

1. The University of Colombo

1.1 A Brief History

The history of higher education in Sri Lanka is closely linked to the history of the University of Colombo. In 1870 the Ceylon Medical College, from which the present Medical Faculty has developed was established. University College was established for higher education in Arts and Science in 1921. It was then affiliated to the University of London, and was housed in College House, which is the central administrative building of the University today. The University of Colombo became an autonomous university in 1978. It is a legacy of higher education in Sri Lanka, and all undergraduates entering the University of Colombo would be proud.



Over the last several decades, the University of Colombo has expanded substantially in terms of academic programmes, student enrolment and facilities. It is one of the largest Universities in the country with seven faculties and several affiliated institutes and centres of learning.

Owing to its location in the metropolitan centre, the University of Colombo has the advantage of being at the hub of cultural, economic and socio-political activity of the country. It offers library facilities, research centres, professional associations, theatres, art galleries, cinema halls etc., which can be used by the students for their own academic and personal enrichment.

1.2 Vision

Inspired by historic links to the first University College of the country and inherited intellectual traditions, the University of Colombo strives to be a world class institution promoting human development through synergizing knowledge, education, research, and creativity, and entrepreneurship, whilst upholding democratic values in a plural society.

1.3 Mission

To be the benchmark setting seat of higher learning and scholarship with an uncompromising commitment and dedication to providing society with human capital of high ethical standards, a proven sense of social responsibility, innovative, independent, and analytical in thinking and capable in becoming partners of socio-economic, cultural and environmental development.

2. The Faculty of Management & Finance

2.1 Historical Evolution

Established in May 1994, the Faculty of Management & Finance remains as the growing faculty of the University of Colombo. Historical development of this faculty dates back to 1979 when the Department of Commerce and Management Studies of the University of Colombo was set up. As a department which operated under the Faculty of Arts, the Department of Commerce and Management Studies grew rapidly in 1980s and thereby became the department which accommodated the highest number of undergraduates in the Faculty of Arts.



In line with the increasing student population and the rapidly growing needs of Sri Lankan business community, the necessity for establishing a new faculty for this particular field of study began to be felt in late 1980s. The issue was discussed and debated among university authorities, teachers, students and other stakeholders of the University of Colombo for several years. As an initial step of expediting the process of establishing the new faculty, two academic departments, namely the

Department of Commerce and the Department of Management Studies, were formed in 1993 under the purview of the Faculty of Arts. Finally, the long-lived dream of all interested parties materialized in May 1994 with the inauguration of the Faculty of Management & Finance. Since then the undergraduate population of the faculty has rapidly grown.

The Faculty of Management & Finance is committed to pursuing excellence in research, teaching, community services and university-industry cooperation and collaboration, whilst making all efforts to be the center of excellence for management and finance education in Sri Lanka. Living up to this commitment of national and international significance, the Faculty of Management & Finance embarked on planning for a major re-structuring program in late 1990s. The basic thrust of this strategic initiative was to incorporate disciplinary rigor, business practicality and skill



development into the curriculum, thus exploring the avenues for building mutually beneficial and collaborative links between the Faculty and the industry.

In its historical evolution, the Faculty of Management & Finance reached yet another juncture in May 2007. Putting the re-structuring plan into practice, two academic departments which were in existence for many years were abolished and six new academic departments were established, such as:

- i) Department of Accounting
- ii) Department of Business Economics
- iii) Department of Finance
- iv) Department of Human Resources Management
- v) Department of International Business
- vi) Department of Management and Organization Studies
- vii) Department of Marketing.

This intra-faculty institutional development has provided its undergraduates with the opportunity and resources for specializing in different fields of study including Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management and Marketing. Alternatively, undergraduates can opt to read for a degree program which draws upon knowledge from all these specializations/disciplines and aims at covering a broader perspective of business administration. To incorporate current trends in the corporate sector the faculty introduced two new academic programmes, namely BBA in International Business and BBA in Management and Organization Studies in 2009. The faculty has taken all these initiatives with a view to producing employable graduates aligned with the needs of the business world.

2.2 Mission

To be the most prominent and leading faculty in Sri Lanka for high quality academic and executive programs, research and consultancy in management and business studies within a creative and collaborative environment towards developing managerial competencies for betterment of the society.

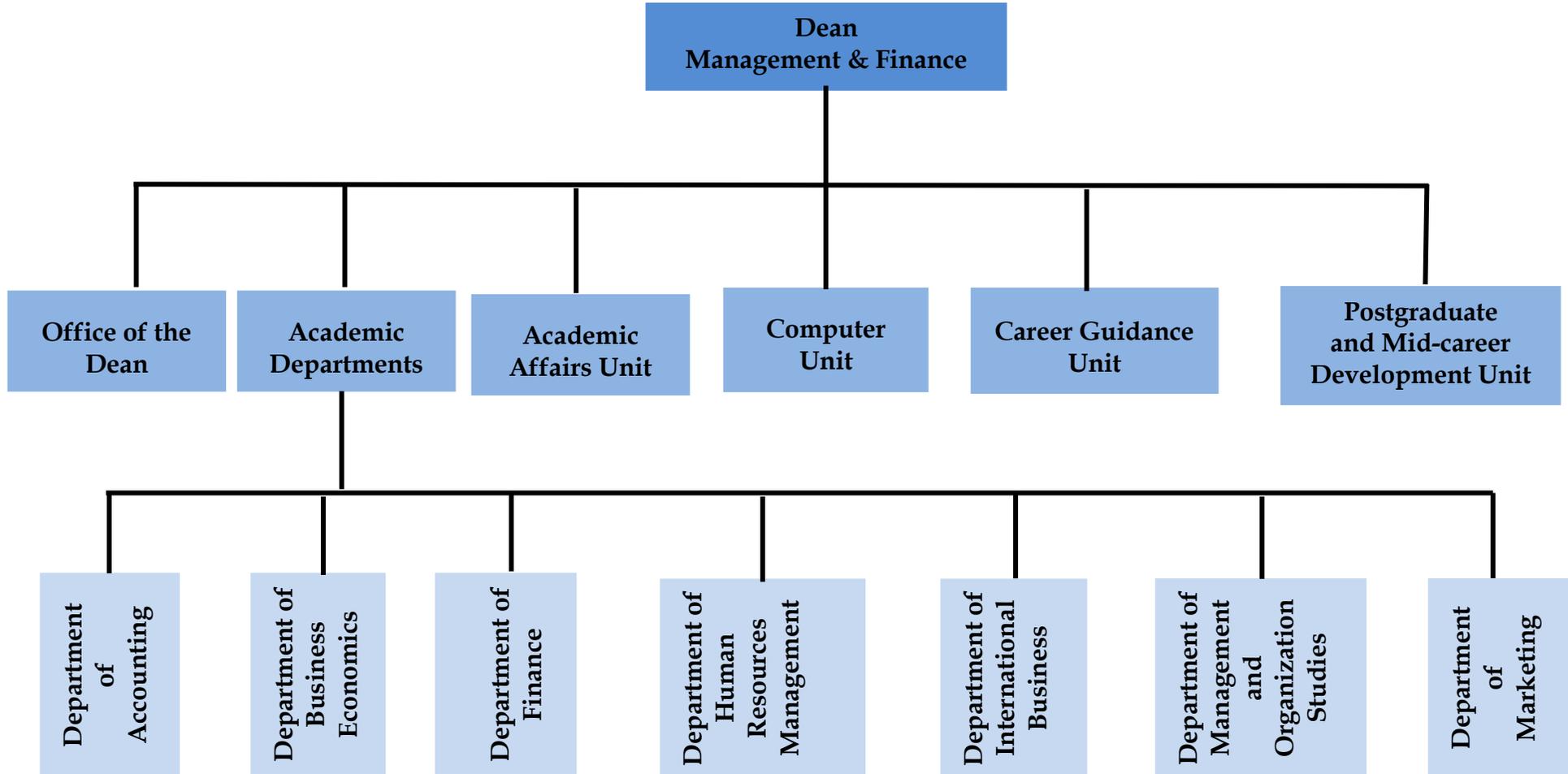
2.3 Faculty Website

The faculty has its website which contains all important information. The web link is as follows:

<http://mgmt.cmb.ac.lk>



2.4 Organizational Structure of the Faculty of Management & Finance



3. Academic Departments

3.1 Department of Accounting

Head - Dr. A. A. C. Abeysinghe

It is our great pleasure to welcome all of you joining the Faculty of Management & Finance. The Department of Accounting offers BBA in Accounting Degree and we maintain close relations with other professional bodies, who offer professional qualifications in Accounting, so that more benefits would accrue to our students in their career development. We have a young energetic academically as well as professionally qualified staff to carry out the task assigned to the Department of Accounting.



We have realized that a real graduate is not a person who has merely achieved the academic excellence. Instead, it should be a socially responsible person who has developed high thinking capacity to capture dynamics of the society, organizations as well as of the own family so that they become leaders in uplifting standards of human lives of our society.

The broader society assigns this valuable task to you as students and us as facilitators from the University. We hope we will be able to join our hands tightly in realizing this broader social purpose. Let's endeavour to go together on a prosperous journey especially for the benefit of you as future leaders of our society.

On behalf of academic and non-academic members of the Accounting staff, I wish you Blessings of Triple Gem!

Staff of the Department of Accounting

Mr. Gunapala Ranaweera [*MCom (India), BCom (SJP)*]
Senior Lecturer – Grade I

Teaching Interests (TI): Management Accounting
Research Interests (RI): Behavioural Aspects of Accounting Control Systems
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Senior Lecturer – Grade I

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TI: Management Accounting, Management Control and Public Sector Accounting

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Senior Lecturer – Grade II

TI: Management Accounting, Strategic Management Accounting

RI: Management Accounting, Management Control Systems, Current Developments in Management Accounting

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Dr. K. G. Sampath Kehelwalatenna [*PhD (Brunei), MBA (Col), BCom (Col), CTHE (Col)*]

Senior Lecturer – Grade II

TI: Financial Accounting, Taxation, Research Methods, Econometrics

RI: Accounting for Intangible Assets, Taxation

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Dr. Nuwani Amaratunga [*PhD (Salford, UK), MBA (Col), BCom (Col), CTHE (Col.), Accreditation for Teaching in Higher Education (SEDA), LICA*]

Senior Lecturer – Grade II

TI: Accounting, Financial Reporting, Research Methods, Management Control Systems

RI: Disaster Management, Corporate Governance and CSR, Budgeting, Taxation

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Ms. D. G. Sujeewa Damayanthi [*MBA (Col), BBA (Col), CTHE (Col.), Accreditation for Teaching in Higher Education (SEDA)*]

Senior Lecturer - Transitional

TI: Financial Accounting, Management Accounting

RI: Financial Reporting

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3.2 Department of Business Economics

Head - Professor H. D. Karunaratne

It is great pleasure to Welcome the best scholars who excelled at the GCE (A/L) Examination in the Commerce stream in 2013 to the Faculty of Management and Finance, University of Colombo .We, the Department of Business Economics, assist you from very beginning of your university life, by providing you with the necessary guidance to improve your subject knowledge and skills in the discipline of Business Economics. In addition, the Department also offers modules in Quantitative Techniques and Computer Technology to improve your analytical and IT Skills.



Successful completion of the first two years of the degree program will enable those students who wish to specialize in Business Economics to join the Department of Business Economics. They will be taught carefully selected modules in Business Economics in addition to other important modules taught by the other service departments. Therefore, your decision to specialize in Business Economics will be one of the great decisions that you ever make in your life. The department comprises of many intellectuals who will help you to brighten your future. Twelve staff members, including a Professor and eight senior lecturers are available to assist you whenever required. They specialized in various sub disciplines in Economics, Mathematics, Statistics, computer Technology and provide you with a good blend of skills throughout your university life.

The department aims at producing Quality graduates who can successfully meet the aspirations of the business world. Through the industrial training program, we make our maximum effort to find out best employment opportunities for you. We continuously organize many activities to improve your soft skills that the prospective employers are always looking for. We wish you a productive four years ahead of your university life.

Staff of the Department of Business Economics

Professor H. D. Karunaratne [*PhD & MA (Econ) (Nagoya-Japan), MA (Econ) (UC-SL), BA (Econ, 1st Class) (SJP-SL) (Former Invited Professor, Hosei University, Japan)*]

Professor

Teaching Interests (TI): Microeconomics, Managerial Economics, Labour Economics, International Business, Entrepreneurship and Small Business, Global Economic Trends

Research Interests (RI): RI: International Business, Entrepreneurship, Economics of SMEs, Economic Policy, Income Inequality, Labour Market, Migration

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Mr. W. A. S. P. Weerathunga [*MA (Econ) (Col), MSc (App. Stat) (Col), BSc (Math Sp) (Col), CTHE (Col)*]

Senior Lecturer – Grade I

TI: Statistics, Mathematics

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Dr. H. M. Nihal Hennayake [*PhD (Japan), MA (Japan)), MCom (Kelaniya), MA (Col), BA (Col.)], CTHE (Col.)*]
Senior Lecturer – Grade I

TI: Microeconomics, Econometrics, Industrial Economics, International Economics

RI: Cluster Based Industrial Development

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Mr. W. A. Sajitha Dishanka (on study leave) [*MBA (Col), BCom (Col), Reading for PhD (Tokyo, Japan), CTHE(Col)*]
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TI: International Economics, Managerial Economics, Advanced Economic Theory, Public Finance, Monetary Economics

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Senior Lecturer – Grade II

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Mr. A. M. C. P. Atapattu [*MBA (Col), BCom (Col), CTHE (Col)*]
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TI: Business Mathematics, Statistics, Operations Research, Econometrics
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Senior Lecturer – Grade II

TI: Management Science, Quantitative Techniques, Business Mathematics, Financial Mathematics, Engineering Mathematics, Discrete Mathematics, Business Statistics, Applied Statistics, Probability Theory, Queuing Theory, Econometrics, Financial Econometrics, Mathematical Logic, Computer Science, Computer Programming
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Lecturer (Probationary)

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Lecturer (Probationary)

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3.3 Department of Finance

Head - Dr. A. A. Azeez

I warmly welcome you to the Department of Finance of the Faculty of Management and Finance, University of Colombo. The Department of Finance conducts BBA in Finance Degree Programme which is more popular among the students of the Faculty of Management and Finance.



The objective of the Department is to train our students by providing them with necessary knowledge, skills and attitudes required to face the challenges in the dynamic world economy. The BBA in Finance programme provides an innovative curriculum, introducing students to the latest concepts, practices, and technology used in the finance industry. The Department is also home to outstanding teachers who deliver high-quality and challenging courses.

There are two basic career paths for finance graduates. The first is managerial finance, which involves managing finance function for businesses in the manufacturing and trade industries. The second is a career in the financial services industry, which creates and sells financial products or services. Banking, securities, real estate, and insurance are all financial service industries.

Our graduates are well-rounded, professionally trained, and keenly sought after by employers. The evidence speaks for itself: among our former students, you will find many in key positions in the corporate, state and Non-Government Organizations (NGO) sectors. We look forward to your enrolment for BBA in Finance Degree Programme.

Staff of the Department of Finance

Professor P. S. M. Gunaratne [*PhD and MSc (Tsukuba, Japan), MBA (Col), BSc (Bus.Ad.) (SJP), Commonwealth Fellow (Manchester UK), JSPS Fellow (Yokohama, Japan)*]
Professor



Teaching Interests (TI): Finance Theory, Corporate Finance, Financial Markets, Investment and Portfolio Management, Derivatives
Research Interests (RI): Capital Market Efficiency, Empirical Regulatory in Financial Markets, Investor Behavior, Financial Market Liberalization and Development
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TI: Financial Management, Business Statistics, Contemporary Issues in Finance, Financial Econometrics

RI: Assets Pricing, Corporate Governance, Banking

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Mr. D. L. P. M. Rathnasingha [*MBA (Col), BBA (Col), CTHE (Col), Reading for PhD in MSU University (Malaysia)*]

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TI: Finance

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Senior Lecturer - Transitional

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RI: Banking, Financial Markets, Micro Finance

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Ms. D. K. T. N. Gunadeera [*MBA in Finance (Col), BBA (sp) (Col), CTHE (Col), SEDA (UK)*]

Senior Lecturer – Transitional

TI: Investment Analysis & Portfolio Management, Financial Sector regulations, Entrepreneurship, Fixed Income Securities

RI: Corporate Governance, Financial Sector Regulations, Investor Behavior

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Ms. K. G. K. Fernando [*BBA (Col), CTHE (Col), SEDA (UK) Reading for MBA (Col)*]

Lecturer (Probationary)

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RI: Capital Market Efficiency

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Ms. S. U. K. Bandaranayake [*MBA (PIM), BBA (Col), CIMA (passed finalist)*]

Lecturer (Probationary)

TI: Financial Reporting and analysis, Financial Markets

RI: Financial Markets, Banking

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Mr. Y. D. Withanage [*BSc (Mathematical Finance Sp) (Col.), Reading for MBA (Col), CTHE (Col), SEDA (UK)*]

Lecturer (Probationary)

TI: Financial Mathematics, Quantitative Finance, Statistics, Financial Econometrics

RI: Capital markets

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Mr. T. C. Ediriwickrama [*MBA (ICFAI, India), ACMA (UK), BSc (Finance Sp, USJ), Reading for M.Phil (Col), CTHE (Col), SEDA (UK)*]

Lecturer (Probationary)

TI: Risk Management, International Finance

RI: Behavioral Finance, Corporate Finance

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Ms. T. P. Rathnasuriya [*BSc (Finance Sp) (SJP), DBF (Passed Finalist) (IBSL)*]

Lecturer (Probationary)

TI: Corporate Finance, Management Information Systems

RI: Banking, Corporate Governance

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3.4 Department of Human Resources Management

Head - Dr. N.N.J Navaratne

It gives me immense pleasure in conveying this message to all newcomers to our Faculty of Management & Finance, University of Colombo.

I am delighted to congratulate to you for being selected to read for your Bachelor Degree in this Faculty. Unarguably, you have made an excellent achievement at the GCE (A/L) Examination with a smart work. Also, you have been privileged in entering the best Management & Finance Faculty of the University system in Sri Lanka.



The main aim of your university life should not limit to get your Degree certificate or to get your Degree with a class but also to improve your capabilities and exposure to the world for making your life a success. I hope that you will become an extrovert and a competent student to achieve your own goals and common goals towards excellence.

My best wishes to the Faculty and all new entrants....!

Staff of the Department of Human Resources Management

Dr. M. Saman Dassanayake [*PhD (Gakushuin, Japan), MBA (Otaru, Japan), BSc (Bus.Ad) (SJP), CTHE (Col)*]
Senior Lecturer – Grade I

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Research Interests (RI): Human Resource Architecture for Greening the Workplace, Green Jobs and Green Skills, Human Resource Development for Lean Transformation in Organizations
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Senior Lecturer – Grade I

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RI: Work-life Balance, Gender Issues and Policy Implications
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RI: Behavioural Aspects and Decision Making Pattern
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Dr. Arosha S. Adikaram [*PhD (Col), MA in Labour Studies (Col), BBA (Col),
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Senior Lecturer – Grade II

TI: Labor Law and Relations, Human Resource Management, Gender
Issues in Management
RI: Labor Law and Relations, Human Resource Management, Gender
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Ms. A. W. M. M. Atapattu [*MBA(Col), BBA(Col), CTHE (Col), SEDA Certified
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Senior Lecturer - Transitional

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Senior Lecturer - Transitional

TI: Team Development, Stress Management, Career Development, Human Resource Management

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Mr. Rajitha Silva (on study leave) [*MBA(Aus), PGDip. (UK), BBA (Col), Reading for PhD (KLN)*]

Lecturer

TI: Organizational Behavior, Human Resources Management, Human Resources Information System, Industrial Relation, Compensation Management, Health and Safety

RI: Corruption, Employee Behavior at Work, Employability, Gender Differences

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Ms. Dharshani Thennakoon [*MBA (Postgraduate Institute of Management – University of Sri Jayewardenepura BBA (Col), CIMA Passed Finalist, CTHE (Col), SEDA Certified Teacher in Higher Education (UK)*]

Lecturer (Probationary)

TI: Human Resource Management, Organizational Behavior, Personality Development, Training and Development

RI: Employee Engagement, HRM in Business Process Management, Performance Management in the public sector

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Ms. Dananja Wanninayake [*MBA (Postgraduate Institute of Management – University of Sri Jayewardenepura), BBA (Col), CIMA Passed Finalist, CTHE (Col), SEDA Certified Teacher in Higher Education (UK)*]

Lecturer (Probationary)

TI: Industrial Law, Compensation Management, Training and Development, Employee Relations, Human Resources Management

RI: Strategic Orientation of HR Professionals, Strategic Human Resource Management in the Public Sector

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3.5 Department of International Business

Head – Dr. M. P. P. Dharmadasa

Let me warmly welcome you to the Faculty of Management & Finance, University of Colombo, one of the most prominent academic establishments in the country.

Recognizing the need to build graduates who are capable of addressing national challenges with a global mindset, the International Business stream was introduced in 2012 and was established as a separate department in 2014.

The Department of International Business operates with the intention of providing a platform to build skills and knowledge necessary for you to succeed in the globalized world of business and to be productive globally minded citizens. With these intentions in mind, the department offers a wide selection of subjects in the areas of multinational trade and investment, global management and global governance. Apart from its challenging curriculum, the International Business department employs a wide range of teaching methods and soft skills development programs to enhance the knowledge and skills of its students to better suit the needs of the local and global, academic and corporate demands.

I take this opportunity to wish you an enriching four years and urge you to aim at building a globally recognized skill set to serve our country better.



Staff of the Department of International Business

Dr. M. P. P. Dharmadasa [*PhD (Bond, Australia), MBA (Col), BSc (Sp) Bus. Adm. (SJP), CTHE (Col)*]

Senior Lecturer – Grade I

TI: Strategic Management, Operations Management and International Business

RI: Strategic Management Issues, International Business, International Marketing and Family Controlled Business

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Mr. A.G.C.S. Wijewardena [*Reading for MBA (Col), BBA (Col), CIMA (Passed Finalist)*]

Lecturer (Probationary)

TI: Management Information Systems, International Trade Theory and Practice

RI: International Entrepreneurship

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Ms. N.H.M.S.M. Herath [*BBA (Col), CIMA (Passed Finalist), AAT (Passed Finalist), SLIM (Diploma in Marketing)*]

Lecturer (Probationary)

TI: International Relations, International Business

RI: Global Governance, Global Sourcing

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3.6 Department of Management and Organization Studies

Head – Dr. K. Dissanayake

The Department of Management and Organization Studies offers BBA (Special) and BBA (Management & Organization Studies) (Special) degree, both of which provide knowledge and skills and inculcates the right attitudes to be managers in any functional area of business, or entrepreneurs while also being a worthy citizen of this global society. All students who step into the business world with one of these degrees will find themselves being offered a broad spectrum of opportunities, where they will find employment in any field they like.



The Department acts as a nucleus of learning experiences in spite of the degree that the students opt for. The industrial training allowed by the Department is not constrained to any particular specialization; therefore students are free to select their training organization under any functional area within the chosen organization. This will broaden opportunities for students to choose their careers in any functional area of management while obtaining training towards general management. The courses offered by the Department would also help aspiring entrepreneurs acquire new knowledge to start and manage their own business as well. Being one of the two most mature departments of the Faculty, The Department of Management & Organization Studies have highly qualified, experienced and dedicated academic staff, well connected with the corporate world.

