

Faculty of Management Studies Sabaragamuwa University of Sri Lanka



UNDERGRADUATE H A N D B O O K

2016/2017

Undergraduate Handbook 2016-2017
Faculty *of* Management Studies



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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 knowledge paradigms and imparting it to 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 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 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 the following degree programmes through its five faculties. Faculty of Graduate Studies and the Faculty of Technology have been recently added to the Sabaragamuwa University of Sri Lanka and will commence their operations within 2016.

- | | |
|-----------------------|--|
| 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 three year BA Degree Programmes in Social Sciences & Languages and four year 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.

OFFICERS AND ADMINISTRATIVE STAFF OF THE UNIVERSITY

CHANCELLOR

Most Venerable Prof. Kamburugamuwe Vajira Thero

OFFICERS

Prof. M. Sunil Shantha, *Vice Chancellor*

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

Dr. H.S.R. Rosairo, *Dean/Faculty of Agricultural Sciences*

Prof. R.M. Udaya S.K. Rathnayake, *Dean/Faculty of Applied Sciences*

Dr. Indika Prasanna, *Dean/Faculty of Geomatics*

Dr. Manoj Ariyaratne, *Dean/Faculty of Social Sciences & Languages*

Ms. T.N. Neighsoorei, *Librarian*

Mr. Hibathul Careem, *Registrar*

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

ADMINISTRATIVE STAFF

Mr. K.Gunawardana, *Deputy Registrar (Academic Establishment)*

Mr. M.L. Warnasooriya, *Deputy Registrar (Examinations)*

Mr. A.M.R.A. Priyashantha, *Senior Asst. Internal Auditor*

Ms. M.L.W.O.M. Karunaratne, *Asst. Registrar (Non-Academic Establishment)*

Ms. S.D.D. Hiranthi, *Senior Asst. Registrar (Capital Works & Planning)*

Mr. J.G.P.U. Rathnayake, *Senior Asst. Registrar (Student Affairs)*

Mr. G.A.D.M. Thennakoon, *Senior Asst. Registrar (Administration)*

Ms. R.N. Neluwapathirana, *Asst. Registrar (Faculty of Management Studies)*

Ms. M.Z. Mohamed Rizan, *Asst. Registrar (Faculty of Applied Sciences)*

Ms. H.M.D.Y. Herath, *Asst. Registrar (Faculty of Agricultural Sciences)*

Ms. A.A.S. Priyadarshanee, *Asst. Registrar (Faculty of Social Sciences & Languages)*

Ms. N. Subbothinie, *Asst. Registrar (Centre for Open & Distance Learning)*

Ms. H.S.H.K.N. Dharmasiri, *Asst. Registrar (Faculty of Geomatics)*

Ms. P.B.N. Fernando, *Asst. Registrar (Legal & Documentation)*

Ms. K.D.D.S. Sugathapala, *Senior Asst. Bursar (Payments)*

Mr. R.M.N.K. Rathnayake, *Asst. Bursar (Salaries)*

Ms. K.H.A. De Silva, *Asst. Bursar*

Ms. Ashoka Liyanagamage, *Asst. Bursar (Supplies)*

Ms. Chamila P. Hatharasinghe, *Senior Asst. Bursar (Accounts)*

Dr. W.M.A.S. Wijerathna, *Medical Officer*

Mr. W.M.L.M.K. Wijesundara, *Works Engineer (Civil)*

Mr. R.D. Rajapaksha, *Curator (Landscape)*

Mr. C.N.K. Balasooriya, *Farm Manager*



Faculty of Management Studies

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

GRADUATE PROFILE

Faculty of Management Studies

1. **Scholarship & Intellectual Integrity**
2. **Practical & Strategic Sense**
3. **Communication Skills**
4. **ICT Literacy**
5. **Mental Agility**
6. **Healthy Personality with Leadership & Interpersonal Skills**
7. **Numerical Skills**
8. **Creativity & Innovativeness**



THE HISTORY

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

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

PRESENT SITUATION

The Faculty of Management Studies comprises four departments; Department of Accountancy & Finance, Department of Business Management, Department of Marketing Management and Department of Tourism Management. The Faculty offers BSc Honours Degree Programmes in Financial Management, Banking & Insurance, Business Management, Marketing Management, EcoBusiness Management, Tourism Management and Hospitality Management under each department respectively for the students who gain direct entry to the Faculty on the basis of their performance at the GCE (Advanced Level) Examination. Presently the student allocation for each degree programme is done through the Faculty according to the students' preference and z-score at the beginning of the degree programme.

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

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

VISION, MISSION AND OBJECTIVES

VISION	To be an internationally acclaimed centre of excellence in higher learning producing dynamic leaders and nation builders to guide the destiny of Sri Lanka.
MISSION	To provide a quality tertiary education in management, encourage and cultivate the students' creative personal development with an innovative and practical approach to management to complement its blend of undergraduate and graduate programmes.
OBJECTIVES	<ul style="list-style-type: none">• To address students' aspirations and produce specialist management graduates who can operate successfully on the particular discipline;• To encourage the students to develop the skills and competencies required for effective application of knowledge for specific problem solving;• To provide an understanding of the economic, socio-cultural and technological aspects of the business environment; and• To equip with a specialized management education which shows how the key management functions are integrated within a business and how they can be managed to gain competitive advantage

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, and three nominated external members.

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
Accountancy & Finance	BSc Honours in Financial Management	BScHons (Financial Mgmt.)
	BSc Honours in Banking & Insurance	BScHons (Banking & Insurance)
Business Management	BSc Honours in Business Management	BScHons (Business Mgmt.)
Marketing Management	BSc Honours in Marketing Management	BScHons (Marketing Mgmt.)
Tourism Management	BSc Honours in Tourism Management	BScHons (Tourism Mgmt.)
	BSc Honours in EcoBusiness Management	BScHons (EcoBusiness Mgmt.)
	BSc Honours in Hospitality Management	BScHons (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.

ACADEMIC STAFF AND ACADEMIC SUPPORT STAFF

Dean

Dr. W.K. Athula C. Gnanapala, *Senior Lecturer Gr. I*

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (XMU, China)

Research Interests: Consumer Behaviour in Tourism, Strategic Tourism Marketing, Sustainability

Phone: 045-2280007 **email:** dean@mgt.sab.ac.lk

DEPARTMENT OF ACCOUNTANCY & FINANCE

Head of the Department

Professor. D.A.I. Dayaratne

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

Research Interests: Finance

Phone: 045-2280023

Academic and Academic Supportive Staff

Ms. L.M.C.S. Menike, Senior Lecturer Gr. I

BSc (BusAdmin) (SJP), MCom (KLN)

Research Interests: Accounting & Finance

Mr. D.G. Dharmarathne, Senior Lecturer Gr. I

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

Research Interests: Accounting & Finance

Mr. R.A.G. Bandara, Senior Lecturer Gr. II

BSc (EstMgmt) (SJP), MSSc (Econ) (KLN)

Research Interests: Economic Development and Banking Related Fields

Ms. U.C. Edirisinghe, Senior Lecturer Gr. II

BBA (Accountancy) (CMB) MSc (SJP) CIMA

Research Interests: Accounting and Finance

Mr. H.R. Sampath, Senior Lecturer Gr. II

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

Research Interests: Accounting and Finance

Mr. T.U.I. Peiris, Senior Lecturer Gr. II

BSc (Financial Management) (SUSL) MSc (UoM)

Research Interests: Financial Management

Mr. A.A.M.D. Amarasinghe, Lecturer (Probationary)

BSc (Financial Management) (SUSL)

Research Interests: Economics, Accountancy and Finance

Mr. D.G.L. Rasika, Lecturer (Probationary)

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

Research Interests: Risk Management & Insurance

Mr. K.D.U.D. Fernando, *Lecturer (Probationary)*

BSc (Insurance & Valuation) (WUSL)

Research Interests: Risk Management

Mr. H.G. Piyasiri, *Senior Instructor in English*

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

Research Interests: Syntax and Communication

Ms. M. Vithiyalani, *Lecturer (Temporary)*

BSc (Banking & Insurance) (SUSL)

Research Interests: Banking, Insurance

Ms. A.W.G.C.N. Wijethunga, *Lecturer (Temporary)*

BSc (Financial Management) (SUSL)

Research Interests: Finance

DEPARTMENT OF BUSINESS MANAGEMENT

Head of the Department

Mr. P.J. Jayathilake, *Senior Lecturer Gr. I*

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

Research Interests: Human Resources Management, Tourism Marketing

Phone: 045-2280016

Academic and Academic Supportive Staff

Ms. L.D. Kalyani, *Senior Lecturer Gr. I*

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

Research Interests: Human Resources Management, Organizational Behaviour

Ms. K.L.B.G. Dharmarathne, *Senior Lecturer Gr. I*

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

Research Interests: Entrepreneurship and Small Business Management

Mr. A.M.J. Attanayake, *Senior Lecturer Gr. II*

BCom (Sp) (KLN) MSc (SJP)

Research Interests: Accounting Standards, Environmental Accounting, Indigenous Management

Mr. H.P.R. Priyankara, *Senior Lecturer Gr. II*

BSc (BusAdmin) (HRM) (SJP) MBA (HRM) (CMB)

Research Interests: Labour Relations, Human Resource Management

Ms. N.P.G.S.I. Naotunna, *Senior Lecturer Gr. II*

BSc (BusAdmin) (SJP)

Research Interests: Organizational Behaviour, Human Resource Management

Ms. J.K.S.C. Perera, *Senior Lecturer Gr. II*

BSc (Business Management) (SUSL)

Research Interests: Total Quality Management, Human Resource Management

Ms. A.C. Jayathilake, *Lecturer (Probationary)*

BA (Statistics) (SUSL)

Research Interests: Statistical Data Analysis, Micro & Macro Economics

Mr. I.A. Ekanayake, *Lecturer (Probationary)*

BSc (Business Management) (SUSL)

Research Interests: Operations Management, Supply Chain Management

DEPARTMENT OF MARKETING MANAGEMENT

Head of the Department

Ms. K.D.L. Randika Kapuge, *Senior Lecturer Gr. II*

BBA (CMB), MBA (SJP)

Research Interests: Consumer Behaviour, Retail Banking, Services Marketing

Phone: 045-2280025

Academic and Academic Supportive Staff

Mr. D. Jasinghe, *Senior Lecturer Gr. I*

BSc (BusAdmin) (SJP), MSc (SJP)

Research Interests: Small Business Management

Dr. W. Vilasini De Silva, *Senior Lecturer Gr. II*

BSc (USJP), MBA (KLN), PhD(HUST)

Research Interests: Impact of Promotional Strategies

Ms. L.A.C. Sajeewanie, *Senior Lecturer Gr. II*

BSc (Marketing Management) (SUSL), MBA (KLN)

Research Interests: Small Business Management, Consumer Behaviour

Mr. H.M.C.G. Bandara, *Senior Lecturer Gr. II*

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

Research Interests: Consumer Behaviour, Marketing Communication

Mr. R.A. Chanaka Ushantha, *Senior Lecturer Gr. II*

BSc (Marketing Management) (SUSL), MA (Marketing) (UK)

Research Interests: Services Marketing Environment, Services Quality & Experience, Retail Marketing Environment

Ms. M.D.N.M.U Mahawatta, *Senior Lecturer Gr. II*

BA (English Language & English Literature) (SJP), MPhil (Linguistics) (KLN)

Research Interests: Gender Studies, Bilingual Education, Business English

Dr. Thilini Chathurika Gamage, *Senior Lecturer Gr. II*

BSc (Management & Information Technology) (KLN), PhD (CMB)

Research Interests: Web Marketing, Social Media Marketing, E-Commerce

DEPARTMENT OF TOURISM MANAGEMENT

Head of the Department

Dr. W.A. Rangana Shalika, *Senior Lecturer Gr. II*

BSc (Tourism Management) (SUSL), MBA (CMB), PhD (MSU-Malaysia)

Research Interests: Community Based Ecotourism, Cave Tourism, Sustainable Tourism

Phone: 045-2280296

Academic and Academic Supportive Staff

Professor. R.M. Wasantha Rathnayake

BSc (Sp) Botany (KLN), PGDip. in Wildlife Management (India), MSc (SJP), PhD (SJP)

Research Interests: Environmental Economics, Integrated Natural Resources Management, Forestry, Environmental Communication, Environmental Law

Dr. Iraj Ratnayake, *Senior Lecturer Gr. I*

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (UUM, Malaysia)

Research Interests: Tourism Planning & Development

Dr. W.K. Athula C. Gnanapala, *Senior Lecturer Gr. I*

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (XMU, China)

Research Interests: Consumer Behaviour in Tourism, Strategic Tourism Marketing, Sustainability

Dr. M.S.M. Aslam, *Senior Lecturer Gr. I*

BSc (Tourism Management) (SUSL), MSc (SJP), PhD (UPM, Malaysia)

Research Interests: Sustainable Tourism Planning & Development

Mr. K.R.H. Lal Gunasekara, *Senior Lecturer Gr. II*

BSc (Financial Management) (SUSL), MSc (UUM, Malaysia)

Research Interests: Supply Chain Management

Mr. P.K. Sarath Munasinghe, *Senior Lecturer Gr. II*

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

Research Interests: Hospitality Management

Mr. C. Namal R. Wijesundara, *Senior Lecturer Gr. II*

BSc (Tourism Management) (SUSL)

Research Interests: Community Based Tourism, Sustainable Tourism

Dr. W.M.P.S.B. Wahala, *Lecturer*

BSc (Forestry & Environmental Science) (SJP), MSc (SJP), PhD (SJP)

Research Interests: Product & Process Life Cycle Assessment, Natural Forests in Sri Lanka, Carbon Sequestration, Industrial Ecology

Ms. K. Manori Padmalatha, *Lecturer*

BSc (EcoBusiness Management) (SUSL), MSc (CMB)

Research Interests: Lean Manufacturing, Environmental Accounting, Productivity Improvement in the Supply Chain

Ms. H.J.M.Y.S. Menike, *Lecturer (Probationary)*

BA (German) (KLN)

Research Interests: German Education and Culture

Ms. J.A.R.C. Sandaruvini, *Lecturer (Temporary)*

BSc (Tourism Management) (SUSL)

Research Interests: Sustainable Tourism, Heritage Tourism, Community Tourism

PRACTICAL TRAINING UNIT

Coordinator:

Mr. C. Namal R. Wijesundara, *Senior Lecturer Gr. II*

STAFF OF THE COMPUTER CENTRE

Coordinator:

Mr. W.M.C.K.B. Wanigasekara, *Instructor in Computer Technology*

Academic and Academic Supportive Staff

Mr. S.P.K. Ranathunga, *Senior Lecturer Gr. II*

Dr. H.K. Salinda Premadasa, *Senior Lecturer Gr. II*

Mr. N.J. Malraj Silva, *Lecturer*

Mr. H.M.M.A. Herath, *Instructor in Computer Technology*

COORDINATORS OF POSTGRADUATE PROGRAMMES

Dr. W.K. Athula C. Gnanapala and **Dr. T.C. Gamage**
Programme Coordinators, *MSc Ayurvedic Hospital Management Programme*

Dr. W. Vilasini De Silva and **Dr. W.A. Rangana Shalika**
Programme Coordinators, *Master of Business Administration Programme*



Department *of* Accountancy & Finance

Bachelor of Science Honours in Financial Management
Bachelor of Science Honours in Banking & Insurance

BACHELOR OF SCIENCE HONOURS IN FINANCIAL MANAGEMENT

BSc Honours in Financial Management has been designed to develop academically qualified professional managers to engage organizational activities from a financial perspective. Further, it would create an opportunity for the participants to gain the practical aspects of financial management with other functional areas of management.

GRADUATE PROFILE

BSc Honours in Financial Management

1. **Scholarship & Intellectual Integrity:** *thorough understanding about finance theories; ability to apply scholarly conventions; familiarity in academic writing; contextualise research imagination (E.g. Mapping ideas); analytical reading: extract the main idea from a reading text*
2. **Practical & Strategic Sense:** *ability to use finance theories in different contexts (E.g. global financial crisis); environmental vigilance (E.g. Predictions, forecasting); security and security market analysis; tackling dynamic market environment, risk assessment; awareness about national & international financial literacy*
3. **Communication Skills:** *proficiency of the language (basic reading, writing, speaking & listening skills); basic oral & written communication skills; linguistically interpreting graphs, charts, tables & other graphical information; negotiation skills (meeting handling, dominance, compromise, tolerance); presentation skills*
4. **ICT Literacy:** *ability to extract e-resources; software handling; programming; managing large scale databases (E.g. Bloomberg data base, data stream 7I); data mining (E.g. data base of global inflation)*
5. **Mental Agility:** *rational financing & investment decisions; empirical data analysis; statistical modeling & financial modeling; financial forecasting with time series models; financial reporting; Self learner*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *smart; role model; disciplinary; team player (Group cohesiveness); convincing ability; respecting & accepting others*
7. **Numerical Skills:** *conduct financial analysis; analyze, interpret, summarize & communicate data; comparing & contrasting; accounting & financial data presentation*
8. **Creativity & Innovativeness:** *entrepreneurial skills, financial product innovation; ability to identify new financial business opportunities; exploring new avenues for financial investments*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
FM 1113	Principles of Management	45	15	03
FM 1123	Financial Accounting	45	15	03
FM 1134	Business Mathematics	60	15	04
FM 1142	Micro Economics	30	15	02
FM 1154	Introduction to ICT & Computer Applications	30	90	04
FM 1163	Business English I	45	15	03
Total Credits				19
Year I Semester II				
FM 1213	Fundamentals of Financial Management	45	15	03
FM 1223	Business Statistics	45	15	03
FM 1233	Marketing Management	45	15	03
FM 1242	Macro Economics	30	15	02
FM 1254	Database Systems & Network Technology	30	90	04
FM 1263	Business English II	45	15	03
Total Credits				18
Year II Semester I				
FM 2113	Intermediate Accounting	45	15	03
FM 2123	Organizational Behaviour	45	15	03
FM 2133	Advanced Financial Management	45	15	03
FM 2143	Managerial Economics	45	15	03
FM 2152	Accounting Packages & Computer Programming	15	45	02
FM 2163	Business Communication I	45	15	03
Total Credits				17
Year II Semester II				
FM 2213	Investment Analysis & Portfolio Management	45	15	03
FM 2223	Human Resource Management	45	15	03
FM 2233	Entrepreneurship & Small Business Management (Elective)	45	15	03
FM 2243	Development Economics (Elective)	45	15	03
FM 2253	Commercial Law	45	15	03
FM 2262	System Analysis & Design	30	25	02
FM 2273	Business Communication II	45	15	03
Total Credits				17
Year III Semester I				
FM 3113	Advanced Financial Accounting	45	15	03
FM 3123	Operations Management	45	15	03
FM 3133	Cost Accountancy	45	15	03

FM 3143	Auditing	45	15	03
FM 3153	Taxation	45	15	03
FM 3163	Company & Banking Law	45	15	02
Total Credits				18
Year III Semester II				
FM 3213	Management Accountancy	45	15	03
FM 3223	Management Information Systems	45	15	03
FM 3233	Operational Research	45	15	03
FM 3243	Financial Econometrics	45	30	03
FM 3253	Research Methodology	45	15	03
FM 3263	Strategic Management	45	15	03
Total Credits				18
Year IV Semester I				
FM 4113	Strategic Financial Management	45	15	03
FM 4123	Financial Statement Analysis	45	15	03
FM 4133	International Trade & Finance	45	15	03
FM 4143	Financial Derivatives	45	15	03
FM 4151	Proposal Development & Academic Writing	15	05	01
Total Credits				13
Year IV Semester II				
FM 4215	Thesis		150	05
FM 4223	Internship		640	03
Total Credits				08
Grand Total				127

COURSE DESCRIPTIONS

Year I Semester I

FM 1113 Principles of Management

All levels of managers undertake basic management functions; decision making, planning, organizing, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in group. The aim of this course unit provides accessible introduction to basic management functions, principles, tools and techniques and development in management theory and practices.

