner as a primary user. Without sound knowledge about the target language, the target group is trying to acquire the language properly. The prescribed text book for this course is Kulturbeutel-: Kulturbeutel: Eine interkulturelle Begegnung. (Textbook for teaching German in Tourism) Colombo 2008.

### **HM 2253 Japanese for Tourism I**

This course unit is designed for the students from beginner to low-Intermediate level to cover the foundation of four skills in acquiring Japanese language; listening, reading, speaking and writing. This provide students with the knowledge of Japanese alphabets, greetings, self-introduction, usage of Japanese particles, counting in Japanese, time related words, adjectives, prepositions, Usage of Japanese polite language, weather in Japan, seasons in Japan, festivals in Japan, telephone conversations and guiding customers. It mainly targets to occupy the learners with the skills to identify Japanese alphabets, to write Hiragana and Katakana letters, to write Kanji characters, learn the basics sentence structures of the Japanese language and experience Japanese culture in such a way eventually engage in daily conversations with Japanese tourists using Japanese language.

### **HM 2253 Chinese for Tourism I**

This course unit is designed for the students from beginner to low-Intermediate level to cover the foundation of four skills in acquiring Chinese language: listening, reading, speaking and writing. This course provides students with the knowledge of greetings, expressing needs, wants and desires, self-introduction, introducing family, talking about nationalities, talking about occupation, asking for permission, giving directions, expressing gratitude and regret, making suggestions, asking different types of questions and how to count in Chinese (zero to hundred) with measure words. It mainly targets to occupy the learners with the skills to pronounce phonetics and terms accurately, write characters, learn the basics sentence structures of the Chinese language and experience Chinese culture in such a way eventually engage in daily conversations with Chinese tourists using Chinese language.

### **HM 2263 Business Communication II**

This course unit is a continuation of Business Communication I in the Year II Semester II. It aims at developing the undergraduates' business and professional communicative competence to perform any piece of communication (oral/written/formal/informal) with a higher degree of understanding, accuracy, fluency, and organization. The course unit focuses on enhancing writing skills, persuasive correspondence, paraphrasing and summarizing, analysing and interpreting graphical, statistical, and tabulated data in linguistic forms. Formal and informal qualitative feedback through focus-group discussions will be provided to reinforce professional communication.

## **Year III Semester I**

### **HM 3113 Food and Beverage Management I**

This course unit is developed to expose the student to the fundamentals of food and beverage (F&B) preparation and food service to provide a foundation in skills, methods and knowledge for practical events. F&B Operations provides an understanding of the operational aspects of running the operation for international clientele. This encourage an appreciation and origins of such systems & to understand the various factors involved in meeting customer needs. Understanding of F&B and its service at variety of styles/restaurant & establishments is important to have sufficient knowledge to produce a broad plan of specific food & beverage operation

### **HM 3122 Greening Hospitality and Tourism**

This course has been designed for the purpose of providing BSc Hospitality/Tourism undergraduates with the process of greening that is taking place in tourism and hospitality sectors. The concept of greening is discussed in relation to the concept of sustainable development of tourism and hospitality. The causes, practices and consequences of green initiatives in tourism and hospitality sectors are discussed in relation to evolution of mass and alternative forms of tourism. Relevant case studies are discussed in relation to practices, legal and policy frameworks and business strategies. This course is designed with the expectation that students do self-study and field exposure in greening practices of tourism and hospitality sector of both Sri Lanka and overseas and study the course content in relation to the fundamentals of general management, human resource management, marketing management, finance management and information technology, environmental management.

### **HM 3133 Intercultural Communication for Tourism**

This course unit introduces the sociological perspective of tourism and intercultural communication for tourism to understand how people from different countries, communities, and cultures act, communicate and perceive the world around them. Apart from linguistic interaction and message decoding, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups. Recognition of the cultural otherness, understanding cultural sensitivity, and respect between cultures, especially in a multi-cultural context such as Sri Lanka, are the key to success in its future development. In that light, this course unit focuses on enhancing awareness in intercultural communication especially in a tourism management environment where mobilization and interaction across diverse cultural settings are often encountered for its increasing global expansion. Since this theoretical and pragmatic aspect is not so far incorporated in pedagogic academism, an immediate measure has to be taken to introduce and improve skills concerning innovative communication in diverse cultural backgrounds in individuals/professionals who participate in tourism-based disciplines.