Staff of the Department of Management and Organization Studies

Prof. W. P. G. De Alwis [*MPA (PIM, SJP, Sri Lanka), MSc in Applied Psychology (Col, Sri Lanka) Pg. Dip. in Urban Devlp. (Pune, India), Pg. Dip. in Urban Devlp. (Moratuwa, Sri Lanka), BBA (Bus. Ad) (Vid., Sri Lanka), Dip in Counseling (SLFI, Sri Lanka)*]

Associate Professor

Teaching Interests (TI): Organizational Behaviour, Organizational Psychology, Culture and Management, Small Business Management, Psychology and Counselling

Research Interests (RI): Organizational Behaviour, Organization Psychology, Psychology, Culture and Management, Small Business Management



Prof. J. A. S. K. Jayakody [*PhD (SJP, Sri Lanka), MBA (SJP, Sri Lanka), BSc (Mgt) (SJP, Sri Lanka), CTHE (Col, Sri Lanka)*]

Associate Professor

TI: General Management, Leadership, Organization Theory, Research Methods

RI: Charismatic Leadership



Dr. K. Dissanayake [*PhD (Meiji, Japan), MBA (Meiji, Japan), MBA (Col, Sri Lanka), BCom (Special) Hons (Col, Sri Lanka), Dip. in Adv. Eng. (Col, Sri Lanka), Dip. in Counselling (SLFI, Sri Lanka)*]

Senior Lecturer – Grade I

TI: Organization Theory, Organizational Analysis, Organizational Behavior, Organizational Structure, Organizational Development, General Management

RI: Institutional Environment, Women-led Small Businesses and Generation Y Workforce

E-mail: k_dis@hotmail.com



Dr. R. Senathiraja [*PhD (India), MSc (Mgt) (SJP, Sri Lanka), BCom (Jaffna, Sri Lanka), CTHE (Col, Sri Lanka)*]

Senior Lecturer – Grade I

TI: Small Business Management, Culture and Management, Management, Research Methods

RI: Corporate Entrepreneurship, Management, Entrepreneurship Development

E-mail: laxumy@gmail.com



Dr. B. Nishantha [*PhD (Ryukoku, Japan), MBA (Col, Sri Lanka), BCom (Col, Sri Lanka), CTHE (Col, Sri Lanka)*]

Senior Lecturer – Grade II

TI: Small Business Management, Strategic Management, Entrepreneurship, Research Methodology, Principles of Management

RI: Small Enterprise Growth Dynamics, Micro Finance, Entrepreneurial Intention, Organizational Citizenship Behavior



Dr. K. A. S. P. Kaluarachchi [*PhD (Hosei, Japan), MBA (Col, Sri Lanka), BCom (Special) (Hons) (SJP, Sri Lanka), CTHE (Col, Sri Lanka), LICA, MAAT*]

Senior Lecturer – Grade II

TI: Organizational Culture, Organizational Change and Development, Organizational Politics, Total Quality Management

RI: Organizational Culture and Total Quality Management, Organizational Culture and Managerial Practices, Organizational Leadership and Managerial Practices

E-mail: samanthakaluarachchi@yahoo.com



Dr. Tissa Ravinda Perera (on sabbatical leave) [Ph.D. (WHUT, P.R.C.), MBA (Col, Sri Lanka), B.Com. (Col, Sri Lanka)]
Senior Lecturer – Grade II

TI: Entrepreneurship and Entrepreneurship Development, Small Business Management, Managing Creativity and Innovation, Organization Theory, Business and Innovation Strategy, Management Process and Practice, Culture and Management, Comparative Management, Impression Management and Organizational Politics, Research Methodology and Philosophy, Case Study Development and Analysis, Comparative Economic Development, and Sociological and Political Aspects of Economics.

RI: Practice of Management and Entrepreneurship and its Ramifications in an LDC Context, The Notion of Knowledge Introduced by Developed Countries and Their Impact on Creativity and Innovation in the Organizations of LDCs, The Practices of Religious Faith and Economic Development, and Compartmentalization of Knowledge and Management of Organizations, Social Diversities (Gender, Race, Religion, Caste and Language etc.) Entrepreneurship and Indigenous Management Practices in Different Countries

E-mail: ravinda@fmf.cmb.ac.lk; gatrperera@yahoo.com
Tel: +94-(0)71-8096613



Ms. Sashika Manoratne (on study leave) [MBA (California, USA), BSc (SJP, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA), Passed Finalist CIMA, Reading for PhD (Auckland University of Technology, New Zealand)]
Senior Lecturer – Grade II

TI: Environmental Management, Cross-cultural Management

RI: Cultural values and Sustainability, Spirituality and Sustainability

E-mail: sashika_a@yahoo.com



Mr. S. Sasidaran [MEcon (Col, Sri Lanka) BCom (Col, Sri Lanka), CTHE (Col, Sri Lanka)]
Senior Lecturer – Grade II

TI: Psychology, Sociology, Culture and Organizational Response, Organization Theory, Environmental Management

RI: Cultural Impact on Organizations, Sociological Issues and Their Impacts on Organizations, and Organizational Design and Structure

E-mail: daranss@gmail.com



Ms. S. B. Ranasinghe (on study leave) [MBA (Col, Sri Lanka), BBA (Col, Sri Lanka), CTHE (Col), SEDA (UK), Reading for PhD (Glasgow, UK)]
Senior Lecturer – Transitional

TI: General Management, Organization Theory and Design,

RI: Organizational Studies, Organization Theory and Gender Studies

E-mail: seuwandhi@gmail.com



Ms. J. C. Athapaththu [BSc in Computation & Management (P'deniya), PQHRM (IPM)]

Assistant Lecturer

TI: Management Information Systems, Information Communication Technology

RI: Management Information Systems, Organizational studies

E-mail: jayani@mos.cmb.ac.lk



3.7 Department of Marketing

Head - Dr. K. Kajendra

It gives me immense pride and pleasure to introduce the Department of Marketing, Faculty of Management and Finance to you. As one of the most dynamic departments in the faculty, we strive to enhance the creative potential of undergraduates through practical teaching approaches and various subject related activities. In addition, the department continues to move forward in research, adding value to marketing as a field of study.



We believe that developing creativity, critical analysis, and presentation skills of undergraduates will help increase their employability both in the state and private sectors. To facilitate this, the department comprises a highly talented and qualified academic staff specialized in various fields in marketing.

I warmly welcome you to the Faculty of Management and Finance on behalf of the Department of Marketing and believe that you will utilize the opportunities offered by the university to its best value throughout your stay.

Staff of the Department of Marketing

Prof. Pradeep Randiwela [*M.Com (Marketing) [Col], B.Com. (Hons) [Pdn], MHRM (UK)*]

Associate Professor

Teaching Interests (TI): Marketing Management, Marketing Research, Strategic Marketing, Strategic Retailing, Project Management, Marketing Communication And Services Marketing

Research Interests (RI): Operational Issues in Customer Centricity, Promotional Issues, E-marketing and Educational Marketing

E-mail: p_randiwela@yahoo.co.uk; p_randiwela@mkt.cmb.ac.lk



Dr. K. Kajendra [*PhD in Marketing (Delhi, India), MBA (Cochin, India), M.Com (Kelaniya), B.Com (Jaffna)*]

Senior Lecturer – Grade I

TI: Marketing Management, Consumer Behaviour, Customer Relationship Management, Management and Organisational Behaviour

RI: Marketing, Consumer Behaviour and Organizational Behaviour

E-mail: kk4ssrr@hotmail.com; kajendra@mkt.cmb.ac.lk



Dr. (Mrs.) Fazeela Jameel Ahsan [PhD (Strathclyde, UK), MCom (India), BCom (Sri Lanka)]

Senior Lecturer – Grade I

TI: International Business, Global Marketing, International Branding, Destination Marketing, Strategic Business Management, Research Methods, Supply Chain Management, Brand Management, B2B Marketing, Services Marketing and Integrated Marketing Communications
RI: Green Management, CSR, Service Quality, Foreign Direct Investment (FDI), Regional Integration (RI), Branding, Re-branding Destinations, Green Marketing, Internet Marketing, Supplier Development and Performance, Mobile Marketing Communications, Relationship Marketing, Customer Relations, Customer Care and Market Orientation
E-mail: dr.fazeela@gmail.com; fazeelaja@mkt.cmb.ac.lk
TP: +94 776098096



Mr. J. A. S. C. Jayasinghe [MBA (Col), BCom (P'deniya)]

Senior Lecturer – Grade I

TI: Marketing Research and Marketing
RI: International Marketing, Marketing, Strategic Management, Marketing Research, Country of Origin, Branding and Tourism Marketing
E-mail: sarathj@mkt.cmb.ac.lk



Dr. Dinuka Wijetunga [PhD (Melbourne, Australia), MBA (PIM, SJP), BSc. Marketing (SJP), CTHE (Colombo), DipM (CIM, UK)]

Senior Lecturer – Grade I

TI: Consumer Behaviour, Marketing Research, Critical Marketing and Consumer Culture
RI: Consumer Culture, Critical Marketing and Advertising
E-mail: dinuka@mkt.cmb.ac.lk



Mr. W. Premarathne Gamage [M.Com (Kel), PG (Dip) Business Management [Col.], BSc Bus. Adm. (SJP), BA in RMSED (Costa Rica)]

Senior Lecturer – Grade II

TI: Marketing and Strategic Management
RI: NGO Accountability, Quality Issues
E-mail: pemarathne@yahoo.com; pemarathne@mkt.cmb.ac.lk



Ms. Maduka Udunuwara (on study leave) [MBA (PIM), BCom (Special), Reading for PhD (Edith Cowan, Australia)]
Senior Lecturer – Grade II

TI: Marketing, International Marketing, Services Marketing and Customer Relations, Relationship Marketing
RI: Consumer Behavior and Services Marketing
E-mail: madukau@gmail.com; maduka@mkt.cmb.ac.lk



Ms. Ruwangi Chandrasekara [MBA (Col), BBA (Col), CIMA (Passed Finalist), ACPM, CTHE (Col), Accreditation for Teaching in Higher Education (SEDA), Reading for PhD (PIM, SJP)]
Senior Lecturer - Transitional

TI: Customer Relationship Management, Brand Management and Sales Force Management
RI: Branding, Social Media Marketing, Globalization and Consumer Culture
E-mail: rungsc@gmail.com; ruwangic@mkt.cmb.ac.lk



Mr. W. M. G. P. C. B. Wijekoon [MBA (Col), BBA (Col), CTHE (Col), Accreditation for Teaching in Higher Education (SEDA)]
Lecturer (Probationary)

TI: Operations Management, Marketing Communications, Marketing Research, Advertising Management and Marketing Management
RI: Marketing Communications and Corporate Reputation Management
E-mail: pcbwijekoon@gmail.com; pcbwijekoon@mkt.cmb.ac.lk



Ms. Thilini H. Alahakoon [BBA (Col), CIMA (Passed Finalist), AAT (Passed the Final Examination)]
Lecturer (Probationary)

TI: Sales Force Management, E-Business
RI: Brand Equity, Hospitality and Tourism Marketing
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3.8 Departmental Activities

- **Department of Accounting**

Students of the Department of Accounting with guidance of the Head and the academic staff of the Department formed Accounting and Information Management Student Association (AIMSA) in March 2013. This has the aim of developing University life of the students in four aspects, namely academic and professional development, student welfare and network development, departmental development and community development.



Field Visit to Holcim (Lanka) Limited

During its initial year, AIMSA was able to initiate two projects. The first was a field visit to Holcim (Lanka) Limited with the aim of network development and provision of an industry exposure to students.

Community Development Project: Hand for Tomorrow



The second was under community development. A project called “Hand for Tomorrow” was initiated to help students of a school with less facility in a remote village called “Illumbakanda” situated near Sinharja. The project reflected the understanding of university students of their role in supporting future generations of the society.

The AIMSA will move forward furthering the integration between staff and students of the Department of Accounting and expanding its activities in all four identified

areas important to enrich the student life in the university



- **Department of Business Economics**

Formation of the Alumni Association of the Department

The inaugural meeting of the Business Economics Alumni Association was held on 01st May 2014 with the participation of past students and the Academic Staff of the Department. 2014 marked the 8th anniversary of the Business Economics Department, which started with only 10 students has now grown to over 50 students. They are now in a range of industries rendering a hand in providing internship opportunities and strengthening the Department and industry relationship.



Other Extracurricular Activities

Business Economics Students are not confined to their academic activities. They have organized many extra-curricular activities to improve their interpersonal relationships, team spirit and brotherhood. Thus, they visited the most famous Maligatenna Temple in Gampaha District during their final year exhibiting their organising, leading, coordinating capabilities.



Welcome of New Students



Starting with very low figures, Business Economics Department has reported the highest student intake in 2014 with 54 students. Seniors members of the Department welcome them warmly by organising a ceremony.

- **Department of Finance**

The CIMA Global Business Challenge – 2014

The team corporate consultants from the University of Colombo emerged as the winners of the country final of the CIMA Global Business Challenge held in Sri Lanka and clinched the world championship beating teams representing 23 regions/countries around the world. The team was led by Ms. Samanmalie Herath, final year undergraduate student of the Department of Finance. Ms. K.G.K.Fernando, a Lecturer attached to the Department of Finance was the Lecturer-in-Charge of the team. The CIMA Global Business Challenge is an international business competition for undergraduates around the world, designed to bring out the best in the young business leaders of tomorrow. A panel of corporate leaders comprising of Mr. Ravi Abeysuriya, Mr. Senaka Kakiriwaragoda, Mr. Prince Lye, and Mr. Jayamin Palpola mentored the team for the global finals.



Inter University Finance Quiz Competition – 2014



Students of the Department of Finance, University of Colombo emerged as champions in the Inter University Finance Quiz Competition - 2014, which was organized by the University of Kelaniya in collaboration with Copal Amba for the second consecutive year. The Inter University Finance Quiz Competition is an annual inter university educational initiative to enhance the general knowledge and soft skills of the university undergraduates. This was a remarkable achievement over the other state universities in the country as the students confronted a intense competition in both first and final rounds of the quiz.

- **Department of Human Resources Management**

Future Leaders: Leadership Development Programme

A leadership development programme was organized to enhance the leadership skills of school students. It was a one day workshop held at M.D.H. Jayawardena Maha Vidyalaya and was conducted by Mr. Lahiru Rathnayake a motivational speaker and Alumni of the Faculty. It was a huge success with the participation of 100 student leaders.



Launch of Products by the Students

As a part of the Enterprise Based Project, which was launched to enhance innovative skills of undergraduates, the students of the Department launched two products – an online handmade card producing business and a magazine related to greening the country.



Out of Class Lecture Series



The HRM Department launched several lecture series organized outside the typical lecture halls. The undergraduates participated for several industry visits and out bound lectures which gave them a different experience and the exposure to the industry.

- **Department of Management and Organization Studies**

Outward-bound Training Programme held at Loadstar Training Center, Midigama, Weligama

An outward-bound training for the third and final year students attached to the Department of Management and Organization Studies was held at Loadstar Training Center, Midigama, Weligama in last October. This was sponsored by the Loadstar (Pvt) Ltd. and conducted as a two-day residential workshop. The main purpose of this workshop was to develop soft skills of students and to provide them with an opportunity to learn the ground realities of a Sri Lanka-based manufacturing organization.



Thus, the items included in this programme were: workshops for personality development, yoga, and an outbound training programme accompanied with a show of a movie, an entertainment program conducted by the students, and a factory visit.

Soft Skill Development Programme organized by the 3rd year students focusing on developing social and business etiquette

The third year students attached to the Department of Management & Organization Studies organized a workshop for developing soft skills of undergraduate students, specially targeting social and business etiquette. This was facilitated by a panel of specialists from Sri Lanka Aviation Ltd. and sponsored by several organizations.



- **Department of Marketing**

The undergraduates specializing in Marketing are a set of vibrant and active students. Throughout their period of study they organize various marketing related activities and participate in competitions, most of which have been victorious.

In the recent past, different batches have conducted workshops and organized guest lectures on contemporary topics related to marketing to expand the knowledge base of undergraduates. In addition, articles and other materials on marketing related areas are constantly circulated among students. These initiatives undertaken by students to update their knowledge and 'be ahead of the game', differentiates them from others.

Vibes of Marketing



The team from the Department of Marketing was placed first in “Vibes of Marketing” a competition organized by the University of Sri Jayewardenepura. The competition consisted of creation of a marketing plan based on a case study, creation of an artwork expressing the concept and formulation of a marketing communication plan proving the ability of the undergraduates to adapt to practical situations.

“Media Advertising in Sri Lanka”

This was an experience sharing session organized by the final year students of the Department of Marketing.

Representatives from GroupM Media (Pvt) Limited facilitated the session drawing attention on contemporary issues in media advertising in Sri Lanka. This event also strengthened the university-industry relationship.



4. Units under the Purview of the Dean's Office

The office of the Dean is the central administrative unit within the faculty. It is headed by the Dean and is supported by the administrative staff reporting to the Senior Assistant Registrar.

4.1 Academic Affairs Unit

The necessity of establishing a separate unit for the coordination of the activities of the first two years of the BBA Degree Programme was beginning to be felt with the introduction of the revised BBA Program which commenced in 2004.

The main feature of this semester-based curriculum is the designing of the BBA Programme with two levels, i.e. Level – I: first two years of common programme and Level – II: two years' of specializations based on students interest and performance at the Level – I programme. Until students reach the Level – II of the Degree programme they do not belong to any particular department.

The Academic Affairs Unit is directly responsible for coordinating the Level – I academic programme of the BBA Degree, it is currently in charge of preparation of semester time tables and examination time tables in relation to all levels and semesters of the BBA Degree Programme. The unit is also responsible for maintaining records on student attendance for lectures of the Level – I programme and selection of students for specialization areas after completing their first two years studies of the BBA Programme. The unit is currently staffed with a Coordinator and a clerical assistant. Any student request regarding the Level – I programme should be submitted to the Coordinator of this unit.



**Coordinator
Ms. Janitha
Abeygunasekera**



4.2 Career Guidance Unit

The constant and rapid expansion of higher education sector and the changing landscape of the labour market in Sri Lanka and overseas are core concerns of a planned intervention on increasing, among others, the employability of potential graduates of Bachelor of Business Administration degree program which is offered with a number of specializations by the Faculty of Management and Finance. Four years' of reading for this bachelor's degree creates higher value, when we educate and nurture our undergraduates on job roles in the industry that would fit them, competencies (knowledge, skills, and attitudes) required of each role, expectations of these roles, and matching individual profiles and interests of undergraduates with these competencies and expectations. Thus, the underlying rationale of establishing a brand new Career Guidance Unit (CGU) within the Faculty of Management and Finance emanates from the clear necessity of preparing proactively our undergraduates to be competitive in the labour market and to chart with a vision their prospective careers.



Mr. G. Ranaweera
Coordinator
Career Guidance Unit

This CGU is headed by a Coordinator and equipped with two principal arms for operations, i.e. Career Guidance and Career Counselling. The former caters to the need for creating and maintaining the relevant databases whereas Career Counselling calls for closer interactions between undergraduates and the staff of the CGU enabling the former explore carefully their career choices. Quintessentially, this new unit looks passionately forward to forging and sustaining mutually beneficial collaborations with organizations in the private, public, and non-governmental organization (NGO) sectors. They could be forged through a multitude of interventions including, but not limited to, conducting assessment centres, organizing annually a Careers Fair, bringing the corporate sector experts to dialogue with undergraduates and the academic staff on producing employable graduates, and promoting joint research with corporate sector organizations on career guidance and career counselling.

Career Fair

The faculty maintains close collaborations with the industry. Several MOUs have been signed and are in-progress with leading organizations in the country as well as some professional bodies. Further there are some course modules where industry experts are involved in co-teaching with faculty staff members.

The faculty also conducts career fairs to provide an opportunity for students to form links with potential employers and understand their expectations



4.3 Computer Unit

The Computer Unit offers a variety of facilities for students of the Faculty on prior booking basis. This includes access to Internet, Microsoft Office and other computer software related to the courses in BBA Degree programme, and facilities for printing and scanning.

This Unit also conducts a basic computer literacy programme for beginners.



4.4 Postgraduate and Mid-career Development Unit

The main objective of this unit is to develop, organize and ensure the smooth functioning of postgraduate and mid-career development programmes for executive and managerial staff of modern corporate and state sector organizations.

Currently, the Unit conducts several postgraduate programmes such as MBA, MBA in Marketing, MBA in HRM, MBA in Finance and other mid-career programmes such as Executive Diploma in Business Administration (EDBA), and Diploma in Printing Technology and Management (DPTM). Forming collaborative links with the industry, DPTM Program is offered as a co-branded product of this Unit and Sri Lanka Institute of Printing.

In addition, the Unit is equipped with resources and the capacity for running customized training programmes for the industry.



**Unit Coordinator
Mr. R. M. R. B.
Rajapakse**



This unit is staffed with a Unit Coordinator, Programme Coordinators and supporting staff. While the Unit Coordinator gives the academic and administrative leadership to the overall activities of the unit, each Programme Coordinator gives the academic leadership and is directly responsible for smooth functioning of the activities of the particular programme under his or her purview.

5. Student Counselling and Faculty Student Counsellors

Personal Tutoring and Student Counselling

Each student is provided with a personal tutor who is also a member of the academic staff to discuss his/her personal problems arising throughout his/her university life.

The service of personal tutoring can also be used for career development purposes through maintenance of close links with the academic staff. Students are advised to take maximum advantage of this opportunity.



Permanent Student Counsellor – Mr. Ramesh Rajasuriya

Alongside personal tutors, there are seven student counsellors, including a permanent student counsellor in the faculty. If the nature of the issue brought to personal tutors deserves a solution which exceeds their administrative capacity, the student is directed to student counsellors who have close links with the senior student counsellor of the University of Colombo and other welfare bodies of the university.

Student Counsellors:



Mr. Chandana Wijekoon



Ms. S. Bandaranayake



Ms. D. Wanninayake



Mr. Rajishtha Seneviratne



Ms. R. Wimalasinghe



Mr. C. Wijewardena



Ms. Jayani Atapattu

6. Administrative, Academic Support and Non-Academic Staff

Administrative Staff

Acting Senior Assistant Registrar

Ms. S.S. Samarathunga

[BA (Peradeniya), PGDIM (IGNOU), MPhil (Peradeniya), MSCA]

Senior Assistant Bursar

Mr. U. Senevirathna

[BSc (Business Administration – USJP)]

Academic Support Staff - Computer Instructors

Ms. C. R. Palliyaguru

[BSc (OUSL), Postgraduate Dip. (IT) (UCSC), ACS, MSc (Computer Sc) (UCSC), MCS (SL)]

Ms. V. P. C. P. Vidanapathirane

[BSc (Kelaniya), Post-Dip in Com Tech (ICT-Col), MSc (Col)]

Mr. K.D.N.C. Perera

[BSc in Computer Science (Col)]

Non-Academic Staff

Dean's Office

Ms. W.N. S. Wasalage

Ms. N. N. M. Silva

Ms. M. T. Fouzena

Mr. A. J. M. M. Sudheera Hasantha (On Leave)

Ms. B. G. D. Nayananjalee

Mr. G.A.S.P. Gurusinghe

Mr. K.A.N.C. Perera

Mr. H.L.N. Priyankara

Mr. H.H.P. Hettiarachchi

Ms. R.N. Nanayakkara

Ms. P.H.A.N. Damayanthi

Mr. W.M.K.N. Wijethunga

Department of Accounting

Ms. R. M. T. Lasanthi

Department of Business Economics

Ms. W. M. P. A. D. Wickramasinghe

Mr. M. M. I. Perera

Department of Finance

Ms. D. K. Ranasinghe

Mr. S. A. M. Karunatilake

Department of Human Resources Management

Ms. W. D. K. Senani

Mr. T. M. N. Karunasekera

Department of International Business

Ms. S.M.D. Maheshika

Department of Management and Organization Studies

Mr. M. A. D. Wembly

Ms. S.W.D.A. Sirimanna

Mr. N. M. S. Banduthilaka

Department of Marketing

Mr. W. M. S. B. Mallawa

7. Bachelor of Business Administration (BBA) Degree Programme: Current Curriculum

7.1 Overview

In response to the changes in the higher education sector globally and nationally, the faculty has introduced a new curriculum to its Bachelor of Business Administration Degree programme in year 2009. The overarching goal of this curriculum is to bridge the gap between academic-oriented higher education and requirements of the industry to produce university graduates competent in both academic and practical knowledge. In reforming the curriculum, the following objectives were specified:

- To introduce a single faculty- wide Degree Programme with different areas of specialization;
- To transform character of the degree offering departments into academically specialized service departments;
- To introduce a course unit system;
- To offer more elective courses in view of enhancing the breadth and the flexibility in learning and;
- To expose students to hands-on practices of the industry.