FM 1123 Financial Accounting

Accountants play a crucial role in business. Their ability to measure financial information and make projections affects economic decision-making at all levels. Financial accountants report on the performance of an organization. Accountancy is one of the fastest growing areas of business activity. This course unit provides an excellent foundation for a professional accountancy qualification or prepare the undergraduates for a range of careers in finance and other sectors.

FM 1134 Business Mathematics

This course unit focuses on real world mathematics: the type of maths a students actually uses everyday in the career and the personal life. That not only makes this course unit very useful, but it is also more interesting as it immediately applies new mathematic concepts to the daily lives. In this course unit, students learn how to analyse real world business problems and apply appropriate mathematical principles to solve them. Students get a refresher on the four basic maths functions (addition, subtraction, multiplication and division) as they are related to business issues. Further, students learn the vocabulary of business mathematics.

FM 1142 Micro Economics

Micro Economics is one of the main branches of economics which studies about the basic principles of economics. The subject mainly concerns about the economic behaviour of the individual entities of the economy such as households or firms. Basic economic problems, resources, economic systems, price theory, production cost theory and income theories of firms are main concerns under the subject of Micro Economics.

FM 1154 Introduction to ICT & Computer Applications

This course provides basic concepts of Information and Communication Technology. It introduces the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course, students will have a sound but basic understanding of information technology, 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.

FM 1163 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. This course provides practical 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. As a Management undergraduate, students will gain both conceptual understanding and practical use of English in the context of business in real life.

FM 1213 Fundamentals of Financial Management

This course teaches the fundamentals of financial management which will help to provide a foundation for the advanced courses related to the field of finance. The goal is to manage the financial resources of an entity effectively and efficiently to develop a working knowledge of this area and to be comfortable in discussing financial decisions.

FM 1223 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.

FM 1233 Marketing Management

Marketing is a value-enhancing function that identifies opportunities, develops markets and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. This course covers understanding consumer and corporate behaviour, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities.

FM 1242 Macro Economics

Macro Economics is another main branch in Economics which explains the basic principles of Economics. The subject concerns the overall behaviour of an economy, the whole economy as a single entity. The subject mainly focuses on the macroeconomics problems, objectives and the policies of an economy.

FM 1254 Database Systems & Network Technology

The aim of this course is to develop students' knowledge and skills in database concepts, modeling and give practical knowledge on working with database systems. Further, it is to develop students' understanding of communication technology in managing computers in networks and enhance the skills in working with Internet Services and identifying the issues in such systems pertaining to managing information securely within a business organization. Conversely, students can obtain awareness of modern technologies available for web designing and develop understanding of their usefulness.

FM 1263 Business English II

This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace.

Year II Semester I**FM 2113 Intermediate Accounting**

This course builds on the fundamentals of financial accounting and reporting that students learn in an introductory financial accounting course. 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.

FM 2123 Organizational Behaviour

All managers regardless of their technical functions are and should be human resources generalists because they all deal with people in organizations. People related issues are the most difficult and complex problems faced by managers. They cannot be solved by common sense. In order to overcome this problem, the knowledge of behavioural Sciences is required. Organizational Behaviour is a Behavioural Science which gives the ability to understand, predict, and control human behaviour.

FM 2133 Advanced Financial Management

Finance is considered as the life blood of a business organization and it suggests that the performance of the other functional areas of management depends on the efficient and effective management of finance. Thus, the finance managers in the business organizations are expected to perform with amazing achievements in making financial decisions. Some of the topics taught under this module are capital structure theories, dividend decisions, working capital management etc.

FM 2143 Managerial Economics

This is a specialized area in Economics which concerns on the application of Economic principles for managerial decision making in different organizations. The purpose of this course is to provide students with clear and broader understanding of economic theory and quantitative method for managerial decision making. This will be beneficial for students in terms of developing their rational business decision making ability.

FM 2152 Accounting Packages & Computer Programming

The aim of this course unit is to provide students the theoretical and practical knowledge on information technology in financial management perspective. Under this course unit students study using the computerized accounting systems to use various accounting functions, including financial transactions, records, statements, reports and documents to prepare a complete set of financial statements for the enterprise.

FM 2163 Business Communication I

Communication is the mode of transferring the knowledge gained through multiple bases which moulds the attitudes and skills of the respective learners. Therefore, this course unit will cater to the improvement of oral and written communication skills along with developing the advanced reading skills and the word stock of the learners to perform in any communicative situation with a higher degree of accuracy fluency and competence.

Year II Semester II

FM 2213 Investment Analysis & Portfolio Management

Wealth maximization is the prime objective of financial management. In fulfilling this objective, rational investment decisions are of paramount importance. One of the main concepts in portfolio management is risk and return. This course module trains the students to keep up investment objectives of a rational investor by experiencing advanced portfolio theories and most updated real world applications.

FM 2223 Human Resource Management

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

FM 2233 Entrepreneurship & Small Business Management

Both Entrepreneurship and Small Businesses play a vital role for the growth of any economy within a rapidly changing environment. Entrepreneurship challenges the unknown by taking calculated risk while Small Businesses immensely contribute to many aspects of the economy such as; GDP, employment generation, income distribution and balance of payment. After successful completion of this subject, it would enable the graduates to develop their personality to plan, start and manage new ventures instead of waiting for jobs.

FM 2243 Development Economics

The aim of the course is to introduce the major theories of economic development and place them in situational contexts. The course provides a review on selected issues in economic development with theories, policies and practices.

FM 2253 Commercial Law

It is important to combine your academic learning with the development of the essential skills for employment. It provides students with opportunities to work on real life cases and build an impressive knowledge on rules and regulations related to commercial sector. Despite the nature of the involvement such as dealing with customers, suppliers or employees, or protecting the physical and intellectual assets of the business, it is essential for business people to have some knowledge of appropriate legal issues.

FM 2262 Systems Analysis & Design

Systems analysis & Design is an important step before implementing any computerized information systems without any mistakes. This is an introductory course to the concepts and techniques of Systems Analysis and Design that focus on analytical skills as well as managerial issues. The course is intended for undergraduates who have taken the area of Management Studies. The course covers techniques used by modern systems analysts and gives basic practice with structured methodologies and object-oriented techniques.

FM 2273 Business Communication II

Management graduates are required to develop knowledge and skills to handle numerous oral and written communicative situations such as writing letters, memos, descriptive analytical persuasive reports and engage in dialogues, presentations and discussions, effectively and accurately in their personal, business or professional fields which will be facilitated through this course unit.

Year III Semester I

FM 3113 Advanced Financial Accounting

Students are faced with the challenge of developing technical skills as well as developing their independent learning skills as required by the business community. As future accounting 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.

FM 3123 Operations Management

Operations can be viewed as transformational process that convert inputs into outputs of a greater value. A successful manager should have sufficient understanding about the core operational functions of Manufacturing, Service or non-business organization. This course focuses on achieving a broader understanding of the role of operations management as a functional area of management and their ability to apply operations management concepts in a variety of settings including manufacturing, service and non-business organizations.

FM 3133 Cost Accountancy

All types of businesses, whether service, manufacturing or trading, require cost accounting to track their activities. Cost accounting has long been used to help managers understand the costs of running a business. Cost Accounting provides the detailed cost information that management needs to control current operations and plan for the future.

FM 3143 Auditing

The study of basic auditing principles, concepts, planning an audit, internal controls, sampling tools, fraud, auditing of financial statements and due diligence, at the introductory level encompasses many principles and procedures used to gather evidence to support the opinion expressed in the “Auditor’s Report”. Higher emphasis is needed on the application of auditing standards and techniques used in Statutory, Procedural and Operational (Internal) Auditing with references to special areas of auditing such as Information Systems.

FM 3153 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.

FM 3163 Company & Banking Law

Company Law: The study of the framework of the company legal system and the affiliated laws and regulations provides an introductory overview of various areas of the law including Company Act, Shares and Debentures, Prospectus and laws which affect for the winding up of companies. At the successful completion of this unit, students will be able to explain the laws which affect the corporate sector, the procedures to follow when appointing secretaries and shutting down the companies.

Banking Law: The purpose of this course unit is to teach the current law and practice in the field of banking law. Specifically, it will emphasize the history and development of the banking system in Sri Lanka. It covers the areas of overview of financial system of Sri Lanka, functions of commercial banks and their operations, the bank-customer relationship and handling the customer base, the regulation of negotiable instruments and bank lending and the regulatory impact of the Banking Act.

Year III Semester II

FM 3213 Management Accountancy

Management Accountancy is a wide and diverse subject. As a distinct accounting tool, it has immense potentiality to meet the growing needs of decision makers and controllers of modern organizations. Management Accounting includes modern techniques such as Break Even Analysis, Standard Costing and Variance Analysis, Budgetary control and Project Appraisals. This course unit will help students in acquiring knowledge, insight and analytical skills of on all the spheres of Management Accountancy.

FM 3223 Management Information Systems

This course is designed for business management students who are not information systems majors, but who expect to be managerial end users of information systems. Build a basic understanding of the value and uses of information systems for business operation, management decision making, and strategic advantage are the major roles. It will provide students with an understanding of the ways in which they can utilize information systems and concentrate on providing the tools needed for the mastery of the information systems concepts.

FM 3233 Operational Research

The manager's primary task is making quality decisions. Operational research helps in solving problems in different environments that needs decisions. This module targets to provide the use of quantitative methods and techniques for effective decision making; model formulation and applications that are used in solving various practical decision making problems.

FM 3243 Financial Econometrics

People working in the finance industry or researching the finance sector often use econometric techniques in a range of activities. Financial econometrics is the intersection of statistical techniques and finance. Financial econometrics provides a set of tools that are useful for modeling 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.

FM 3253 Research Methodology

Advancement of subject disciplines depends on the extent of academic research in the respective discipline. Thus, the department has given top priority for the students' research in the field of finance. Thus, in helping students in their research process, this course module provides the foundation for the research imagination and techniques that is needed in executing the research to gain tangible outcome in terms of knowledge creation in the field of finance.

FM 3263 Strategic Management

Strategic decision making in tomorrow's dynamic business environment is most important and this course aims at providing students a sound theoretical knowledge while improving competencies required for the formulation, implementation and monitoring of strategies in future organizations after a thorough analysis of the broad business environment with a holistic perspective. This course enables the students to identify the existing and potential challenges and opportunities and match them to the internals and apply strategic implications in the modern business context.

Year IV Semester I

FM 4113 Strategic Financial Management

Strategic Financial Management involves managing an organization's financial resources so as 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 decision, mergers and acquisitions and wealth decisions which are covered under this topic is vital for any financial manager.

FM 4123 Financial Statement Analysis

The course is structured in three parts. The first part reviews the nature and content of financial statements and provides guidelines for preparation of financial position statements, comprehensive income statements and cash flow statements. Financial analysis forms the second part, focusing on the past and present performance evaluation to generate expectations about future performance (prospective analysis). The third part, security valuation, focuses on market- and accounting-based valuation models to derive the intrinsic value of a firm.

FM 4133 International Trade & Finance

In this global village no firms can survive solely on domestic market. Hence, understanding on international trade, exchange rates and markets, exchange risk management, international financing sources and investment opportunities is an essential knowledge for any finance manager. This module focuses on providing essential knowledge in these spheres.

FM 4143 Financial Derivatives

Financial derivatives are a recently developed financial instrument that mainly uses to hedge against specific financial risks. Derivatives are increasingly gaining its popularity in the financial markets thus understanding how they work in the market is essential for any financial manager. This module covers the theoretical and practical knowledge on the main types of derivatives such as forwards, futures, option and swaps.

FM 4151 Proposal Development & Academic Writing

Research imagination is conveyed to external community by way of a research proposal. Therefore, the students should get a convincing approach to their proposal writing for which universally accepted academic writing protocols inevitably should be followed. In view of this phenomenon, the course aims to equip students to come up with a workable research concept with a persuasive research proposal.

Year IV Semester II

FM 4215 Thesis

Students are expected to study a problem relevant to his or her degree programme through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination. The students should refer to the study guide on “Compiling dissertations, thesis and supervised independent studies in Management”, provided by the Department.

FM 4223 Internship

The aim of this module is to provide opportunities for students to apply and practice the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills and time management. That are most demanded in the modern business atmosphere. The students should submit a report on a selected problem of the organization which they have been attached during the internship period.

BACHELOR OF SCIENCE HONOURS IN BANKING & INSURANCE

BSc Honours in Banking & Insurance Degree has been designed to develop academically qualified professional managers to engage in organizational activities and to gain a precise knowledge and application on aspects of banking and insurance. Further, it would create an opportunity for the participants to expose and gain a practical knowledge of banking and insurance operations with the other functional areas of management.

GRADUATE PROFILE

BSc Honours in Banking & Insurance

1. **Scholarship & Intellectual Integrity:** *thorough understanding about risk management & monetary theories; ability to apply scholarly conventions; academic writing; contextualize research imagination; analytical reading; have a body of knowledge in the insurance & bank fields; be able to apply theory to practice in familiar & unfamiliar situations*
2. **Practical & Strategic Sense:** *ability to use risk management & banking theories in different contexts; environmental vigilance; insurance & banking market analysis; working with diversity; risk assessment management, awareness about national & international banking & insurance literacy; understanding workplace & career planning*
3. **Communication Skills:** *proficiency of the language, basic reading writing speaking & listening skills; basic oral & written communication skills; linguistically interpreting graphs, charts, tables & other graphical information; negotiation skills (meeting handling, dominance, compromise, tolerance); presentation skills; ability to create or edit written reports*
4. **ICT Literacy:** *ability to extract e-resources; software handling; programming; data mining*
5. **Mental Agility:** *rational financing & investment decisions; decision making & problem solving; empirical data analysis; statistical modeling & mathematical modeling; able to exercise critical judgment; self-learning & realistic self-evaluators; capable of rigorous & independent thinking*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *smart; role model; ethical behaviour; group cohesiveness; convincing ability; respecting & accepting others; tolerance & compromise*
7. **Numerical Skills:** *conduct risk analysis; summarize, analyse, interpret and communicate data; comparing & contrasting banking & insurance products*
8. **Creativity & Innovativeness:** *entrepreneurial skills; insurance & bank products innovation; ability to identify new business opportunities; be creative & imaginative thinkers*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
BI 1113	Principles of Management	45	15	03
BI 1123	Financial Accounting	45	15	03
BI 1134	Business Mathematics	60	15	04
BI 1142	Micro Economics	30	15	02
BI 1154	Introduction to ICT & Computer Applications	30	90	04
BI 1163	Business English I	45	15	03
Total Credits				19
Year I Semester II				
BI 1214	Principles of Banking & Insurance	60	15	04
BI 1223	Business Statistics	45	15	03
BI 1233	Fundamentals of Financial Management	45	15	03
BI 1242	Macro Economics	30	15	02
BI 1254	Database Systems & Network Technology	30	90	04
BI 1263	Business English II	45	15	03
Total Credits				19
Year II Semester I				
BI 2113	Marketing for Financial Services	45	15	03
BI 2123	Banking and Insurance Law	45	15	03
BI 2134	Life & Disability Insurance	60	15	04
BI 2143	Risk Management	45	15	03
BI 2153	Bank Lending & Credit Management	45	15	03
BI 2163	Business Communication I	45	15	03
Total Credits				19
Year II Semester II				
BI 2213	Investment Analysis & Portfolio Management	45	15	03
BI 2223	Human Resource Management	45	15	03
BI 2232	Micro Finance	30	15	02
BI 2242	Monetary Economics	30	15	02
BI 2254	Property Insurance & Motor Insurance	60	15	04
BI 2263	Business Communication II	45	15	03
Total Credits				17
Year III Semester I				
BI 3113	Liability & Miscellaneous Insurance	45	15	03
BI 3123	Domestic & International Banking	45	15	03
BI 3132	Business Ethics & Corporate Governance	30	15	02
BI 3143	Auditing	45	15	03
BI 3153	Taxation (Elective)	45	15	03

BI 3163	Management Accountancy (Elective)	45	15	03
BI 3171	Personality & Professional Development I	15	25	01
Total Credits				15
Year III Semester II				
BI 3212	Assets & Liability Management	30	15	02
BI 3222	Marine & Aviation Insurance	30	15	02
BI 3233	Customer Relationship Management	45	15	03
BI 3243	Financial Econometrics	45	30	03
BI 3253	Research Methodology	45	15	03
BI 3263	Strategic Management	45	15	03
BI 3271	Personality & Professional Development II	15	25	01
Total Credits				17
Year IV Semester I				
BI 4113	Financial Reporting	45	15	03
BI 4123	Reinsurance	45	15	03
BI 4133	International Trade & Finance	45	15	03
BI 4143	Fundamentals of Actuarial Techniques	45	15	03
BI 4151	Proposal Development & Academic Writing	15	05	01
BI 4163	Underwriting & Claims Management	45	15	03
Total Credits				13
Year IV Semester II				
BI 4215	Thesis		150	05
BI 4223	Internship		640	03
Total Credits				08
Grand Total				130

COURSE DESCRIPTIONS

Year I Semester I

BI 1113 Principles of Management

The Principles of Management are guidelines for the decisions and actions of successful management. This course unit lays the foundation for advanced learning through providing basic theories and principles of Management. Emphasis is placed on the evolution of the Management discipline, the importance of main management functions such as Planning, Organizing, Leading, Controlling, Communication, Motivation and Decision Making and also how to implement them in organizational contexts.