### **HM 3143 Entrepreneurship and Small Business Management**

Both Entrepreneurship and Small Businesses play a vigorous role in the growth of any economy within a rapidly changing global arena. Entrepreneurship challenges the unknown by taking calculated risks while

Small Businesses immensely uplift the economies of the country and the whole world. This course was designed to deliver a comprehensive understanding of Hospitality Management undergraduates about the theoretical and practical aspects of entrepreneurship and Small Business Management. It covers areas such as Introduction to Entrepreneurship, Historical development of entrepreneurship Fundamentals of Entrepreneurship, Entrepreneurial Decision Process, Entrepreneurship Mindset Development, Ethics and social responsibility of entrepreneur, Introduction to SME Sector in Sri Lanka, Marketing Strategies for SMEs, Financial Management, Managing people in SMEs, Social responsibility and Ethics of small businesses.

### **HM 3152 Research Methodology and Academic Writing**

This course intends to equip students with the necessary knowledge and skills about stages of the research process including research proposal development and the application of technically correct methodology which covers quantitative, qualitative and mixed methods approaches. The selection of research designs available under these approaches will be discussed in detail along with their philosophical connections. The knowledge gathered in academic writing will enable the students to develop high quality scholarly presentations and dissemination of their research findings.

### **HM 3163 German for Tourism II**

This course has designed for the students who have studied German for Tourism part I. After gaining the beginner's language knowledge level in German for one semester, students can understand simple German to deal with a tourist asking and answering simple questions. Students can understand basic grammar, and they try to speak in German at this Level. The prescribed textbook is used further for this course is Kulturbeutel. Eine interkulturelle Begegnung. (Textbook for teaching German in Tourism) Colombo 2008. This course seems like the second part of the A1-1 Level at the end of this course unit. The students can commonly understand sentences and frequently used expressions related to the most immediate relevance areas such as basic personal and family information, shopping, local geography, employment.

### **HM 3163 Japanese for Tourism II**

This course unit is designed for the students who have completed Japanese for Tourism part I, elementary level to cover the four skills in acquiring Japanese language; listening, reading, speaking and writing. This provide students with the knowledge of different forms of verbs, difference in usage of particles, counting words, negation of verbs and nouns, separable verbs, conjugations, eating and drinking habits, ordering foods, talking about daily routine, identifying clothes and colours and asking for prices. It mainly targets to occupy the learners with the skills to pronounce terms accurately, write characters, write grammatically accurate sentences, write essays, translate Japanese texts to another preferred language, master vocabulary and grammar of Japanese Language Proficiency Test level five and experience Japanese culture in such a way eventually engage in daily conversations with Japanese tourists using Japanese language.

### **HM 3163 Chinese for Tourism II**

This course unit is designed for the students who have completed Chinese for Tourism part I, elementary level to cover the four skills in acquiring Chinese language; listening, reading, speaking and writing. This provide students with the knowledge of time related vocabulary, Chinese currency, buying goods, expressing likes, interests and hobbies, talking about skills and abilities, how to compliment, describing health problems, asking for help, making invitations, making complaints and apologies and talking about festivals. It mainly targets to occupy the learners with the skills to pronounce terms accurately, write characters, write grammatically accurate sentences, write essays and notices, translate Chinese texts to another preferred language, master vocabulary and grammar of Chinese Proficiency Test level one and experience Chinese culture in such a way eventually engage in daily conversations with Chinese tourists using Chinese language.