BBA Degree Programme (BBA) ¹

BBA is a special, four-year full-time programme. The Faculty also offers BBA Degree in specialized streams such as Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resource Management, Marketing, Management and Organization Studies and International Business. Accordingly, the students of the Faculty can read for the following Degrees Programmes:

Bachelor of Business Administration

Bachelor of Business Administration in Accounting

Bachelor of Business Administration in Business Economics

Bachelor of Business Administration in Finance

Bachelor of Business Administration in Hospitality and Leisure Management

Bachelor of Business Administration in Human Resource Management

Bachelor of Business Administration in International Business

Bachelor of Business Administration in Management and Organization Studies

Bachelor of Business Administration in Marketing

A brief description of each Degree Programme follows.

BBA

This Degree Programme has been designed to provide students with the necessary knowledge, skills and training on the different aspects of management and organizations. While providing a sufficient theoretical understanding in the field of management and organization studies, it aims to enable students to analyze contemporary issues in management and organizational activities.

¹ Please refer By-Laws and Regulations of the BBA Degree Programme for further details.

BBA in Accounting

Those who are interested in and eligible for reading for BBA in Accounting will be trained to analyze business and organizational activities from an accounting perspective, report business/economic affairs to necessary stakeholders, and design, implement and operate management control systems in organizations.

BBA in Business Economics

The students specializing in Business Economics will be trained to analyze business phenomena from an economic perspective. Unlike in a traditional degree programme in economics, these students will have the opportunity to study all core management courses. The exposure to various modules in economics will enhance their economic understanding and skills needed to analyze business and managerial situations.

BBA in Finance

Those who are interested in and eligible for reading for a BBA in Finance will be trained to analyze business and organizational activities from a financial perspective. The Degree Programme will also provide students with an understanding of the wide-ranging implications and opportunities arising from on-going processes of financial and overall management integration.

BBA in Hospitality and Leisure Management

Hospitality and Leisure Management is very prospective area in the world. The economy of Sri Lanka is expecting a significant contribution from this sector. New projects have been commenced for developing hotels as well as tourism and leisure management. Therefore, there is a wider window of opportunity for new employments in the area. This degree programme focuses on developing academically qualified professional managers for driving the industry in view of its potential for employment creation, foreign exchange earnings, and promoting inclusive growth.

BBA in Human Resource Management

This programme intends to provide participants with the opportunity to understand human resources management as an integral part of overall business of an organization. Further, it would create infrastructure for the participants to acquire the competency to relate HRM with other functional areas of management.

BBA in International Business

This Degree Programme provides students with the opportunity to specialize in international business related studies with the purpose of understanding global perspectives of marketing, accounting, finance, HRM, Economics and Law, giving them the edge in an environment where international business practices are being widely carried out. Furthermore, the students can specialize in international business operations keeping their identity as management graduates intact.

BBA in Management and Organization Studies

This program has been designed to train students with necessary knowledge, skills and attitudes in identifying, analysing and approaching diverse issues in managing and working in modern and post-modern organizations.

BBA in Marketing

This program has been designed to provide students with necessary knowledge, skills, attitudes and training to identify marketing opportunities and to capitalize on them for the betterment of organizations, customers, and society as a whole by integrating and leading all relevant parties within and outside the organization.

7.2 Structure of the BBA Degree Programme

The curriculum of the Degree Programme is divided into two levels, namely BBA Level - I and BBA Level - II. Each level is divided further into four (04) semesters respectively and the entire Degree Programme consists of eight (08) semesters. The Level - I of the Program (semesters I, II, III and IV) is common to all students of the Faculty irrespective of their prospective area of specialization in Level - II (semesters V, VI, VII and VIII).

7.2.1 Level - I of the Degree Programme

Level - I lays the foundation for Level - II where students select their area of specialization. The curriculum of Level I programme is divided into four (04) course clusters as are mentioned below:

- Basic disciplinary courses
- Environmental learning courses
- General skill courses
- Management and business skill courses.

Basic disciplinary courses

The objective of this course cluster is to provide students with an inter-disciplinary knowledge leading to analyzing and understanding the complex nature of the world of business and management. An inter-disciplinary knowledge of this kind is relevant and useful to all students of the faculty irrespective of their chosen field of specialization.

Environmental learning courses

This course cluster provides students with a general understanding of relevant aspects of business environment. These courses focus on how the business environment affects the affairs of organizations and vice versa.

General skill courses

These courses provide students with necessary competencies to be a rational, learned and creative person while building the foundation for taking effectively courses offered at a later stage in the degree programme.

Management and business skill courses

This course cluster aims at making students equipped with competencies required to be an effective manager. Drawn upon relevant disciplines, these courses concentrate on techniques that could be used in managerial work.

7.2.2 Level - II of the Degree Programme

The curriculum of the Level - II consists of three (03) course clusters, which will be offered in the third and fourth years. They are:

- Advanced disciplinary courses
- Strategic/applied courses
- Seminars, research and projects.

Advanced disciplinary courses

Students will proceed to take these courses with the knowledge gained from Basic Disciplinary Courses and Environmental Learning Courses. Advanced disciplinary courses will be offered under the following areas of specialization: Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resource Management, International Business, Management and Organization Studies and Marketing. The objective of this cluster is to develop advanced theoretical and methodological frameworks in order to specialize in respective areas of study.

Strategic/applied courses

These courses provide students with a general understanding of strategic processes within organizations and relate such understanding to chosen fields of specialization.

Seminars, research and projects

These courses provide advanced knowledge and strategic perspectives developed from respective area of specialization. The objective of this cluster is to provide research/industrial exposure to students in their chosen field of study to apply models and concepts with clear understanding. The project will be either a dissertation or an independent study.

7.3 Course Unit System (CUS)

Introduction

The Faculty of Management & Finance, University of Colombo inaugurated the implementation of Course Unit System (CUS) in 2004. There are many benefits of the CUS such as extended lecture hours of 1,800 for the entire Degree programme comparing to the hours of 1,500 of the previous BBA programme, flexibility in designing one's own study programme and increased transparency in relation to course outlines and evaluations.

The Academic Year and Semesters

Each academic year is divided into two semesters: Semester I and Semester II. The Calendar of Dates for the academic year provides you with information on the duration of the semesters, study leave and examinations.

Registration for courses

It is compulsory to select courses at the beginning of each semester. The application forms could be collected at the Dean's Office, and the duly filled applications must be submitted to the same office within the time frame stipulated by the Faculty. Students are requested to keep a photocopy of the completed application form with them until the end of each semester.

Course Codes and Associated Academic Departments

Courses offered in the BBA Degree Programme have been coded on the basis of the relevant Academic Departments. Course codes and the associated Academic Departments are shown in the Table 01.

Table 01: Course Codes and Associated Academic Departments

| Course Code | Associated Academic Department |
|-------------|---|
| ACT | Department of Accounting |
| BEC | Department of Business Economics |
| FIN | Department of Finance |
| HRM | Department of Human Resources Management |
| INB | Department of International Business |
| MOS | Department of Management and Organization |
| HLM /MKT | Department of Marketing |

Each course characterizes its own identification code (level + number of credits allotted + sequence of offering the course by the respective Academic Department). For example, the course **ACT 1301 - Management Accounting** indicates that this course is offered by the Department of Accounting. The first digit of the code (1) indicates that it is a course at Level - I of the Degree Programme. The second digit (3) signifies that it is a three-credit course and, finally, the last two digits (01) indicate that it is the second three-credit course offered by the Department of Accounting (digits 00 are for the first course).

Changing Optional Courses

Within the first four weeks of the semester, students are allowed to make changes in respect of their original selection of optional courses. Students are required to make all requests for such alterations in writing. Under no circumstances these alterations should be done after lapsing the four-week period. Further, students should not change the courses they have registered for without the approval of the relevant Head of the Department and the Dean's Office.

Time Tables

A Master Timetable for each semester will be announced at the beginning of each semester and should be considered as fixed.

7.4 Guidelines for Handling Continuous Assessment Scheme

1. Assignments for continuous assessment may take the form of in-class tests, presentations, projects, take home assignments, interviews/oral examinations etc. and any such assignments shall be given before the end-of-semester examination.
2. For all types of assignments, there shall be an assignment handout to be issued to students which may include essentially:
 - (i) what is required to be done
 - (ii) format of the submission
 - (iii) the date of submission and to whom to be given, i.e. respective department which handles the particular course. This deadline shall be announced at the beginning of each semester.
3. The teacher concerned shall submit a copy of the original attendance sheet of mid-semester test to the department which handles the particular course.

4. The number of assignments given per course shall be dependent upon the number of credits it carries. Thus, the number of assignments shall be calculated as follows:
 - (i) one assignment for a course carrying one credit
 - (ii) a minimum of one and a maximum of two assignments for a course carrying two credits
 - (iii) a minimum of two and a maximum of three assignments for a course carrying three and four credits.

5. A student who fails to submit his/her assignment on or before the due date and wishes to submit it on a later date will be imposed with a penalty mark proportionate to the number of dates taken since the due date. This penalty mark shall be calculated as follows:
 - (i) a deduction of 25% of marks from the total marks, if the assignment is submitted within two working days from the due date
 - (ii) a deduction of 50% of marks from the total marks, if the assignment is submitted within five working days from the due date.

6. No assignment shall be accepted after the lapse of five working days from the original due date. However, if a student submits the take home assignment after this date, it shall be considered only on medical grounds and very exceptional reasons approved by the relevant Head of the Department. In such case, a medical certificate issued by a registered medical practitioner shall be produced by the student within five working days from the original due date to the relevant department along with a written request made on the form which can be obtained at the office of the Dean of Management & Finance. Medical certificates shall be accepted only in case of absence at classroom tests.

7. The teacher concerned is required to provide students with marks and comments on continuous assessments, reflecting their strengths and developmental needs within two to three weeks from the deadline for submission.

8. The Department concerned shall publish marks of continuous assessment before the end-of-semester examination and announce a deadline of one week from the date of publishing such marks enabling students to seek any clarifications thereof.

9. For repeat candidates, their continuous assessment marks for a particular course shall be carried forward if it is 12 or more (refer By-Laws and Regulations of the Degree of Bachelor of Business Administration). All other repeat candidates shall be given a fresh assignment by the teacher concerned before the repeating semester examination. In this case, the teacher concerned shall make an announcement informing repeat candidates to work on a new assignment and submit it before the repeating semester examination.

10. In the course outline for each course, it shall be mentioned clearly how the continuous assessments are handled, i.e. type of assignment/s, marks allocated, tentative date/s for submission etc. This arrangement shall be made in addition to issuing assignment handout to students as stated in (2) above.

7.5 Frequently Asked Questions (FAQs)

I was exempted from the English placement test, still I would like to follow the English Course. Can I do it?

Technically speaking, such a request does not make sense. However, the answer is "Yes". A student who has already been exempted from the English placement test and who still wants to follow the English course should meet the Coordinator of English Language Teaching Unit (ELTU), Faculty of Arts to negotiate an appropriate level for him or her (currently there are four Levels in English course) to register for.

The By-Laws of the Bachelor of Business Administration Degree Programme make it compulsory for undergraduates to pass the Level III of the Proficiency in English Examination conducted by University of Colombo to obtain the BBA Degree.

Can I withdraw a course after sitting for the semester examination of that particular course?

When you sit for the final semester examination you have completed the whole process of evaluation associated with the course in question. Therefore, it is not possible to withdraw a course and substitute it with another after the student has sat for the semester examination.

Can I select courses ahead of time or courses to be offered in semesters to come?

No, you can only select courses offered in the respective semester, plus repeat courses, if any.

Can I exchange course/s with better grades for other course(s) with poor grades?

Yes, however, By-Laws and Regulations of BBA Degree programme permit such arrangements only in case of the optional courses. For this type of arrangement, students are required to satisfy all evaluation requirements which include continuous assessments.

Can I select a different course/s to satisfy the credit requirements for failed courses at the repeat attempt?

Yes, you can substitute course/s in place of a repeat course/s under the "Withdrawn Failing" category. However, the new course should be selected within the same category/area of specialization. For such an arrangement, students are required to obtain written permission from the relevant Department and then the Faculty Board. It should also be noted, however, that this new course/s will be considered as a repeat attempt. Please refer By-Laws and Regulations of BBA Degree programme for further information.

How does the continuous assessment scheme function? Is it compulsory?

Yes, it is compulsory. You are required to undertake all pieces of continuous assessments conducted in a semester. In order to be considered as having completed a course, you should have completed all assignments and the semester-end examination. When you sit for the semester-end examination, it indicates that you have completed the process of evaluation with regard to the respective semester and course/s.

Under the continuous assessment system, you will be evaluated at least twice during a semester before the semester-end examination/assessment. The semester-end examination is the final stage of the whole process of evaluation of the course/s concerned. The continuous assessments may be in the form of written tests, take-home assignments, individual or group presentations etc. The weight assigned to the continuous assessment component is 30% whilst semester-end examination carries 70%. You are advised to consult the relevant Department/s for examination guidelines.

Can I carry forward my marks of the continuous assessment for the next attempt?

There are two modalities of carrying forward continuous assessment marks:

(i) Students who have successfully completed their continuous assessment evaluations, but have not been able to complete the semester-end examination of a particular course (due to a genuine reason) can carry forward the marks obtained at the continuous assessment until s/he sits for the semester-end examination of the Course/s in question. The maximum period for which such marks can be carried forward is two consecutive years.

(ii) If a student has failed at the semester-end examination, and is considered as a repeat candidate at the next attempt, then he/she cannot carry forward his/her marks of the continuous assessments for repeat attempt unless he/she has obtained at least 40 percent of marks allocated to the continuous assessment component of the course/s concerned. In case s/he has obtained less than 40 percent, then s/he has to re-submit/re-sit for the relevant assessment during the next relevant semester. Marks of the continuous assessments obtained at the repeat attempt are considered for final evaluation, even though the marks are less than the first attempt. In both cases, you are strongly advised to make a written request to the relevant Department/s, to carry forward your marks with the approval of the Faculty Board.

What should I do, if I couldn't complete / submit my continuous assessments?

You will get "0" marks for the continuous assessments. Mid-term exams, assignments, classroom tests, oral presentations etc. are not repeated under any circumstances. The dates for these tests are notified at the beginning of each semester. It is, therefore, the responsibility of the student to sit for these tests and complete their assignments on time.

However, if a student is unable to complete an assignment due to any unavoidable circumstances, then s/he can request the relevant Department in writing for a make-up test. Requests of this kind should reach the Department with supporting documents within one week of the original date of assignment or mid-semester exam. Students are advised, however, that it is the respective academic Department which makes the final decision concerning such requests. All make-up tests/assignments should be completed before the semester-end examination of the course.

8. Bachelor of Business Administration (BBA) Degree Programme: Regulations and Courses

8.1 Regulations

Regulations made by the Senate of the University of Colombo under section 136 of the Universities Act No. 16 of 1978.

1. These Regulations may be cited as the Degree of Bachelor of Business Administration (Special) Regulations No.11 of 2009, and its Amendment No... of 2012. These amendments shall be effective for Programme of studies from academic year 2012/13.

Part A: The structure and courses of the BBA Programme

2. The BBA Programme shall be offered as a BBA Programme or a BBA Programme in particular streams, such as Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business, Management and Organization Studies and Marketing. The Senate shall have the right, on the recommendation of the Faculty Board, to vary, add to, decrease or merge these streams/sub-streams.
3. The courses offered for the Bachelor of Business Administration Degree shall be divided into two Levels as Level-I Programme and Level-II Programme.
4. The medium of instructions for both Levels shall be English.
5. All courses that shall be offered in the BBA Programme are offered under the credits system. The number of credits assigned will normally be the number of lectures/contact hours per week for a particular course as may have been prescribed by these By- Laws, Regulations and Rules of the University. A credit shall consist of fifteen contact hours.
6. Course codes, course titles, number of credits allocated for each course, course status, and the semester in which those courses are offered in the Level-I Programme are shown in Table 02

Table 02: Courses Offered in Level-I of the BBA Programme²

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|-----------|---------------|------------------|
| ACT-1300 | Intermediate Accounting | 3 | Core | 1 |
| BEC-1100 | Basic Computer Literacy-I | 1 | Core | 1 |
| BEC-1300 | Business Mathematics | 3 | Core | 1 |
| BEC-1301 | Microeconomics | 3 | Core | 1 |
| MOS-1300 | Management Process and Practice | 3 | Core | 1 |
| | | 13 | | |
| ACT-1200 | Advanced Financial Accounting | 2 | Core | 2 |
| BEC-1101 | Basic Computer Literacy-II | 1 | Core | 2 |
| BEC-1302 | Basic Statistics | 3 | Core | 2 |
| FIN-1300 | Basic Finance | 3 | Core | 2 |
| MKT-1200 | Business Communications | 2 | Core | 2 |
| MOS-1200 | Functional English and Basic Academic Writing | 2 | Core | 2 |
| MOS-1202 | Elements of Sociology and Psychology | 2 | Core | 2 |
| MOS-1102 | Community Development Project | 1 | Core | 2 |
| | | 16 | | |
| BEC-1303 | Macroeconomics | 3 | Core | 3 |
| FIN-1301 | Financial Management | 3 | Core | 3 |
| HRM-1200 | Organizational Behaviour | 2 | Core | 3 |
| HRM-1300 | Human Resource Management | 3 | Core | 3 |
| MKT-1300 | Marketing Management | 3 | Core | 3 |
| MOS-1201 | Organization Theory | 2 | Core | 3 |
| | | 16 | | |
| ACT-1301 | Management Accounting | 3 | Core | 4 |
| BEC-1200 | Business Statistics | 2 | Core | 4 |
| FIN-1200 | Financial Institutions and Markets | 2 | Core | 4 |
| MKT-1201 | Customer Relationship Management | 2 | Core | 4 |
| MKT-1301 | Operations Management | 3 | Core | 4 |
| MOS-1302 | Commercial Law | 3 | Core | 4 |
| | | 15 | | |
| | Total Credits Requirement | 60 | | |

7. A student reading for the BBA Degree/BBA in particular stream should earn minimum 120 credits for being eligible for the same, irrespective of the area of specialization and shall earn a minimum 60 credits from Level-I Programme and minimum 60 credits from Level-II Programme.
8. A student shall have the option to select BBA/ BBA in a particular stream as her area of specialization as stipulated in By-Laws, Regulations and Rules of the Bachelor of Business Administration Degree and inform the Head of the respective Department of study within two weeks after the final examination of the Level-I Programme.
9. Selection of a student for a particular stream as her area of specialization in the Level-II of the BBA Programme shall be based on the criteria stipulated in Annexure: 01.

² From academic year 2011/12, a compulsory 15-hour non-credit course module on Information Literacy is offered by the library of the University of Colombo for the benefit of new entrants in the first semester of Level- I Programme.

10. The criteria stipulated in 9 above are not applicable for the students opted for the BBA without a particular stream in the Level-II Programme.
11. Courses offered for the Level-II Programme of the BBA/BBA in a particular stream are categorized as Core-courses, Specialization-core courses, Optional courses and Specialization-Optional courses including the Dissertation in her area of specialization.
12. Lectures, practical classes, laboratory work etc. shall be provided for the Core, Specialization-core, Optional, Specialization-optional courses in the Level-II of the BBA Programme.
13. All Core-courses offered in the Level-II Programme of the BBA Degree are compulsory for the BBA Programme and each of the specialized streams of the BBA Programme.
14. All Specialization-core courses and Specialization-optional courses offered in the Level-II Programme of the BBA degree are categorized under seven streams, namely Accounting stream, Business Economics stream, Finance stream, Hospitality and Leisure Management stream, Human Resource Management stream, International Business stream, Management & Organization Studies stream and Marketing stream.

The existing clause 15 of the regulation is repealed and replaced by the following new provision:

15. Course codes, course titles, number of credits allocated for each course including Dissertation and Industrial Training, course status, and the semester in which those courses are offered in the Level-II Programme stipulated in 11 above are shown in Tables 03-11 below.