BI 1123 Financial Accounting

Financial Accounting is a decisive area which discloses the financial health and prospects of an organization. It enables parties to communicate accurate financial information for decision making purposes at all levels. This course unit provides an excellent foundation for professional qualification in accountancy with the knowledge of preparation financial statements.

BI 1134 Business Mathematics

Understanding basic business maths is necessary for profitable operations and accurate record keeping. Typically most of commercial enterprises use elementary mathematical tools in decision making and problem solving. Thus, this course unit enhances students' problem solving skills, logical reasoning and analytical thinking by providing the knowledge of basic mathematical tools and their applications.

BI 1142 Micro Economics

Micro Economics focuses on the economic behaviour of micro or small segments of economy. Learning this subject enables students to gain a comprehensive knowledge about the individual economic entities such as households, firms and industry and their decision making process on resources utilization.

BI 1154 Introduction to ICT & Computer Applications

The demand for ICT skill is growing as it helps enterprises to reduce costs, improve processes, and generate innovations and productivity improvement. Thus, this course provides basic concepts of Information and Communication Technology with introduction to the information technology including computers, computer networks and their applications in the new trends of the world.

BI 1163 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. This course provides practical 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. As a Management undergraduate, students will gain both conceptual understanding and practical use of English in the context of business in real life.

BI 1214 Principles of Banking & Insurance

This course unit provides a comprehensive knowledge on the principles of banking and insurance and fundamentals of the financial market. The content would immensely be helpful for the students to link their knowledge with other banking and insurance course units throughout the degree program to become expertise in the banking and insurance industry.

BI 1223 Business Statistics

Knowledge of Business statistics provides the necessary tools and conceptual foundations in quantitative reasoning to extract information and to make quick managerial decisions intelligently. So this course unit provides students essential statistical tools and their application in modern business operations.

BI 1233 Fundamentals of 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 concentrates on more technical aspects of financial concepts and covers the general functions of financial management in relation to general decision making in other fields.

BI 1242 Macro Economics

Macro Economics is the study of the aggregated factors such as aggregate demand and supply, price indices, unemployment rate, economic growth and internal and external stability. This course unit provides students the ability to understand the economy in its totality or as a whole and to recommend solutions for Macro Economic issues.

BI 1254 Database Systems & Network Technology

The aim of this course is to develop students' knowledge and skills in database concepts, modeling and give practical knowledge on working with database systems. Further, it is to develop students' understanding of communication technology in managing computers in networks and enhance the skills in working with Internet Services and identifying the issues in such systems pertaining to managing information securely within a business organization. Conversely, students can obtain awareness of modern technologies available for web designing and develop understanding of their usefulness.

BI 1263 Business English II

This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace.

Year II Semester I**BI 2113 Marketing for Financial Services**

Marketing for Financial Services provides an overview of marketing, the art of building relationships between products and services and unique consumers, businesses and markets. Students would gain knowledge of the nature of service sector organizations and concepts, theories and managerial tools in the services marketing function that improve the skills of evaluating, creating, executing ideas with the current service market trends.

BI 2123 Banking & Insurance Law

This course unit provides a comprehensive knowledge on laws and legal background of the banking and insurance business. Students would apply the knowledge of the relevant laws for an ethical and legal banking & insurance practices. Gained knowledge of the students would help them to develop their analytical skills with decision making ability.

BI 2134 Life & Disability Insurance

This module provides a comprehensive knowledge on basics of life and disability insurance. Understanding the conceptual framework, insurance market operations, types of insurance, the basic insurance principles, underwriting and claims procedures, reinsurance, IT applications and business ethics of life and disability insurance will enable students to understand intricacies of insurance activities.

BI 2143 Risk Management

This course unit provides a comprehensive knowledge on risk management in banking and insurance sector with practices. Students would be able to identify the different kind of risks and practices in risk management techniques by improving their decision making skills. This course would upgrade the quality of the overall degree programme due to financial and non-financial risk expertise.

BI 2153 Bank Lending & Credit Management

Bank Lending and Credit Management provides a comprehensive overview of the Bank Lending & Credit Management. The course will help students to identify the Credit Management process, how to prepare the credit proposals, basic lending principles and credit management techniques, reviving techniques and recovery procedures. Understanding of Bank Lending & Credit Management procedures will enable students to be confident with the banking practices in Credit Management.

BI 2163 Business Communication I

It is very important to possess good communication skills in order to know the specific etiquettes and standards to use in a specific situation. This course unit aims at improving and enhancing the oral, written, advanced reading skills and vocabulary related to different management disciplines. Further it enables students to communicate fluently, accurately and more confidently at any situation.

Year II Semester II**BI 2213 Investment Analysis & Portfolio Management**

Wealth maximization is the prime objective of financial management. In fulfilling this objective, rational investment decisions are of paramount importance. One of the main concepts in portfolio management is risk and return. This course module trains students to keep up investment objectives of a rational investor by experiencing advanced portfolio theories and most updated real world applications.

BI 2223 Human Resource Management

Human Resource Management plays a vital role to gain the competitive advantage in an organization. This course unit provides students an overall knowledge of HR related concepts and practices and their practical application. Further, students can lay a firm foundation about human resource of an organization, trends and further study of HRM.

BI 2232 Micro Finance

Fundamental knowledge of the micro-finance business and market practices among the financial market is essential for the financial managers. Conceptual framework of micro-finance, products and services offered, risk and sustainability, process and performance with future challenges in the micro-finance industry knowledge would enable students to critically study the financial industry with a sound knowledge.

BI 2242 Monetary Economics

Monetary Economics provides the fundamental knowledge of the principles of demand and supply of money theory, different models of money and issues in monetary policy and its open market operations. This course unit would help students to compare the theories and practices in the real market scenarios as the fundamental course unit that improves strength of the degree programme.

BI 2254 Property Insurance & Motor Insurance

This subject is designed to understand main risks, insurance policy covers, market practices to commercial property insurance, the risk perception, assessment and underwriting issues associated with commercial property insurance, how insurance principles and legal aspects are applied in motor insurance, types of motor insurance policies, documentation to motor policies, important clauses, claims procedure and practical aspects of motor insurance.

BI 2263 Business Communication II

This course unit equips students with substantial knowledge required to perform formal and business communication in an effective manner. It provides learners practice in writing business related documents, delivering oral presentations, and developing interpersonal skills.

Year III Semester I**BI 3113 Liability & Miscellaneous Insurance**

Liability & Miscellaneous Insurance provides a comprehensive knowledge on conceptual framework and practices of liability and miscellaneous insurance. The knowledge on micro-insurance and agricultural insurance basics is also a part of this course. Students would be able to develop their conceptual and practical expertise throughout the course unit by developing their analytical and decision making ability.

BI 3123 Domestic & International Banking

This course unit provides a comprehensive knowledge on theories and policies of international banking and its applicability for the domestic banking activities. Students would be able to suit well their range of competencies in the realm of international finance and global commercial banking profession. The course unit adds more value to the overall degree programme by improving its quality.

BI 3132 Business Ethics & Corporate Governance

This provides an overview of corporate governance from an organizational and institutional point of view. This course unit would help students to outline key principles of corporate governance, present main tools for assessing corporate governance practices and finally discuss the relevant theories underlying corporate governance practices.

BI 3143 Auditing

Auditing is a legal requirement which states whether the organization represents financial health in true and fair manner. This course is designed to provide firm foundation on auditing concepts, principles, procedures, audit planning internal controls, sampling tools, fraud, auditing financial statements with comprehensive coverage of Sri Lanka Auditing Standards.

BI 3153 Taxation

Taxation is a powerful means in order to achieve the goals of social progress and the objectives of economic development. Societies need taxation in order to redistribute wealth, to provide for expenditure on public goods and services, to serve as a tool for influencing behaviour. Thus this course unit provides students sound understanding about tax procedures adopted in practices covering laws and regulations issued by Sri Lankan government and tax authorities.

BI 3163 Management Accountancy

Management Accountancy is a decisive discipline which combines accounting, finance and management for the decision making process and control of modern business operations. This subject offers learners sufficient knowledge on concepts and modern management accountancy techniques such as Break Even Analysis, Standard Costing and Variance Analysis, Budgetary control and Project Appraisals.

BI 3171 Personality & Professional Development I

This course unit provides a theoretical and practical exposure to improve the competencies of students. Attitudes and goal settings which improve the personality, develop creativity, manage stress and gain effective results, make effective communication, emotional intelligence and cultivate values with ethics and morality are included. Students are expected to apply the knowledge and improve the academic career to cope with professional standards.

BI 3212 Assets & Liability Management

Assets & Liability Management provides an in depth knowledge on the assets and liabilities of a bank. Further, it would provide a comprehensive knowledge on national and international standards and regulations on assets and liability management and discuss the consequences of poor ALM. Students would be able to improve their knowledge with practical applications of assets & liability management throughout this course unit.

BI 3222 Marine & Aviation Insurance

Marine and Aviation insurance provides a comprehensive knowledge of the principles and coverage of marine & aviation insurance. This course unit would help students to understand rating and underwriting along with claim procedures to be followed, procedural aspects of recoveries from third parties and measures for the prevention of frauds in marine and aviation insurance.

BI 3233 Customer Relationship Management

In today's commercial world dealing with customers and thriving business by attracting more customers is predominant and challengeable. Studying this course equips students with the knowledge on strategic and analytical aspects of CRM including customer centric marketing strategies, CRM concepts, matrices and techniques, and their application.

BI 3243 Financial Econometrics

Financial econometrics provides a set of tools that are useful for modeling financial data and testing beliefs on how markets work and prices are formed. It 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. This course intends to familiarize students with the principal techniques in financial econometrics including main econometric methods and techniques used in the analysis of issues related to finance.

BI 3253 Research Methodology

This course intends to re-orient students to be critical, questioning, continuously reflecting, seeking for details and additional information to enhance the quality of their writings meant for decision making stability to banking, insurance and other finance related fields.

BI 3263 Strategic Management

Managers must possess solid foundation in strategic decision making in today's competitive global context. This course unit aims at providing students theoretical background while improving competencies and aiming to deepening their skills and expertise required for strategic decision making in modern dynamic business environment.

BI 3271 Personality & Professional Development II

This course unit provides a theoretical and practical exposure to improve the competencies of students. Business etiquettes with professional presence, Sri Lankan culture, heritage with different perspectives, literary appreciation techniques, learning techniques from books and web based resources are the main content. Students would improve their competencies and academic career to cope with their professional life through this course unit.

Year IV Semester I**BI 4113 Financial Reporting**

This course provides a comprehensive overview of the financial reporting in the banking and insurance industries. This course unit would help students to learn about the accounting procedures of bank accounting and insurance accounting. Understanding of financial reporting will enable students to be confident with the latest changes taken place in their accounting practices.

BI 4123 Reinsurance

Reinsurance provides a comprehensive knowledge of the principles and practical operation of different types of reinsurance aspects. This course unit would help students to understand how reinsurance can be used by insurers or underwriters against suffering too great a loss from their operations and allowing an insurance company or underwriter to lay off a pass on part of their liability to another insurer.

BI 4133 International Trade & Finance

Comprehensive knowledge on the nature and the process of international trade and understanding the theory of international finance must be possessed by finance managers. This course unit would help students to identify the real world applications of international trade and finance in business perspectives.

BI 4143 Fundamentals of Actuarial Techniques

This course module provides a comprehensive knowledge on how actuarial methods are applied to rating factors in insurance, loss reserving and how it is linked to pricing and profitability. This course unit would help students to identify theories actuarial techniques applied in both life and general insurance and to understand how the rating and loss reserving are done.

BI 4151 Proposal Development & Academic Writing

This course unit ensures that the learners would obtain a valuable insight and expertise in academic writing relevant to the Banking and Insurance or disciplines relevant to their programmes. The main objective of this course is to help students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the previous semester.

BI 4163 Underwriting & Claims Management

This course unit provides a comprehensive knowledge on underwriting and claims functions in insurance business operations. Students would be able to use the gained in-depth knowledge in various business cases in the insurance industry. Their decision making and analytical skills and philosophical thinking would be improved via this course unit due to different kind of industrial exposures.

Year IV Semester II

BI 4215 Thesis

This module provides students a thorough knowledge on empirical research methods and project report writing. In this, students are expected to study a problem relevant to his or her degree programme through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the department. The research study should be submitted in a written format on or before the given date. The component also includes a vivavoce examination.

BI 4223 Internship

The aim of this module is to provide opportunities for students to apply and practice the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills, time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.



Department *of* Business Management

Bachelor of Science Honours in Business Management

BACHELOR OF SCIENCE HONOURS IN BUSINESS MANAGEMENT

The aim of the BSc Honours in Business Management Degree programme is “to bring in to being the intellectual and employable graduates to address the line of work of general managers who can operate all managerial functions with a mission of spirit including Human Resource, Finance, Marketing, Operations and other fundamental managerial functions.

GRADUATE PROFILE

BSc Honours in Business Management

1. **Scholarship & Intellectual Integrity:** *sound knowledge on theories of management; confident representation in intellectual gatherings; make unknown to known through exploring and research; sound capacity of academic writing*
2. **Practical & Strategic Sense:** *ability to apply theories of management in different contexts; vigilant to local, national & global business news and spot the trends; mapping the organizational tasks in a conceptual view; prompt detection & reactions for the environmental trends/challenges*
3. **Communication Skills:** *proficiency in English. manage reading, writing, speaking & listening in the work life; capacity to handle the self in formal meetings (tolerate, compromise and/or dominate properly); competent in report writing & presentation; demonstrate effective presentations skills*
4. **ICT Literacy:** *using e-resources for organizational development (E.g. ERP); ability to develop and manage e-businesses; data mining (E.g. Identifying the patterns of historical data); ability to use ICT applications in day today working and developing and managing large scale databases*
5. **Mental Agility:** *rational decision making & controlling; effective organizational diagnosis and change interventions; cross cultural understanding and proper conduct; self learner for advancement of career*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *effective psychological capital; smart, disciplinary & role model; respecting & accepting others; team player (Group cohesiveness)*
7. **Numerical Skills:** *ability to use statistical tools to analyze, interpret and summarize data; formal presentation and & communication of statistical reports; comparing & contrasting; advanced data analysis & presentation*
8. **Creativity & Innovativeness:** *demonstrate creativity; innovativeness in work; sharpen modern managerial skills to be updated with changes; ability to identify and grab new business opportunities; exploring new avenues for organizational change and developments*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
BM 1113	Management Theory & Practice	45	15	03
BM 1123	Financial Accounting	45	15	03
BM 1134	Business Mathematics	60	15	04
BM 1143	Micro Economics	45	15	03
BM 1154	Introduction to ICT & Computer Applications	30	90	04
BM 1163	Business English I	45	15	03
Total Credits				20
Year I Semester II				
BM 1213	Management Process & Practice	45	15	03
BM 1223	Business Statistics	45	15	03
BM 1232	Sociology & Psychology	30	15	02
BM 1243	Macro Economics	45	15	03
BM 1254	Database Systems & Network Technology	30	90	04
BM 1263	Business English II	45	15	03
Total Credits				18
Year II Semester I				
BM 2113	Marketing Management	45	15	03
BM 2123	Organizational Behaviour	45	15	03
BM 2133	Advanced Financial Accounting	45	15	03
BM 2143	Managerial Economics	45	15	03
BM 2152	Green Management	30	15	02
BM 2163	Business Communication I	45	15	03
Total Credits				17
Year II Semester II				
BM 2213	Management Accountancy	45	15	03
BM 2223	Human Resource Management	45	15	03
BM 2233	Entrepreneurship & Small Business Management	45	15	03
BM 2242	System Analysis & Design	30	15	02
BM 2253	Commercial Law	45	15	03
BM 2263	Business Communication II	45	15	03
Total Credits				17
Year III Semester I				
BM 3113	Financial Management	45	15	03
BM 3123	Operations Management	45	15	03
BM 3133	Industrial Relations & Employment Law	45	15	03
BM 3142	Disaster & Event Management	30	15	02

BM 3152	Indigenous Management Practices	30	15	02
BM 3163	Company & Banking Law	45	15	03
Total Credits				16
Year III Semester II				
BM 3213	Lean & Total Quality Management	45	15	03
BM 3223	Management Information Systems	45	15	03
BM 3233	Operational Research	45	15	03
BM 3243	Auditing & Taxation	45	15	03
BM 3253	Research Methodology	45	15	03
BM 3262	Counselling in Organizations (Elective)	30	15	02
BM 3272	Supply Chain Management (Elective)	30	15	02
Total Credits				17
Year IV Semester I				
BM 4112	Contemporary Issues in Management	30	15	02
BM 4123	Strategic Management	45	15	03
BM 4133	International Business Management	45	15	03
BM 4142	Change Management	30	15	02
BM 4152	Data Analysis & Presentation	30	15	02
BM 4161	Proposal Development & Academic Writing	15	15	01
Total Credits				13
Year IV Semester II				
BM 4215	Thesis		150	05
BM 4223	Internship		640	03
Total Credits				08
Grand Total				128

COURSE DESCRIPTIONS

Year I Semester I

BM 1113 Management Theory & Practice

Out of the variety of ingredients for a productive manager, conceptual knowledge in 'Management' places at the top of the list. Similarly, conceptual knowledge in 'Management' is a necessity for a Business Management graduate since it enables student to explore the world of 'Management'. This course unit provides students with the basic knowledge of theoretical and practical aspects of 'Management' with a view to set the foundation and ready students for advanced studies in 'Management'. This course unit includes viewing an organization as an open system, defining and explaining key concepts in management, studying the evolution of management, explaining management in different perspectives, introducing different fields of management, and comparing and contrasting management theories and practices.

BM 1123 Financial Accounting

This course unit aims at providing students the knowledge on preparation of financial statements for sole proprietorships, partnerships, companies and non-profit organizations. Students will be facilitated to understand the nature and control of accounting systems, prepare financial statements for sole proprietorships, partnerships, companies and non-profit organizations. Further, they will be able to deal with problems relating to accounting in the areas of partnerships, bank reconciliations, non-profit organizations and companies and to explain the LKASs related to company accounts.

BM 1134 Business Mathematics

Decision making is one of the primary tasks of managers. The quality of decisions can be the difference between success and failure of a business enterprise. Business Mathematics provides the basis for decision making in a quantitative and rational manner. This module is designed to provide students a clear exposure to quantitative problems solving process and training on utilization of elementary mathematics in business applications. On the completion of this module and its assignments, students are capable to initiate the primary mathematical application in quantitative problem solving process in a business.