## **Year III Semester II**

### **HM 3213 Food and Beverage Management II**

This is an extension of the Food and Beverage Management I subject. This module provides on the development and application of practical activities within a food and beverage environment. It gives a comprehensive understanding on the organization of food and beverage management, development, and operation in reaching global standards and sustainable practices. In addition, it gives an advanced knowledge on food service and

application of problem-solving skills to daily operations and providing proactive solutions for emerging needs and wants of the guests. Students will be able to use this knowledge to upskill the career in food and beverage management.

### **HM 3223 Professional Cookery I**

The aim of this course is to introduce students to ingredients, kitchen systems and cooking methods and is a strong foundation to build a culinary career on. This course will demonstrate the students to apply recipe, production and service controls while exposing to the fundamentals of cooking food items to provide a foundation in skills, methods and knowledge for practical events. It provides practice in and applies principles and methods of quantity cookery. Students also experience the planning, production, analysis and serving of hot foods. Further, this subject presents intensive training in modern culinary and service skills.

### **HM 3232 Event Management [Elective]**

This course provides a complete overview of conducting an event from the concept generation to staging of the event. It gives students the opportunity to complete the full event management cycle from event design and planning to delivery and evaluation. This course encompasses definition, types of events, stakeholders of events, event logistics, bidding process, event budgeting, sponsorship and event marketing, human resources, crisis management of events, communication and technology, sustainable event planning, impacts of events and the management of event legacies. Ultimately, students are expected to develop an event proposal with the understanding of the concept of events from local events to mega-events in the world as a catalyst for urban regeneration, social, cultural and economic development of host cities / nations.

### **HM 3232 Spa Management [Elective]**

This course provides the foundation and scope of spa management. It explores present global trends in wellness tourism in particular and spa consumer behaviour with case studies of leading service providers in the industry in understanding the needs and wants of their consumers will also be discussed. Further, it delivers an insight on different models including day spas, health resorts spas and hotel spas, retail spas, etc. and spa facilities developed based on natural resources along with their historical beginnings and present developments and as well as concept development,

management and operational aspects of spas. The students will also be introduced to the importance of benchmarking the standards of the same for the advancements of wellness tourism in Sri Lanka.

### **HM 3243 Research Methods in Tourism and Hospitality**

This course provides students with theoretical and practical knowledge to apply research methods that include triangulation of methods; data collection; decisions on sampling; accessing to secondary databases, research sites and informants; analytical approaches to quantitative and qualitative data; data analysis; interpretation; and techniques for establishing rigour and trustworthiness in research. Computer-based data analysis using SPSS and QSR NVivo software packages will enhance students' skills further, and particular attention will be given to the application of research methods in the context of tourism and hospitality.

### **HM 3253 German for Tourism III**

This course unit has designed for the students who have completed German for Tourism part II, elementary level, to cover the four skills in acquiring the German Language; listening, reading, speaking, and writing related to the context of Sri Lankan tourism. Students prepare for a career in international tourism, where speaking more than one foreign language is an essential skill in a wide range of roles. This course has designed with practical based content by focusing the topics such as the marriage customs in Sri Lanka and German, tour itineraries, activities, hotel bookings, identification of German mindset and intercultural differences, tackling the guest complaints confidently and pleasantly, treatments, Filling visa applications forms and Describing the Hotel bill etc. Contrary to popular belief, not everyone speaks fluently in a foreign language. Though the students do not use the German Language fluently at this stage, they feel confident communicating in the target language. It is very appreciative and to move forward by using this demanded European Language.

### **HM 3253 Japanese for Tourism III**

This course unit is designed for the students who have completed Japanese for Tourism part II, elementary level to cover the four skills in acquiring Japanese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of tenses, writing email and letters, giving directions, spice industry related vocabulary, travelling in different cities, expressions and phrases used at



restaurants, talking about Sri Lankan festivals, foods, traditions and culture. It mainly capable the learners with the skills of using conversations in practical situations in the tourism industry focusing on tour planning, welcoming guests, tour guiding, facilitating guests, and master vocabulary and grammar of Japanese Language Proficiency Test level four in order to eventually engage in an effective communication with Japanese tourists using Japanese language.