Table 03: Level - II Courses Offered for the BBA in Accounting Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|--------------------|---|----------------|-------------------------|-------------------------|
| ACT-2300 | Auditing | 3 | Core | 5 |
| ACT-2216 | Managerial Economics | 2 | Core | 5 |
| ACT-2307 | Management Science Applications | 3 | Core | 5 |
| ACT-2301 | Advanced Management Accounting | 3 | Specialization Core | 5 |
| ACT-2302 | Financial Reporting and Regulations | 3 | Specialization Core | 5 |
| ACT-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| ACT-2225 | Introduction to Political Science | 2 | Optional | 5 |
| ACT-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| ACT-2222 | Crisis Management | 2 | Optional | 5 |
| ACT-2223 | Environmental Management | 2 | Optional | 5 |
| ACT-2224 | e-Business | 2 | Optional | 5 |
| ACT-2303 | Taxation | 3 | Core | 6 |
| ACT-2217 | Industrial Law | 2 | Core | 6 |
| ACT-2218 | Management Information Systems | 2 | Core | 6 |
| ACT-2309 | Research Methods | 3 | Core | 6 |
| ACT-2304 | Computer Based Accounting | 3 | Specialization Core | 6 |
| ACT-2305 | Investment Analysis & Portfolio Management | 3 | Specialization Core | 6 |
| ACT-2207 | Advanced Auditing | 2 | Specialization Optional | 6 |
| ACT-2208 | Project Management | 2 | Specialization Optional | 6 |
| ACT-2310 | Strategic Management | 3 | Core | 7 |
| ACT-2101 | Enterprise based project | 1 | Core | 7 |
| ACT-2200 | Strategic Management Accounting | 2 | Specialization core | 7 |
| ACT-2201 | Contemporary Issues in Accounting | 2 | Specialization core | 7 |
| ACT-2202 | Corporate Social Reporting | 2 | Specialization Optional | 7 |
| ACT-2203 | Working Capital Management | 2 | Specialization Optional | 7 |
| ACT-2204 | Public Sector Accounting | 2 | Specialization Optional | 7 |
| ACT-2205 | Corporate Law | 2 | Specialization Optional | 7 |
| ACT-2206 | International Accounting | 2 | Specialization Optional | 7 |
| ACT-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| ACT-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| ACT-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| ACT-2401 | Industrial Training | 4 | Core | 8 |
| ACT-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 04: Level - II courses offered for the BBA in Business Economics Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|---------|-------------------------|------------------|
| BEC-2306 | Auditing | 3 | Core | 5 |
| BEC-2200 | Managerial Economics | 2 | Core | 5 |
| BEC-2307 | Management Science Applications | 3 | Core | 5 |
| BEC-2300 | International Trade Theory and Practice | 3 | Specialization Core | 5 |
| BEC- 2301 | Econometrics | 3 | Specialization Core | 5 |
| BEC-2201 | Business History of Sri Lanka | 2 | Optional | 5 |
| BEC-2202 | Introduction to Political Science | 2 | Optional | 5 |
| BEC-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| BEC-2222 | Crisis Management | 2 | Optional | 5 |
| BEC-2223 | Environmental Management | 2 | Optional | 5 |
| BEC-2224 | e-Business | 2 | Optional | 5 |
| BEC-2308 | Taxation | 3 | Core | 6 |
| BEC-2217 | Industrial Law | 2 | Core | 6 |
| BEC-2218 | Management Information Systems | 2 | Core | 6 |
| BEC-2309 | Research Methods | 3 | Core | 6 |
| BEC-2303 | Industrial Economics | 3 | Specialization core | 6 |
| BEC-2304 | International Finance | 3 | Specialization Core | 6 |
| BEC -2209 | Financial Econometrics | 2 | Specialization Optional | 6 |
| BEC-2212 | Economics of Small and Medium Size Enterprises | 2 | Specialization Optional | 6 |
| BEC-2310 | Strategic Management | 3 | Core | 7 |
| BEC-2101 | Enterprise-based Project | 1 | Core | 7 |
| BEC-2203 | Development Economics | 2 | Specialization core | 7 |
| BEC-2204 | Contemporary Issues in Business Economics | 2 | Specialization core | 7 |
| BEC-2205 | Labour Economics | 2 | Specialization Optional | 7 |
| BEC-2206 | Financial Economics | 2 | Specialization Optional | 7 |
| BEC-2207 | Project Evaluation | 2 | Specialization Optional | 7 |
| BEC-2208 | Microfinance | 2 | Specialization Optional | 7 |
| BEC-2211 | Economics of Organizations | 2 | Specialization Optional | 7 |
| BEC-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| BEC-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| BEC-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| BEC-2401 | Industrial Training | 4 | Core | 8 |
| BEC-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 05: Level - II Courses Offered for the BBA in Finance Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|--|---------|----------------------------|------------------|
| FIN-2306 | Auditing | 3 | Core | 5 |
| FIN-2216 | Managerial Economics | 2 | Core | 5 |
| FIN-2300 | Management Science Applications | 3 | Core | 5 |
| FIN-2301 | Corporate Finance | 3 | Specialization Core | 5 |
| FIN-2302 | Quantitative Finance | 3 | Specialization Core | 5 |
| FIN-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| FIN-2225 | Introduction to Political Science | 2 | Optional | 5 |
| FIN-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| FIN-2222 | Crisis Management | 2 | Optional | 5 |
| FIN-2223 | Environmental Management | 2 | Optional | 5 |
| FIN-2224 | e-Business | 2 | Optional | 5 |
| FIN-2308 | Taxation | 3 | Core | 6 |
| FIN-2217 | Industrial Law | 2 | Core | 6 |
| FIN-2218 | Management Information Systems | 2 | Core | 6 |
| FIN-2309 | Research Methods | 3 | Core | 6 |
| FIN-2303 | Investment Analysis & Portfolio Management | 3 | Specialization Core | 6 |
| FIN-2304 | Theory and Practice of Banking | 3 | Specialization Core | 6 |
| FIN-2202 | Financial Econometrics | 2 | Specialization Optional | 6 |
| FIN-2203 | Financial Sector Developments and Regulations in Sri Lanka | 2 | Specialization Optional | 6 |
| FIN-2310 | Strategic Management | 3 | Core | 7 |
| FIN-2101 | Enterprise-based Project | 1 | Core | 7 |
| FIN-2200 | Strategic Finance | 2 | Specialization core | 7 |
| FIN-2201 | Financial Reporting and Analysis | 2 | Specialization core | 7 |
| FIN-2204 | Derivatives and Alternative Investments | 2 | Specialization Optional | 7 |
| FIN-2205 | Security Analysis | 2 | Specialization Optional | 7 |
| FIN-2206 | Fixed Income Securities | 2 | Specialization Optional | 7 |
| FIN-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| FIN-2207 | Risk Management and Insurance | 2 | Specialization Optional | 7 |
| FIN-2208 | International Financial Management | 2 | Specialization Optional | 7 |
| FIN-2209 | Public Financial Management | 2 | Specialization Optional | 7 |
| FIN-2210 | Contemporary Issues in Finance | 2 | Specialization Optional | |
| FIN-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| FIN-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| FIN-2401 | Industrial Training | 4 | Core | 8 |
| FIN-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 06: Level-II courses offered for the BBA in Hospitality and Leisure Management Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|---------|----------------------------|------------------|
| HLM-2306 | Auditing | 3 | Core | 5 |
| HLM-2216 | Managerial Economics | 2 | Core | 5 |
| HLM-2307 | Management Science Applications | 3 | Core | 5 |
| HLM-2300 | Fundamentals of Hospitality Business | 3 | Specialization Core | 5 |
| HLM-2301 | Tourism and Leisure Management | 3 | Specialization Core | 5 |
| HLM-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| HLM-2225 | Introduction to Political Science | 2 | Optional | 5 |
| HLM-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| HLM-2222 | Crisis Management | 2 | Optional | 5 |
| HLM-2223 | Environmental Management | 2 | Optional | 5 |
| HLM-2200 | e-Business | 2 | Optional | 5 |
| HLM-2308 | Taxation | 3 | Core | 6 |
| HLM-2217 | Industrial Law | 2 | Core | 6 |
| HLM-2218 | Management Information Systems | 2 | Core | 6 |
| HLM-2309 | Research Methods | 3 | Core | 6 |
| HLM-2302 | Front Office Management | 3 | Specialization Core | 6 |
| HLM-2303 | Hospitality and Tourism Marketing | 3 | Specialization Core | 6 |
| HLM-2209 | Revenue Management for the Hospitality Industry | 2 | Specialization Optional | 6 |
| HLM-2210 | Destination Management | 2 | Specialization Optional | 6 |
| HLM-2310 | Strategic Management | 3 | Core | 7 |
| HLM-2101 | Enterprise based project | 1 | Core | 7 |
| HLM-2201 | Food and Beverages Management | 2 | Specialization Core | 7 |
| HLM-2202 | Contemporary Issues in Hospitality and Leisure | 2 | Specialization Core | 7 |
| HLM-2203 | Selection and Procurement for Hospitality Industry | 2 | Specialization Optional | 7 |
| HLM-2204 | Managing Technology in the Hospitality Industry | 2 | Specialization Optional | 7 |
| HLM-2205 | Restaurant and Lodging Management | 2 | Specialization Optional | 7 |
| HLM-2206 | Event Management | 2 | Specialization Optional | 7 |
| HLM-2207 | Global Hospitality Industry | 2 | Specialization Optional | 7 |
| HLM-2208 | Languages ³ | 2 | Specialization Optional | 7 |
| HLM-2100 | Seminar on research | 1 | Specialization Optional | 7 |
| HLM-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| HLM-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| HLM-2401 | Industrial Training | 4 | Core | 8 |
| HLM-2500 | Dissertation | 5 | Specialization Optional | 8 |

³ The languages offered will be a combination of Chinese, Mandarin, German, Russian, Greek, Swedish, French

Table 07: Level - II courses offered for the BBA in HRM Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|--------------------|---|----------------|----------------------------|-------------------------|
| HRM-2306 | Auditing | 3 | Core | 5 |
| HRM-2216 | Managerial Economics | 2 | Core | 5 |
| HRM-2307 | Management Science Applications | 3 | Core | 5 |
| HRM-2300 | Training and Development | 3 | Specialization core | 5 |
| HRM-2301 | Employee Relations | 3 | Specialization core | 5 |
| HRM-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| HRM-2225 | Introduction to Political Science | 2 | Optional | 5 |
| HRM-2200 | Constitutional and Administrative Law | 2 | Optional | 5 |
| HRM-2222 | Crisis Management | 2 | Optional | 5 |
| HRM-2223 | Environmental Management | 2 | Optional | 5 |
| HRM-2224 | e-Business | 2 | Optional | 5 |
| HRM-2308 | Taxation | 3 | Core | 6 |
| HRM-2201 | Industrial Law | 2 | Core | 6 |
| HRM-2218 | Management Information Systems | 2 | Core | 6 |
| HRM-2309 | Research Methods | 3 | Core | 6 |
| HRM-2302 | Comparative HRM | 3 | Specialization core | 6 |
| HRM-2303 | Contemporary Trends in Labour Market | 3 | Specialization core | 6 |
| HRM-2206 | HR Information System | 2 | Specialization Optional | 6 |
| HRM-2207 | Personality Development | 2 | Specialization Optional | 6 |
| HRM-2310 | Strategic Management | 3 | Core | 7 |
| HRM-2101 | Enterprise based project | 1 | Core | 7 |
| HRM-2202 | Strategic HRM | 2 | Specialization core | 7 |
| HRM-2203 | Contemporary Issues in HRM | 2 | Specialization core | 7 |
| HRM-2204 | Compensation Management | 2 | Specialization Optional | 7 |
| HRM-2205 | Performance Management | 2 | Specialization Optional | 7 |
| HRM-2211 | Knowledge Management | 2 | Specialization Optional | 7 |
| HRM-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| HRM-2209 | HR Ethics and Social Responsibility | 2 | Specialization Optional | 7 |
| HRM-2210 | Team Development | 2 | Specialization Optional | 7 |
| HRM-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| HRM-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| HRM-2401 | Industrial Training | 4 | Core | 8 |
| HRM-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 08: Level - II courses offered for the BBA in International Business Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|--------------------|---|----------------|-------------------------|-------------------------|
| INB-2306 | Auditing | 3 | Core | 5 |
| INB-2200 | Managerial Economics | 2 | Core | 5 |
| INB -2307 | Management Science Applications | 3 | Core | 5 |
| INB -2300 | International Trade Theory and Practice | 3 | Specialization Core | 5 |
| INB -2302 | International Trade Law | 3 | Specialization Core | 5 |
| INB -2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| INB -2225 | Introduction to Political Science | 2 | Optional | 5 |
| INB -2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| INB -2222 | Crisis Management | 2 | Optional | 5 |
| INB -2223 | Environmental Management | 2 | Optional | 5 |
| INB -2224 | e-Business | 2 | Optional | 5 |
| INB -2308 | Taxation | 3 | Core | 6 |
| INB -2217 | Industrial Law | 2 | Core | 6 |
| INB -2218 | Management Information Systems | 2 | Core | 6 |
| INB -2309 | Research Methods | 3 | Core | 6 |
| INB -2304 | International Finance | 3 | Specialization Core | 6 |
| INB -2303 | Cross Cultural Management | 3 | Specialization Core | 6 |
| INB -2213 | International Relations | 2 | Specialization Optional | 6 |
| INB -2214 | Internationalization of Entrepreneurship | 2 | Specialization Optional | 6 |
| INB -2310 | Strategic Management | 3 | Core | 7 |
| INB -2101 | Enterprise based project | 1 | Core | 7 |
| INB -2201 | Global Marketing | 2 | Specialization core | 7 |
| INB -2209 | Contemporary Issues in International Business | 2 | Specialization core | 7 |
| INB -2206 | International Accounting | 2 | Specialization Optional | 7 |
| INB -2208 | International Dimension of HRM | 2 | Specialization Optional | 7 |
| INB -2208 | International Branding | 2 | Specialization Optional | 7 |
| INB -2204 | Supply Chain Management | 2 | Specialization Optional | 7 |
| INB -2210 | Foreign Direct Investments and MNCs | 2 | Specialization Optional | 7 |
| INB -2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| INB -2205 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| INB -2204 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| INB -2401 | Industrial Training | 4 | Core | 8 |
| INB -2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 09: Level - II courses offered for the BBA in Management and Organization Studies Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|---------|-------------------------|------------------|
| MOS-2306 | Auditing | 3 | Core | 5 |
| MOS-2216 | Managerial Economics | 2 | Core | 5 |
| MOS-2307 | Management Science Applications | 3 | Core | 5 |
| MOS-2300 | Business and Organizational Environment | 3 | Specialization Core | 5 |
| MOS-2301 | Organizational Culture and Management | 3 | Specialization Core | 5 |
| MOS-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| MOS-2225 | Introduction to Political Science | 2 | Optional | 5 |
| MOS-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| MOS-2200 | Crisis Management | 2 | Optional | 5 |
| MOS-2201 | Environmental Management | 2 | Optional | 5 |
| MOS-2224 | e-Business | 2 | Optional | 5 |
| MOS-2308 | Taxation | 3 | Core | 6 |
| MOS-2217 | Industrial Law | 2 | Core | 6 |
| MOS-2202 | Management Information Systems | 2 | Core | 6 |
| MOS-2302 | Research Methods | 3 | Core | 6 |
| MOS-2303 | Cross Cultural Management | 3 | Specialization Core | 6 |
| MOS-2304 | Organization Structure and Design | 3 | Specialization Core | 6 |
| MOS-2210 | Project Management | 2 | Specialization Optional | 6 |
| MOS-2207 | Entrepreneurship and Small Business Mgt. | 2 | Specialization Optional | 6 |
| MOS-2310 | Strategic Management | 3 | Core | 7 |
| MOS-2101 | Enterprise based project | 1 | Core | 7 |
| MOS-2203 | Organizational Change and Development | 2 | Specialization core | 7 |
| MOS-2204 | Contemporary Issues in Management | 2 | Specialization core | 7 |
| MOS-2205 | Knowledge Management | 2 | Specialization Optional | 7 |
| MOS-2206 | Public Management | 2 | Specialization Optional | 7 |
| MOS-2208 | Conflict Management and Negotiations | 2 | Specialization Optional | 7 |
| MOS-2209 | Organizational Analysis | 2 | Specialization Optional | 7 |
| MOS-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| MOS-2211 | Cases in Management and Organization Studies | 2 | Specialization Optional | 7 |
| MOS-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| MOS-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| MOS-2401 | Industrial Training | 4 | Core | 8 |
| MOS-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 10: Level - II courses offered for the BBA in Marketing Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|---------|----------------------------|------------------|
| MKT-2306 | Auditing | 3 | Core | 5 |
| MKT-2216 | Managerial Economics | 2 | Core | 5 |
| MKT-2307 | Management Science Applications | 3 | Core | 5 |
| MKT-2300 | Brand Management | 3 | Specialization Core | 5 |
| MKT-2301 | Consumer Behaviour | 3 | Specialization Core | 5 |
| MKT-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| MKT-2225 | Introduction to Political Science | 2 | Optional | 5 |
| MKT-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| MKT-2222 | Crisis Management | 2 | Optional | 5 |
| MKT-2223 | Environmental Management | 2 | Optional | 5 |
| MKT-2200 | e-Business | 2 | Optional | 5 |
| MKT-2308 | Taxation | 3 | Core | 6 |
| MKT-2217 | Industrial Law | 2 | Core | 6 |
| MKT-2218 | Management Information Systems | 2 | Core | 6 |
| MKT-2309 | Research Methods | 3 | Core | 6 |
| MKT-2302 | Marketing Research | 3 | Specialization Core | 6 |
| MKT-2303 | Marketing Communications | 3 | Specialization Core | 6 |
| MKT-2209 | Destination Marketing | 2 | Specialization Optional | 6 |
| MKT-2210 | Sales Force Management | 2 | Specialization Optional | 6 |
| MKT-2310 | Strategic Management | 3 | Core | 7 |
| MKT-2101 | Enterprise based project | 1 | Core | 7 |
| MKT-2201 | Global Marketing | 2 | Specialization core | 7 |
| MKT-2202 | Contemporary Issues in Marketing | 2 | Specialization core | 7 |
| MKT-2203 | Services Marketing | 2 | Specialization Optional | 7 |
| MKT-2204 | Supply Chain Management | 2 | Specialization Optional | 7 |
| MKT-2205 | Retail and Direct Marketing | 2 | Specialization Optional | 7 |
| MKT-2206 | Advertising Management | 2 | Specialization Optional | 7 |
| MKT-2207 | Agricultural Marketing | 2 | Specialization Optional | 7 |
| MKT-2208 | International Branding | 2 | Specialization Optional | 7 |
| MKT-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| MKT-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| MKT-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| MKT-2401 | Industrial Training | 4 | Core | 8 |
| MKT-2500 | Dissertation | 5 | Specialization Optional | 8 |

Table 11: Level - II courses offered for the BBA Programme

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|-------------|---|---------|-------------------------|------------------|
| MOS-2306 | Auditing | 3 | Core | 5 |
| MOS-2216 | Managerial Economics | 2 | Core | 5 |
| MOS-2307 | Management Science Applications | 3 | Core | 5 |
| ACT-2301 | Advanced Management Accounting (a) | 3 | Specialization Core | 5 |
| BEC- 2301 | Econometrics (a) | 3 | Specialization Core | 5 |
| FIN-2301 | Corporate Finance (a) | 3 | Specialization Core | 5 |
| HRM-2301 | Employee Relations (b) | 3 | Specialization Core | 5 |
| MOS-2301 | Organizational Culture and Management (b) | 3 | Specialization Core | 5 |
| MKT-2301 | Consumer Behaviour (b) | 3 | Specialization Core | 5 |
| MOS-2221 | Business History of Sri Lanka | 2 | Optional | 5 |
| MOS-2225 | Introduction to Political Science | 2 | Optional | 5 |
| MOS-2226 | Constitutional and Administrative Law | 2 | Optional | 5 |
| MOS-2200 | Crisis Management | 2 | Optional | 5 |
| MOS-2201 | Environmental Management | 2 | Optional | 5 |
| MOS-2224 | e-Business | 2 | Optional | 5 |
| MOS-2308 | Taxation | 3 | Core | 6 |
| MOS-2217 | Industrial Law | 2 | Core | 6 |
| MOS-2202 | Management Information Systems | 2 | Core | 6 |
| MOS-2302 | Research Methods | 3 | Core | 6 |
| ACT-2304 | Computer Based Accounting (a) | 3 | Specialization Core | 6 |
| BEC-2304 | International Finance (a) | 3 | Specialization Core | 6 |
| FIN-2303 | Investment Analysis & Portfolio Management (a) | 3 | Specialization Core | 6 |
| HRM-2303 | Contemporary Trends in Labour Market (b) | 3 | Specialization Core | 6 |
| MOS-2304 | Organization Structure and Design (b) | 3 | Specialization Core | 6 |
| MKT-2303 | Marketing Communications (b) | 3 | Specialization Core | 6 |
| MOS-2207 | Entrepreneurship and Small Business Mgt. (c) | 2 | Specialization Optional | 6 |
| MKT-2209 | Destination Marketing (c) | 2 | Specialization Optional | 6 |
| MOS-2210 | Project Management (c) | 2 | Specialization Optional | 6 |
| ACT-2207 | Advanced Auditing (c) | 2 | Specialization Optional | 6 |
| MOS-2310 | Strategic Management | 3 | Core | 7 |
| MOS-2101 | Enterprise based project | 1 | Core | 7 |

| | | | | |
|----------|--|---|-------------------------|---|
| ACT-2201 | Contemporary Issues in Accounting (a) | 2 | Specialization core | 7 |
| BEC-2204 | Contemporary Issues in Business Economics (a) | 2 | Specialization core | 7 |
| FIN-2201 | Financial Reporting and Analysis (a) | 2 | Specialization core | 7 |
| HRM-2203 | Contemporary Issues in HRM (b) | 2 | Specialization core | 7 |
| MOS-2204 | Contemporary Issues in Management (b) | 2 | Specialization core | 7 |
| MKT-2202 | Contemporary Issues in Marketing (b) | 2 | Specialization core | 7 |
| ACT-2202 | Corporate Social Reporting (c) | 2 | Specialization Optional | 7 |
| BEC-2208 | Microfinance (c) | 2 | Specialization Optional | 7 |
| FIN-2205 | Security Analysis (c) | 2 | Specialization Optional | 7 |
| HRM-2207 | Personality Development (c) | 2 | Specialization Optional | 7 |
| MKT-2204 | Supply Chain Management (c) | 2 | Specialization Optional | 7 |
| MGT-2100 | Seminar on Research | 1 | Specialization Optional | 7 |
| BEC-2211 | Economics of Organizations (c) | 2 | Specialization Optional | 7 |
| FIN-2208 | International Financial Management (c) | 2 | Specialization Optional | 7 |
| HRM-2210 | Team Development (c) | 2 | Specialization Optional | 7 |
| MOS-2219 | Sri Lankan Economy and Global Economic Trends | 2 | Core | 8 |
| MOS-2220 | Business Ethics and Corporate Social Responsibility | 2 | Core | 8 |
| MOS-2401 | Industrial Training | 4 | Core | 8 |
| MGT-2500 | Dissertation | 5 | Specialization Optional | 8 |

16. A student reading for BBA / BBA in a particular stream shall undergo an Industrial Training in any relevant organization/institute in the state, corporate or non-government sector for a minimum period of fifteen (15) weeks in the eighth semester of the Programme. This selected organization/institute shall be approved by the respective Department. The progress of the student's training shall be supervised by both the relevant academic Department and the organization that provides the training. After completion of the training, each student shall submit a report to the relevant academic Department for evaluation as stipulated by these Regulations.

17. A student reading for the BBA Degree/ BBA in a particular stream as stipulated in these By-Laws and Regulations shall earn 60 credits from the Level-II Programme.

18. A student reading for the BBA Degree/BBA in a particular stream shall have the option to select the coursework or Dissertation option at the Level-II of the Programme and inform the Head of the respective Department of study within the fifth semester of the Programme.

19. A student reading for the BBA in a particular stream and selected the Course-work option shall earn the 60 credits at the Level-II of the Programme as stipulated in 17 above as:
- 30 credits from the Core Courses including the Industrial training, irrespective of the area of specialization
 - 16 credits from the Specialization-Core courses from her area of specialization
 - a minimum of 04 credits from the Optional courses
 - a minimum of 10 credits from the Specialization-optional courses of the BBA in her area of specialization.

The existing clause 20 of the regulation is repealed and replaced by the following new provision:

20. The distribution of credits requirement stipulated in 19 above within the semesters is provided in the Table 11 below:

Table 11: Distribution of Credits Requirement in Level-II of the BBA Programme

| Semester | Core Courses | Specialization Core courses | Specialization Optional courses | Optional Courses | Total Credits |
|---------------|----------------------|-----------------------------|---------------------------------|------------------|---------------|
| Semester-V | 8 | 6 | 0 | 4 | 18 |
| Semester-VI | 10 | 6 | 2 | 0 | 18 |
| Semester-VII | 4 | 4 | 8 | 0 | 16 |
| Semester-VIII | 8⁴ | 0 | 0 | 0 | 08 |
| Total Credits | 30 | 16 | 10 | 4 | 60 |

21. A student reading for the BBA in a particular stream and selected the Thesis option shall earn the 60 credits at the Level-II of the Programme as stipulated in 17 above as:
- 30 credits from the Core-courses as stipulated in 20 above
 - 16 credits from the Specialization-Core courses as stipulated in 20 above
 - a minimum of 04 credits from the Optional course as stipulated in 20 above
 - 5 credits from the Specialization- optional courses including 01 credits for Seminar on Research
 - 05 credits from the Dissertation

The existing clause 22 of the regulation is repealed and replaced by the following new provision:

22. A student reading for the BBA without a particular stream of specialization and selected the Course-work-option as stipulated in these By-Laws and Regulations shall earn the 60 credits at the Level-II of the Programme as stipulated in 17 above as:
- 30 credits from the Core Courses as stipulated in 20 above
 - 16 credits from Specialization-Core courses as stipulated in 20 above selecting in:

i. Semester-V:

Six (06) credits from Specialization-Core courses including three (03) credits from the courses in category (a), three (03) credits from the courses in category

⁴ This includes 04 credits from the Industrial Training.

(b) and Two (02) credits from the Specialization-optional courses in category(C)in Table 10 of these Rules and Regulations of the BBA Programme,

ii. Semester-VI:

Six (06) credits from Specialization- Core courses including three (03) credits from the courses in category (a) and three (03) credits from the courses in category (b) in Table 10 of these Rules and Regulations of the BBA Programme,

iii. Semester –VII:

Four (04) credits from Specialization-Core courses including two (02) credits from the courses in category (a) and two (02) credits from the courses in category (b) in Table 10 of these Rules and Regulations of the BBA Programme,

(c) a minimum of 04 credits from the Optional courses in Semester – V as stipulated in 20 above.

23. A student reading for the BBA without a particular stream of specialization and selected the Thesis option shall earn the 60 credits at the Level-II of the Programme as stipulated in 17 above as:

- (a) 30 credits from the Core-Courses as stipulated in 20 above
- (b) 16 credits from the Specialization-Core courses as stipulated in 22 (b) above
- (c) a minimum of 04 credits from the Optional courses in semester-V as stipulated in 20 above
- (d) 05 credits from the category (C) of specialization- Optional courses shown in Table 10 including 01 credits from Seminar on Research
- (e) 05 credits from the Dissertation

24. (a) Before end of the seventh Semester, each student who has selected the Dissertation option shall complete the course on “ACT- 2100 / BEC-2100 / FIN-2100 / HLM-2100 / HRM-2100 / MGT-2100 / MKT-2100 / MOS 2100 - Seminar on Research” and submit a proposal for the research project to the Head of the Department for approval.

(b) A student whose proposal for the Dissertation is not approved shall re-submit a revised version of the proposal to the Head of the Department on or before the specified date for approval.

(c) A student whose Proposal for the Dissertation is approved shall be assigned a supervisor by the respective Department.

(d) Students shall be required to obtain the ethics approval from the Faculty before starting the Research Project.

25. There shall not be an End-of-Semester Examination for the Courses titled Seminar on Research, Industrial Training, Contemporary Issues, Enterprise-based Project, Community Development Project and Dissertation. The Enterprise-based Project, Community Development Project and Industrial Training are evaluated based on the project report and oral presentations.