BM 1143 Micro Economics

Studying Micro Economics in the Business Management degree gives Business Management undergraduates a comprehensive knowledge about the behaviour of micro economics variables providing sufficient knowledge about individual economics entities such as households, firms which will be studied in detail. Further, providing details about individuals' choices of where to live and work, how much to save, what to buy, firms' decisions about location, hiring, firing, and investment - involves issues that concern anyone on a daily basis will also be dealt with.

BM 1154 Introduction to ICT & Computer Applications

In the modern business world, and in modern society in general, ICT has key strategic roles. It is strategically important to develop undergraduates who can competently and efficiently deal with the ICT. This course unit provides basic concepts of Information and Communication Technology by introducing the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course, students will have a sound basic understanding of information technology, how workplace can be automated with computers, how communication systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace.

BM 1163 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. Thus, this course provides practical 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. As a Management undergraduate, students will gain both conceptual understanding and practical use of English in the context of business in real life.

Year I Semester II

BM 1213 Management Process & Practice

‘Management’ is the corner stone of modern organizations which are in the process of achieving their goals with scarce resources in a dynamic environment. Knowledge in management concepts and the application of those in practice are crucial for a management graduate to build up a career in the field of management. This course unit, with a view to provide a complete overview of management process and enrich students with knowledge, skills and positive attitudes with regard to management, provides conceptual and practical competency on decision making, motivation, communication, planning, organizing, leading and controlling processes.

BM 1223 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 a conceptual and practical knowledge in statistical concepts, tools and applications which contribute to expand their analytical skills for effective managerial decision-making.

BM 1232 Sociology & Psychology

Understanding human behaviour is a vital skill of a manager. Psychology helps to explain and change human behaviour in order to enhance the effective function of organizations. Sociology mostly concerns with social systems or systems of human interrelationships which contribute immensely to understand group behaviour in organizations. Both Sociology and Psychology are behavioural Sciences that bring the collective knowledge to improve human skills of managers.

BM 1243 Macro Economics

Macro Economics deals with economic aggregates. It examines aggregate demand and supply, levels of employment, economic growth, internal stability and external stability among others. Two economic policy instruments are used to introduce suitable adjustments relating to macro economic conditions in a country. In this backdrop, this course unit provides Business Management graduates a comprehensive knowledge on principles, theories and practices of macro economics and recommends ways and means to adjust macro economic variables to solve macro economic issues.

BM 1254 Database Systems & Network Technology

With the aim of developing students' knowledge and skills in database concepts and modeling, this course unit has been designed to give theoretical as well as practical knowledge on working with database systems. Further, it advances students' understanding of networked computer systems, network protocols, skills in managing computers in networks and enhances skills in working with Internet Services and identifying the issues in such systems pertaining to managing information securely within a business organization. Conversely, students can obtain awareness of modern technologies available for web designing and develop understanding of their usefulness. Finally, students can develop knowledge on the basic understanding of Data Mining and its applications.

BM 1263 Business English II

This course unit will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace.

Year II Semester I

BM 2113 Marketing Management

Marketing is the business function that deals with customers' needs and wants. The role of marketing is to help organizations for better understanding customer preferences, link that knowledge to design appropriate products and services for selected customers, and determine appropriate methods to communicate, to deliver, and to capture value. This course provides an overview of marketing, the empathetic art of building relationships between products and services and unique consumers, businesses and markets. The aim of this course unit is to enable students to gain a fundamental knowledge of marketing and the range of concepts, theories and managerial tools available to the marketing function. Further the course unit aims to enable students to critically appraise and apply a wide range of basic concepts, theories and analytical tools in the context of dynamic business environment.

BM 2123 Organizational Behaviour

All managers regardless of their technical functions are and should be human resources generalists because they all deal with people in organizations. People related issues are the most difficult and complex problems faced by managers. They cannot be solved by common sense. In order to overcome this problem, the knowledge of Behavioural Sciences is required. Organizational Behaviour is a Behavioural Science which gives the ability to understand, predict, and control human behaviour.

BM 2133 Advanced Financial Accounting

Advanced Financial Accounting strengthens learners' knowledge and competencies in preparing financial statements of Branches, Companies and Group of Companies in line with LKAS and SLFRS. It gives prominence to provide the required financial information to stakeholders of the organization. In addition to that, the contemporary issues in the discipline of accounting will also be analysed.

BM 2143 Managerial Economics

Mere enhancing the theoretical knowledge of the undergraduate is not enough for today's dynamic world. The subject; Managerial Economics gives students the application abilities of basic economic principles for managerial decision making in different situations and settings. The subject comprises a strong Mathematical and Statistical foundation. It sharpens up the analytical and logical skills of students and leads them to make rational business decisions.

BM 2152 Green Management

This course unit gives students the basic knowledge about understanding natural environmental components and the interaction between environment and business organizations. By completing this course, students will be able to understand the environmental implications of resource consumption in business organizations and eco efficient practices to overcome environmental issues related to the industry.

BM 2163 Business Communication I

Communication is the mode of transferring the knowledge gained through multiple bases which moulds the attitudes and skills of the respective learners. Therefore, this course unit will cater to the improvement of oral and written communication skills along with developing the advanced reading skills and the word stock of the learners to perform in any communicative situation with a higher degree of accuracy fluency and competence.

BM 2213 Management Accountancy

The primary purpose of managerial accounting is to provide relevant information to managers within an organization. Managerial accounting can be thought as the informal language used within the organization to facilitate planning, controlling, coordinating and performing assessment. This course unit has been designed to strengthen students with comprehensive theoretical knowledge on management accountancy and the applicability of the subject in the business environment.

BM 2223 Human Resource Management

Human Recourse Management course provides students a sound understanding of concepts and practices of managing the human resource within an organization. This course specifically focuses on theoretical and practical applications that all managers need to deal within their HR-related responsibilities including; job designing, the process of HR planning, employee resourcing, performance appraisals and reward systems, training and development, disciplinary procedures and how to manipulate grievances in an organization. Further, this course discusses different strategies used in HRM.

BM 2233 Entrepreneurship & Small Business Management

Both Entrepreneurship and Small Businesses play a vital role for the growth of any economy within the rapidly changing environment. Entrepreneurship challenges the unknown by taking calculated risk while Small Businesses immensely contribute to many aspects of the economy such as; GDP, employment generation, income distribution, balance of payment etc. Through this course, it is expected to develop entrepreneurial skills and qualities among BM undergraduates while attitudinally tuning their mind-set towards entrepreneurial career in the future. In fact, successful completion of this subject would enable the undergraduates to develop their personality to plan, start and manage new ventures instead of waiting for jobs.

BM 2242 Systems Analysis & Design

Modern organizations need computerized information systems for their mission and obtain competitive advantages. Large corporations as well as small businesses need automated systems to conduct businesses including e-businesses, to reduce the paperwork and manual processing that are slow and cumbersome. Systems Analysis & Design (SAD) is an important step before implementing any computerized information system. Any mistakes made during the analysis stage will significantly affect the later stage of the system development and thus can cause an organization a lot of financial and strategic damages. This is an introduction course to the concepts and techniques of SAD that focuses on analysis skills as well as managerial issues. The course covers techniques used by modern systems analysts and gives basic practice with structured methodologies and object-oriented techniques.

BM 2253 Commercial Law

Having a sound knowledge on Commercial Law will be an added advantage for the undergraduates when entering into the cooperate arena. This course unit provides the basic understanding of the components of the Commercial Law covering the areas; narrate the basic rules, regulations, Acts and principles of business law, basic principles governing law of contracts in Sri Lanka, creation, operation and dissolution of a partnership and the liabilities of partners and basic principles of such law areas on company law, law of agency, insurance, sale of goods, law of employment, consumer protection and law of international trade.

BM 2263 Business Communication II

Management graduates are required to develop knowledge and skills to handle numerous oral and written communicative situations such as writing letters, memos, descriptive analytical persuasive reports and engage in dialogues, presentations and discussions effectively and accurately in their personal, business or professional fields which will be facilitated through this course unit.

Year III Semester I

BM 3113 Financial Management

This course unit discusses the key theories and concepts related to financial management which will provide a solid background to the field of finance. The course unit covers the general functions of financial management and its relationship with general decision making areas followed by the overview of the financial markets. The rest of the course concentrates on more technical aspects such as time value of money theory, valuation of long term securities, risk and return, calculation of cost of capital, theories of optimum capital structure and working capital management.

BM 3123 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.

BM 3133 Industrial Relations & Employment Law

Sound industrial relations in a country which is backed by a strong employment relations system is essential in the economic growth and development of a nation. The knowledge and skills in Industrial Relations and Employment Law will help graduates to be successful managers who contribute to the nation's development. This course unit provides students theoretical and practical aspects of Industrial Relations and Employment Law in Sri Lankan context. This course unit includes knowing different concepts of Industrial Relations (IR) and Employment Law (EL), explaining the applications of Employment Law and IR in Sri Lankan context, analyzing industrial relations related organizational issues by using industrial relations and employment law knowledge and simultaneously improving specific soft skills such as team skills, analytical skills and presentation skills.

BM 3142 Disaster & Event Management

This course unit provides a complete overview of managing a disaster situation and conducting an event from the concept generation to staging of the event. The course encapsulates the full range of theoretical and practical knowledge and understanding required in all aspects of disaster management and event management. Further, it includes theories and concepts relevant to successful disaster and event management, procedures and techniques to manage a disaster, apply the conceptual framework that is learnt in a real life situation, social and technical skills required to conduct an event and the underpinning managerial components behind a commercial event.

BM 3152 Indigenous Management Practices

This course unit has been designed to provide management approaches behind indigenous practices in ancient Sri Lanka with the prime purpose of developing the knowledge and establishing a firm foundation to see the contemporary problems in a new angle and to find solutions for organizational issues through the use of indigenous knowledge. Students will be able to learn the early management practices in Sri Lanka, compare the Western and Eastern management practices and synthesis on traditional knowledge.

BM 3163 Company & Banking Law

Company and banking law constitutes a very important section of legal studies. Therefore this course unit facilitates students to be familiar with different laws related to companies and banks and application of those laws in different business settings by practicing, analysing and attempting to seek solutions for practical problems in relation to business environment.

Year III Semester II

BM 3213 Lean & Total Quality Management

Since customers are becoming more demanding and markets are becoming more customized, the quality of a product or service can be of a competitive advantage. This course unit has been designed to rethink and challenge the way things are done by opening their eyes to the waste and inefficiency. Through this course unit students can gain, up-to-date knowledge on Total Quality Management (TQM) principles and practices, frameworks, Quality Planning, People and Relationships aspect of TQM, Performance Measures of TQM, approaches of Continuous Process Improvement and Process Excellence with Six-Sigma and Lean Production practices.

BM 3223 Management Information Systems

Management Information Systems course unit fabricates a basic understanding of the value and uses of information systems for business operations, management decision making, and strategic advantage. Thus, it will provide students an understanding of the ways in which they can utilize information systems as end user managers. It concentrates on providing the tools needed for the mastery of the information systems concepts and terms which are important to end user managers. This course is designed for business management students who are not information systems majors, but who expect to be managerial end users of information systems.

BM 3233 Operational Research

Every manager has the problem of resource scarcity. The success of the business as well as the manager, depends on the decisions they make every day in the business context. The aim of this module is to provide a thorough knowledge and improve related skills of decision science, in order to make clear, rational and precise decisions through scientific approaches by providing the chance for students to identify quantitative methods and techniques to enhance problem solving process of real world and direct scarce resources for the optimal among other alternatives.

BM 3243 Auditing & Taxation

This course is designed to provide a sound understanding about auditing procedures adopted by practicing auditors when they serve their clients. Thus, this module comprehensively covers Sri Lanka Auditing Standards (SLAUS) issued by the Institute of Chartered Accountants of Sri Lanka. After completing this course unit students will be able to explain the ethical and legal environment of the auditor, explain basic auditing concepts, including audit objectives and documentation, plan an audit, explain concepts of internal control in manual and computer environments, test and assess an internal control structure, define risk and design substantive testing, collect evidence of financial statement assertions, conduct an audit of the working capital assertions, audit the capital asset and financing base assertions and audit the operations, contingencies, and subsequent events assertions.

BM 3253 Research Methodology

Management deals with formulation and implementation of high quality decisions. Such decisions enrich the quality of management concerning business and marketing. This course therefore intends to re-orient students to be critical, questioning, continuously reflecting, seeking for details and additional information to enhance the quality of their writing meant for decision making. Although the fundamentals of research methods can have a universal appeal, this course has re-oriented research methods to suit questions that crop up in contexts that are peculiar to management.

BM 3262 Counselling in Organizations

Human Resource is considered as the most important asset in the organizations. Hence, the primary concern of any organization is to develop and maintain a productive and contended workforce. This cannot be achieved if employees suffer from problems. Therefore, the 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.

BM 3272 Supply Chain Management

Supply chain is a set of activities and flows that involves the extensive participation and integration of external trading partners. A supply chain incorporates procurement, production, storage, distribution, selling and disposal/recycling activities that are connected by material, information, and financial flows. Hence, this course unit provides complete overview of how to integrate inbound and outbound Supply Chain Management related activities in a way to minimize the total supply chain cost while maximizing customer satisfaction. The aim of this course unit is to facilitate students with the knowledge of designing, planning and operation of supply chain guiding them to make good SCM choices.

BM 4112 Contemporary Issues in Management

Solving organizational issues is a major challenge faced by managers. It is a known truth that both nature and complexity of problems have been changed. Therefore, the aim of this course unit is to make future managers aware of some of the contemporary issues while providing the ability to critically analyze and generate ideas in solving those.

BM 4123 Strategic Management

Strategic Management course is to prepare students for strategic decision making in tomorrow's dynamic business environment. It aims at providing them with sound theoretical knowledge while improving competencies required for the formulation, implementation and monitoring of strategies in future organizations after a thorough analysis of the broad business environment with a holistic perspective. This course enables students to analyze the dynamic and volatile business environment with a holistic perspective; identify the existing and potential challenges and opportunities and match them to the internals and apply strategic approaches/implications in the modern business context.

BM 4133 International Business Management

International Business Management (IBM) provides students a wide range of subject knowledge that incorporates conceptual and job oriented practical understanding for managing international businesses. After successful completion of this course, students will have a firm knowledge to manage and understand the development of International Businesses through identifying global business environment, analysing multinational companies, understanding and applying international trade and market entry strategies, elaborate international Human Resource Management and Financial Management applying planning and controlling strategies of international business operations.

BM 4142 Change Management

It is a known fact that organizations should change in order to enhance productivity, quality and customer satisfaction. This subject covers different change models that can be applied in change efforts in organizations. Managers should be able to design change interventions, overcome resistance and sustain changes in order to gain competitive advantage. The overall objective is to create a change agent who can successfully deal in organizational change efforts.

BM 4152 Data Analysis & Presentation

Data analysis plays a main role when it comes to practical research. Sufficient knowledge to analyse data shows the path to end up with useful research while taking effective decisions. This course is mainly designed to enhance students' data analytical skills while providing them relevant theoretical and practical knowledge to analyse data and become a helping hand to their final year research component.

BM 4161 Proposal Development & Academic Writing

The main objective of this course is to help students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the third year second semester. The course focuses on problems and difficulties frequently faced by students related to the proposal development and academic writing.

Year IV Semester II

BM 4215 Thesis

This module provides students a thorough knowledge about empirical research methods and project report writing. In this, students are expected to study a problem relevant to his or her degree program through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination. Students should refer to the study guide on "Compiling dissertations, thesis and supervised independent studies in Management", provided by the department.

BM 4223 Internship

This course unit has been designed with the aim of providing opportunities for students to apply and practice theoretical aspects learned in the classroom and to give them an exposure to the real business world. Students can experience the practical and operational features of an organization, develop their personal qualities such as leadership, interpersonal skills, time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.

Department *of* Marketing Management



Bachelor of Science Honours in Marketing Management



BACHELOR OF SCIENCE HONOURS IN MARKETING MANAGEMENT

The Department of Marketing Management offers BSc Honours in Marketing Management and it has specially been designed for students who wish to pursue careers in a broad range of manufacturing, service, and business organizations as effective marketing is essential to the success of every organization.

GRADUATE PROFILE

BSc Honours in Marketing Management

1. **Scholarship & Intellectual Integrity:** *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 imagination*
2. **Practical & Strategic Sense:** *ability to recognize and apply marketing theories into diverse circumstances; identifying and understanding of current trends in marketing i.e. local & global; ability to identify & apply marketing strategies; ability to foresee the future marketing scenario*
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 linguistically interpret marketing data & literature*
4. **ICT Literacy:** *ability to competent with e-resources; software handling (SPSS, Stata, Mini Tab, AMOS etc.); ability to use ICT to network and relationship building*
5. **Mental Agility:** *quick learner; innovative decision maker*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *strong personality; self-motivated and a role model; empathy; team player (group cohesiveness)*
7. **Numerical Skills:** *fundamental knowledge of basic mathematical operations; ability to analyse marketing data; ability to interpret marketing data; convincing ability*
8. **Creativity & Innovativeness:** *entrepreneurial skills; ability to identify emerging marketing opportunities; ability to imagine innovative concepts for marketing solutions*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
MM 1113	Principles of Management	45	15	03
MM 1123	Financial Accounting	45	15	03
MM 1134	Business Mathematics	60	15	04
MM 1142	Micro Economics	30	15	02
MM 1154	Introduction to ICT & Computer Applications	30	90	04
MM 1163	Business English I	45	15	03
Total Credits				19
Year I Semester II				
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 1254	Database System & Network Technology	30	90	04
MM 1263	Business English II	45	15	03
Total Credits				17
Year II Semester I				
MM 2113	Marketing Management	45	15	03
MM 2123	Organizational Behaviour	45	15	03
MM 2133	Human Resource Management	45	15	03
MM 2143	Managerial Economics	45	15	03
MM 2153	Management Accountancy	45	15	03
MM 2163	Business Communication I	45	15	03
Total Credits				18
Year II Semester II				
MM 2213	Consumer Behaviour	45	15	03
MM 2222	Fine Arts for Marketing Profession	30	15	02
MM 2232	E-Marketing	30	15	02
MM 2243	Entrepreneurship & Small Business Management	45	15	03
MM 2253	Commercial Law	45	15	03
MM 2263	Business Communication II	45	15	03
Total Credits				16
Year III Semester I				
MM 3113	Sales Management	45	15	03
MM 3123	Integrated Marketing Communications	45	15	03
MM 3133	Customer Relationship Management	45	15	03
MM 3143	Sustainable Marketing	45	15	03

MM 3153	Services Marketing	45	15	03
MM 3162	Agriculture Marketing	30	15	02
Total Credits				17
Year III Semester II				
MM 3213	Strategic Management	45	15	03
MM 3223	Supply Chain Management	45	15	03
MM 3233	Operational Research	45	15	03
MM 3243	Retail Marketing	45	15	03
MM 3254	Marketing Research	60	15	04
Total Credits				16
Year IV Semester I				
MM 4113	Strategic Marketing	45	15	03
MM 4123	Brand Management	45	15	03
MM 4132	Creative Marketing	30	15	02
MM 4143	International Marketing	45	15	03
MM 4153	Analytical Tools for Marketing Research	45	15	03
MM 4161	Proposal Development & Academic Writing	15	15	01
Total Credits				15
Year IV Semester II				
MM 4215	Thesis		150	05
MM 4223	Internship		640	03
Total Credits				08
Grand Total				126

COURSE DESCRIPTIONS

Year I Semester I

MM 1113 Principles of Management

All levels of managers undertake basic management functions; decision making, planning, organizing, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in groups. This course unit provides an introduction to the basic management functions, principles, tools and techniques and development in management theory and practices.