### **HM 3253 Chinese for Tourism III**

This course unit is designed for the students who have completed Chinese for Tourism part II, elementary level to cover the four skills in acquiring Chinese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of Chinese cuisines, Chinese festivals, hotel related vocabulary and phrases, airport related vocabulary and phrases, travelling in different cities, describing pictures using different sentence structures, buying things, talking about Sri Lanka and talking about Sri Lankan foods, traditions and culture. It mainly capable the learners with the skills of using conversations in practical situations in the tourism industry focusing on tour planning, making reservations, welcoming guests, tour guiding, facilitating guests, and master vocabulary and grammar of Chinese Proficiency Test level two in order to eventually engage in an effective communication with Chinese tourists using Chinese language.

## **Year IV Semester I**

### **HM 4112 Resort Planning, Development and Management**

This course will discuss resort planning approaches to achieve the goals and objectives of sustainable tourism development in a destination for memorable holiday landmark through integration of property and programme. This encompasses definition, history and different stages of resort planning, different types of resorts, factors to consider, resort planning principles, resort designing and development, resort operation management; recreation and facilities, stakeholders, human resource, information, finance and emerging trends.

### **HM 4122 E-Hospitality**

This course module addresses how digitalization revolutionizes all tourism business processes, the entire value chains as well as strategic relationships

of tourism stakeholders. It additionally focuses on how ICTs are employed in airlines, hotels, travel agencies, tour operators and destinations management/marketing organizations. By analysing the new technological trends, it provides a solid basis for analysing the impacts of the Information Communication Technology (ICT) revolution on the tourism demand and supply. As eTourism is critical for the competitiveness of the tourism industry in the longer term, the content covers a strategic management and marketing perspective for tourism enterprises and destinations in digital era.

### **HM 4133 Workshops in Tourism and Hospitality**

This course introduces the topics that are relevant but not covered by the core courses listed in the programme structure. The course covers a range of concepts and practices including self-profiling, grooming, etiquettes, professionalism, social norms, work ethics, crisis management, and trending topics in the tourism and hospitality industry, taught using workshop mode of delivery. The course depends on inputs drawn from external resource personnel from the tourism and hospitality industry. This workshop mode of learning creates a forum for students to learn from industry experts, experience sharing, career mentoring, ensure inspiring characters to suit the industry, get state-of-the-art knowledge in the industry and extend students' networking.

### **HM 4143 Strategic Management**

This course unit provides a holistic understanding about the strategic management practices in business organizations. Contemporary business environment is becoming more complex and complete, therefore, as the future managers, the students need to analyse the business environment and develop viable strategies to ensure the future sustainability. The course covers the whole strategic management process including definitions, process, terminologies and concepts, analysis of vision and mission, analysis of internal and external environments, evaluation, types of strategies, strategy generations and selection, strategy implementation, strategy execution, monitoring and case analysis. To succeed in the future, the managers must develop the resources and capabilities needed to gain and sustain the competitive advantage in both traditional and emerging markets. Hence, this module prepares the students for strategic decision making in tomorrow's global business arena.

#### **HM 4153 German for Tourism IV**

This course is the last stage of the German for Tourism unit, and this unit has designed to prepare the students for a career in international tourism, where speaking more than one language is an essential skill in a wide range of roles. Based on undergraduates' needs, the spoken ability has identified as the most crucial part of this course unit. Speaking and Writing, two productive language competencies, will be developed in this course unit than receptive language competencies Reading and Listening. This course seems like the second part of the A2-1 Level according to the Common European Reference Framework. The lecturer will teach the authentic experiences of tourist handling via videos and audios.