Part B: Examinations of the Programme

26. The Written Examination and the Continuous Assessment for any Course shall take the following form:

- (a) For each Course other than Seminar on Research, Industrial Training and Dissertation in BBA/BBA in the area of specialization, there shall be a written open or closed book Semester Examination of 1, 2 or 3 hours' duration consisting of compulsory and/or selective questions as specified in the question paper. The question paper will carry a maximum score of 100 marks.
- (b) Each Course of the Programme, except where otherwise stated, shall carry a value of one, two, three or four credits each. Dissertation shall carry a value of 05 credits.
- (c) There shall also be a Continuous Assessment which may include individual and/or group assignments, mid-semester tests, quizzes, term papers, executive reports and presentations etc. All criteria related to Continuous Assessments are stipulated in the By-Laws, Rules and Regulations.
- (d) For the final grading of the Course, the End-of-Semester Examination and the Continuous Assessment are evaluated as follows:

| | |
|-----------------------------|-----|
| Continuous Assessment | 30% |
| End-of-Semester Examination | 70% |

27. With regard to the Examination of the Dissertation, the following shall be applicable:

- (a) The date for the submission of the Dissertation shall be announced by the Head of the Department with the approval of the Faculty Board at the beginning of the Eight Semester and shall not exceed more than one month after the completion of the eighth semester.
- (b) The students shall submit two copies of the Dissertation to the Examination Branch, with the recommendation of the appointed Supervisor, in bounded form with a hard cover on or before the announced date for submission.
- (c) The Dissertation shall not exceed 15,000 words excluding Tables, Annexures, Figures etc and shall be submitted in accordance with the format given in the Schedule.
- (d) The Dissertation shall carry a maximum mark of 100 and a weight of 05 Credits. The minimum mark to be obtained by a student to pass the Dissertation is 40% of the total mark allotted to it.
- (e) The Dissertation shall be subjected to evaluation by two independent examiners and marked out of 100.
- (f) A student who fails to secure 40% mark at the evaluation by the two examiners shall be directed to re-submit the revised Dissertation within a specified period which shall not exceed six months.

28. With regard to the Examination of the Industrial Training Report, the following shall be applicable:

- (a) The date for the submission of the Industrial Training Report shall be announced by the Head of the Department with the approval of the Faculty Board at the beginning of the Eighth Semester and shall not exceed more than one month after the completion of the Eighth Semester.
- (b) The students shall submit one copy of the Industrial Training Report to the relevant Department with the recommendation of the appointed Supervisor, in the form of spiral binding, on or before the announced date for submission.
- (c) The Industrial Training report shall not exceed 5,000 words excluding Tables, Annexures, Figures etc and shall be submitted in accordance with the format given in the Schedule.
- (d) The Industrial Training Report shall carry a maximum mark of 100 and a weight of 02 Credits. The minimum mark to be obtained by a student to pass the Industrial Training Report is 40% of the total mark allotted to it.
- (e) The Industrial Training Report shall be evaluated by an independent examiner and marked out of 100.
- (f) A student who fails to secure 40% mark at the evaluation shall be directed to re-submit the revised Industrial Training Report within a specified period which shall not exceed six (06) weeks.

29. Any question regarding the interpretation of these Regulations shall be referred to the Council whose decision thereon shall be final.

Schedule

The format of the final version of each Dissertation/Industrial Training Report to be submitted as a partial fulfilment of the BBA Degree Programme of the Faculty of Management and Finance, unless otherwise required by the Faculty, shall be in A4 (8.27" x 11.69") size paper and typewritten on one side of the paper only, double spaced and with margins of at least 1 ¼" on the left side and 1" on the right side and 1" at the top and bottom of each page.

The Dissertation and Industrial Training Report shall incorporate in the following order:

- (a) a title page giving the title of the Dissertation/Industrial Training Report, the degree for which it is submitted, with the name of the Faculty, the full name of the author and the date of submission for the degree;
- (b) a list of contents;
- (c) a list of Tables and figures;
- (d) the following declaration, signed by the candidate:

“I certify that this Dissertation/Industrial Training Report does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any University, and to the best of my knowledge and belief it does not contain any material previously published or written by another person or myself except where due reference is made in the text.”

- (e) certification of the supervisor(s) to submit the Dissertation/Industrial Training Report to the Faculty;
- (f) an acknowledgement by the candidate of assistance rendered or work done by any other person or organization;
- (g) an abstract (only for the Dissertation)
- (h) the main text;
- (i) references or bibliography; and
- (j) appendices, if any;

Other than these guidelines, students shall follow the American Psychological Association (APA) guidelines in the preparation of the Dissertation.

Wherever possible, Tables shall be inserted in the proper place in the text, but comprehensive Tables shall appear as appendix/appendices.

The Dissertation shall be sewn, trimmed, bound and covered with dark cloth, leather or Rexene, preferably blue or black.

On the spine of the Dissertation there shall be given in lettering of suitable size, the surname of the candidate and the title of the Dissertation, abbreviated if necessary. If the lettering will not fit across the spine it shall run along the spine reading from top to bottom.

When published papers are submitted as additional evidence they shall be bound at the back of the Dissertation as an appendix.

Annexure 01: Criteria for Selecting Students for Areas of Specialization

The selection of students for a particular stream in the Level-II of the BBA Programme shall be based on the combination of three criteria: (i) preference of the students, (ii) performance of the students and (iii) the ceiling of number of students allocated to each stream of the BBA Programme.

- (i) Each student is required to mark the maximum number of preference for selecting the area of specialization in the application issued by the Faculty.
- (ii) She shall have earned at least 25 credits in the first three semesters of Level-I Programme and have secured at least “C” grade for each of the courses listed in the Table 12 below to be considered for the following streams. However, these subject combinations may vary from year to year.

Table 12: Courses Considered in Selecting Students for the Area of Specialization in Level-II of the BBA Programme

| Area of Specialization | Courses considered | |
|---|--|---|
| BBA (Accounting) | ACT-1300 ACT-1200 BEC-1301 FIN-1300 | Intermediate Accounting Advanced Financial Accounting Microeconomics Basic Finance |
| BBA (Business Economics) | BEC-1301 BEC-1303 BEC-1300 BEC-1302 | Microeconomics Macroeconomics Business Mathematics Basic Statistics |
| BBA (Finance) | BEC-1301 BEC-1302 FIN-1300 FIN-1301 | Microeconomics Basic Statistics Basic Finance Financial Management |
| BBA (Hospitality and Leisure Management) | BEC-1302 MOS-1301 MKT-1300 MKT-1200 | Basic Statistics Elements of Sociology and Psychology Marketing Management Business Communications |
| BBA (Human Resource Management) | BEC-1301 HRM-1200 MOS-1300 HRM-1300 | Microeconomics Organizational Behaviour Management Process and Practice Human Resource Management |
| BBA (International Business) | BEC-1303 MOS-1300 BEC-1302 MKT-1300 | Macroeconomics Management Process and Practice Basic Statistics Marketing Management |
| BBA (Marketing) | BEC-1301 BEC-1302 MOS-1301 MKT-1300 | Microeconomics Basic Statistics Elements of Sociology and psychology Marketing Management |
| BBA (Management and Organizations Studies) | BEC-1301 MOS-1300 HRM-1200 MOS-1201 | Microeconomics Management Process and Practice Organizational Behaviour Organizations Theory |

- (iii) The ceiling of number of students allocated to each stream shall be determined by the Faculty in each academic year based on the demand for the particular stream.

8.2 Course Descriptions

8.2.1 Level-I Courses

ACT 1300 - Intermediate Accounting

The objective of this course is to provide the students with the knowledge on theoretical and practical aspects of general financial accounting. Main areas covered in the course are: meaning and scope of accounting; objectives of accounting; evolution of accounting; the relationship between accounting and other disciplines; Partnership accounts including amalgamation and dissolution; financial reporting of public companies; consolidated financial statements; account of non-profit making organizations.

BEC 1100 - Basic Computer Literacy – I

The objective of this course is to provide the participants with a basis knowledge on computer literacy which required for a business students for their day to day activities. The main topics covered in this course are introduction: Computer basics, computer manners, purchasing and maintaining a computer, computer organization and architecture. Computer hardware: computer memory and storage, Input / output media, data representation in computer. Computer Software: Systems software, operating systems and Microsoft Windows XP / Vista, computer languages and language translators, utility software, application software: Word Processing with Microsoft Word 2003/2007, Spreadsheets and Microsoft Excel 2003/2007, making presentation with Microsoft Power Point 2003/2007, database management with Microsoft Access 2003/2007, Network Applications: Fundamentals of data communication and computer networks, the Internet & e-mail.

BEC 1300 - Business Mathematics

This course is designed to provide the basic mathematical knowledge required for the business students and lay the foundation for other courses such as Basic Statistics, Business Statistics, Econometrics, Financial Econometrics etc. offered in the next Semesters. Main topics covered in this course are functions, derivatives, integrals, inequalities, series and sequences which are applicable to economic and business.

BEC 1301 - Microeconomics

This course provides participants with an understanding of the elements, theories, models, and basic understanding on quantitative aspect of economics. The main topics includes in this course are basic concepts in economics, methodology of economics, principles of market equilibrium, concept of elasticity, government intervention in market, utility theory and consumer behaviour, theory of production, theory of costs, factor markets, four market structures perfect competitors, monopolistic competitions, Oligopoly, Monopoly.

MOS 1300 - Management Process & Practice

The purpose of this course is to provide participants with knowledge of management process with its practical aspects. The course will commence with a discussion of a brief history of management thinking from the pre-industrial era to the present, and the socio-cultural, political and economic contexts in which these theories were evolved. Next it will discuss in detail the terminology, nature, skills and practicality of management in organizations. Mainly it will elaborate and discuss the basic functions of management; planning, decision making, organizing, controlling, and the entire process of management in an organization.

ACT 1200 - Advanced Financial Accounting

This course is designed to provide understanding of advanced aspects of financial accounting techniques in various situations. Main areas covered in this course are: branch accounts; miscellaneous accounts; such as leasing, contract, investment, containers, professional accounts, requirements of stock exchange listing agreements, reorganization capital structure, interpretation of financial statements.

BEC 1101 - Basic Computer Literacy - II

This course is a continuation of BEC 1100 – Computer Literacy-I offered in Semester-I of the BBA Program. The main topics covered in this course are Managing the Digital Firm, e-Business and the digital firm, ethical and social issues of digitalization, IT Infrastructure and Managing Information: Data Management and DBMS, data communication and computer networks, computer security and controls. Emerging Trends in ICT: FOSS (Free and Open Source Software), the wireless revolution, digital privacy and identity theft, artificial Intelligence (AI)

BEC 1302 - Basic Statistics

This is a basic course in Statistics and provides the foundation for the advanced courses such as BEC-1200 Business Statistics, BEC-2301 Econometrics and FIN--2202 Financial Econometrics, etc offered in the next semesters. The topics covered in this course are introduction to Statistics, collection and presentation of data, numerical descriptive measures, basic probability and probability distributions, estimation of parameters and hypothesis testing and simple liner regression and correlation analyses.

FIN 1300 – Basic Finance

The Objective of this course is to provide students with an understanding on the role of monetary and financial systems in an economy and the basic principles of finance. The main topics covered are: nature and significance of money in an economy; monetary system, money supply, components of the financial system, financial system stability, financial Intermediation; indirect financing vs. direct financing, process of intermediation, financial institutions, interest rate; theories on yield curves, the time value of money; the concept of risk & return and uncertainty in investments.

MKT 1200-Business Communications

The purpose of this course is to provide the participants with knowledge and skills required for communication in business context. The main topics include in this course are: the purpose of communication and basic communication models, various aspects of business communication such as communication in organizational settings (internal, external, etc.) conducting meetings, facing and conducting interviews, writing messages for various recipients, writing bad news and persuasive messages, barriers to effective communication and how to overcome them.

MOS 1200 - Functional English & Basic Academic Writing

This course is intended to introduce participants the basic guidelines for using English in academic assignments and research reports. It will cover different formats in writing letters, memos, resumes and e-mail, appropriate use of tables and graphics in report writing, developing and analyzing case studies, preparing various documents and reports. The main attention will be focused on the writing guides in the academic arena.

MOS 1202- Elements of Sociology and Psychology

The purpose of this course is to provide its participants with basic knowledge of sociology and psychology with a view to lay the grounds for acquiring knowledge in more advanced courses in management and organization studies. The contents will include an introduction, a brief history, and basic concepts in sociology and psychology.

MOS 1102- Community Development Project

The aim of this project/course is to develop the attitudes, knowledge and skills of the students of Faculty of Management and Finance by engaging them in community development projects. The project expects the student teams to identify and address timely and relevant social issues within different communities for the betterment of the society. This will be beneficial for the students in terms of developing their knowledge, skills and attitudes through interaction with different stakeholders. Student teams are thus required to develop and submit project proposals for evaluation, and implement the approved projects, ensuring the sustainability of the implemented projects.

BEC 1303 - Macroeconomics

The purpose of this course is to equip participants with a theoretical understanding of the broad macroeconomic environment within which business organizations operate and its implications for business activities. Topics include in this course are introduction to macroeconomics, national income accounting concepts and relevant identifies. Economy in the short-run: Keynesian Income Determination Model, IS-LM Model. Economy in the medium-run, AS-AD Model. Economy in the long-run: slow growth model, introduction to Endogenous Growth Models. Sectoral models I : Consumption, absolute and Relative Income Hypotheses, intertemporal consumption choice , permanent income hypothesis, lifecycle hypothesis . Sectoral models II: Investment, Marginal Efficiency of Capital (MEC), Marginal Efficiency of Investment (MEI), profits theory, accelerator theory of investment, flexible accelerator theory of investment. Inflation and unemployment, Open Economy Macroeconomics, Macroeconomic Policy.

FIN 1301- Financial Management

This course focuses on the financial management of corporate organizations and provides the foundation for the course on FIN-2301 Corporate Finance. The main topics covered in this course are: goals of the firm and finance function within the firm, role of the finance manager, the valuation of long-term securities, risk and return of assets, Overall cost of capital of the firm, capital budgeting techniques and capital budgeting process, cost volume profit analysis and the concept of operating and financial leverage, overview of working capital management, loan term and short term financing, dividend theory and policy, financial management in state sector organisations.

HRM 1200 - Organizational Behaviour

The aim of this course is to provide participants with the knowledge and understanding of individual and group behaviour within an organizational context and the opportunity of acquiring basic skills required for understanding, predicting and modifying human behaviour. The topics which are covered in this course are personality, perceptions, managing self, attitudes, learning, motivation, stress management and group and team dynamics.

HRM 1300 - Human Resource Management

This is an introductory course which deals with micro aspects of managing people with a view to equipping participants with the knowledge of key focal areas of people management, such as acquiring, aligning, developing and retaining people. The course intends to cover mainly the emerging role of HR Manager as a business partner, line managers as people managers, job analysis, HR planning, recruitment and selection, orientation, human resources development, performance management, rewards management, and labour relations.

MKT 1300 - Marketing Management

The objective of this course is to discuss the concepts and principles of marketing management and to develop the conceptual and analytical skills of participants. The main topics covered in this course are the traditional view of marketing, evolution of marketing concepts, modern concept of marketing, customer satisfaction, value and retention, marketing environment, marketing information, consumer market and buyer behaviour, market segmentation, targeting and positioning, market competition, developing and implementing a marketing plan, product management and development, pricing policies and price setting, distribution policy and management.

MOS 1201- Organization Theory

The purpose of this course is to provide participants with knowledge of the basic concepts and theories of organization. It will cover the theories on functions, processes and relations and interactions of organizations. The attention will be paid on the structure, measurement of effectiveness, the concept of organizational rationality, organizational environment and the systems perspective in organization theory. Further it will address the inter-organizational theories such as resource dependence perspective, population ecology model and institutional theories.

ACT 1301 - Management Accounting

This course attempts to provide sufficient knowledge in application of management accounting concepts in organizational context. Main topics include in this course are: introduction to management accounting; accounting for decision making; accounting for organizational control; quantitative approaches to decision-making and control.

BEC 1200 – Business Statistics

This course is a continuation of BEC 1302 Basic Statistics which studied in semester –II. Main topics covered in this course are multiple regression and modeling, statistical inference, quality and quality control, time series analysis and forecasting, index numbers, decision theory.

FIN 1200 - Financial Institutions and Markets

This course discusses the functions and characteristics of financial institutions and markets in general and special focus will be made to the financial institutions and markets in Sri Lanka. The main topics covered in this course are: financial institutions, their types and functions, financial markets and instruments: money and capital markets, foreign currency markets, and the operations of other various financial markets and instruments.

MKT 1201- Customer Relationship Management

The purpose of this course is to discuss with participants how to attract and retain the customer and to enhance the relationships with the mutually beneficial customers. To achieve these objectives the participants will be given the skills to a plan and design and implement programs to increase customer satisfaction. The key topics covered are, developing and supporting a service strategy to attract retain and to enhance relationships, identify why customers defect, the economics of customer care, achieve customer service excellence, managing customer satisfaction, customer focused selling and marketing strategies and importantly, training and development of employees for delivering an exceptional customer service.

MKT 1301- Operations Management

The objectives of this course are to develop in participants an 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. The course covers operations decision making, project management, location analysis, facility layout in both manufacturing and services industries, waiting lines, quality management, just-in time systems, forecasting, aggregate planning, inventory management, materials requirements planning, maintenance and operations scheduling.

MOS 1302 - Commercial Law

The objective of this course is to provide participants with knowledge of legal systems practicing in Sri Lanka and legal aspects of law relating to commerce and industry. It will cover history, nature, principles, developments and sources of law in Sri Lanka with a detailed discussion of introduction to the law of contract, sale of goods, agency, partnership, negotiable instruments, employee-employer relationship and industrial disputes.

8.2.2 Level-II Courses

ACT 2300 / BEC 2306 / FIN 2306 / HLM 2306 / HRM 2306 / INB 2306 / MOS 2306 / MKT 2306 - Auditing

This course is designed to provide sufficient knowledge of the principles, techniques and procedures and practices involved in auditing. Main areas include in this course are: introduction to auditing; auditor's position; modern audit; audit working papers and evidence; study and evaluation of internal control; Sri Lanka auditing standard act.

ACT 2216 / BEC 2200 / FIN 2216 / HLM 2216 / HRM 2216 / INB 2200 / MOS 2216 / MKT 2216 - Managerial Economics

This course aims at developing in participants a clear understanding of economic theory and quantitative methods as they relate to managerial decision making. It covers the topics such as introduction to Managerial Economics, the Nature and Scope of Managerial Economics. Optimization Techniques: constrained optimization, unconstrained optimization. Demand estimation and forecasting. Pricing practices: pricing of multiple products, transfer pricing. Game theory, asymmetric information. Risk analysis: risk and uncertainty in managerial decision making, measuring risk with probability distributions.

ACT 2307 / BEC 2307 / FIN-2300 / HLM 2307 / HRM 2307 / INB 2307 / MOS 2307 / MKT 2307 - Management Science Applications

The aim of this course is to discuss how the Management Science Techniques can be used as decision making tools in practice. The Main topics covered in this course are: introduction to Management Science, Linear Programming, Sensitivity Analysis, Transportation problems, Assignment problems, Network Models, Inventory Models and , Decision Theory. All these techniques will be discussed with the use of computer packages.

ACT 2301 - Advanced Management Accounting

This course addresses theoretical and conceptual background of management accounting and the development of management accounting concepts. Main areas include in this course are: management accounting as a social science, scientific management movement; management control paradigm neoclassical approaches, system thinking and contingency theory, Kaplan approach to management accounting, critical theory approaches to management accounting studies.

ACT 2302 - Financial Reporting and Regulations

This course is to introduce frameworks and issues in financial reporting and financial regulation. Main areas covered in the course are: accounting and reporting on a cash flow basis; accounting and reporting on an accrual reporting basis; income asset value measurement; accounting for price level changes; regulations in published accounts; financial reporting; statues and standards, conceptual framework, regulating the earnings figure, consolidated accounts; balance sheet, assets measurement and disclosure, interpretation, accountability.

ACT 2221 / BEC 2201 / FIN 2221 / HLM 2221 / HRM 2221 / INB 2221 / MOS 2221 / MKT 2221 – Business History of Sri Lanka

The purpose of this course is to provide participants with knowledge of historical development of business in Sri Lanka (pre-colonial, colonial and since independence) emphasizing its impact on the economy, commerce and industry.

ACT 2225 / BEC 2202 / FIN 2225 / HLM 2225 / HRM 2225 / INB 2225 / MOS 2225 / MKT 2225 - Introduction to Political Science

The purpose of course is to provide participants with a basic understanding of concepts, theories and practices of political science in general and specifically the political system in Sri Lanka and its impact on management of businesses. The course covers political structure, policies of major political parties, trade union movement in Sri Lanka and the impact of political environment on managing business.

ACT 2226 / BEC 2226 / FIN 2226 / HLM 2200 / HRM 2200 / INB 2226 / MOS 2226 / MKT 2226 - Constitutional and Administrative Law

This course is to provide participants with overall understanding on basic concepts of the Constitution Law and Administrative Law. It discusses types of constitutions, rule of law, separation of powers, Labour Rights as a Fundamental Right and Independence of the Judiciary. Special reference is given to some important features in the 1978 Constitution and amendments to the constitution. In administrative law it discusses the concept of natural justice, doctrine of Ultra Vires and Writs available against the public officers in failure to perform their duties such as Certiorari, Mandamus, Quo warrantor and Prohibition.

ACT 2222/ BEC 2222 / FIN 2222 / HLM 2222 / HRM 2222 / INB 2222 / MOS 2200 / MKT 2222 - Crisis Management

The objective of this course is to provide participants with knowledge of crisis and management of crisis in organizations. Topics covered will be the understanding of crisis, different types of crises, strategies for managing crises and, skills and abilities required for managing crises in organizations.

ACT 2223 / BEC 2223 / FIN 2223 / HLM 2223 / HRM 2223 / INB 2223 / MOS 2201 / MKT 2223 - Environmental Management

The objective of this course is to provide participants with knowledge of the steps that can be taken to manage the environment. It will cover the systems, standards, policies and guidelines of managing environments, environmental audit, life-cycle assessment, the tools of environmental management, and measurement of environmental performance and environmental reporting.

ACT 2224 / BEC 2224 / FIN 2224 / HLM 2224 / HRM 2224 / INB 2224 / MOS 2224 / MKT 2200 - E-Business

This course is designed to look at many different aspects of conducting business over the internet. The course covers both business-to-business and business-to-consumer e-business models. It also includes the history, future of the internet, internet infrastructure and its influence on E-business. The course explores the fundamental business concepts as they relate to E-business, such as customer relationship management; e-procurement; security and staffing issues; planning; metric identification techniques for measuring the success of E-business initiatives; marketing strategies on the World Wide Web; and information on E-Commerce software, hardware, and service providers.

ACT 2303 / BEC 2308 / FIN 2308 / HLM 2308 / HRM 2308 / INB 2308 / MOS 2308 / MKT 2308 - Taxation

This course attempts to provide in-depth knowledge of applications of taxation principles of formulation of corporate tax planning and decision-making. Main topics include in this course are introduction to taxation, sources of profit and income, income tax, company taxation, taxation of other organization, returns and appeals, corporate taxation planning and business decisions and other types of tax introduced from time to time in Sri Lanka.

ACT 2217 / BEC 2217 / FIN 2217 / HLM 2201 / HRM 2201 / INB 2217 / MOS 2217 / MKT 2217 - Industrial Law

The main aim of this course is to provide an overall legal background to employer and employee relationship. Mainly, this course introduces the Industrial dispute and various methods to solve such disputes in the workplace. It covers various labour legislations in Sri Lanka. It introduces domestic inquiry and the procedure of discipline and dismissal. It discusses the industrial action and the legal framework. Special reference is given to workplace safety and Workers Compensation Act. It covers some areas related to termination of employees under various legislations and compensation formula.

ACT 2218 / BEC 2218 / FIN 2218 / HLM 2218 / HRM 2218 / INB 2218 / MOS 2202 / MKT 2218 - Management Information Systems (MIS)

This course aims at providing participants with knowledge of management information systems and its business applications. As per the objective, it includes classification of MIS and its internet based business models, data communication and computer networks and information systems security and controls.