MM 1123 Financial Accounting

This course aims at providing students the knowledge on preparation of financial statements for sole proprietorships, partnerships, companies and non-profit organizations. Further, this course unit covers problems relating to accounting in the areas of partnerships, bank reconciliations, non-profit organizations and companies and to explain the LKASs related to company accounts.

MM 1134 Business Mathematics

This module is designed to provide students a clear exposure to quantitative problem solving process and training on utilization of elementary mathematics in business applications. On completion of this module and its assignments, students are capable to initiate the primary mathematical application in quantitative problem solving process in a business.

MM 1142 Micro Economics

Studying Micro Economics gives management undergraduates a comprehensive knowledge on the behaviour of micro economics variables providing sufficient knowledge about individual economics entities such as households and firms which will be studied in detail. Further, it will enable students to get an understanding about individual choices of where to live and work, how much to save, what to buy, firms' decisions about location, hiring, firing and investment issues concerning anyone on a daily basis.

MM 1154 Introduction to ICT & Computer Applications

This course provides basic concepts of Information and Communication Technology. It introduces the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course, students will have a sound but basic understanding of information technology, 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.

MM 1163 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. Thus, this course provides practical 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. This unit provides Management undergraduates both conceptual understanding and practical use of English in the context of business in real life.

Year I Semester II

MM 1213 Principles of Marketing

Marketing is a business function that deals with customers' needs and wants. The aim of this course unit is to enable students to gain fundamental knowledge of marketing and the range of concepts, theories and managerial tools available to the marketing function.

MM 1223 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 is designed to provide students with conceptual and practical knowledge in statistical concepts, tools and applications which contribute to expand their analytical skills for effective managerial decision making.

MM 1232 Sociology & Psychology

This course deals with the basic knowledge of the underlying principles of Sociology and Psychology and broadens students' knowledge in understanding human behaviour. It covers basic principles, perspectives and the importance of Sociology & Psychology in understanding human behaviour and applies sociological & psychological theories for organizational purposes.

MM 1242 Macro Economics

Macro economics deals with economic aggregates. It examines the aggregate demand and supply, levels of employment, economic growth, internal stability and external stability among others. Two economic policy instruments are used to introduce suitable adjustments relating to macroeconomic conditions in a country.

MM 1254 Database Systems & Network Technology

The aim of this course is to develop students' knowledge and skills in database concepts, modeling and giving a practical knowledge on working with database systems. Further, it is to enhance the skills in working with Internet Services and identifying the issues in such systems pertaining to managing information securely within a business organization.

MM 1263 Business English II

This course will provide an introduction to business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. Class activities will emphasize communication in real world business situations and enable students to begin developing their ability to write and speak effectively in the workplace.

Year II Semester I

MM 2113 Marketing Management

Marketing is a value enhancing function that identifies opportunities, develops markets, and builds brands. Thus, this course covers understanding consumer and corporate behaviour, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities.

MM 2123 Organizational Behaviour

All managers regardless of their technical function are and should be human resources generalists because they all deal with people in organizations. People related issues are the most difficult and complex problems faced by managers. In order to overcome this problem the knowledge of behavioural sciences is required. Organizational Behaviour is a behavioural science which gives the ability to understand, predict, and control human behaviour.

MM 2133 Human Resource Management

Human Resource Management course provides students a sound understanding of concepts and practices of managing the human resource within an organization. This course specifically focuses on theoretical and practical applications that all managers need to deal with in their HR-related responsibilities including; job designing, the process of HR planning, employee resourcing, performances appraisal and reward systems, training and development, disciplinary procedure and how to manipulate grievances in an organization.

MM 2143 Managerial Economics

Mere enhancement of the theoretical knowledge of an undergraduate is not enough for today's dynamic world. The subject Managerial Economics gives students the application abilities of basic economic principles for managerial decision making in different situations and settings. The subject comprises a strong Mathematical and Statistical foundation. It sharpens up the analytical and logical skills of the students and leads them to make rational business decisions.

MM 2153 Management Accountancy

The primary purpose of Managerial Accounting is to provide relevant information to managers within an organization. Managerial accounting can be thought of as the informal language used within the organization to facilitate planning, control, co-ordination and performance assessment. This course unit is designed to strengthen students' comprehensive theoretical knowledge on management accountancy and the applicability of the subject in the business environment.

MM 2163 Business Communication I

It is very important to possess good communication skills in order to know the specific etiquettes and standards to use in a specific situation. This course unit aims at improving and enhancing the oral, written, advanced reading skills and vocabulary related to different management disciplines. Further, it enables students to communicate frequently, accurately and more confidently in any situation.

MM 2213 Consumer Behaviour

This course provides knowledge for marketers to have better predictions on consumer purchase decisions, determine the needs of target markets, and how consumers perceive and make use of marketing information by giving the understanding in areas such as psychology, sociology, social psychology, anthropology, and economics to describe and understand how consumers are likely to behave in many different consumption situations.

MM 2222 Fine Arts for Marketing Profession

This course unit provides students with knowledge of principles and applications of fine arts to enhance their creative skills to groom in future career.

MM 2232 E-Marketing

The objective of this course unit is to introduce students to E-marketing concepts and tools and illustrate their connection to marketing theory. The course will also familiarize them with the current development in the area and give the opportunity to apply this knowledge on current market trends in the real world.

MM 2243 Entrepreneurship & Small Business Management

This course unit exposes students to the objectives, challenges, and requirements for effectively managing the small to medium-sized businesses. Successful completion of this course would enable undergraduates to plan, start and manage new ventures without waiting for jobs by attitudinally tuning their mind-set towards entrepreneurship career in the future.

MM 2253 Commercial Law

This course unit provides the basic understanding of the components of the Commercial Law. Areas such as narrate the basic rules, regulations, Acts and principles of business law, basic principles governing law of contracts in Sri Lanka, creation, operation and dissolution of a partnership and the liabilities of partners and basic principles of company law, law of agency, insurance, sale of goods, law of employment, consumer protection and law of international trade will be covered in this course unit.

MM 2263 Business Communication II

This course unit equips students with substantial knowledge required to perform formal and business communication in an effective manner. It provides learners practice in writing business related documents, delivering oral presentations, and developing interpersonal skills.

MM 3113 Sales Management

Sales Management provides guidance for effective management of sales function of a business. This course provides a complete overview of sales management including Selling Process, Theories of Selling, Sales Related Marketing Policies, Sales Management Strategy, Sales Forecasting, Budgeting, Evaluating Sales Efforts, Key Account Management and Managing the Sales Force.

MM 3123 Integrated Marketing Communications

The aim of this course is to provide students an understanding of how and why smart marketers are making efforts to integrate different types of communication to gain better customer satisfaction.

MM 3133 Customer Relationship Management

The aim of this course unit is to provide students a comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service regardless of the channel of distribution.

MM 3143 Sustainable Marketing

This course unit directs students to understand how marketing concepts are integrated with the concept of sustainability. Relationship between sustainability and marketing, association between environment and socio-economic issues and consumer behaviour, sustainability marketing-mix in segmenting, are shielded in this course unit to apply the sustainable marketing concepts to different kinds of companies, industries, and countries.

MM 3153 Services Marketing

The aim of this course is to enable students to gain a basic knowledge and understanding of the nature of service sector organizations and the range of concepts, theories and managerial tools available to the services marketing functions and the unique challenges inherent in the services marketing and how firms can use strategies to attract, satisfy and retain customers and employees.

MM 3162 Agriculture Marketing

This course emphasizes the effects of local, national, and international events on agricultural markets. Students who complete this course should be comfortable with using a theoretical framework to assess and interpret the functions of agricultural markets.

MM 3213 Strategic Management

All levels of managers undertake basic management functions; decision making, planning, organizing, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in groups. The aim of this course unit is to provide accessible introduction to the basic management functions, principles, tools and techniques and development in management theories and practices.

MM 3223 Supply Chain Management

A supply chain incorporates procurement, production, storage, distribution, selling and disposal/recycling activities that are connected by material, information, and financial flows. Hence, this course unit provides a complete overview on how to integrate inbound and outbound supply chain management related activities in a way to minimize the total supply chain cost while maximizing customer satisfaction.

MM 3233 Operational Research

Manager's primary task is making quality decisions and operations research helps in solving problems in different environments that needs decisions. This module targets to provide the use of quantitative methods and techniques for effective decision making; model formulation and applications that are used in solving various practical decision making problems.

MM 3243 Retail Marketing

This course provides an understanding of the integral nature of marketing within the retail sector by focusing on a wide range of activities such as environmental analysis; retail marketing research; consumer analysis; merchandise planning; distribution planning; promotional planning; pricing planning; and retail marketing management.

MM 3254 Marketing Research

Marketing research provides help by linking the consumer, customers and public to the marketer through a systematic process of specifying what information is required, designing the method for collecting data, managing and implementing the collection of data, analysing the results, and communicating the findings and their implications to the marketer.

MM 4113 Strategic Marketing

Strategic Marketing helps companies to understand their customer preferences better, link that knowledge to design appropriate products and services for the selected customers, and to determine appropriate methods to communicate, to capture, and to deliver value.

MM 4123 Brand Management

The aim of this module is to provide students all relevant theoretical dimensions of successful Brand Management. Further they will become acquainted with branding tools and will learn how to use them effectively.

MM 4132 Creative Marketing

Creative Marketing helps Marketing Managers to widen their creative thinking as to visualize customer needs and solutions to fulfill customer needs. The aim of this module is to familiarize students with the practical aspects of applying creativity for the marketing of products and services.

MM 4143 International Marketing

This course unit provides students a practical overview of the key elements of international marketing. It deals with all aspects of marketing from an international perspective and prepares students to develop marketing strategies for a variety of markets in diverse cultural, political and economic situations.

MM 4153 Analytical Tools for Marketing Research

This course unit is designed to assist marketing undergraduates in solving statistical problems using various techniques and to help them understand how they can apply various statistical tools for their own researches.

MM 4161 Proposal Development & Academic Writing

The main objective of this course is to help the students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the previous semester.

MM 4215 Thesis

Students are expected to study a problem relevant to his or her degree programme through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination. The students should refer to the study guide on “Compiling dissertations, thesis and supervised independent studies in Management”, provided by the department.

MM 4223 Internship

The aim of this module is to provide opportunities for students to apply and practise the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills, time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.

Department *of* Tourism Management



Bachelor of Science Honours in Tourism Management
Bachelor of Science Honours in EcoBusiness Management
Bachelor of Science Honours in Hospitality Management

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, under graduates will be equipped for the positions leading to senior management in all sectors of the tourism industry both in Sri Lanka and overseas.

GRADUATE PROFILE

BSc Honours in Tourism Management

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; 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; an intellectual openness and curiosity*
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; 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 desktop publishing; ability to use effective social media marketing; ability to run virtual (online) travel businesses*
5. **Mental Agility:** *ability to make quick & rational decisions in tourism businesses; ability to diagnose and efficient problem solving; cross cultural understanding; capable of rigorous & independent thinking; able to make critical and accurate judgements*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *be a role model, smart and enthusiastic; 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; personal and professional integrity and an awareness of the requirements of ethical behaviour*
7. **Numerical Skills:** *basic knowledge of mathematical operations; ability to analyze and interpret tourism statistics; ability to forecast and predict the trends in tourism; conduct financial analysis in tourism; comparing & contrasting business data & situations.*
8. **Creativity & Innovativeness:** *ability to identify the new business opportunities in tourism; innovation of new products and concepts in tourism; explore the entrepreneurial opportunities in tourism; recognize viable and innovative solutions for the current issues in tourism; develop new systems to motivate employees to reduce the turnover issue*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
TM 1113	Introduction to Tourism and Hospitality	45	15	03
TM 1123	Principles of Management	45	15	03
TM 1134	Business Mathematics	60	15	04
TM 1143	Business English I	45	15	03
TM 1154	Introduction to ICT & Computer Applications	30	90	04
Total Credits				17
Year I Semester II				
TM 1213	Recreation & Tourism Resources	45	15	03
TM 1224	Business Statistics & Statistical Packages	45	30	04
TM 1233	Fundamentals of Economics	45	15	03
TM 1243	Business English II	45	15	03
TM 1254	Database System & Network Technology	30	90	04
Total Credits				17
Year II Semester I				
TM 2112	Tourism Economics	30	15	02
TM 2123	Organizational Behaviour	45	15	03
TM 2133	Marketing Management	45	15	03
TM 2143	Business Accounting	45	15	03
TM 2153	Business Communication I	45	15	03
TM 2163	German/Japanese/Chinese for Tourism I	45	15	03
Total Credits				17
Year II Semester II				
TM 2213	Hospitality Management	45	15	03
TM 2223	Consumer Behaviour & Marketing for Tourism	45	15	03
TM 2233	Human Resource Management	45	15	03
TM 2243	Business Communication II	45	15	03
TM 2253	German/Japanese/Chinese for Tourism II	45	15	03
TM 2262	Desktop Publishing	15	30	02
Total Credits				17
Year III Semester I				
TM 3112	E-tourism	30	15	02
TM 3123	Workshop in Tourism & Hospitality	30	30	03
TM 3133	Commercial Law	45	15	03
TM 3143	Service Quality Management	45	15	03
TM 3153	German/Japanese/Chinese for Tourism III	45	15	03
TM 3163	Development & Management of Information Systems	45	15	03
Total Credits				17

Year III Semester II				
TM 3213	Tours & Travel Agency Operations	45	15	03
TM 3223	Tourism Planning	45	15	03
TM 3232	Cross Cultural Communication for Tourism (Elective)	30	15	02
TM 3242	Special Interest Tourism (Elective)	30	15	02
TM 3253	Entrepreneurship & Small Business Management	45	15	03
TM 3263	German/Japanese/Chinese for Tourism IV	45	15	03
TM 3273	Research Methodology	45	15	03
TM 3282	Personality & Professional Development	30	15	02
Total Credits				19
Year IV Semester I				
TM 4113	Legal & Administrative Environment of Tourism	45	15	03
TM 4123	Resort Planning & Management	45	15	03
TM 4132	Sociology of Tourism	30	15	02
TM 4142	Events Management (Elective)	30	15	02
TM 4152	Spa Management (Elective)	30	15	02
TM 4163	Strategic Management	45	15	03
TM 4171	Proposal Development & Academic Writing	15	15	01
TM 4182	Ecological Perspective of Tourism	30	15	02
Total Credits				16
Year IV Semester II				
TM 4215	Thesis		150	05
TM 4223	Internship		640	03
Total Credits				08
Grand Total				128

COURSE DESCRIPTIONS

Year I Semester I

TM 1113 Introduction to Tourism & Hospitality

This course unit develops learners' knowledge on the nature and structure of the tourism and Hospitality industry and its products from both local and international perspectives enabling learners to acquire the knowledge on destinations and travel and tourism products whilst appreciating the impacts on destination economies, environments and cultures.

TM 1123 Principles of Management

All levels of managers undertake basic management functions; decision making, planning, organizing, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in groups. The aim of this course unit is to provide accessible introduction to the basic management functions, principles, tools and techniques and development in management theories and practices.

TM 1134 Business Mathematics

This course unit focuses on real world mathematics: the type of maths a students actually uses everyday in the career and the personal life. That not only makes this course unit very useful, but it is also more interesting as it immediately applies new mathematic concepts to the daily lives. In this course unit, students learn how to analyse real world business problems and apply appropriate mathematical principles to solve them. Students get a refresher on the four basic maths functions (addition, subtraction, multiplication and division) as they are related to business issues. Further, students learn the vocabulary of business mathematics.

TM 1143 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. Thus, this course provides practical 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. This unit provides Management undergraduates both conceptual understanding and practical use of English in the context of business in real life.

TM 1154 Introduction to ICT & Computer Applications

This course provides basic concepts of Information and Communication Technology. It introduces the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course, students will have a sound but basic understanding of information technology, how workplace can be automated with computers, how communication systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace.

Year I Semester II

TM 1213 Recreation & Tourism Resources

This course unit introduces the concepts of leisure, recreation and tourism and the inter-relationship among these concepts. Studying the concept of resources in tourism, guides students to classify the resources, recognize and evaluate recreational potentials of tourism resources.

TM 1224 Business Statistics & Statistical Packages

This course unit is designed to provide students conceptual and practical knowledge in statistical concepts, tools and applications for managerial decision-making. Knowledge of Business statistics provides the necessary tools and conceptual foundations in quantitative reasoning to extract information and to make quick managerial decisions intelligently. Thus, this course unit provides students essential statistical tools and their application in modern business operations.

TM 1233 Fundamentals of Economics

This course deals with the essentials of micro and macro economic analysis pertinent to the study stream of management studies. It provides a strong conceptual base concerning theories of micro and macro economic analysis.

TM 1243 Business English II

This course unit provides basics of business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. With more group activities; it will enhance students' communication skills and students will obtain the ability to communicate at the workplace effectively.

TM 1254 Database Systems & Network Technology

The aim of this course is to develop students' theoretical knowledge and practical skills in database systems as well as the understanding of networked computer systems including network protocols, internet services and information security. Further, it provides knowledge in modern technologies available for web designing, basic understanding of data mining and their applications.

Year II Semester I

TM 2112 Tourism Economics

This course unit applies concepts and theories of micro & macro economics to explain phenomena pertaining to tourism operations and their impact on economic agents including firms, consumers, the state and the economy as a whole. It studies the nature of demand and supply, price determination, types of markets, cost structures, and how market equilibrium occurs in different markets including the impact of transnational corporations on economies of scale. It also examines the influence of state in the determination of prices and products and also the economic costs and benefits of tourism on individuals and the society.