#### **HM 4153 Japanese Tourism IV**

This course unit is designed for the students who have completed Japanese for Tourism part III, intermediate level to cover the four skills in acquiring Japanese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of airport related vocabulary and phrases, hotel industry related vocabulary and phrases, accepting and refusing invitations, making appointments, gem industry related vocabulary, buying things, describing touristy sites, talking about touristy cities in Sri Lanka, making itineraries in Japanese language, planning tours, Sri Lankan and Japanese cross cultural aspects. Along with mastering vocabulary and grammar of Japanese Language Proficiency Test level three, it mainly equip the learners with the skills of communicating with Japanese tourists in practical situations and providing guests with good services while promoting Sri Lankan traditions and values among Japanese tourists.

#### **HM 4153 Chinese for Tourism IV**

This course unit is designed for the students who have completed Chinese for Tourism part III, intermediate level to cover the four skills in acquiring Chinese language; listening, reading, speaking and writing in related to the context of Sri Lankan tourism. This provide students with the knowledge of hotel related phrases, gem industry related vocabulary, spice industry related vocabulary, describing touristy sites, talking about touristy cities in Sri Lanka, making itineraries in Chinese language, planning tours, Sri Lankan customs, Chinese customs and cross cultural aspects. Along with mastering vocabulary and grammar of Chinese Proficiency Test level three, it mainly equip the learners with the skills of communicating with Chinese tourists in

practical situations and providing guests with good services in the industry while promoting Sri Lankan traditions and values among Chinese tourists.

### **HM 4163 Professional Cookery II**

Professional Cookery II module directs students to apply advanced recipe, production and service controls. It provides practice in complex food production including Meat cookery, Bakery, Salads and Desserts. Students also experience the Planning, Production analysis and Serving of Hot / Cold foods. Students will be continuing their education in safety, sanitation, nutrition, professional grooming, and food preparation techniques and procedures. This course module also will be embracing on quality food preparation, teamwork, developing a critical palate, and researching current culinary trends.

## **Year IV Semester II**

### **HM 4216 Thesis**

Knowledge creation and dissemination are fundamental roles played by scholars. This course aims to provide a platform for the students to apply the knowledge and skills gained in the previous courses in conducting a scientific investigation on a worthy topic under the guidance of an academic supervisor in the relevant field. The thesis option allows the participants to develop and exhibit systematic problem solving, critical thinking, synthesizing, critical reviewing, argument development, data collection, data analysing, interpretations, logical and systematic writing, formatting and compiling, presenting and defending competencies, adhering to scholarly conventions.

### **HM 4223 Internship**

This course aims to provide opportunities for students to integrate prior learning with workplace practices while developing significant commitment to the students' profession/specialization. Internship has been designed to support the students to make a smooth transition to their careers by getting experiential learning in a corporate environment. It provides hands-on experience in the corporate world where the students are required to work with diverse people in a new culture, experience the challenges in workplaces, generate creative and innovative solutions for the benefit of the serving organization, and develop a realistic picture of management in practice. Students will undergo a minimum of 16 weeks of training in an

organization under an industry supervisor during the final semester of the degree programme. Internship performance will be evaluated by both internal and external supervisors based on criteria given in the Internship Policy of the Faculty.

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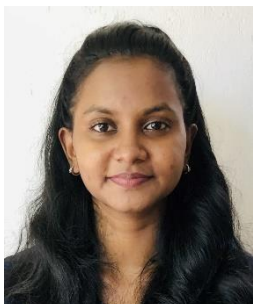
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## BY-LAWS