ACT 2309 / BEC 2309 / FIN 2309 / HLM 2309 / HRM 2309 / INB 2309 / MOS 2302 / MKT 2309 - Research Methods

The objective of this course is to provide participants with competencies required for undertaking research adhering to academic ethics. During the course, participants will acquire the opportunity to learn both positivistic and post-positivistic philosophical traditions of research. Topics covered are identifying and refining research issues/problems, conceptualizing, and operationalizing variables, collection and analysis of data and accepted styles of academic writing. It will further familiarize participants with research methods that are more specific for their specialization. They will be given an exposure to seminal research work in their area of specialization.

ACT 2304 Computer Based Accounting

This course is designed to provide the students with the knowledge on the use of computer packages in Accounting. Various software programs in Accounting will be used in this course with practical sessions.

ACT 2305 / FIN2303 – Investment Analysis and Portfolio Management

This course discusses the investments in marketable securities including the aspect of both environment and the process of such investments. Topic covered in this course are; definition on investment and types of it, Investment environment; securities, security markets and financial intermediaries, portfolio constructions process.

ACT 2207 - Advanced Auditing

The objective of this course is to provide students with an advanced knowledge in auditing while emphasizing on its practical aspects. It would include the concepts related to auditing, discussions on auditing in a managerial viewpoint, current issues in the field of auditing and discussions on selected Sri Lanka Auditing Standards.

ACT 2208 / MOS 2210 - Project Management

This course is designed to provide participants with an understanding of effective project management. After discussing the steps in “Project Cycle”, problems and issues connected with the identification, formulation, appraisal, implementation and evaluation of projects are covered.

ACT 2310/ BEC 2310/ FIN 2310/ HLM 2310 / HRM 2310/ INB 2310/ MOS 2310/ MKT 2310 - Strategic Management

The objective of this course is to provide participants with knowledge and skills required for finding the strategic position with a view to improving performance of the business firm. Participants will learn how and why they should integrate the divided knowledge of management of business giving due consideration to different disciplines they have studied. Areas covered are determination of strategic direction and management, philosophical and fundamental theoretical frameworks, i.e. RBV, industrial economics, population ecology theory and chaos theory on which the strategic management has draws upon so that the student may be capable of critically examining the notion of strategic management.

ACT 2101 / BEC 2101 / FIN 2101 / HLM 2101 / HRM 2101 / INB 2101 / MOS 2101 / MKT 2101 – Enterprise based project

The aim of this project is to encourage and provide opportunity for students to apply the theoretical knowledge learnt in class, in order to enhance their entrepreneurial skills. In this course students are required to undertake an independent project where they are expected to develop, after research and field work, a business plan for a new business based on a selected product or service. At the end of the course students are required to produce a project report comprising the justification of the selected business idea in relation to their identified personal entrepreneurial competencies, and a business plan. They will also be required to make an oral presentation to an evaluation panel.

ACT 2200 - Strategic Management Accounting

This course aims at introducing strategic management framework to locate accounting issues. The main topics are: alternative strategic management frameworks and interface between accounting and such frameworks; cost management techniques; Activity based management and budgeting; future trends in strategic management accounting.

ACT 2201 - Contemporary Issues in Accounting

This course concentrates on reading selected main articles published in refereed journals and to hold a seminar to discuss the issues and potential areas of research. Possible journals are Management Accounting Research, Journal of Management Accounting Research, Harvard Business Review, Accounting Auditing and Accountability Journal, The Accounting Review, Journal of Cost Management.

ACT 2203 - Working Capital Management

This course is designed to discuss the concepts, theories and practices in working capital management. Main areas include in this course are overview and concept of working capital, cash management, management of trade creditors, inventory management, management of short-term investments and financing of working capital.

ACT 2204 - Public Sector Accounting

This course emphasizes on contemporary issues within public sector accounting practices. The main topic areas covered are: development of public sector accounting; government budgeting and accounting; program budgeting and zero based budgeting; performance evaluation in public sector; financial regulations and public sector accounting; new public sector management; issues in public sector reforms and restructuring; national accountability and corporate governance in the public sector.

ACT 2205 - Corporate Law

This course attempts to provide the students with the knowledge on legal aspects of corporate sector in Sri Lanka. Main areas include in this course are the incorporated form of business enterprises; formation of companies and commencement of business; company name and registered office; share capital and debentures; company meetings; directors, secretary and auditors; inspection and investigation; winding-up.

ACT 2206 / INB 2206 - International Accounting

This course attempts to address the issues relating to accounting practices in an international context. Main topics covered in the course are: multinational operations and foreign environmental forces; role of international accounting regulation bodies; harmonization of accounting practices; influences of large accounting firms and local requirements in developing countries; accounting practices in post colonial economies and professional guidelines of international regulatory bodies; regionalization of accounting practices.

ACT 2100/BEC 2100/FIN 2100/ HRM 2100 / HLM 2100 /INB 2100 / MGT 2100/MKT2100 /MOS 2100 - Seminar on Research

This course is designed to provide the students who select the thesis option with the knowledge in research design and use of statistical software package/s for the research. This course discusses the research related issues in her respective areas of specialization in order to develop the research proposal. Students will be guided for this purpose through a series of seminars. At the end of the course, students are expected to write the research proposal and present it to a panel of academics. There will be no written examination for this course. To pass this course the proposal has to be accepted by the respective Department.

ACT 2219 / BEC 2219 / FIN 2219 / HLM 2219 / HRM 2219 / INB 2205 / MOS 2219 / MKT 2219 - Sri Lankan Economy and Global Economic Trends

The aim of this course is to provide participants with understanding of the Sri Lankan economy and its evolution. It covers historical development, post-independence development, contemporary trends, issues and background factors of the Sri Lankan economy. In addition, this course will provide them with the knowledge of global level trends and background factors of the trade, finance, migration, technology and new developments of economic integrations. Participants will also be able to gain contemporary knowledge on globalization and localization, trading blocs, changing approaches of international economic policies and global level economic institutions such as the IBRD, IMF, WTO and ILO.

ACT 2401 / BEC 2401 / FIN 2401 / HLM 2401 / HRM 2401 / INB 2401 / MOS 2401 / MKT 2401 / MOS 2401 - Industrial Training

In their final semester of the Degree Programme, students are expected to undergo a practical training in any relevant organization/institute in the state, corporate or non-government sector. Also they are expected to write a report on the training and submit it to the relevant academic Department as prescribed by the By-Laws and Regulations of the BBA Programme.

ACT 2500 / BEC 2500 / FIN 2500 / HLM 2500 / HRM 2500 / INB 2500 / MOS 2500 / MKT 2500 / MGT 2500 Dissertation

Dissertation provides the students who select the research option with the opportunity to develop competencies required to conduct research and write a Dissertation. The research should focus on a specific problem, issue or a debate in their area of specialization. Students are required to apply knowledge and skills gained from MOS 2302-Research Methods and ACT/BEC/FIN/HLM/HRM/MGT/MKT/MOS -2100 Seminar on Research appropriately. Irrespective of the issue researched, the Dissertation should reflect the students' skills in reviewing literature critically, designing research, analyzing data and presenting results.

BEC 2203 - Development Economics

The aim of this course is to discuss with the participants on basic concepts, theories and models of development. The course covers major topics including definition of development, measures of development, classification of countries by their levels of development, common characteristics of developing and developed countries, theories of development, growth and distribution, poverty and social development, working poor, population and human resources development, saving and investments, state-owned enterprises and privatization, agricultural development, international business and development .

BEC 2204 - Contemporary Issues in Business Economics

This course concentrates reading on selected articles relating to Business Economics published in refereed journals and discuss the contemporary issues therein and potential areas of research. The main areas focus on are: Factor and goods markets, production, costs, market structures, firm behaviour and contemporary trends of macroeconomic variables.

BEC 2205 - Labour Economics

This course is designed to provide participants with theoretical and practical background of the labour market. Content of the course includes labour supply, labour demand and productivity, wage determination and inequity, personnel economics, human capital, job search and vacancy analysis, labour market flexibility, labour market discrimination.

BEC 2206 - Financial Economics

Introduction to financial economics, time and the resource allocation, market valuation, risk management and portfolio theory, asset pricing , Capital Asset Pricing Model (CAPM), Arbitrage Pricing Model (APM), forward, futures and options markets.

BEC 2207 - Project Evaluation

The aim of this course is to familiarize the participants with both theoretical and practical aspects of project evaluation. The main topics include in this course are: introduction to Project Management and Evaluation, Project hierarchy of plan, program, project and activities, Project attributes, factors of Project success, project life cycle. Project planning and formulation, project evaluation techniques: Payback period, Internal Rate of Return, Modified Internal Rate of Return, Net Present Value, Annuities, effective annual rate, decision trees with posterior probabilities, evaluation of performances.

BEC 2208 - Microfinance

This course discusses the role of microfinance in development of Sri Lanka in general and specially the impact of microfinance on rural economy. The topics covered in this course are: conventional wisdom, microfinance outreach, microfinance as a tool of development, informal microfinance and reasons for intervention in credit market, subsidy and sustainability, microfinance product development (Lending, savings and insurance), accounting for microfinance, microfinance market in Sri Lanka, performance management, managing microfinance.

BEC 2204 – Contemporary Issues in International Business

This course concentrates reading on selected articles relating to International Business published in refereed journals and discuss the contemporary issues therein and potential areas of research.

BEC 2211 - Economics of Organization

Definition of firm, development of concept of firm, growth of managerial capitalism, agency theory, bounded rationality, decision making under asymmetric information, information handling and coordination within the firm, transaction cost, test of transaction cost theories, new economics and management techniques used in decision making process, productivity and competitiveness at firm level.

BEC 2212 - Economics of Small and Medium Size Enterprises

The objectives of this course are to broaden the understanding of the Economic Role of Small and Medium Size Enterprises, to enhance the knowledge on growing empirical and theoretical literature on small and medium size enterprises and to enhance the knowledge on issues faced by the SMEs and Policy designers in setting up and promoting SMEs. Contents of the course include following topics; defining small firms, setting up of SMEs and variations in formation, characteristics of small firms and their owners, survival and growth of SMEs, constraints on small firms, entrepreneurship and SMEs, the economic role of SMEs and their role in developing countries, government policies on SMEs, national strategy for SME sector development of Sri Lanka, research on SMEs of Sri Lanka.

BEC 2300 / INB 2300 - International Trade Theory and Practice

The purpose of this course is to discuss the theoretical and practical aspects of international trade in the present contest and how the emerging trends in international business affect Sri Lanka. The main topics covered in this course are: introduction to international trade and economics: economic systems and the concept of political economy, economic transition, internationalization process and modes of entry to the international market. Level of economic integration and trade: effect to globalization, trade blocs (European Union, ASEAN, NAFTA), South Asian integration efforts, and other commodity agreements. International trade theory: mercantilism, absolute and comparative advantages, factor endowment (H-O and H-O-S Theory), Leontief paradox, international product life cycle, new trade theory, national competitive advantage, dependency theories. Protectionism and trade policy: rationale for government intervention in international trade, forms of trade control (tariff and non-tariff barriers), issues and dilemmas of protectionism. Transnational corporations (TNCs) and international trade: recent trends in TNCs, inter-firm and intra-firm trade, impact of TNCs on host country trade structure. The Triad and Emerging China & India: the trade triangle (USA, Japan and EU) and their trade policies, patterns and experiences, international trade of upcoming China and India.

BEC 2301 - Econometrics

The purpose of this course is to provide the participants with the theoretical knowledge on econometric methods, techniques, and model buildings which helps to make economic and financial decisions. The main topics covered in this course are: introduction to Econometrics, multicollinearity, heteroscedasticity, autocorrelation, non-linear regression models, simultaneous equation models and identification problem, stationarity, unit roots and cointegration.

BEC 2303 - Industrial Economics

SCP approach, market concentration, breakeven analysis, advertising, research and development (R&D), mergers and acquisitions, industrial clusters, foundation of the industry policy and its practice and deindustrialization.

BEC 2304 / INB 2304 -International Finance

Introduction to International Finance, various approaches to exchange rate determination: international parity conditions, asset approach, BOP approach, monetary theories, spot and forward foreign exchange markets. Exchange rate exposure and management: transaction exposure, operating exposure, foreign currency derivatives: currency futures, currency options, swap, International portfolio investments and international CAPM, exchange rate regimes and monetary policy choices, financial integration and globalization, financial and currency crises in open economies.

FIN 2302 - Quantitative Finance

The course is aimed to provide students with the tools necessary for financial research applications. The first section of the course considers applied statistical techniques that are relevant for financial modelling and the topics covered in this section include review of descriptive statistics, probability distributions, hypothesis testing, simple and multiple regression, the interpretation and evaluation of regression models, the application of qualitative data in regression models, discussions of multicollinearity, autocorrelation, and heteroscedasticity. Section two of this course provides students with the tools necessary for financial research. The topics covered in this section are univariate linear stochastic models, modelling stock price anomalies, modelling volatility, Capital Asset Pricing Model and the Arbitrage Pricing Theory, Multiequation time-series models and Cointegration and Error-Correction Models

FIN 2301 - Corporate Finance

This course is designed to provide an advanced knowledge in corporate finance. The main topics covered in this course are capital structure theory and policy, valuation of the firm, implication of assets pricing models for corporate finance decisions, (project-specific and group-specific cost of capital), advanced topics in capital budgeting, operating and financial leverage and total risk of the firm, capital markets and long-term financing, long term debt and lease financing, account receivable and inventory management, cash management and working capital finance, external growth through mergers and acquisitions, shareholder value and corporate governance and corporate social responsibilities, international financial management.

FIN 2304 - Theory and Practices of Banking

This course intends to provide an understanding with the students on banking theory and practice with special reference to Sri Lankan banking sector. The main topics covered in this course are: the evolution of banking institutions, the banker and customer relationship; financial intermediation, balancing liquidity with profitability, bank risk management, bills of exchange ordinance, negotiable instruments and principles of lending. Banking risk, liquidity management; lending principles and policies; Banking act No. 30 of 1988 and its relevant amendments, debt issues, cost of capital and debt capacity; factoring services, banking legislations, Basal12.

FIN 2200 - Strategic Finance

In this course the emphasis will be given to the formulation of corporate strategies relating to finance. The main topics covered in this course are: Need for financial policies and designing optimal financial policy framework; reviewing financial policies; corporate strategy and capital budgeting decisions; capital investment decisions and required rate of return; competitive markets and excess returns, expansion and economies of scale; designing and evaluating alternative investment strategies; financial policy and sustainable growth, corporate earnings and dividend decisions; alternative source of financing; corporate income tax and financial decisions.

FIN 2201 - Financial Reporting and Analysis

The objective of this course is to familiarize the students with financial reporting practices and issues involved in the publication of financial and non-financial information of companies and make them appraise and constructively criticize current practices adopted by the companies in financial reporting. The main topics covered in this course are: Financial reporting environment, conceptual framework of financial accounting and its relevance to financial reporting, presentation of financial statements and accounting policies, accounting for assets, accounting for liabilities and owners' equity, corporate social responsibility reporting and ethics and corporate governance in financial reporting.

FIN 2203 – Financial Sector Development and Regulations in Sri Lanka

This course discusses the evolution of financial sector and regulatory environment in Sri Lanka since independence. The main topics covered are the development, role and functions of the Central bank, commercial banks, other financial institutions, financial markets, instruments and financial services. In the aspect of financial regulations all regulatory frame work with respect to the financial system with timely amendments will be discussed.

BEC 2209 / FIN 2202 - Financial Econometrics

This covers the advanced topics of BEC-2301-Econometricrics discussed and FIN-2302 Quantitative Finance in semester-V. The main topics covered in this course are: stylized facts of financial data, linear Time Series Models such as Autoregressive (AR), Moving Average (MA), Autoregressive Moving Average (ARMA) – properties, estimation and forecasting, Autoregressive Integrated Moving Average (ARIMA) and Autoregressive Fractionally Integrated Moving Average (AFRIMA) models – properties, estimation and forecasting. An introduction to volatility: realized implied and conditional volatility. Modeling volatility I: Various Autoregressive Conditional Heteroskedasticity) (ARCH) and Generalized Autoregressive Conditional Heteroskedasticity) GARCH models. Modeling volatility II: Introduction to Stochastic Volatility Models, models with dummy variables, panel data regression models, modeling long-run relationship for finance.

FIN 2205 - Security Analysis

The objective of this course is to give a broad understanding on analyzing the level of risk and expected return of individual assets as well as group of financial assets such as industries and markets. The main topics covered in this course include introduction to securities; identifying mispriced securities and beating the market; security analysis and market efficiency; evaluating investment system and strategies; bond analysis and management strategies; technical and fundamental analysis; analysts recommendation and security prices.

FIN 2204 - Derivatives and Alternative Investments

The objective of this course is to discuss the purpose and operations of derivative market and other alternative investments, analyze, design, execute, manage trading and speculative strategies for the derivative market. This course will examine the purpose and functions of derivative markets and other alternative investments, the evolution and future of derivative markets, market participants, exchange traded versus over-the-counter markets (OTC), the suite of exchange traded products, selected OTC products, derivative pricing, risk management with derivatives, trading, arbitrage and speculation with derivatives, regulation of derivatives, derivative operations, and the use of derivatives and alternative investments.

FIN 2206 - Fixed Income Securities

The objective of this course is to provide students with a solid background in fixed income securities. Upon completion of the course the students should posses the ability to demonstrate a thorough working knowledge of the analysis of fixed income securities, including basic characteristics of bonds in alternative sectors, valuation tools and the factors that influenced bond yields. Students should also be able to estimate risk and returns for fixed income investments, analyse fixed income securities with embedded options. This course focus on securities that promise a fixed income stream and all related securities whose valuation are influenced by interest rates. This is focused on the concepts and tools that are useful to managers and investors who wants to use these securities for investing, hedging, market-making or speculating.

FIN 2207 - Risk Management and Insurance

This course provides a framework for identifying, sourcing, measuring and monitoring different types of risks face by business and how companies are responding to the multiplicity of risks they face each day in the market. This more specifically discuss how the concept of insurance can be sued to mitigate the risk. The main topics discuss in this course are: business risk in general, risk come from rapid change, new categories of competitors, technological advances, regulatory compliances, fraud and ethical considerations and wide range of other causes. In insurance part: the concept of insurance, different institutions involved in insurance business is Sri Lanka, different types of insurance policies, Acts and regulations relating to insurance and their amendments.

FIN 2208 - International Financial Management

This course aims at giving a broad understanding of International Finance, the factors that can affect the financial results of a firm doing business internationally and the actions to be done by the firms to diminish its exposure to these factors. The main topics covered in this course are: Introduction and evolution of International Financial Management, European Monetary System and Euro currency, Globalization - Forces, Meaning, dimensions and stages in Globalization, International flow of fund and Foreign Direct Investment (FDI), Multinational companies, Foreign exchange markets- Exchange Rate Determination, Foreign exchange trading-Cash & Spot exchange markets, foreign exchange rates & quotation-Cross Rates, Forecasting foreign Exchange rate- Measuring exchange rate movements-Exchange rate equilibrium, Factors affecting foreign exchange rate - international parity relationship: interest rate parity, purchasing power parity & fisher effects. Foreign Exchange exposure - Management of Transaction exposure-Management of Translation exposure- Management of Economic exposure-Management of political Exposure- Management of Interest rate exposure, Foreign exchange risk Management- Hedging – Forward market- Futures Market- options Market.

FIN 2209 - Public Financial Management

The aim of this course is to introduce students to the fundamentals of public financial management methods and processes. It also aims at encouraging students to acquaint with the nature and scope of public financial management. This course covers fundamentals of financial management, fiscal policy, monetary policy, the sources of government revenue; revenue allocation; types and purposes of taxation in Sri Lanka; classification of government expenditure, capital budgeting and its application in public sector finance; the theory and practice of budgeting, budgetary control; public debts and debt management; government institutions/enterprises; role of different multilateral institutions and their functions.

FIN 2210 - Contemporary issues in Finance

The aim of this course is to ensure that students are knowledgeable of the theory and contemporary issues concerning finance. This also intends to give training students to understand the issues discussed in the journal articles, interpret the findings from their analyses, able to provide policy advice on these issues, and can independently undertake these research tasks. By the end of the course, students should have developed an expanded ability to analyze and think about contemporary issues in finance so as to make a significant contribution to a team or task force setting financial policy in a corporate environment.

HLM 2300 - Fundamentals of Hospitality Business

This course gives the student a preliminary understanding of the concepts, terms and compositions of the hospitality industry. The industry's stakeholders, their roles and impacts, different types of products involved, functions of the industry, nature and operating characteristics of different sectors (e.g. services and suppliers including tour operators) will be discussed throughout the subject.

HLM 2301 - Tourism and Leisure Management

This module gives students an overall understanding of leisure, recreation and the developments of the leisure service. Contents include leisure behaviour, popular culture, anthropology, technology and geography as applied in leisure as well. The second part of the module includes an introduction to tourism. Tourism resources in Sri Lanka, typologies, elements, tourism planning, tourism map designing, travel agency, travel agents contracts and tour operators etc will be discussed in detail.

HLM 2302 - Front Office Management

This module discusses roles and functions of the front office. This is important as the front office serves as the main contact point of customers and is a main determinant of customer satisfaction. The module includes practical exposure in a hotel environment.

HLM 2303 - Hospitality and Tourism Marketing

Application of marketing concepts such as product/services marketing mix, marketing environments, product differentiation, how to create loyal consumers, relationship marketing, segmentation, target marketing, positioning, branding, marketing plan to hospitality. Higher weight is given to modern marketing applications related to the industry such as e-marketing and sustainable tourism as well.

HLM 2209 - Revenue Management for the Hospitality Industry

This module includes subject matter with regard to forecasting demand, inventory and price management, revenue management in lodging and revenue management with regard to food and beverages etc.

HLM 2210 - Destination Management

This module includes an in-depth coverage of concepts, tools and strategies related to two main areas of the emerging concept of Destination Management: Destination Marketing and DMC (Destination Marketing Company) Operations.

HLM 2201 - Food and Beverages Management

This module addresses a main service area of hospitality business: Food and Beverages. Areas like food service systems, including menu management, and production applied to an operating environment will be discussed incorporating real-life restaurant exposure to the students.

HLM 2202 - Contemporary Issues in Hospitality and Leisure

Relevant contemporary issues in Hospitality and Leisure will be discussed based on chosen articles/research papers.

HLM 2203 - Selection and Procurement for Hospitality Industry

This module addresses the main procedures and practices in the purchasing function in the hospitality industry which includes acquisition of hospitality services, food, beverages, equipment and supplies. Topics include distribution channels and intermediaries in the supply chain, food distributor financial statement analysis, evaluation and selection of suppliers, development of buying strategies, influence of economic and environmental factors on supply, purchase timing and inventory management, the emerging role of the Internet, and e-procurement service providers.

HLM2204 - Managing Technology in the Hospitality Industry

Students will learn the basics of purchasing, implementing, maintaining, and effectively managing a variety of technology systems. The course covers applications for reservations systems, rooms management and guest accounting, property management systems, point-of-sale technology, food and beverage management, and accounting, as well as selection and security maintenance for technology. Property Management Systems (PMS) and restaurant applications will be discussed in detail as well.

HLM 2205 - Restaurant and Lodging Management

This module covers two main topics related to hotel operations; restaurant and lodging. This includes a comprehensive coverage of restaurant business plans, sustainable restaurant management, restaurant operations, asset management, food service design and a variety of other topics. This course also provides an in-depth explanation on different lodging environments, housekeeping, rooms division management, safety standards and procedures, loss prevention, maintenance and engineering and security related to hotel management functions.

HLM 2206 - Event Management

Today, event management is considered a growing industry in Sri Lanka. This module covers operational aspects like planning, organizing and conducting an event including special concerns with regard to marketing and publicity of an event. MICE tourism considering Meetings, Incentives, Conferences and Exhibitions will be studied under this module as well.

HLM 2207 - Global Hospitality Industry

Topics like international hospitality industry, cultural challenges, global environmental factors affecting the hospitality industry, international marketing etc will be covered in this course to equip undergraduates with the necessary knowledge to tackle the global hospitality industry.

HLM 2208 - Languages

Selected languages like Chinese, Mandarin, German, Russian, Greek, Swedish and French will be offered to equip students with language skills.