TM 2123 Organizational Behaviour

This course unit has been designed to provide students with an overall understanding of how an organization functions from a behavioural science perspective. Course content has been developed in a way that enables students to develop their managerial skills in understanding; predicting and controlling human behaviour in organizations. Thus, it covers human behaviour in organizations at individual, group and organizational levels.

TM 2133 Marketing Management

Marketing is the business function that deals with customers' needs and wants. The role of marketing is to help companies to better understand on customer preferences, link that knowledge to design appropriate products and services for selected customers, and determine appropriate methods to communicate, deliver, and capture value. This course unit provides an overview of marketing, the empathetic art of building relationships between products and services and unique consumers, businesses and markets.

TM 2143 Business Accounting

Business Accounting is a decisive area which discloses the financial health and prospects of an organization. It enables parties to communicate accurate financial information for decision making purposes at all levels. This course unit provides an excellent foundation for professional qualifications in accountancy with the knowledge of preparing financial statements.

TM 2153 Business Communication I

This course unit aims at improving & enhancing the oral, written, advanced reading skills and vocabulary of the students related to different management disciplines exposing them to a wide range of situations where oral written and advanced reading skills are required with a higher degree of fluency, accuracy, confidence, organization and speed to perform in personal and professional spheres effectively.

TM 2163 German for Tourism I

This course unit equips the learner with the skills to communicate in day-to-day situations negotiating with the German speaking tourists. German for Tourism-Part I is for students who have not studied German at school level and also this course unit is taught for beginners and develops skills in listening, reading, speaking and writing in German.

TM 2163 Chinese for Tourism I

This course unit is mainly targeted at the learners with the skills to conduct daily communication negotiating with the Chinese speaking tourists. There are four parts in this course unit aiming to develop skills in Listening, Reading, Speaking and Writing in Chinese.

TM 2163 Japanese for Tourism I

This course unit aims students to understand and speak Japanese Language for the communicative needs arising in the general activities pertaining to all the areas of hospitality, tourism and events management industry. There are four parts in this course; Part I is for students who have not studied Japanese at school level. This course is also taught for beginners and to develop skills in Listening, Reading, Speaking and Writing in Japanese.

Year II Semester II

TM 2213 Hospitality Management

This course unit introduces students to the hospitality industry with special reference to hotels. Being an integral component of the tourism industry, hotels play a significant role in tourism industry and thus the knowledge of the role of hotel sector is necessary for students undertaking degrees in tourism management.

TM 2223 Consumer Behaviour & Marketing for Tourism

This course unit has been designed to provide students a better understanding about the behavioral aspects of the tourists which influence their buying behavior. In addition to that, this course unit provides an overall view of the field of tourism marketing which will assist them in understanding and analysing the marketing practices in tourism industry and their shortcomings to suggest and introduce the best practices.

TM 2233 Human Resource Management

This course unit provides students a sound understanding of concepts and practices in Human Resource Management. This course unit specifically focuses on theoretical and practical applications that all managers need to deal within their HR-related responsibilities. Students would have a firm understanding of the management of human resource in an organization.

TM 2243 Business Communication II

Management graduates are required to develop knowledge and skills to handle numerous oral and written communicative situations such as writing letters, memos, descriptive analytical persuasive reports and engage in dialogues, presentations, discussions effectively and accurately in their personal, business or professional fields which will be facilitated through this course unit.

TM 2253 German for Tourism II

This course unit is designed for students who have studied German for Tourism part I. After learning German for one semester, students are able to understand simple German to deal with a tourist asking and answering simple questions. Students can understand the basic grammar and they try to speak in German at this level.

TM 2253 Chinese for Tourism II

This course unit is prepared for students who have completed Chinese for Tourism part I. After finishing the first part, students are able to understand simple sentences and express simple ideas. Further, this course unit equips learners with the skills to communicate in day-to-day situations negotiating with Chinese speaking tourists.

TM 2253 Japanese for Tourism II

This course unit is designed for students who have studied Japanese for Tourism part I. After learning Japanese for one semester, students are able to understand simple Japanese to deal with tourists asking and answering simple questions. Here, the students can understand the basic grammar and they will try to speak in Japanese at this level.

TM 2262 Desktop Publishing

This course unit provides the basic concepts of desktop publishing. It introduces principles and development of publishing and printing, desktop publishing, knowledge and operations of a prepress computer system and typography.

Year III Semester I

TM 3112 E-tourism

This course unit addresses the digitization of all processes and value chains in the tourism, travel, hospitality and catering industries. 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 industry. The course unit covers a strategic management and marketing perspective for tourism enterprises and destinations. It suggests that E-tourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders. It additionally focuses on how ICTs are employed in airlines, hotels, travel agencies, tour operators and destinations management organizations. The course unit demonstrates that E-tourism increasingly determines the competitiveness of the organization, and therefore, it is critical for the competitiveness of the industry in the long run.

TM 3123 Workshop in Tourism & Hospitality

This course introduces topics that are relevant but not included in the core courses listed in the programme structure. The course covers a range of concepts and practices including professionalism, social norms, work ethics, facing interviews, etiquettes taught using workshop mode of delivery. The course depends on inputs drawn from external resource persons from the tourism and hospitality industry.

TM 3133 Commercial Law

Commercial Law constitutes a very important section of business studies and therefore those who wish to acquire a sound knowledge of Commercial Law are advised to obtain a basic understanding of the component of the Commercial Law.

TM 3143 Service Quality Management

Quality Management is the way of managing for the future, and it 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. This course unit discusses the major quality dimensions that, together, can make a total quality organization. Other sections of this module explain people, processes and systems in greater detail, having the essential themes of commitment, culture and communication.

TM 3153 German for Tourism III

Language skills are highly valued within the global tourism industry. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the German language skills needed to take advantage of the growing demand for graduates with language expertise in the tourism industry.

TM 3153 Chinese for Tourism III

Sri Lanka has an enduring, multidimensional and deep-rooted relationship with China. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the Chinese language skills needed to take advantage of a the growing demand for graduates with language expertise in the tourism industry.

TM 3153 Japanese for Tourism III

Language skills are highly valued within the global tourism industry. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the Japanese language skills needed to take the advantage of a the growing demand for graduates with language expertise in the tourism industry.

TM 3163 Development & Management of Information Systems

At present business organizations use not only the sophisticated technology infrastructure but also the information systems which are essential for fulfilling the business requirements of the global economic conditions. Business professionals face more and more challenges and meet opportunities on planning, developing and implementing strategies in finding solutions to achieve their business goals in this situation. This course is designed for the business students who are not experts in creating information systems however; who expect to be managerial end users with the knowledge of planning, implementing and managing the IT based business strategies and solutions.

Year III Semester II

TM 3213 Tours & Travel Agency Operations

Tour Operators and Travel Agencies are the primary source of 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. This unit discusses the different types of travel agents and their involvement for the tourism industry. Further, it will enhance students' knowledge on tourism transportation, functions of travel agents, functions of tour operations, tour packaging, tour guiding, procedure to setting up a travel agency and ICT penetration on travel businesses.

TM 3223 Tourism Planning

This course unit mainly deals with tourism planning and development techniques and strategies of both regional and national contexts. It also introduces past and present planning efforts and tourism policies of both developed and developing countries with especial reference to Sri Lanka.

TM 3232 Cross-Cultural Communication for Tourism

Inter-cultural communication or cross-cultural communication is generally meant 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, inter-cultural 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 with regard to innovative communication in diverse cultural backgrounds in individuals/professionals who participate in tourism based disciplines.

TM 3243 Special Interest Tourism

Special interest tourism has been recognized to rectify the unsustainable mass tourism and it is one of the fastest growing areas within the tourism industry. This course unit focuses on different forms of alternative tourism to intensify the importance of this dimension in tourism. Topics covered in this course unit include the development and planning of special interest tourism products, the characteristics of the SIT products and the market, and the implication on ensuring a sustainable development.

TM 3253 Entrepreneurship & Small Business Management

It is very clear that both Entrepreneurship and Small Businesses play a vital role for the growth of any economy within a rapidly changing environment. Entrepreneurship challenges the unknown by taking calculated risk while Small Businesses immensely contribute to many aspects of the economy such as; GDP, employment generation, income distribution and balance of payment. Therefore, it is essential to incorporate Entrepreneurship and Small Businesses Management as a course unit to any Management Degree. Through this course unit it is expected to develop entrepreneurial skills and qualities among students while attitudinally tuning their mind-set towards entrepreneurial career in the future. In fact, successful completion of this course unit would enable students to develop their skills to plan, start and manage new ventures instead of waiting for jobs.

TM 3263 German for Tourism IV

This is the last stage of the German for Tourism and the unit is designed to prepare students for a career in international tourism, where speaking more than one language is an important skill in a wide range of roles.

TM 3263 Chinese for Tourism IV

Course units of Chinese for Tourism part I, II and part III, students have learned over 1600 elementary vocabulary items and over 1000 Chinese characters. Students will be able to express their own ideas about daily life and certain social topics and communicate with Chinese speaking tourists, at this level as the initial stages of study of Chinese have been already covered.

TM 3263 Japanese for Tourism IV

This is the last stage of the unit Japanese for Tourism and it is designed to provide an advanced knowledge in all areas in reading, writing, speaking and listening. In this unit students are prepared for a career in international tourism, where speaking more than one language is an important skill in a wide range of roles.

TM 3273 Research Methodology

Tourism management deals with formulation and implementation of high quality decisions. Such decisions enrich the quality of management concerning tourism and hospitality management. This course unit therefore intends to re-orient students to be critical, questioning, continuously reflecting, seeking for details and additional information to enhance the quality of their writings meant for decision making. Although the fundamentals of research methods can have a universal appeal, this course unit has re-oriented research methods to suit questions arising in contexts that are peculiar to tourism and hospitality management.

TM 3282 Personality & Professional Development

This course unit aims at strengthening personality and professional development of course participants through activity based, practical and interactive learning atmosphere. This course unit has been developed to provide life- long learning through the usage of learning principles.

Year IV Semester I

TM 4113 Legal & Administrative Environment of Tourism

This course is designed to provide an overall understanding about the legal and administrative environment related to tourism industry in Sri Lanka. It covers the formation and development of tourism administration in Sri Lanka, Legal Policy, Acts, Codes, Gazettes notifications and existing guidelines related to Sri Lankan tourism, laws and industrial relations to tourism.

TM 4123 Resort Planning & Management

Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience. However, many tourism resorts have pursued development without proper planning and without considering many impacts that development will bring to the community. This session will discuss Resort planning approaches to achieve the goals and objectives of tourism development for a destination. Resort planning includes many different stages of planning, different types of resorts, different parties involved in resort development, different types of resort operations, resort development opportunities and future resorts considerations and many more.

TM 4132 Sociology of Tourism

This course provides a comprehensive overview of the sociology of tourism which critically explores the relationship of tourism, culture & social inequality, post industrial tourism, dependency and development on tourism, sex tourism and Sri Lankan tourist industry.

TM 4142 Event Management

This course provides a complete overview of conducting an event from the concept generation to staging of the event. The course encapsulates a full range of knowledge and understanding required in all aspects of event management.

TM 4152 Spa Management

This course provides a complete overview of Spa set-up, from the idea to opening and setting up of operation focusing on operations via the key functions of the Spa Management.

TM 4163 Strategic Management

This course unit is designed to provide students the basic concepts and theories in strategic management by understanding the external environment of a firm, analysing the resources and capabilities of a firm, identifying the strategic problems and stakeholders of the firm, assessing the firm's current strategy, and designing ethical strategic solutions. Also provides opportunities for students to integrate and practise strategic management skills acquired in finance, accounting marketing, and MIS to create intelligent and successful strategies through real world case analyses.

TM 4171 Proposal Development & Academic Writing

The main objective of this course unit is to help students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the previous semester. The course unit focuses on the problems and difficulties frequently faced by students related to the proposal development and academic writing. This is a one-credit course comprising 30 hours of learning inputs including assignments and group works.

Year IV Semester II

TM 4215 Thesis

This module provides students a thorough knowledge on empirical research methods and project report writing. In this, students are expected to study a problem relevant to their degree programmes through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination. Students should refer to the study guide on “Compiling dissertations, thesis and supervised independent studies in Management”, provided by the department.

TM 4223 Internship

The aim of this module is to provide opportunities for the students to apply and practice the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills and time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.

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.

GRADUATE PROFILE

BSc Honours in EcoBusiness Management

1. **Scholarship & Intellectual Integrity:** *broad knowledge on sustainable development; knowledge on green economy (in the local and global context); 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; ability to handle resources handling and monitoring tools and software; ability to foresee the future opportunities in corporate sustainability; ability to make the total industrial supply chain green, utilizing learnt green strategies and technologies*
3. **Communication Skills:** *ability to use the target language (English) in communication for environment sensitisation; ability to linguistically interpret environmental parameters and environmental key performance indices in relevant context; ability to promote and spread green strategies throughout the Island for sustaining its green economy; ability to sustainable reporting; negotiation skills (Meeting handling, Dominance, Compromise, Tolerance, etc.)*
4. **ICT Literacy:** *ability to extract e-resources; software handling (Ex: SPSS, Minitab, GIS, LCA software); literacy on understanding and handling of environmental related information platforms*
5. **Mental Agility:** *ability to address issues related to the industrial Triple Bottom Line; innovative decision maker; statistical modeling & mathematical modeling for developing green strategies and technologies; capable of rigorous & independent thinking for greening the economy*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *passionate on green operations and consumptions; self-motivated and a role model to give leadership for environmental related matters; strong personality; team player (group cohesiveness); convincing ability*
7. **Numerical Skills:** *fundamental knowledge of basic mathematical operations; ability to develop and monitor environmental performance indicators in industries*
8. **Creativity & Innovativeness:** *product and process design and re-design for environment (design for sustainability); innovative decision making to handle environmental related situations; offering new inventions for greening the local and global economy; finding new strategies to motivate the corporate sector for the sustainable journey*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
EBM 1113	Principles of Management	45	15	03
EBM 1122	Environmental Appreciation & Communication	30	15	02
EBM 1134	Business Mathematics	60	15	04
EBM 1142	Micro Economics	30	15	02
EBM 1154	Introduction to ICT & Computer Applications	30	90	04
EBM 1163	Business English I	45	15	03
Total Credits				18
Year I Semester II				
EBM 1212	Fundamentals of Environmental Science	30	15	02
EBM 1223	Business Statistics	45	15	03
EBM 1232	Human Ecology & Sustainable Development	30	15	02
EBM 1242	Macro Economics	30	15	02
EBM 1254	Database & Network Technology	30	90	04
EBM 1263	Business English II	45	15	03
EBM 1273	Financial Accounting	45	15	03
Total Credits				19
Year II Semester I				
EBM 2113	Green Marketing	45	15	03
EBM 2123	Organizational Behaviour	45	15	03
EBM 2133	Integrated Natural Resources Management & Environmental Law	45	15	03
EBM 2143	Managerial Economics	45	15	03
EBM 2153	Management Accountancy	45	15	03
EBM 2163	Business Communication I	45	15	03
Total Credits				18
Year II Semester II				
EBM 2213	Commercial Law	45	15	03
EBM 2223	Entrepreneurship & Small Business Management	45	15	03
EBM 2233	Human Resource Management	45	15	03
EBM 2243	Management Information Systems	45	15	03
EBM 2253	Energy & Industrial Resource Management	45	15	03
EBM 2263	Business Communication II	45	15	03
Total Credits				18
Year III Semester I				
EBM 3113	EcoAccounting & Finance	45	15	03
EBM 3123	Sustainable Operations Management	45	15	03
EBM 3133	Geographical Information Systems	45	15	03
EBM 3143	Industrial Ecology	45	15	03

EBM 3152	Tools for Environmental Assessment	30	15	02
EBM 3162	Economics of Environment & Natural Resources	30	15	02
EBM 3172	Green Supply Chain Management	30	15	02
Total Credits				18
Year III Semester II				
EBM 3213	Resource Efficient Cleaner Production	45	15	03
EBM 3222	Organizational Process Development & Excellence	30	15	02
EBM 3233	Operational Research	45	15	03
EBM 3242	Environmental Management Systems & Compliance Auditing	30	15	02
EBM 3253	Research Methodology	45	15	03
EBM 3262	Personality & Professional Development	30	15	02
EBM 3272	Tools for Data Analysis	30	15	02
Total Credits				17
Year IV Semester I				
EBM 4112	Business Compliances & Social Responsibility	30	15	02
EBM 4123	Strategic Management	45	15	03
EBM 4132	Project Management	30	15	02
EBM 4143	Creativity & Innovations Management	45	15	03
EBM 4152	Modelling EcoBusiness	30	15	02
EBM 4162	Proposal Development & Academic Writing	30	15	02
EBM 4172	Industrial Operations in Manufacturing Sector (Elective)	30	15	02
EBM 4182	Industrial Operations in Service Sector (Elective)	30	15	02
Total Credits				16
Year IV Semester II				
EBM 4215	Thesis		150	05
EBM 4223	Internship		640	03
Total Credits				08
Grand Total				132

COURSE DESCRIPTIONS

Year I Semester I

EBM 1113 Principles of Management

All levels of managers undertake basic management functions; decision making, planning, organising, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in groups. The aim of this course unit provides accessible introduction to the basic management functions, principles, tool and techniques and development in management theory and practices.

EBM 1122 Environmental Appreciation & Communication

This module gives the starting knowledge to understand the nature's fundamental phenomena and this will help to develop students' attitudes and qualities necessary to feel and value various functions between biotic and biotic factors in the environment which support to the existence of life on earth.

EBM 1134 Business Mathematics

This course unit focuses on real world mathematics: the type of maths a students actually uses everyday in the career and the personal life. That not only makes this course unit very useful, but it is also more interesting as it immediately applies new mathematic concepts to the daily lives. In this course unit, students learn how to analyse real world business problems and apply appropriate mathematical principles to solve them. Students get a refresher on the four basic maths functions (addition, subtraction, multiplication and division) as they are related to business issues. Further, students learn the vocabulary of business mathematics.

EBM 1142 Micro Economics

Micro Economics is one of the main branches of Economics which deal with the basic principles of Economics. The unit mainly concerns about the economic behaviour of the individual entities of the economy such as households and firms. Basic economic problems, resources, economic systems, price theory, production cost theory and income theories of firms are main concerns under the unit micro economics.

EBM 1154 Introduction to ICT & Computer Applications

This course provides basic concepts of Information and Communication Technology. It introduces the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course, students will have a sound but basic understanding of information technology, 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.

EBM 1163 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. Thus, this course unit provides practical 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. As a management undergraduate, students would gain both conceptual understanding and practical use of English in the context of business in real life.