## 1. GENERAL CONDITIONS

- 1.1 A student who satisfies the following conditions will be awarded a Degree in BSc Honours in Financial Management, BSc Honours in Banking & Insurance, BSc Honours in Business Management, BSc Honours in Marketing Management, BSc Honours in Tourism Management, BSc Honours in EcoBusiness Management or BSc Honours in Hospitality Management;
- 1.1.1. be a registered student of the university
  - 1.1.2. has completed the programme of studies for each semester to the satisfaction of the Senate
  - 1.1.3. has satisfactorily completed the programme of studies by attending at least 80 percent of lectures, practicals, tutorials and completing practical assignments etc.
- 1.2 Those who are unable to fulfill the 80 percent attendance requirement would be considered as repeat students and their first attempt would be canceled off. Such may sit for the examination in the following semester and they will be given the maximum grade of C = Grade Point Value 2.0.
- 1.3 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.
- 1.4 Every candidate should sit for examinations in respect of all the relevant course units studied during the semester.
- 1.5 A candidate will be given a question paper for each course unit for which written/ practical answers have to be furnished.
- 1.6 The candidates are evaluated using Grade Point Average (GPA).
- 1.7 Each course unit will, in general, carry a total of 100 marks. However, 60 percent of the total marks will be assigned for the end semester examination while 40 percent 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 percent for continuous assessments where there are such components in a course, and not less than 40 percent for the end semester examination 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 1.7. Grade Point Average is used to measure the students' performance.

1.8 Students subject to suspension have to continue their studies from the pertinent semester in which such suspension is affected.

## 2. SCHEME OF GRADING

Marks	Grade	Grade Point
85 – 100	A+	4.00
75 – 84	A	4.00
70 – 74	A-	3.70
63 – 69	B+	3.30
55 – 62	B	3.00
50 – 54	B-	2.70
45 – 49	C+	2.30
40 – 44	C	2.00
35 – 39	C-	1.70
30 – 34	D+	1.30
20 – 29	D	1.00
0 – 19	E	0.00

## 3. GPA FORMULA

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

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

Where,  $CP_i$  = Credit point of the  $i^{\text{th}}$  course unit  
 $GP_i$  = Grade point of the  $i^{\text{th}}$  course unit  
 $n$  = Total number of course units assigned  
 $N$  = Total number of credits assigned

### 3.2 Formula for the Final Grade Point Average (FGPA) Calculation

$$\text{Final Grade Point Average} = \frac{\sum_{i=1}^n (W_i) \times (GPA_i)}{\sum_{i=1}^n (W_i)}$$

Where,  $GPA_i$  = Grade point average of the  $i^{\text{th}}$  year / semester  
 $W_i$  = Weight of the  $i^{\text{th}}$  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

### 3.3 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 a student's academic standing; when someone asks what the grade point average is, it refers to the final grade point average.

### 3.4 Grade Allocation

Pass Grade C = Grade Point 2.0

#### **Marks allocated to End Semester Examination and Continuous Assessment**

End Semester Examination	60 percent
Continuous Assessment	40 percent

However, this percentage will be changed according to the unique requirement of the Subject.

The student must achieve 40 percent for each component given above to get through the course unit. If any student fails to obtain 40 percent for each component, marks will be reduced to 35 and the student will be given the maximum grade of C- = Grade Point 1.7.

### 3.5 Grading Policy

- 3.5.1 Repeat students should repeat the examination of a course unit only twice and apply for the Examination/s at the first available opportunity.
- 3.5.2 Grades C-, D+ and D can be upgraded if the student wishes to improve his/her GPA.
- 3.5.3 "E" grade/s must be upgraded to complete the degree.
- 3.5.4 The maximum grade for a repeated subject shall be "C"/Grade Point 2.0.
- 3.5.5 The calculation is taken to two decimal places and is not "rounded up" or "rounded down".

### 3.6 Policy 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.

### 3.7 Awarding of Degrees

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

The Degrees, BSc Honours in Financial Management, BSc Honours in Banking & Insurance, BSc Honours in Business Management, BSc Honours in Marketing Management, BSc Honours in Tourism Management, BSc Honours in EcoBusiness Management and BSc Honours in Hospitality Management awarded by the Faculty are classified as follows.

<b>FGPA Cut-off</b>	<b>Class/Pass</b>
3.70	First Class
3.30	Second Upper
3.00	Second Lower
2.00	Pass

### 3.8 Expiring of Studentship

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

### 3.9 Deferment of Registration for 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 the University Senate.

## 4. DEFINITIONS OF TERMS

4.1 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.

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

4.3 Quality Points: The numerical value assigned to the relevant letter grade obtained.

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

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.