HRM 2202 - Strategic HRM

This course is designed to provide participants with an overall understanding of concepts of human resources planning, HR accounting and application of HR capital in modern organizations. The topics which would make the coverage of this course may comprise introduction to SHRM, stages and the link between organization's strategic plan, SHRM approaches to Human Resources Planning (HRP) and role of HR accounting as a prerequisite for the application of HR capital in different organizational settings.

HRM 2203 - Contemporary issues in HRM

This course is about issues in HRM that exist now rather than in the past. The issues which will be discussed are non-traditional in nature compared with traditional functional perspective of HRM. The main objective of this course is to enable the participants to develop a systematic and rational approach to analyze contemporary issues of HRM.

HRM 2204 - Compensation Management

The purpose of this course is to provide participants with the basic knowledge and understanding of concepts of rewarding employees (including employee services) and performance management as vital functions of human resources management. The topics to cover would be background of performance management, methods of performance evaluation, performance review and the process/types and the nature of compensation, different types of employee services, current trends in performance and compensation management.

HRM 2205 - Performance Management

The main focus of this course is to provide a comprehensive understanding on the area of performance management (PM). The main topics include: theory, concepts, steps and practices of PM; strategies, interventions and drivers of PM; link between PM and other functions of HRM.

HRM 2211 / MOS 2205 - Knowledge Management

The purpose of this course is to provide participants with knowledge and skills of managing knowledge within organizations. The course covers the importance of knowledge management, the difference between knowledge, information and data, need for managing knowledge with the emphasis on differences between tacit and explicit knowledge, knowledge management techniques and technologies, knowledge management systems and sociological and psychological implications of knowledge management.

HRM 2206 - Human Resource Information System (HRIS)

This course intends to equip participants with skills required for developing and managing an information system for human resources management in an organization. The main topics covered would revolve around designing, implementing and managing an information system facilitating the achievement of human resource objectives of organizations.

HRM 2207 - Personality Development

This course is designed to provide participants with the knowledge and skills of understanding personality and developing their own personality to cope with various situational requirements. Areas covered in this course include personality types, interpersonal skills, time management, body language, self – efficacy, emotional intelligence, grooming well, socialization and positive thinking.

HRM 2209 - HR Ethics and Social Responsibility

This course aims at providing participants with an understanding of the role and direction of professional education and developments of HRM as a professional practice. It pays much attention to discuss code of conduct for HR professionals and how such code of conduct is linked to discharging their social responsibility.

HRM 2210 - Team Development

The objective of this course to enhance the knowledge of participants on teamwork, factors determining the teamwork, team development and improvement of skills required by individuals for participating effectively in teamwork whilst forming right attitudes towards contributing to teamwork. In this course, participants are encouraged to raise the questions like what we need team-based work for, why we need team-based work, how participants can become active team members, how to interpret and apply teamwork in business organizations while exploring ground realities of teamwork in such organizational settings.

HRM 2300 - Training and Development

The main aim of this course is to provide participants with an overall view of human resources development and career development as vital functions of human resources management, which will be supported with the due consideration on concepts of human resources counselling. The topics that are expected to be covered are, introduction to training and development and career development, training process and techniques, competency-based training and assessment, theories of career development and career choices, impact of teams on training and development and career development systems, strategic evaluation and guidance of training and career development, and the role of human resources counselling with special emphasis on employee training and development.

HRM 2301 - Employee Relations

The objective of this course is to enable participants to acquire the background knowledge of the nature of employment in organizations and the nature of Industrial relations with a wider approach to industrial relations. It covers concepts and values in industrial relations. It also discusses employee involvement and participation, Trade Union development and functions, Trade Union Organization and the structure and also, the organization and structure of the employers' association. A special reference is given to the practice of negotiation and negotiation encounter. This course would also focus on pay and working arrangements, employee grievance, health and safety management, discipline management and redundancy procedures.

HRM 2302 - Comparative HRM

Globalization of businesses has given rise to forming careers of skilled and professional managers across national boundaries. The course aims at imparting knowledge to participants on key aspects of organizational behaviour and human resource management aspects across national borders. Thus, broader topics such as introduction to international organizational behaviour and human resources management practices, differences in individual concepts such as personality/ perception/ attitude and their construct, nature and distinctive approaches to functions of human resources management across the borders will be covered.

HRM 2303 - Contemporary Trends in Labour Markets

This course is to provide participants with an exclusive understanding of current developments in the local and international labour market, concentrating, by and large, on the variety of skill levels and categories. Main topics of this course characterize its interdisciplinary flavour, promoting a debate to gain knowledge on the relationship between disciplines including, but not limited to, labour economics, demography, sociology and human resource management.

INB 2208 - International Dimensions of Human Resource Management

Globalization of international business has given rise to forming careers of skilled and professional managers across national boundaries. The course's aim is to analyze the process of internalization by examining the international dimension of HRM. Thus broader topics such as introduction to international organizational behaviour and human resources management practices, difference in individual concepts such as personality/ perception/ attitude and their construct, the nature and distinctive approaches to functions of human resources management across the borders would be dealt with in this course.

INB 2210 - Foreign Direct Investments and Multinational Corporations

This course looks at theories associated with Foreign Direct Investments (FDI) and Multinational Corporations (MNCs). Topics covered include; introduction to FDI and MNCs, trends in FDI flows in Sri Lanka and their impact, FDI policy and regulatory framework in Sri Lanka and its effectiveness in promoting FDI, entry and location decision of MNCs, orientation and strategic planning in MNCs, global strategic alliances, and human resource issues faced by MNCs.

MKT 2201- Global Marketing

The purpose of this course is to discuss with participants the complexities of global environment and how their implications affect marketing strategies. Main topics covered in the course are international marketing opportunities, problems and strategies, international environment, market entry strategies, strategic and tactical marketing decisions, globalization and e marketing.

MKT 2202 - Contemporary Issues in Marketing

The purpose of this course is to get involve the students to discuss the current issues in Marketing. The discussions will be based on the research papers, other relevant materials and case studies in Marketing.

MKT 2203- Services Marketing

The objective of this course is to discuss with participants the terminology, concepts and strategies of services marketing. The main topics included in the course are growth and importance of the service, an overview of service industry in Sri Lanka, services marketing environment, concepts and scope of services, creating the right service philosophy, understanding customer service and satisfaction, monitoring and measuring customer satisfaction and handling complaints effectively.

INB 2204 / MKT 2204 - Supply Chain Management

The objective of this course is to equip participants with the understanding of managing effectively the supply chain. Topics covered are managing the flow of goods from sources of supply to final consumers, issues of implementation and inter organizational integration required for supply chain success.

MKT 2205 - Retail and Direct Marketing

The purpose of this course is to discuss with participants concepts, theories and practices of retail and direct marketing. Topics covered in this course are basic tools and techniques of retail and direct marketing, the importance of retail and direct marketing within the marketing mix, dynamic nature and factors influencing the development of retail and direct marketing, professional and special techniques in retail and direct marketing.

MKT 2206 - Advertising Management

The objective of this course is to provide participants with the knowledge required for understanding the nature and policy of advertising and preparing an advertising program. Topics covered are types of advertising, advertising cost vs. personal selling, developing an advertising program with special reference to identifying target market and buyer motives, advertising objectives, budgeting, creating messages, selecting media, evaluating advertising effort, and organizing for advertising.

MKT 2207 - Agricultural Marketing

The purpose of this course is to provide participants with knowledge of the structure of agricultural and food markets in Sri Lanka. This course discusses the functional stages and strategies associated with marketing of food products and the historical role of agriculture in Sri Lanka in relation to the development of human civilization.

MKT 2209 – Destination Marketing

The aim of this course is to equip students with an understanding of destination marketing to a level where they are able to make marketing strategy recommendations for the promotion of tourism in a variety of locations. The lectures will outline the theoretical and practical approaches. The main topics covered in this course are marketing theory as applicable to the field of destination marketing, including market research, segmentation, targeting, image and positioning. The students will then be introduced to the challenges facing destination in their attempt to brand, and re-brand, destinations in order to differentiate from competitors. The role of destination marketing organizations will explore particularly their support of business through marketing facilitation. The course also explores the useful contribution of the new, electronic distribution channels.

MKT 2210 - Sales Force Management

The purpose of this course is to provide participants with the guidelines for designing a sales force in a business. The main topics covered are development of a sales force, important aspects in designing a sales force, recruitment, selection, training, supervising, motivating and evaluating a sales force and improving the skills of sales people.

MKT 2300 - Brand Management

The purpose of this course is to provide participants with knowledge of managerial and strategic implications of brand management. Topics covered are brand philosophy, creating a brand, brand name and mark, trade mark, advantages of brands for consumers and sellers, reasons for not branding, good brand and its characteristics, brand extension, brand-product relationship, trademark licensing and branding decisions.

MKT 2301 - Consumer Behaviour

The objective of this course is to provide participants with the knowledge for linking between marketing strategies and consumer behaviour. Topics covered include the impact of the digital revolution on consumer behaviour, consumer motivation, personality and consumer behaviour, consumer perception, consumer learning, consumer attitude formation and change, reference groups and family influences, social class and consumer behaviour, the influence of culture on consumer behaviour and consumer's decision-making process.

MOS 2203- Organizational Change and Development

The purpose of this course is to provide participants with knowledge of organizational change and development and skills for applying techniques for organizational development. Participants will learn different approaches to organizational change such as people approach, different techniques for organizational development and the application of these techniques in real world context.

MOS 2204 -Contemporary Issues in Management

The purpose of this course is to provide participants with knowledge of current topics discussed, from time to time, in the area of management. The discussions will be based on recently published journal articles. It will further introduce participants the seminal work in the area of managing organizations.

MOS 2206 - Public Management

This course aims at providing participants with basic knowledge of the nature and types of public organizations, their structural features, basic administration rules and regulations and local government/district/provincial administration.

MOS 2207 - Entrepreneurship and Small Business Management

The purpose of this course is to provide participants with knowledge and skills of managing small and medium business in Sri Lankan context and to develop in participant's knowledge, skills and attitudes required for making them entrepreneurs. Participants will learn functional areas of management, as they are applicable to small business, entrepreneurship and skills of entrepreneurs, issues in managing small business in Sri Lanka, and business development support facilities available for small entrepreneurs in Sri Lanka. It will further include the areas like development of soft skills in entrepreneurs such as decision-making, networking, problem handling and innovation and technical skills such as planning, organizing, staffing and controlling.

MOS 2208 - Conflict Management and Negotiations

This course aims to provide participants with the knowledge of multifaceted nature of conflicts, analyzing root causes of conflicts and methods of managing conflicts in organizational contexts. The course also provides them with the knowledge and skills of negotiating with various stakeholders of organizations operating in a dynamic and turbulent environment.

MOS 2209 - Organizational Analysis

This course provides participants with an understanding of main elements of organizations, their interrelationships, method of organizational diagnosis and understanding different viewpoints, theories of organizational analysis, and various analytical frameworks to develop basic skills of organizational analysis.

MOS 2211 -Cases in Management and Organization Studies

This course aims to develop the competencies of applying the knowledge that students gain throughout the BBA program to the real-life management decisions. Therefore, this course is case-based and the students are expected to analyze the selected Sri Lankan as well as foreign based cases during the course.

MOS 2300 - Business and Organizational Environment

The objective of this course is to provide participants with knowledge of the business environment. The contents will cover the importance of environment for the development and survival of business, types of environments, the determinants of business environment and the impacts of environment on business. It will further include a discussion of the current trends of business environment of Sri Lanka.

MOS 2301- Organizational Culture and Management

The purpose of this course is to provide participants with the knowledge of organizational culture and its impact on management. The course content includes meaning of organizational culture, models/framework of organizational culture, creating and sustaining organizational culture, and the role of leader in creating and sustaining organizational culture, cultural sensitivity on business and management practices, and issues in managing organizational culture.

MOS 2303 / INB 2303 - Cross Cultural Management

The purpose of this course are to assist participants develop sensitivity about cultural issues in management and provide them with knowledge of the management of organizations across cultures. After discussing the cultural differences among the countries mainly from Hofstede's model, issues such as cross-cultural leadership, decision-making, motivation, communication and negotiation, business protocols and strategies for addressing cross cultural management issues will be discussed.

MOS 2304 - Organizational Structure & Design

The purpose of this course is to provide participants with knowledge of organizational structure and design. Topics covered are theories of organizational structure and design, different types of organizational structures and design, organizational life cycles and strategies for changing organizational design, and contemporary discourses in organizational design.

9. Examination Procedure, Offences and Punishments

Regulations made by the Senate and approved by the Council of the University of Colombo under Section 136 read with Section 29 of the Universities Act No. 16 of 1978 and amended by the Universities (Amendment) Act No. 7 of 1985.

REGULATIONS

These Regulations may be cited as the Examination Procedure, Offences and Punishment Regulations No. 1 of 1986.

Examination Procedure

1. Candidates are required to be at the Examination Hall at least 15 minutes before the commencement of each paper, but shall not enter the Hall until they are requested to do so by the Supervisor.
2. No candidate shall be admitted to the Examination Hall for any reason whatsoever after the expiry of half-an-hour from the commencement of the examination. Nor shall a candidate be allowed to leave the hall until half-an-hour has lapsed from the commencement of the examination or during the last 15 minutes of the paper.
3. On admission to the Hall, a candidate shall occupy the seat allotted to him and shall not change it except on the specific instructions of the Supervisor.
4. A candidate shall have his Student Record Book and the Admission Card with him in the Examination Hall on every occasion he presents himself for a paper. His candidature is liable to be cancelled if he does not produce the Record Book, when requested to do so. If he fails to bring his Record Book on any occasion, he shall sign a declaration in respect of the paper for which he had not produced the Record Book in the form provided for it and produce the Record Book to the Registrar on the following day. If a candidate loses his Record Book in the course of the Examination he shall obtain a duplicate Record Book/Identity Card from the Registrar, for production at the Examination Hall.
5. Admission Cards signed in the presence of the Supervisor/Invigilator shall be handed over to the Supervisor/Invigilator on each occasion when a candidate sits a paper.
6. Candidates shall bring their own pens, ink, mathematical instruments, erasers, pencils or any other approved equipment or stationery which they have been instructed to bring.
7. Examination stationery (i.e. writing paper, graph paper, drawing paper, ledger paper, precise paper etc.) will be, supplied as and when necessary. No sheet of paper or answer book supplied to a candidate may be torn, crumpled, folded or otherwise mutilated. No papers other than those supplied to him by the Supervisor/Invigilator shall be used by a candidate. Log tables or any other material provided shall be used with care and left behind on the desk. All material supplied, whether used or unused, shall be left behind on the desk and not removed from the examination halls.
8. No candidate shall have on himself or in his clothes, or on the Admission Card, Time Table, Record Book or any other object he is permitted to bring into the Examination Hall, any notes, signs, formulae, or any other unauthorized material. Books, notes, parcels, hand bags etc. which a candidate has brought with him should be kept at a place indicated by the Supervisor/Invigilator. The envelope in which the Admission Card has been posted to him should not be brought into the Examination Hall.

9. A candidate may be required by the Supervisor to declare any item in his possession or person.
10. Every candidate shall enter his Index Number at the appropriate place on the answer book and on every continuation paper. He shall also enter all necessary particulars as indicated in the cover of the answer book. A candidate who inserts on his script an Index Number other than his own is liable to be considered as having attempted to cheat. The Supervisor/Invigilator has the authority to check the answer scripts of the candidates. A script that bears no Index Number or an Index Number which cannot be identified is liable to be rejected. No candidate shall write his name or any other identifying mark on the answer scripts.
11. Candidates are under the authority of the Supervisor and shall assist him by carrying out his instructions and those of his Invigilators, during the examination and immediately before and after it.
12. Every candidate shall conduct himself in the Examination Hall and its precincts so as not to cause disturbance or, inconvenience to the Supervisor or his staff or to other candidates. In entering and leaving the Hall, he shall conduct himself as quietly as possible. A candidate is liable to be excluded from the Examination Hall for disorderly conduct.
13. Absolute silence shall be maintained in the Examination Hall and its precincts. A candidate is not permitted for any reason whatsoever to communicate or to have any dealings with any person other than the Supervisor/Invigilator. The attention of the Supervisor/Invigilator shall be drawn by the candidate by raising his hand from where he is seated.
14. After the examination has commenced, no candidate shall be permitted to leave the Examination Hall even temporarily. In case of an emergency, the Supervisor/Invigilator shall grant his permission to do so but the candidate will be under his constant surveillance.
15. Candidates shall stop work promptly when ordered by the Supervisor/Invigilator to do so. If this instruction is not followed, the Supervisor/Invigilator has the authority to make an endorsement to this effect on the answer scripts.
16. All calculations and rough work shall be done only on paper supplied for the examination, and shall be cancelled and attached to the answer script. Such work should not be done on admission cards, time tables, question papers, record books or on any other paper. Any candidate who disregards these instructions is liable to be considered as having written notes or outlines of answers with the intention of copying.
17. Any answer or part of an answer which is not to be considered for the purpose of assessment shall be neatly crossed out. If the same question has been attempted in more than one place the answer or answers that are not to be considered shall be neatly crossed out.
18. Every candidate shall hand over the answer script personally to the Supervisor/Invigilator or remain in his seat until it is collected. On no account shall a candidate hand over his answer script to an attendant, a minor employee or another candidate.
19. A candidate who has handed over his answer script shall under no circumstances be entitled to call it back.
20. No candidate shall remove his or any other candidate's answer scripts from the Examination Hall.

21. No candidate shall copy or attempt to copy from any book or paper or notes or similar material or from the scripts of another candidate. Nor shall any candidate either help another candidate or obtain help from another candidate or any other person. Nor shall any candidate conduct himself so negligently that an opportunity is given to any other candidate to read anything written by him or to watch any practical examination performed by him. Nor shall any candidate use or obtain any other unfair means to render improper assistance at the examination.
22. No candidate shall submit a practical or field book or dissertation or project study or answer script which has been done wholly or partly by anyone other than the candidate himself.
23. No person shall impersonate a candidate at the examination nor shall any candidate allow himself to be so impersonated by another person.
24. If circumstances arise which in the opinion of the Supervisor render the cancellation or postponement of the examination necessary, he shall stop the examination, collect the scripts already written and then report the matter as soon as possible to the Vice-Chancellor/Registrar.
25. The Supervisor/Invigilator is empowered to require any candidate to make a statement in writing on any matter which may have arisen during the course of the examination and such statement shall be signed by the candidate. No candidate shall refuse to make such statement or to sign it.
26. Every candidate who registers for an examination shall be deemed to have sat the examination unless:
 - (a) he is permitted by the Senate for a valid reason to withdraw from such examination on a ground acceptable to the Senate within the specified period or
 - (b) he submits a medical certificate prior to the commencement of the examination. The medical certificate shall be from the University Medical Officer. If this is not possible, the medical certificate should be obtained from a Government Medical Practitioner and submitted to the University Medical Officer at the earliest possible time, but in any case not later than one week from the first day of the examination.
27. When a candidate is unable to present himself for any part or section of an examination, he shall notify or cause to be notified this fact to the Registrar immediately. This should be confirmed in writing with supporting documents within 48 hours by registered post.
28. A student who withdraws or absents himself from an examination shall not be eligible for Honours at the next examination unless the Senate decides otherwise.
29. Candidates who are unsuccessful at the first attempt will be given two further consecutive attempts to complete the examination.
30. No student shall sit an examination, if he has exhausted the number of attempts that he is allowed to sit that particular examination, unless he has been granted special permission to do so by the Senate.

Examination Offences and Punishments

1. Any candidate who violates any of the requirements or conditions stipulated in Examination Procedure shall have committed an examination offence.
2. Examination offences may be classified as follows:
 - (a) Possession of unauthorised documents or removal of examination stationery;
 - (b) Disorderly conduct;
 - (c) Copying;
 - (d) Obtaining or attempting to obtain improper assistance or cheating or attempting to cheat;
 - (e) Impersonation;
 - (f) Aiding and abetting the commission of any of these offences;
 - (g) Violation of any of the requirements or conditions stipulated in Examination Procedure.
3. There shall be an Examination Disciplinary Committee of not less than 3 members appointed by the Senate to enquire into and make recommendations (including punishments) regarding examination offences referred to it. The punishments recommended by the Examination Disciplinary Committee shall be submitted to the Senate for a decision.
4. In all cases of commission of examination offences detected, the Supervisor shall take action as outlined below and forward his report to the Registrar.
5. Prior knowledge of a question paper, or part thereof, shall constitute an examination offence.
6. Where a student has been in possession of unauthorized material at an examination hall, he shall be presumed to have made use of such material until the contrary is proved by him.
7. In cases of disorderly conduct, the Supervisor shall in the first instance, warn the candidate to be of good behaviour. Where the candidate persists in unruly or disorderly conduct the Supervisor may exclude the candidate from the Examination Hall and issue him a letter cancelling his candidature from the examination. Where a candidate's offence is only disobedience, the Supervisor shall warn the candidate and forward a report to the Registrar.
8. In all other cases of examination offences detected, the Supervisor shall, on the detection of the offence, take possession of unauthorised documents if any, obtain a statement from the candidate and write his report on the matter on the form provided for the purpose.
9. The Registrar shall place all reports of examination offences submitted by Supervisors for the consideration of the Vice-Chancellor who shall decide whether they shall be referred to the Examination Disciplinary Committee for further action.

10. Any examiner, Head of Department, Dean of a Faculty or any other official of the University who detects an examination offence, shall report the matter in writing to the Registrar, who shall submit the same to the Vice-Chancellor for necessary action.
11. Any allegations regarding the commission of examination offences from whomsoever received shall be submitted by the Registrar to the Vice-Chancellor who shall decide whether these shall be referred to the Examination Disciplinary Committee for necessary action.
12. Any candidate who is found guilty of an examination offence is liable to any one or more of the following punishments:
 - (a) removal of his name from the pass list, or
 - (b) cancellation of his candidature from whole or part of the examination, or
 - (c) suspension from any University examination for such period as the Senate may decide or indefinitely, or
 - (d) suspension from the University for such period as the Senate may decide or indefinitely.
13. Any candidate found aiding and abetting the commission of any examination offence shall be liable to the same punishment as that applicable to the offence.
14. Any appeal against the decision of the Senate shall be made to the Council.
15. There shall be an Examination Appeals Committee of not less than three members appointed by the Council to consider appeals lodged under section 14 above and to make recommendations (including variation of punishments).
16. The recommendations of the Examination Appeals Committee shall be submitted to the Council whose decision thereon shall be final and conclusive.

10. By-Laws: Bachelor of Business Administration (BBA) Degree Programme

By-Laws made by the Council of the University of Colombo under section 135 of the Universities Act No. 16 of 1978 as subsequently amended.

By-Laws

1. These By-Laws may be cited as the Bachelor of Business Administration (Special) Degree By-Laws No. .. of 2009.

PART 1 – General

2. (1). Subject to these By-Laws, a student may be awarded the Degree of Bachelor of Business Administration (BBA)⁵ if she⁶ has:

- (a) been admitted to the University as a student under section 15 (vii) of the Universities Act No.16 of 1978;
- (b) been a duly registered student of the University for the period prescribed by these By-Laws;
- (c) thereafter pursued the Programme of study in the University to the satisfaction of the Vice-Chancellor as prescribed by these By-Laws and other Regulations and Rules of the University;
- (d) satisfied the Examiners at the prescribed Written Examinations, Classroom Tests, Practical Assignments, Term-Papers, the Dissertation on a subject approved by the Faculty where applicable and Industrial Training;
- (e) paid such fees as may have been prescribed by the University and any other dues payable by her to the University; and
- (f) fulfilled all other requirements prescribed by these By-Laws and other relevant Regulations and Rules of the University.

(2). Subject to the provisions of subsection (1) above, the BBA Degree may also be awarded in specialized streams such as Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business, Management and Organization Studies, Marketing as the case may be.

⁵ Please note that the use of BBA pronoun here and elsewhere in these By-Laws refers to Bachelor of Business Administration.

⁶ Please note that the use of female pronoun here and elsewhere in these By-Laws refers to both male and female genders.