EBM 1212 Fundamentals of Environmental Science

This course unit gives the starting knowledge for students to understand the nature's fundamental phenomena. The unit mainly concerns about the compositions and functions of the earth's main spheres and the damages that can happen to them through human activities.

EBM 1223 Business Statistics

Knowledge of Business Statistics provides necessary tools and conceptual foundations in quantitative reasoning to extract information and to make quick managerial decisions intelligently. Thus, this course unit provides students essential statistical tools and their application in modern business operations.

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 the Social Science and aims to encourage students to analyse environmental problems from the perspective of human individuals and societies and also this course is to establish a conceptual foundation for issues related to environmental sustainability and sustainable development in local and global context.

EBM 1242 Macro Economics

Macro Economics is the study of the aggregated factors such as aggregate demand and supply, price indices, unemployment rate, economic growth, internal and external stability. This course unit provides students the ability to understand the economy in its totality or as a whole and to recommend solutions for Macro Economic issues.

EBM 1254 Database Systems & Network Technology

The aim of this course is to develop students' theoretical knowledge and practical skills in database systems as well as the understanding of networked computer systems including network protocols, internet services and information security. Further, it provides knowledge in modern technologies available for web designing, basic understanding of data mining and their applications.

EBM 1263 Business English II

This course unit provides basics of business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. With more group activities; it will enhance students' communication skills and students will obtain the ability to communicate at the workplace effectively.

EBM 1273 Financial Accounting

Financial Accounting is a decisive area which discloses the financial health and prospects of an organization. It enables parties to communicate accurate financial information for the decision making purposes at all levels. This course unit provides an excellent foundation for professional qualifications in accountancy with the knowledge of preparation of financial statements.

Year II Semester I

EBM 2113 Green Marketing

This course provides an overview of marketing, the empathetic art of building relationships between products and services and unique consumers, businesses and markets. The aim of this course unit is to enable students to gain a fundamental knowledge of marketing and the range of concepts, theories and managerial tools available to the marketing function. Further, this course unit aims to enable students to critically appraise and apply a wide range of basic marketing concepts, theories and analytical tools in the context of dynamic business environment while avoiding all negative environmental and social impacts.

EBM 2123 Organizational Behaviour

This course unit has been designed to provide students an overall understanding of how an organization functions from a behavioural science perspective. The course unit content has been developed in a way that enables students to develop their managerial skills in understanding; predicting and controlling human behaviour in organizations. Thus, it covers human behaviour in organizations at individual, group and organizational levels.

EBM 2133 Integrated Natural Resources Management & Environmental Law

Integrated Natural Resource Management refers to the management of natural resources such as land, water, soil, plants and animals, in an integrated and effective manner to enhance the quality of life of both present and future generations (stewardship). The an EcoBusiness manager should have a clear understanding on natural resources, natural resources management practices and how conflicts could be resolved if there are conflicts found among different resource ownerships.

EBM2143 Managerial Economics

This course unit of Managerial Economics gives students the application abilities of basic economic principles in managerial decision making. The subject comprises strong mathematical and statistical foundation. Therefore, the subject sharpens the analytical and logical skills of students and leads rational business decisions.

EBM 2153 Management Accountancy

The primary purpose of managerial accounting is to provide relevant information to managers within an organization. This course unit is designed to enhance the knowledge of students on Marginal and Absorption Costing, Cost Volume Profit Analysis, Budget Preparation, Pricing Decisions and Capital Budgeting.

EBM 2163 Business Communication I

It is very important to possess good communication skills in order to know the specific etiquettes and standards to use in a specific situation. This course unit aims at improving and enhancing the oral, written, advanced reading skills and vocabulary related to different management disciplines. Further, it enables students to communicate fluently, accurately and more confidently at any situation.

Year II Semester II

EBM 2213 Commercial Law

Commercial Law constitutes a very important section of business studies and therefore those who wish to acquire a sound knowledge of Commercial Law are advised to obtain a basic understanding of the component of the Commercial Law.

EBM 2223 Entrepreneurship & Small Business Management

It is very clear that both Entrepreneurship and Small Businesses play a vital role for the growth of any economy within a rapidly changing environment. Entrepreneurship challenges the unknown by taking calculated risk while Small Businesses immensely contribute to many aspects of the economy such as; GDP, employment generation, income distribution and balance of payment. Therefore, it is essential to incorporate Entrepreneurship and Small Businesses Management as a course unit to any Management Degree. Through this course unit it is expected to develop entrepreneurial skills and qualities among students while attitudinally tuning their mind-set towards entrepreneurial career in the future. In fact, successful completion of this course unit would enable students to develop their skills to plan, start and manage new ventures instead of waiting for jobs.

EBM 2233 Human Resource Management

Human Resource Management (HRM) course provides students a sound understanding of concepts and practices. This course unit specifically focuses on theoretical and practical applications that all managers need to deal with their HR-related responsibilities. Students would have a firm foundation upon which to manage human resource of an organization and further study of HRM.

EBM 2243 Management Information Systems

This course unit is designed to build a basic understanding of the value and uses of information systems in business operation, management decision making, and strategic advantage. Thus, this course unit provides students an understanding of the ways in which they can utilize information systems as end user managers. It concentrates on providing the tools needed for the mastery of information systems concepts and terms which are important to end user managers. This course is designed for business students who are not information systems majors, but who expect to be managerial end users of information systems.

EBM 2253 Energy & Industrial Resource Management

This module will give in-depth knowledge in uses of natural and manmade resource in industrial environment and their environmental consequences. It also attempts to make students understand the environmental implications of resource consumption in a business entity.

EBM 2263 Business Communication II

The aim of this course unit is equipping the students with required knowledge to handle and perform formal and business related writing and oral tasks with a higher degree of knowledge, accuracy, fluency and organization.

Year III Semester I

EBM 3113 EcoAccounting & Finance

This course focuses on the critical role of financial and management accounting in helping students address environmental related issues, and environmental challenges. 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.

EBM 3123 Sustainable Operations Management

This course unit provides students concepts, techniques and tools to design, analyse, and improve core operational capabilities, and apply them to a broad range of application domains and industries. It also emphasises the strategic importance of operations management to the overall performance of the enterprise while avoiding negative social & environmental impacts, as well as the interplay between high-level financial objectives and operational capabilities. Key areas covered include operations strategy, product and service design, forecasting, facility location and layout, job design and work measurement, capacity planning, aggregate planning, inventory management, supply chain management, material requirement planning and enterprise resource planning.

EBM 3133 Geographical Information Systems

Geographical Information Systems (GIS) is everywhere. From smart phone to tablet, location enabled devices are present in almost every household. With over 80% of all data having some type of spatial or geographical component, GIS and the principles of geographic data have relevance everywhere. This course unit introduces students to GIS and the principles of spatial data in their personal life as well as applications of GIS across various industries. 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.

EBM 3143 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 sustainable development.

EBM 3152 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.

EBM 3162 Economics of Environment & Natural Resources

Environmental issues at local, national and global levels are among the foremost challenges facing society today, and the result of complex interactions of natural processes with economic forces and policies. It is widely recognized that most environmental problems, whether small-scale or global, are the results of a complex interaction of natural processes with economic forces and decisions. This course unit module provides students a sound theoretical base and practical appreciation of the concepts and methods of environmental and natural resource economics relevant to policy decisions and research.

EBM3172 Green Supply Chain Management

Supply Chain Management plays a vital role in improving the operational efficiency which can be applied to customer satisfaction and the success of a company. Actually, it is like the backbone of an organization which offers various tools and techniques that helps business organizations to diagnose the problems and also provide solutions for these disruptions around the business environment. This course unit helps management undergraduates to have an understanding on Supply Chain Management tools and techniques which contribute to the organizational operational excellence while generating competitive advantages.

Year III Semester II

EBM 3213 Resource Efficient Cleaner Production

This course unit introduces concepts, tools and techniques in cleaner production mechanism. It is mainly concerned about developing students to carry out cleaner production assessments in the industry.

EBM 3222 Organizational Process Development & Excellence

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 unit helps management undergraduates to have an understanding on fundamental concepts, methods, tools and techniques that are 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 which support organizations to reach process development and excellence.

EBM 3233 Operational Research

Decision making is a primary task of manager. The difference between success and failure of a business enterprise is the resulting influence of the quality decision making. The aim of this module is to provide background of decision science, in order to make clear, rational and precise decisions through scientific approaches.

EBM 3242 Environmental Management Systems & Compliance Auditing

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.

EBM 3253 Research Methodology

This course unit intends to re-orient students to be critical, questioning, continuously reflecting, seeking for details and additional information to enhance the quality of their writings meant for decision making peculiar to the field of management.

EBM 3262 Personality & Professional Development

This course unit aims at strengthening personality and professional development of students through activity based, practical and interactive learning atmosphere. This course unit has been developed to provide life- long learning through the usage of learning principles.

EBM 3272 Tools for Data Analysis

This course unit has been designed to provide students a theoretical and practical knowledge to properly analyse and present different kinds of data, so that it helps immensely for the final year research component and further it helps them to come up with accurate decisions in their future professions by correctly applying these techniques. It is expected to introduce students MINITAB and SPSS statistical packages as data analysing packages.

Year IV Semester I

EBM 4112 Business Compliances & Social Responsibility

This course unit has been designed to introduce students the area of Corporate Social Responsibility (CSR) and Corporate Governance (CG). As a capstone course unit that is taught consequent to many subjects related to business management, this course has been designed in such a way that students would take a critical look at how businesses practise CSR and CG in current business arena and how those practices are related to the business strategy, to the success of the business and to the wellbeing of the society.

EBM 4123 Strategic Management

Strategic Management course subject is to prepare students for strategic decision making in tomorrow's dynamic business environment. It aims at providing them a sound theoretical knowledge while improving competencies required for the formulation, implementation and monitoring of strategies in future organizations after a thorough analysis of the broad business environment with a holistic perspective.

EBM 4132 Project Management

The discipline of project management includes proven strategies for clarifying project objectives, avoiding serious errors, and eliminating costly mistakes. It also addresses the necessary human skills for getting the cooperation, support, and resources to get the job done. This course module consisted of four chapters that spells out the basics of implementing a project management model and encourages critical thinking about how project management can help a company to accomplish its business objectives.

EBM 4143 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 4152 Modelling EcoBusiness

This course will introduce concepts of sustainable and environmental friendly business models and emerging trends in EcoBusiness developments.

EBM 4162 Proposal Development & Academic Writing

The main objective of this course unit is to help students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the previous semester. The course unit focuses on problems and difficulties frequently faced by students related to the proposal development and academic writing. It is a one-credit course comprising 30 hours of learning inputs including assignments and group work.

EBM 4172 Industrial Operations in Manufacturing Sector

This module familiarizes students about the processes and practices in various industries in the manufacturing sector.

EBM 4182 Industrial Operations in Service Sector

This module familiarizes students about the processes and practices in various industries in the service sector.

Year IV Semester II

EBM 4215 Thesis

This module provides students a thorough knowledge to empirical research methods and project report writing. In this, students are expected to study a problem relevant to his or her degree programme through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination.

EBM 4223 Internship

The aim of this module is to provide opportunities for students to apply and practice the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills and time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.

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 under graduates for managerial positions in the hospitality industry in Sri Lanka and abroad.

GRADUATE PROFILE

BSc Honours in Hospitality Management

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; an understanding and appreciation of current issues in hospitality industry; conducting of research and other creative works in hospitality*
2. **Practical & Strategic Sense:** *a capacity for critical, conceptual and reflective thinking; ability diagnose the trends and opportunities of the global hospitality sector; a capacity for creativity and originality; situational handling & crisis management; an intellectual openness and curiosity*
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:** *an ability to make appropriate use of advanced information and communication technologies; to handle basic software packages; sound knowledge about global reservation systems; ability to use effective social media marketing; ability to conduct online/direct marketing campaigns*
5. **Mental Agility:** *ability to make quick & rational decisions in hotels; ability to diagnose and efficient problem solving in hospitality; cross cultural understanding; capable of rigorous & independent thinking; able to make critical and accurate judgements*
6. **Healthy Personality with Leadership & Interpersonal Skills:** *be a role model, smart and enthusiastic; respect for the values of guests, and an appreciation of human and cultural diversity; self-discipline and an ability to plan and achieve personal and professional goals; an ability to work independently and in collaboration with others; personal and professional integrity and ethical behaviour*
7. **Numerical Skills:** *basic knowledge of mathematical operations in hotels; ability to analyze and interpret guests and business statistics; ability to forecast and predict the trends in hotels; conduct financial Analysis of a hotel business; comparing & contrasting business data and situations*
8. **Creativity & Innovativeness:** *ability to identify the new business opportunities in hospitality and capitalize them; innovate new products and concepts in hotels; explore the entrepreneurial hospitality businesses; recognize viable and innovative solutions for the current issues in hospitality industry; develop new systems to motivate employees to reduce the turnover issue*



COURSE STRUCTURE

Course Code	Course Unit	Lecture Hrs.	Tutorial and/or Practical Hrs.	Credits
Year I Semester I				
HM 1113	Introduction to Tourism & Hospitality	45	15	03
HM 1123	Principles of Management	45	15	03
HM 1134	Business Mathematics	60	15	04
HM 1143	Business English I	45	15	03
HM 1154	Introduction to ICT & Computer Applications	30	90	04
Total Credits				17
Year I Semester II				
HM 1213	Recreation & Tourism Resources	45	15	03
HM 1224	Business Statistics & Statistical Packages	45	30	04
HM 1233	Fundamentals of Economics	45	15	03
HM 1243	Business English II	45	15	03
HM 1254	Database System & Network Technology	30	90	04
Total Credits				17
Year II Semester I				
HM 2114	Front Office Management	45	30	04
HM 2123	Organizational Behaviour	45	15	03
HM 2133	Marketing Management	45	15	03
HM 2143	Business Accounting	45	15	03
HM 2153	Business Communication I	45	15	03
HM 2163	German/Japanese/Chinese for Tourism I	45	15	03
Total Credits				19
Year II Semester II				
HM 2213	Hotel Housekeeping	45	15	03
HM 2223	Consumer Behaviour & Marketing for Tourism	45	15	03
HM 2233	Human Resource Management	45	15	03
HM 2243	Business Communication II	45	15	03
HM 2253	German/Japanese/Chinese for Tourism II	45	15	03
HM 2262	Desktop Publishing	15	30	02
Total Credits				17
Year III Semester I				
HM 3114	Food & Beverage Management I	45	30	04
HM 3123	Workshop in Tourism & Hospitality	30	30	03
HM 3132	Hospitality Accounting	30	15	02
HM 3143	Service Quality Management	45	15	03
HM 3153	German/Japanese/Chinese for Tourism III	45	15	03
HM 3163	Development & Management of Information Systems	45	15	03
Total Credits				18

Year III Semester II				
HM 3214	Food and Beverage Management II	45	30	04
HM 3224	Professional Cookery I	45	30	04
HM 3232	Personality & Professional Development	30	15	02
HM 3242	Greening Hospitality	30	15	02
HM 3253	German/Japanese/Chinese for Tourism IV	45	15	03
HM 3263	Research Methodology	45	15	03
Total Credits				18
Year IV Semester I				
HM 4113	Legal & Administrative Environment of Tourism	45	15	03
HM 4123	Resort Planning & Management	45	15	03
HM 4134	Professional Cookery II	45	30	04
HM 4142	Events Management (Elective)	30	15	02
HM 4152	Spa Management (Elective)	30	15	02
HM 4163	Strategic Management	45	15	03
HM 4171	Proposal Development & Academic Writing	15	15	01
Total Credits				16
Year IV Semester II				
HM 4215	Thesis		150	05
HM 4223	Internship		640	03
Total Credits				08
Grand Total				130

COURSE DESCRIPTIONS

Year I Semester I

HM 1113 Introduction to Tourism & Hospitality

This course unit develops learners' knowledge on the nature and structure of the tourism and Hospitality industry and its products from both local and international perspectives enabling learners to acquire the knowledge on destinations and travel and tourism products whilst appreciating the impacts on destination economies, environments and cultures.

HM 1123 Principles of Management

All levels of managers undertake basic management functions; decision making, planning, organizing, leading and controlling to obtain the result by establishing an environment for effective and efficient performance of individual and working together in groups. The aim of this course unit is to provide accessible introduction to the basic management functions, principles, tools and techniques and development in management theories and practices.

HM 1134 Business Mathematics

This course unit focuses on real world mathematics: the type of maths a students actually uses everyday in the career and the personal life. That not only makes this course unit very useful, but it is also more interesting as it immediately applies new mathematic concepts to the daily lives. In this course unit, students learn how to analyse real world business problems and apply appropriate mathematical principles to solve them. Students get a refresher on the four basic maths functions (addition, subtraction, multiplication and division) as they are related to business issues. Further, students learn the vocabulary of business mathematics.

HM 1143 Business English I

Effective communication skills help foster cooperation, productivity and teamwork within an organization. Thus, this course provides practical 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. This unit provides Management undergraduates both conceptual understanding and practical use of English in the context of business in real life.

HM 1154 Introduction to ICT & Computer Applications

This course unit provides basic concepts of Information and Communication Technology. It introduces the information technology including computers, computer networks and their applications in the new trends of the world. By the end of this course unit, students will have a sound but basic understanding of information technology, how workplace can be automated with computers, how communication systems can help to uplift the productivity of essential activities, and how the World Wide Web can influence the workplace.

Year I Semester II

HM 1213 Recreation & Tourism Resources

This course unit introduces the concepts of leisure, recreation and tourism and the inter-relationship among these concepts. Studying the concept of resources in tourism, guides students to classify the resources, recognize and evaluate recreational potentials of tourism resources.

HM 1224 Business Statistics & Statistical Packages

This course unit is designed to provide students conceptual and practical knowledge in statistical concepts, tools and applications for managerial decision-making. Knowledge of Business statistics provides the necessary tools and conceptual foundations in quantitative reasoning to extract information and to make quick managerial decisions intelligently. Thus, this course unit provides students essential statistical tools and their application in modern business operations.

HM 1233 Fundamentals of Economics

This course unit deals with the essentials of micro and macro economic analysis pertinent to the study stream of management studies. It provides a strong conceptual base concerning theories of micro and macro economic analysis.

HM 1243 Business English II

This course unit provides basics of business writing and speaking with a particular emphasis on grammar, sentence structure, thought formation, and presentation skills. With more group activities; it will enhance students' communication skills and students will obtain the ability to communicate at the workplace effectively.

HM 1254 Database Systems and Network Technology

The aim of this course unit is to develop students' theoretical knowledge and practical skills in database systems as well as the understanding of networked computer systems including network protocols, internet services and information security. Further, it provides knowledge in modern technologies available for web designing, basic understanding of data mining and their applications.