## **5 EXAMINATION PROCEDURES, OFFENCES AND PUNISHMENTS**

### **5.1 Rules & Regulations Governing and Holding of Examinations**

- a. 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.
- b. After entering the examination hall each candidates should be seated at the desk/table bearing his/her Index No.
- c. 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.
- d. 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.

- e. 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.
- f. When requested by the Supervisor of the examination, candidates must surrender all documents in their possession.
- g. No candidate should ask another for anything, exchange anything, engage in conversation, copy from another or help or encourage another candidate to copy.
- h. Candidates should write their answers in the answer sheets or answer books issued on the particular date of the examination.
- i. 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.
- j. 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.

- k. 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.
- l. All candidates must maintain strict silence both inside and outside the examination hall and not disturb the supervisor, invigilators and other candidates.
- m. 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.
- n. Impersonation of any kind is strictly prohibited.
- o. 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.
- p. 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.
- q. 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.

## 5.2 Submitting Medical Certificates for Being Absent At an 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 period. 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 private medical officers, Ayurvedic physicians or Homeopaths are not accepted.

### 5.3 Examination Malpractices

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

### 5.4 Procedure for Investigating Examination Malpractices

The supervisor should report any examination malpractice to the Senior Asst. Registrar/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.

#### 5.5 Punishment for Examination Malpractices

<b>Malpractice</b>	<b>Penalty</b>
A. Possession of unauthorised documents	Banning examination candidacy for a period of two years or imposing alternative punishment considered appropriate by the Senate.
B. Copying	Invalidating examination candidacy for a period of 3 years or imposing alternative punishment considered appropriate by the Senate.
C. Cheating	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.
D. Removing examination stationery belonging to the University	Cancellation of examination candidacy and debarring candidate from sitting for university examinations for a period specified by the Senate.
E. Inappropriate conduct	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.
F. Impersonation	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.
G. Gaining illegal access	Cancellation of examination candidacy and

or attempting to gain such access to the contents of a question paper	imposing any other punishment considered appropriate by the Senate.
H. Aiding and abetting examination malpractices and receiving assistance to commit such malpractices	Cancellation of examination candidacy and imposing any other punishment considered suitable by the senate
I. Attempting to unduly influence examination supervisors and other officials	Any punishment prescribed by the Senate.
J. Being guilty of an examination malpractice for the second time	Cancellation of registration as a student of the University.

## 5.6 Compulsory Punishments

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

- a. Withholding a class for the degree
- b. Limiting the maximum marks obtainable to 40% when re-sitting cancelled question papers.
- c. Either cancelling or withholding scholarships and bursaries.
- d. Withdrawing residential facilities.
- e. Withholding invitation to graduation ceremony

- f. 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.

## **6 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/herself to his/her academic work in such manner as to satisfy the University. No student may be absent himself/herself from lectures or practical work for a period exceeding three weeks in one academic year unless he/she 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 by 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 hand bills, 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.

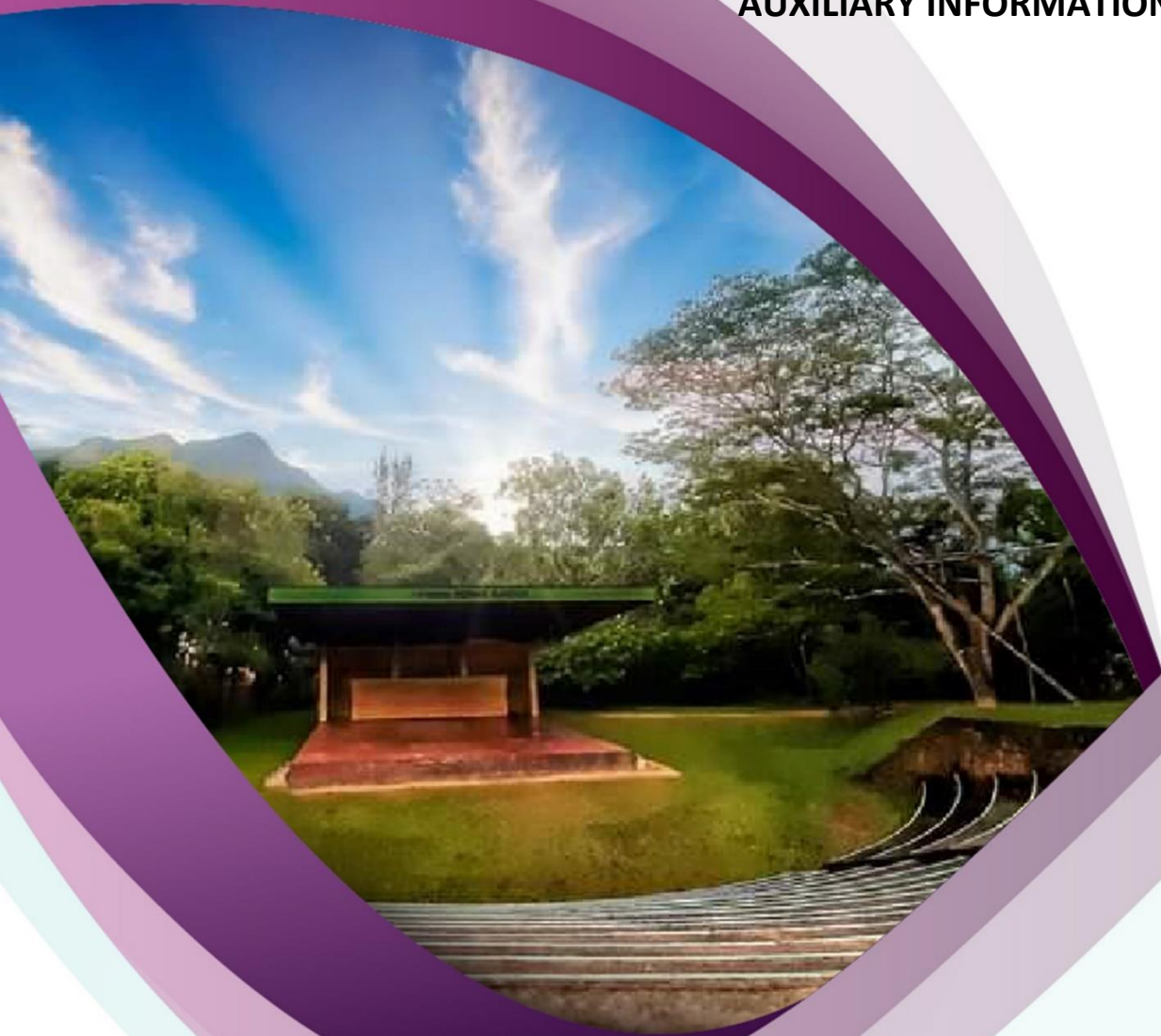
## **SECTION II: PUNISHMENTS**

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.500.00.
  - iii. Recovery of any loss sustained by the University.
  - iv. Suspension from classes, examinations, and from the use of all University facilities for a specified period.
  - v. 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.
  - vi. Being regarded as having relinquished the course and/or of the studentship of University.
  - vii. 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.

## AUXILIARY INFORMATION



## 1 STUDENTS 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 will be notified in advance. Please contact the Assistant Registrar-Student Affairs for further information.
The Computer Centre	The Faculty has a Computer Centre which consists of 135 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 practicals.
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 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 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/ Fax	045-2280014; 045-2280087 (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 045-2280283- Asst. Registrar, Faculty of Management Studies 045-2280008 - Coordinator, Practical Training Unit
E-Mail	<a href="mailto:dean@mgt.sab.ac.lk">dean@mgt.sab.ac.lk</a>
Banks	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 (Public Transport)	Haputale, 31km, one hour journey by bus
Police Division	Balangoda
Grama Niladari 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



<https://www.sab.ac.lk/mgmt/>