Year II Semester I

HM 2114 Front Office Management

Front office management is one of the operational subjects in the hospitality industry that introduces students to the systems and procedures required for Front Office Operations. It provides an overview of the functions and supervisory aspects of the front office department.

HM 2123 Organizational Behaviour

This course unit has been designed to provide students with an overall understanding of how an organization functions from a behavioural science perspective. Course content has been developed in a way that enables students to develop their managerial skills in understanding; predicting and controlling human behaviour in organizations. Thus, it covers human behaviour in organizations at individual, group and organizational levels.

HM 2133 Marketing Management

Marketing is the business function that deals with customers' needs and wants. The role of marketing is to help companies to better understand on customer preferences, link that knowledge to design appropriate products and services for selected customers, and determine appropriate methods to communicate, deliver, and capture value. This course unit provides an overview of marketing, the empathetic art of building relationships between products and services and unique consumers, businesses and markets.

HM 2143 Business Accounting

Business Accounting is a decisive area which discloses the financial health and prospects of an organization. It enables parties to communicate accurate financial information for decision making purposes at all levels. This course unit provides an excellent foundation for professional qualifications in accountancy with the knowledge of preparing financial statements.

HM 2153 Business Communication I

This course unit aims at improving & enhancing the oral, written, advanced reading skills and vocabulary of the students related to different management disciplines exposing them to a wide range of situations where oral, written and advanced reading skills are required with a higher degree of fluency, accuracy, confidence, organization and speed to perform in personal and professional spheres effectively.

HM 2163 German for Tourism I

This course unit equips the learner with the skills to communicate in day-to-day situations negotiating with the German speaking tourists. German for Tourism-Part I is for students who have not studied German at school level and also this course unit is taught for beginners and develops skills in listening, reading, speaking and writing in German.

HM 2163 Chinese for Tourism I

This course unit is mainly targeted at the learners with the skills to conduct daily communication negotiating with the Chinese speaking tourists. There are four parts in this course unit aiming to develop skills in Listening, Reading, Speaking and Writing in Chinese.

HM 2163 Japanese for Tourism I

This course unit aims students to understand and speak Japanese Language for the communicative needs arising in the general activities pertaining to all the areas of hospitality, tourism and events management industry. There are four parts in this course; Part I is for students who have not studied Japanese at school level. This course is also taught for beginners and to develop skills in Listening, Reading, Speaking and Writing in Japanese.

HM 2213 Hotel Housekeeping

This course introduces the role and function of the housekeeping department. Students will be exposed to the practical aspects of housekeeping, which involves cleaning activities, handling linen, housekeeping and cleaning equipment. Among the subjects are introduction to Housekeeping Department, roles and functions of housekeeping personnel, cleaning guide, housekeeping equipment & supplies, room preparation procedure, linen and fabric handling and laundry operations. Students will be taught the general operations of housekeeping & communication skills, ethics and policy within the hospitality industry.

HM 2223 Consumer Behaviour & Marketing for Tourism

This course unit has been designed to provide students a better understanding about the behavioral aspects of the tourists which influence their buying behavior. In addition to that, this course unit provides an overall view of the field of tourism marketing which will assist them in understanding and analysing the marketing practices in tourism industry and their shortcomings to suggest and introduce the best practices.

HM 2233 Human Resource Management

This course unit provides students a sound understanding of concepts and practices in Human Resource Management. This course unit specifically focuses on theoretical and practical applications that all managers need to deal within their HR-related responsibilities. Students would have a firm understanding of the management of human resource in an organization.

HM 2243 Business Communication II

The aim of this course unit is to equip the students with required knowledge to handle and perform formal and business related writing and oral tasks with a higher degree of knowledge, accuracy, fluency and organization.

HM 2253 German for Tourism II

This course unit is designed for students who have studied German for Tourism part I. After learning German for one semester, students are able to understand simple German to deal with a tourist asking and answering simple questions. Students can understand the basic grammar and they try to speak in German at this level.

HM 2253 Chinese for Tourism II

This course unit is prepared for students who have completed Chinese for Tourism part I. After finishing the first part, students are able to understand simple sentences and express simple ideas. Further, this course unit equips learners with the skills to communicate in day-to-day situations negotiating with Chinese speaking tourists.

HM 2253 Japanese for Tourism II

This course unit is designed for students who have studied Japanese for Tourism part I. After learning Japanese for one semester, students are able to understand simple Japanese to deal with tourists asking and answering simple questions. Here, the students can understand the basic grammar and they will try to speak in Japanese at this level.

HM 2262 Desktop Publishing

This course unit provides the basic concepts of desktop publishing. It introduces principles and development of publishing and printing, desktop publishing, knowledge and operations of a prepress computer system and typography.

Year III Semester I

HM 3114 Food & Beverage Management I

Food & Beverage Operations unit provides an understanding of the operational & supervisory aspects of running food & beverage operations for an international clientele in a range of establishments, to encourage an appreciation of the origins of such systems & to understand the various factors involved in meeting customer needs. Understanding of food & beverage services in variety of styles of restaurants & establishments is important to have a sufficient knowledge to produce a broad plan for specified food & beverage operations.

HM 3123 Workshop in Tourism & Hospitality

This course introduces topics that are relevant but not included in the core courses listed in the programme structure. The course covers a range of concepts and practices including professionalism, social norms, work ethics, facing interviews, etiquettes taught using workshop mode of delivery. The course depends on inputs drawn from external resource persons from the tourism and hospitality industry.

HM 3132 Hospitality Accounting

This course unit provides an understanding of the role of the accountancy function explained as it applies to the hospitality industry and within the overall requirements of financial record keeping and decision making within the business as a whole. Further, this unit describes the fundamental principles of financial management that would be relevant to the hotel sector.

HM 3143 Service Quality Management

Quality Management is the way of managing for the future, and it 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 thing at the right time. This course unit discusses the major quality dimensions that, together, can make a total quality organization. Other sections of this module explain people, processes and systems in greater detail, having the essential themes of commitment, culture and communication.

HM 3153 German for Tourism III

Language skills are highly valued within the global tourism industry. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the German language skills needed to take advantage of the growing demand for graduates with language expertise in the tourism industry.

HM 3153 Chinese for Tourism III

Sri Lanka has an enduring, multidimensional and deep-rooted relationship with China. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the Chinese language skills needed to take advantage of a the growing demand for graduates with language expertise in the tourism industry.

HM 3153 Japanese for Tourism III

Language skills are highly valued within the global tourism industry. The ability to speak another language and knowledge of another culture, as well as the understanding of the international business industry open up a wide range of career options. This course unit develops the Japanese language skills needed to take the advantage of a the growing demand for graduates with language expertise in the tourism industry.

HM 3163 Development & Management of Information Systems

At present, business organizations use not only the sophisticated technology infrastructure but also the information systems which are essential for fulfilling the business requirements of the global economic conditions. Business professionals face more and more challenges and meet opportunities on planning, developing and implementing strategies in finding solutions to achieve their business goals in this situation. This course is designed for the business students who are not experts in creating information systems however; who expect to be managerial end users with the knowledge of planning, implementing and managing the IT based business strategies and solutions.

Year III Semester II

HM 3214 Food & Beverage Management II

This is an extension of the Food & Beverage Management I subject. This module provides knowledge on the development and application of practical activities within a Food and Beverage environment. It gives an overview of the organization of Food & Beverage Management and develops the practices and procedures that must be followed. In addition, it gives an advanced knowledge on food service and application of problem solving skills to daily operations.

HM 3224 Professional Cookery I

Professional cookery course unit directs students to apply recipe, production and service controls. It provides the knowledge of principles and methods of quantity cookery. Students will also experience the planning, production, analysis and serving of hot foods. Further, this unit presents intensive training in modern culinary and service skills.

HM 3232 Personality & Professional Development

This course unit aims at strengthening personality and professional development of students through activity based, practical and interactive learning atmosphere. This course unit has been developed to provide life-long learning through the usage of learning principles.

HM 3242 Greening Hospitality

This module gives a basic knowledge to understand the natural environmental components and the interaction between environment and the hospitality industry, which help towards green initiatives in the industry.

HM 3253 German for Tourism IV

This is the last stage of the German for Tourism and the unit is designed to prepare students for a career in international tourism, where speaking more than one language is an important skill in a wide range. The course unit deals with most situations likely to arise while travelling in an area where the language is spoken.

HM 3253 Chinese for Tourism IV

Course units of Chinese for Tourism part I, II and part III, students have learned over 1600 elementary vocabulary items and over 1000 Chinese characters. Students will be able to express their own ideas about daily life and certain social topics and communicate with Chinese speaking tourists, at this level as the initial stages of study of Chinese have been already covered.

HM 3253 Japanese for Tourism IV

This is the last stage of the unit Japanese for Tourism and it is designed to provide an advanced knowledge in all areas in reading, writing, speaking and listening. This course unit deals with most situations likely to arise while travelling in an area where the language is spoken.

HM 3263 Research Methodology

Tourism management deals with formulation and implementation of high quality decisions. Such decisions enrich the quality of management concerning tourism and hospitality management. This course unit therefore intends to re-orient students to be critical, questioning, continuously reflecting, seeking for details and additional information to enhance the quality of their writings meant for decision making. Although the fundamentals of research methods can have a universal appeal, this course unit has re-oriented research methods to suit questions arising in contexts that are peculiar to tourism and hospitality management.

Year IV Semester I

HM 4113 Legal & Administrative Environment of Tourism

This course unit is designed to provide an overall understanding about the legal and administrative environment related to tourism industry in Sri Lanka. It covers the formation and development of tourism administration in Sri Lanka, Legal Policies, Acts, Codes, Gazettes notifications and existing guidelines related to Sri Lankan tourism, laws and industrial relations to tourism.

HM 4123 Resort Planning & Management

Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience. However, many tourism resorts have pursued development without proper planning and without considering many impacts that development will bring to the community. This course unit discusses resort planning approaches to achieve the goals and objectives of tourism development for a destination. Resort planning includes many different stages of planning, different types of resorts, different parties involved in resort development, different types of resort operations, resort development opportunities and future resorts considerations and many more.

HM 4134 Professional Cookery II

This is an extension of the Professional Cookery I subject. 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.

HM 4142 Event Management (Elective)

This course unit provides a complete overview of conducting an event from the concept generation to staging of the event. The course unit encapsulates a full range of knowledge and understanding required in all aspects of event management.

HM 4152 Spa Management (Elective)

This course unit provides a complete overview of Spa set-up, from the idea to opening and setting up of operation focusing on operations via the key functions of the Spa Management.

HM 4163 Strategic Management

This course unit is designed to provide students the basic concepts and theories in strategic management by understanding the external environment of a firm, analysing the resources and capabilities of a firm, identifying the strategic problems and stakeholders of the firm, assessing the firm's current strategy, and designing ethical strategic solutions. Also provides opportunities for students to integrate and practise strategic management skills acquired in finance, accounting marketing, and MIS to create intelligent and successful strategies through real world case analyses.

HM 4171 Proposal Development & Academic Writing

The main objective of this course unit is to help students to develop a cogent and logical research proposal on the basis of knowledge gained through the course unit on Research Methodology offered during the previous semester. The course unit focuses on the problems and difficulties frequently faced by students related to the proposal development and academic writing. This is a one-credit course comprising 30 hours of learning inputs including assignments and group works.

Year IV Semester II

HM 4215 Thesis

This module provides students a thorough knowledge on empirical research methods and project report writing. In this, students are expected to study a problem relevant to their degree programmes through the use of data and information collected in accordance with the guidelines given by a supervisor appointed by the relevant department. The research study should be submitted in a written format on or before the given date. The component also includes a viva examination. Students should refer to the study guide on “Compiling dissertations, thesis and supervised independent studies in Management”, provided by the department.

HM 4223 Internship

The aim of this module is to provide opportunities for the students to apply and practice the theoretical aspects learned in the classroom; to give them an experience to practical and operational features of an organization; and to develop personal qualities such as leadership, interpersonal skills and time management that are most demanded in the modern business atmosphere. Students should submit a report on a selected problem of the organization which they have been attached during the internship period.

CRITERIA FOR SELECTING STUDENTS FOR FOREIGN LANGUAGES

Department of Tourism Management offers three foreign languages, namely; German, Japanese and Chinese for the students following courses in Tourism Management and in Hospitality Management. The selection criteria for these languages are as follows;

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

By-laws

General Conditions
Evaluation Criteria
Examination Procedures, Offences and Punishments
Code of Discipline for Students

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 written examinations 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 written paper to pass the course unit. Candidates who have not satisfied the requirement for such assignments will be given a maximum grade of C- Grade Point Value 1.5. To measure the students' performance Grade Point Average is used.
- 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 or above	A+	4.00
75-84	A	3.75
70-74	A-	3.50
65-69	B+	3.25
60-64	B	3.00
55-59	B-	2.75
50-54	C+	2.50
40-49	C	2.00
35-39	C-	1.50
30-34	D	1.00
0-29	F	0.00

3. DEFINITIONS OF TERMS

- 3.1 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.
- 3.2 Credit Hours Earned: The credit for each course that counts toward the degree requirement and for which a passing grade is obtained.
- 3.3 Quality Points: The numerical value assigned to the relevant letter grade obtained.
- 3.4 Grade Points: Grade points are determined by multiplying the quality hours by the quality points for a course.
- 3.5 Grade Points Average: The GPA is the average obtained by dividing the total quality points earned by the total quality hours for courses for which the student registered for any stated period of time.

4. GPA FORMULA

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

4.2 Formula for the Final Grade Point Average (FGPA) Calculation

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

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

The following weights are recommended for the calculation of the FGPA

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

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

4.3 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.

4.4 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

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, students will be given the maximum grade of C- = Grade Point 1.5.

4.5 GRADING POLICY

- 4.5.1 Repeat students should repeat the examination of a course unit only twice and apply for the Examination/s at the first available opportunity.
- 4.5.2 Grades C- and D can be upgraded if the student wishes to improve his/her GPA.
- 4.5.3 “F” grade/s must be upgraded to complete the degree.
- 4.5.4 The maximum grade for a repeated subject shall be “C”/Grade Point 2.0
- 4.5.5 The calculation is taken to two decimal places and is not “rounded up” or “rounded down”

4.6 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.

4.7 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.

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

4.8 EXPIRING OF STUDENTSHIP

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

4.9 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.

5. EXAMINATION PROCEDURES, OFFENCES AND PUNISHMENTS

5.1 RULES & REGULATIONS GOVERNING AND HOLDING OF EXAMINATIONS

- Candidates should be at the examination hall 15 minutes before the commencement of the relevant examination. They should enter the examination hall only when informed to do so by the supervisor.
- After entering the examination hall each candidates should be seated at the desk/table bearing his/her Index No.
- Candidates are permitted to bring useful items such as pens, pencils, erasers, ink, rulers, geometrical instruments, coloured pencils etc. to the examination hall. No candidate is allowed to bring in any written paper or notes or any other item, which may be misused at the examination.
- Candidates are not allowed to enter the examination hall 30 minutes after the commencement of an examination and they will not be allowed to leave the examination hall before the lapse of 30 minutes from the commencement of the examination and during the last 15 minutes of the examination.

- 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 time. Candidates who fail to do so for unavoidable reasons must submit a medical certificate from a District Medical Officer or a Medical Officer attached to a government hospital, within 14 days of the commencement of the relevant examination or part of the examination. Medical certificates issued by the private medical officers; Ayurvedic physicians or Homeopaths are not accepted.

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

Malpractice	Penalty
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, debaring 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 debaring candidate from sitting for university examinations for a period specified by the Senate.
E. Inappropriate conduct	Cancellation of examination candidacy, debaring 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 or attempting to gain such access to the contents of a question paper.	Cancellation of examination candidacy and 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:

- l. Withholding a class for the degree
- m. Limiting the maximum marks obtainable to 40% when re-sitting cancelled question papers.
- n. Either cancelling or withholding scholarships and bursaries.
- o. Withdrawing residential facilities.
- p. Withholding invitation to graduation ceremony
- q. 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.

6.0 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 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. Suspension from classes, examinations, and from the use of all University facilities for a specified period.

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



Auxiliary Information

Student Services and Academic Facilities
Information at a Glance

1.0 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	<p>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.</p> <p>Your name Relevant Department or Faculty Sabaragamuwa University of Sri Lanka P.O. Box 02, Belihuloya, 70140, Sri Lanka</p> <p>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.</p>
Medical Facilities	A student can obtain basic medical care at the University Medical Centre, which is open from 8.00 a.m. to 4.00 p.m. on weekdays. In addition, the Pambahinna Rural Hospital is located close to the University.

Sports Facilities	The sports facilities include a 25 metre swimming pool, badminton, squash, table tennis, volleyball, netball, basketball and tennis courts and a gymnasium with weight lifting and exercise equipment.
Student Centre	The Students Centre building serves as a student recreation hall, with facilities to play table tennis, carom, chess etc.
New Canteen	A new canteen with 500 seats has been located close to the University playground and the new faculty building complexes for the use of the students and the staff of the University.
Welfare Shop	You can purchase groceries, stationery, toiletries, soft drinks and snacks at the Welfare Shop. The opening hours are from 7.00 a.m. to 8.00 p.m. on weekdays and from 2.00 p.m. to 8.00 p.m. on Sundays.

2.0 INFORMATION AT A GLANCE

Address	Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya 70140, Sri Lanka.
Location	The university is situated about 18 kilometres away from Balangoda town along the Badulla-Colombo Road. It is located on the Samanalawewa Road, around 1km from the Pambahinna Junction, situated 162 km from Colombo and 76 km from Badulla. Other distances: 60 km to Ratnapura; 50 km to Bandarawela.

Telephone	045-2280014; 2280087 (General) 045-2280007 - Dean, Faculty of Management Studies 045-2280023 - Head, Department of Accountancy & Finance 045-2280016 - Head, Department of Business Management 045-2280025 - Head, Department of Marketing Management 045-2280296 - Head, Department of Tourism Management 045-2280283- Asst. Registrar, Faculty of Management Studies 045-2280008 - Coordinator, Practical Training Unit
Fax	045-2280007 - Dean's Office 045-2280023 - Department of Accountancy & Finance 045-2280016 - Department of Business Management 045-2280025 - Department of Marketing Management 045-2280296 - Department of Tourism Management 045-2280008 - Practical Training Unit
E-Mail	dean@mgt.sab.ac.lk
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	Haputale, 31km, one hour journey by bus (Public Transport)
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	University Guest House, Belihuloya
Visitors	Agrifac Farm Stay- Sabaragamuwa University of Sri Lanka



<http://www.sab.ac.lk/mgmt/>