Part II – Course Structure

3. The BBA Degree shall be a full-time four-year Programme and is conducted on semester basis. The duration of each Semester shall, under normal circumstances, be a continuous period of 26 weeks from its beginning.
4. The Courses leading to the award of the BBA Degree shall extend over eight Semesters of the Programme covering Theory and Practical components, Continuous Assessments, work on the Dissertation on an approved Research Topic where applicable and Industrial Training as prescribed by Regulations and/or Rules of the University. The Programme shall extend continuously over the period from the beginning of the First Semester to the end of the Eighth Semester. The maximum period within which the student should complete the degree shall be 06 years from the commencement of the registration.
5. There shall be end-of-Semester Examination for each course offered in a particular Semester and shall be held, save in exceptional circumstances, within the same Semester. However, under exceptional circumstances, the University may declare, on the recommendation of the Faculty, any Semester to have a different duration and, if necessary, formulate Regulations or Rules for its implementation.
6. The Programme of study leading to the BBA degree shall be organized as Level-I Programme and Level-II Programme where both Levels consist of a minimum period of four semesters respectively.
7. The Level-I Programme of the Degree shall consist of duly prescribed Core courses. However, the Level-II Programme shall consist of duly prescribed Core courses, Specialization-core courses, Optional courses and Specialization- optional courses prescribed under these By Laws, Regulations and Rules made by the University.
8. A student shall earn a minimum of 120 credits inclusive of minimum 60 credits from the prescribed courses of the Level-I Programme and a minimum of 60 credits from the prescribed courses and Dissertation where applicable and Industrial Training of the Level-II Programme to qualify for the award of BBA Degree.
9. There shall be a course code for each course where the first digit denotes the level of Programme and the second digit denotes the number of credits assigned for the course.
10. The number of credits assigned to a course normally reflects the number of total lecture/contact hours per week for that particular course as may have been prescribed by these By- Laws, Regulations and Rules of the University. A credit shall represent fifteen contact hours.
11. A student shall not register for courses carrying a total of more than twenty credits in any given Semester. However, under exceptional circumstances, the Faculty may allow a student to register for more than this limit in any given Semester.
12. The course work relevant to the Programme shall consist of lectures, tutorials, practical classes and other assignments on courses, as shall be prescribed by the Senate on the recommendation of the Faculty. The list of courses, the syllabuses and the number of question papers in each course of the Programme shall be those set out under Regulations passed by the Senate from time to time.

13. The Senate shall have power, on the recommendation of the Faculty Board to change, amend, add, delete courses, their syllabuses as well as the number, structure and rubric of question papers in courses leading to the award of the BBA Degree.
14. The medium of the instruction shall be English.
15. The Dissertation option of the Programme shall consist of study and research towards the preparation and submission of a Dissertation based on an approved Research Topic. Before a student commences her Dissertation, she shall submit a proposal in her Seventh Semester for the same to the relevant academic Department for approval. A student shall not proceed with the research towards the preparation of the Dissertation until the Department approves the proposal. The student shall proceed with the research and the preparation of the Dissertation under the supervision of approved supervisor. The student shall also be required to obtain Ethics Approval from the Faculty before commencing Research Project.
16. **The Level-I Programme**
 - (1). The Level-I Programme shall consists of four semesters and the courses offered in these semesters shall be common to all students of the BBA degree Programme.
 - (2). A student shall not be eligible for sitting the End-of Semester Examination unless she has registered with the Faculty for the particular course on or before the date specified by the Faculty and fulfil other requirements of the course stipulated by these By-Laws, Rules and Regulations.
 - (3). No student shall complete the Level-I of the BBA Degree Programme, unless she has
 - (a) earned 60 credits from the Level-I Programme
 - (b) a cumulative GPA of not less than 2.00 for the Level-I Programme
 - (c) earned a grade point not less than 2.00 (grade C-) for each of the courses registered for the Level – I Programme.
17. **The Level-II Programme**
 - (1). The Level-II Programme of the BBA Degree consists of four Semesters and four categories of courses namely: Core courses, Specialization-core courses, Optional courses and Specialization- optional courses.
 - (2). The categories of courses indicated in (1) above shall contain:
 - Core courses for 30 credits including Industrial Training
 - Specialization-core courses for 16 credits from the area of specialization.
 - Optional courses for 04 credits and
 - 10 credits for Specialization-optional courses including the Dissertation where applicable
 - (3). If a student has obtained more credits than the required minimum of 14 credits from the Optional courses and Specialization-optional courses excluding the Dissertation in the Level-II Programme, then the courses for which most satisfactory performance have been obtained shall be considered for the calculation of Cumulative Grade Point Average (CGPA). The courses which may not be considered for the calculation of CGPA shall be considered as audited courses and the titles of such audited courses shall be indicated in the detailed degree certificate issued by the University.

- (4). A student shall not be eligible for sitting the End-of- Semester Examination unless she has registered with the relevant Department for the particular course on or before the date specified by the Head of such Department and fulfil other requirements of the course stipulated by these By-Laws, Rules and Regulations.

Part III – Evaluation / Examination

18. The examinations leading to the BBA Degree shall be:
- (1). The Bachelor of Business Administration Level – I Examination
 - (2). The Bachelor of Business Administration Level-II Examination.
19. The final (or End-of- Semester) Examinations prescribed by these By-Laws shall be conducted by a Board of Examiners appointed by the Senate on the recommendation of the Faculty Board.
- (1). A Board shall, if Senate has on the recommendation of the Faculty Board so decided, test any candidate in writing and/or orally and adopt any other forms of evaluation and
 - (2). May take into consideration the tutorials, assignments, class presentations, reports, practical courses/industrial training/ field work / case studies undertaken during any course prescribed for any of the examination.
20. (1). Performance of a candidate at the BBA Programme shall be evaluated through a combined system of Continuous Assessment and End-of-Semester Examination.
- (2). For the final grading of the Programme, the Continuous Assessment and the end-of-semester Examination shall be marked out of a maximum mark as given below:
- | | |
|------------------------------|-------|
| Continuous Assessment | - 30% |
| End-of- Semester Examination | - 70% |
21. A candidate shall present herself for each Semester-Examination of a course leading to the Degree of BBA on the first occasion on which the examination is held after the completion of the relevant course taken by that candidate, provided that it shall be within the power of the Senate to permit her to sit on a subsequent occasion if she has been prevented from sitting the examination due to illness or any other reasonable cause. In such cases where permission has been obtained, a candidate shall have six years as stipulated in condition 4 of Part-II of these By-Laws to complete the requirements for the award of the BBA Degree without penalty.
22. A student shall be deemed to have sat the first scheduled examination irrespective of the fact whether it has been actually sat or not, unless the Senate is satisfied that she has been prevented from sitting the examination due to illness or any other reasonable cause.
23. A candidate who fails to complete any of the courses in the first attempt shall be eligible to repeat this/these course/s on a maximum of two other subsequent occasions subject to the condition 4 of Part-II of these By-Laws.

24. No candidate shall be considered to have passed the degree of BBA examination unless she passed the courses in Level-I and Level-II of the degree Programme and has also reached the Level-II of proficiency in English Examination prescribed under these By-Laws and any other Regulations and Rules made by the University.
25. Performance of students in each course shall be graded and Point Value shall be assigned as given in Table 01.

Table 01: Grade and Grade Point

| Range of Marks | Grade | Grade Point |
|----------------|-------|----------------|
| 80 and above | A+ | 4.00 |
| 75-79 | 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 |
| 45-49 | C | 2.25 |
| 40-44 | C-* | 2.00* (pass) |
| 30-39 | D | 1.00 (fail) |
| 00-29 | E | 0.00(bad fail) |

*Note: * Minimum grade/grade point required to complete a course.*

Transcript shall include Semester, Grade Point Average (GPA) and Cumulative Grade Point Average. The Formula for GPA calculation shall be:

$$\frac{\sum_{i=1}^n C_i \times (GP)_i}{\sum_{i=1}^n C_i}$$

Where, i = a course, n = Number of courses completed during the period considered for the GPA calculation, c = Number of credits for the relevant course, and GP = Grade Point for the relevant course.

Note: The GPA is calculated for each semester separately based on the Grade Point for the courses completed and the Cumulative GPA is also calculated separately.

The Examination leading to the award of the BBA Degree shall consist of the Level-I First Semester Examination, Second Semester Examination, Third Semester Examination, and Fourth Semester Examination and Level-II Fifth Semester Examination, Sixth Semester Examination, Seventh Semester Examination, and Eighth Semester Examination. Each Semester Examination process shall consist of one or more than one written paper/s at the End-of-Semester Examination and such number of continuous assessments as prescribed by the Regulations and Rules relevant to this programme. Where it is applicable, Examination of Dissertation and Industrial Training as specified in these By-Laws, Regulations and Rules shall also be a part of the Examination process.

26. A candidate is deemed to have failed a particular course if she has scored less than 40% (minimum 2.00 grade point) for that course. She must repeat all courses so failed and obtain a score of at least 40% (minimum 2.00 grade point) or obtain a score at least 40% (minimum 2.00 grade point) in another course approved by the Head of Department in the same discipline in order to complete the requirements for the BBA Degree.

27. The Dissertation shall demonstrate the student's knowledge of the methods of research, her competence to present material systematically and her ability to analyze, interpret results/data, and develop a novel if not an original argument as is generally applicable to a Bachelor's Degree of the University and in particular, to such a Degree in Business Administration.

A student who fails to meet the standards specified in section 27 of these By-Laws shall be deemed to have failed the Dissertation and such student should re-submit the Revised-Dissertation to the Examination Branch in the next semester or within the period specified by the respective Department for re-examination.

28. A student shall undergo a practical training in any relevant organization/institute in the state, corporate or non-government sector in her final semester of the Programme as prescribed by these By-Laws and Regulations of the BBA Programme. The Industrial Training shall be evaluated as specified in section 28 of the Regulations of the BBA programme.

29. A candidate shall not be permitted to take the examination unless, she has

- (1). followed at least 80 percent of the classes held;
- (2). registered with the Examinations Branch of the University for the examination she intends to sit;
- (3). the Head of the Department has certified that she has completed the course of studies leading to the examination by attending the required proportion of lectures, tutorial classes and other forms of instructions in each course;
- (4). her student registration continues to be in force: and
- (5). her application for entry to the examination has been accepted.

30. (1). A student in a particular Semester of the Degree Programme and registered for particular Courses of the Semester shall take the Examination for that Semester on the first occasion on which the Examination is held after the completion of instruction for that Semester.

(2). Where a student does not apply for and/or take the Examination on the first occasion she shall be deemed, unless the Senate determines otherwise on the recommendation of the Faculty, to have taken the Examination on that occasion which shall be taken into account in computing the total number of occasions on which an Examination may be taken by a student.

(3). A student who is excused by the Senate on the recommendation of the Faculty Board from taking the Examination on the first occasion shall take the Examination on the very next occasion when it is held and if she fails to apply for and/or take the Examination on that occasion she shall be deemed, unless the Senate determines otherwise on the recommendation of the Faculty Board, to have

taken the Examination on that occasion which shall be taken into account in computing the total number of occasions on which an Examination may be taken by a student.

- (4). A student shall not take any of the Examination more than three occasions and in computing the total number of occasions there shall be taken into account any occasion on which she is deemed to have taken the Examination in terms of these By-laws.
 - (5). All rules relating to the Examination Procedure, Offenses and Punishment Regulation No. 1 of 1986 shall be *mutatis mutandis* apply to, or in relation to, the BBA Examination.
 - (6). Without prejudice to the generality of the Regulation No. 1 of 1986 rules relating to the Class Room Tests, etc shall be formulated and implemented by the respective Head of the Department and any matters relating to such tests shall be decided by the Faculty Board on the recommendation of the Head of the Department and the Dean of the Faculty.
 - (7). Rules relating to Assignments, the Dissertation and Industrial Training shall be announced, from time to time, by the respective Head of the Department in consultation with teacher/s and such rules shall not be changed or revoked unless otherwise decided by the Faculty Board.
32. In case of student who obtains a mark which is less than the pass mark for a Optional course/ Specialization–optional course in a specialized stream, as prescribed under the By-Laws, shall re-sit such course as a repeat candidate on the first occasion at which that Examination is held for such course or a different Optional course/Specialization-optional course which is offered in the next immediate semester as an alternative to the course in which she obtained a mark which is less than the pass mark. However, if the student selects an alternative course from the same Semester where she failed a course, it shall be considered as a repeat attempt. No repeat candidate shall be permitted to repeat more than two times a course in spite of that student has taken the same course or an alternative course in her repeat attempts.
33. A student who fails in one or more courses of an End-of-Semester Examination may retake the End-of-Semester Examination again without attending practical or laboratory work etc in the repeating Semester if the student has earned more than 40% of the allocated marks for the Continuous Assessment. The marks obtained for the Continuous Assessment will be carried forward to the repeating Semester. In those cases, the marks for the end-of-Semester Examination in the repeating Semester and the marks of Continuous Assessment carried forward shall be taken into consideration for the computation of results of those courses.

Part-IV Award of the Degree

34. No student shall qualify for the award of the BBA Degree, unless she has:
- (1) successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 3 of the 16 in Part-II of these By-Laws,
 - (2) earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including the industrial training;
 - (b) 16 credits from Specialization-core courses as stipulated in the regulations of the BBA Programme
 - (c) a minimum of 10 credits from Specialization-optional courses as stipulated in the Regulations of the BBA Programme and;
 - (d) a minimum of 04 credits from Optional courses
 - (3) earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
 - (4) earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
 - (5) successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo.
 - (6) completed the Degree within the minimum of four years and maximum period of six years.
35. No student shall qualify for the award of the BBA in Accounting Degree, unless she has:
- (1) successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
 - (2) earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including the industrial training;
 - (b) 16 credits from Specialization-core courses in the Accounting stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Accounting stream including the Dissertation and;
 - (d) a minimum of 04 credits from optional courses.
 - (3) earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
 - (4) earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
 - (5) successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo, and
 - (6) completed the Degree within the maximum of six years.
36. No student shall qualify for the award of the BBA in Business Economics Degree, unless she has:
- (1) successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of section 16 of Part-II of these By-Laws,
 - (2) earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses;
 - (b) 16 credits from Specialization-core courses in the Business Economics stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Business Economics stream including the

- Dissertation and;
- (d) a minimum of 04 credits from Optional courses
- (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
 - (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
 - (5). successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo,
 - (6). completed the Degree within the minimum of four years and maximum period of six years.
37. No student shall qualify for the award of the BBA in Finance Degree, unless she has:
- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of section 16 of Part-II of these By-Laws,
 - (2). Earned 60 credits from Level-II Programme including:
 - (a) 30 credits from Core courses;
 - (b) 16 credits from Specialization-core courses in the Finance stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Finance stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional-courses;
 - (3). Earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
 - (4). Earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
 - (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo, and
 - (6). completed the Degree within the minimum of four years and maximum period of six years.
38. No student shall qualify for the award of the BBA in Hospitality and Leisure Management Degree, unless she has:
- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
 - (2). earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including Industrial Training;
 - (b) 16 credits from Specialization-core courses in the Hospitality and Leisure Management stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Hospitality and Leisure Management stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional courses;
 - (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;

- (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
- (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo,
- (6). Completed of the Degree within the minimum of four years the maximum period of six years.

39. No student shall qualify for the award of the BBA in Human Resource Management Degree, unless she has:

- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
- (2). earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including the Industrial training;
 - (b) 16 credits from Specialization-core courses in the Human Resources Management stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Human Resources Management stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional courses;
- (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
- (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
- (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo, and
- (6). completed the Degree within the minimum of four years and maximum period of six years.

40. No student shall qualify for the award of the BBA in International Business Degree, unless she has:

- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
- (2). earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including Industrial Training;
 - (b) 16 credits from Specialization-core courses in the International Business stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the International Business stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional courses;
- (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
- (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
- (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo, and
- (6). completed the Degree within the minimum of four years and maximum period of six years.

41. No student shall qualify for the award of the BBA in Management and Organization Studies Degree, unless she has:

- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
- (2). earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including Industrial Training;
 - (b) 16 credits from Specialization-core courses in the Management and organization Studies stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Management and Organization Studies stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional courses;
- (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
- (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
- (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo,
- (6). Completed of the Degree within the minimum of four years the maximum period of six years.

42. No student shall qualify for the award of the BBA in Marketing Degree, unless she has:

- (1). successfully completed the Level-I Programme of the BBA Degree as stipulated in subsection 03 of the 16 in Part-II of these By-Laws,
- (2). earned 60 credits from the Level-II Programme including:
 - (a) 30 credits from Core courses including Industrial Training;
 - (b) 16 credits from Specialization-core courses in the Marketing stream;
 - (c) a minimum of 10 credits from Specialization-optional courses in the Marketing stream including the Dissertation and;
 - (d) a minimum of 04 credits from Optional courses;
- (3). earned a cumulative GPA of not less than 2.00 for the entire Degree Programme;
- (4). earned a grade point not lower than 2.00 (grade C-) for each of the courses, the Dissertation where applicable and Industrial Training considered for the calculation of cumulative GPA for the entire Degree Programme;
- (5). Successfully completed the Level-III of the proficiency in English examination conducted by the University of Colombo,
- (6). Completed of the Degree within the minimum of four years the maximum period of six years.

43. Award of Classes

- (1). A student may qualify to be awarded the Degree of BBA /BBA in Accounting/ BBA in Business Economics/BBA in Finance/BBA in Hospitality and Leisure Management / BBA in Human Resource Management/BBA in International

Business/BBA in Management and Organization Studies/BBA in Marketing with a First Class Honors, if she secures a cumulative GPA of not less than 3.50.

- (2). A student may qualify to be awarded the Degree of BBA / BBA in Accounting / BBA in Business Economics/BBA in Finance/ BBA in Hospitality and Leisure Management / BBA in Human Resource Management/ BBA in International Business/BBA in Management and Organization Studies /BBA in Marketing with a Second Class Honors (Upper Division), if she secures a cumulative GPA of not less than 3.25.
- (3). A student may qualify to be awarded the Degree of BBA / BBA in Accounting / BBA in Business Economics/ BBA in Finance/ BBA in Hospitality and Leisure Management /BBA in Human Resource Management/ BBA in International Business/BBA in Management and Organization Studies/BBA in Marketing with a Second Class Honors (Lower Division), if she secures a cumulative GPA of not less than 3.00.
- (4). In the case of candidates who repeat a course(s) and pass, the mark to be taken into consideration in determining the award of classes shall be 40% (2.00 grade point) even if the actual mark scored is higher.

Part-V Interpretation

43. In these By-Laws as well as in its Part V, unless the context requires otherwise:

“The Act” means the Universities Act No. 16 of 1978 as last amended by Universities (Amendment) Act No. 1 of 1995.

“The Council” means the Council of the University of Colombo.

“The Degree Programme” means the Programme of study leading to the award of the Degree.

“The Faculty” means the Faculty of Management and Finance of the University of Colombo.

“The Faculty Board” means the Faculty Board of the Faculty of Management and Finance of the University of Colombo.

“Programme” means the Programme of study leading to the award of the Degree of Bachelor of Business Administration/ the Degree of Bachelor of Business Administration (Accounting)/the Degree of Bachelor of Business Administration (Business Economics)/the Bachelor of Business Administration (Finance)/ the Bachelor of Business Administration (Hospitality and Leisure Management) / the Bachelor of Business Administration (Human Resources Management)/the Bachelor of Business Administration (International Business) the Bachelor of Business Administration (Management and Organization Studies) and the Bachelor of Business Administration (Marketing) .

“The Registrar” means the Registrar, Acting Registrar, Deputy Registrar, Senior Assistant Registrar, Assistant Registrar or any other Officer authorized to sign for and on behalf of the Registrar of the University of Colombo.

“The Semester” means a period of 26 weeks from the first day of the commencement of a Semester till the day prior to the commencement of the next Semester and shall include the intervening periods of vacation, study leave, written examinations, unless the Senate on the recommendation of the Faculty Board decides otherwise.

“The Senate” means the Senate of the University of Colombo.

“The University” means the University of Colombo

44. Any question regarding the interpretation of these By-Laws shall be referred to the Council whose decision thereon shall be final.

45. The Vice-Chancellor shall have authority, in consultation with the Dean of the Faculty, to take such action or give such direction, not inconsistent with the principles underlying the provisions of these By-Laws, as appears to him/her to be necessary or expedient for the purpose of removing any difficulties that may arise in the interpretation of these provisions or for which there is no provision in these By-laws or in the case of students who followed the BBA Programme under the earlier By-laws.

11. Research Activities and International Links of the Faculty

11.1 Colombo Business Journal (CBJ)

The Faculty of Management & Finance publishes the Colombo Business Journal (CBJ) twice a year, which is a double blind refereed international journal of theory and practice open for the fields of Business and Management. It strives to publish empirical and theoretical papers that enhance the understanding of business, management and organizations.



11.2 International Research Conference on Management and Finance (IRCMF) and University of Colombo Annual Research Symposium



The Faculty of Management and Finance annually organizes an international research conference. On 19th December 2014 the 9th International Research Conference on Management and Finance (IRCMF-2014) was held at Taj Samudra Colombo, Sri Lanka featuring a prolific combination of academic sessions, keynote address, and industry dialogue.



The academic sessions encompassed an array of interesting research paper presentations by academics as well as undergraduate and postgraduate students under the areas of Accounting, Entrepreneurship, Small Business Management, Finance, Human Resource Management, Business Economics, International Business, Management, Organizational Studies, and Marketing. The keynote address was delivered by a world renowned Management Accounting Academic, Professor Zahirul Hoque from La Trobe University, Australia.

The new addition to IRCMF in 2014 was the industry dialogue, where academic and practitioner perspectives were shared on ‘business, society and nature: building interconnectedness’, by four experts; Mr. Hiran Cooray (Chairman of Jetwing group of companies), Mr. Hasitha Premaratne (Chief Financial Officer of Brandix Lanka Ltd), Ms. Melanie Kanaka (Head of Finance and Administration at the World Bank in Sri Lanka and the Maldives) and Mr. Franklyn Amerasinghe (Attorney-at-law, former CEO of Employers Federation of Ceylon).



11.3 MOUs with National and International Academic and Professional Institutions

The University of Colombo has entered into several agreements of cooperation with national and international academic and professional institutions with the involvement of the Faculty of Management & Finance under which academic exchange programmes and research collaborations take place. The University has signed such agreements with international universities such as La Trobe, Justus Liebig, London, Monash, British Columbia, Pennsylvania, Oslo, Ottawa, Ritsumeikan, Mahatma Gandhi, City University Hong Kong and the National University Singapore and organizations such as Brandix (Pvt) Ltd. The Faculty of Management & Finance works closely with the International Unit of the University of Colombo and strives to build on these relationships in a mutually beneficial manner. For instance, the Student Exchange Programme with La Trobe University in Australia has been implementing successfully for the past couple of years. In the recent years the University of Colombo has entered into the following MOUs, which are expected to bring in benefits to the students and staff of the faculty.

MOU with hSenid Biz



In an effort to make Human Resource Information Systems more accessible to the student population of Sri Lanka, hSenid Biz a leading global HR solutions provider signed a Memorandum of Understanding with the Department of Human Resources Management, Faculty of Management & Finance, University of Colombo and donated their award winning HR information system, HRM Enterprise Application software to be used by students.

MOU with the Association of Chartered Certified Accountants (ACCA)



This MOU was initiated by the Department of Accounting of the Faculty of Management and Finance to strengthen the partnership between the two educational bodies to work together to explore the opportunity to grant exemptions for the graduates, and to work together to develop the accounting profession in Sri Lanka by conducting joint workshops, seminars, research, discussion events and conferences. The MOU will also aim at sharing information about each other's programmes.

11.4 Visiting Scholars

A workshop on “Cutting edge issues in the management literature” was facilitated by academic staff members of La Trobe Business School, La Trobe University, Australia. Professor Paul R Mather - Head, La Trobe Business School, Professor Timothy Marjoribanks -Head, Department of Management and Associate Professor Suzanne Young - Director Executive Education of La Trobe University Australia conducted this workshop for the academic staff and students of MPhil/PhD programme on 18th November 2014.

12. Student Achievements

12.1 CFA Sri Lanka Research Challenge Award – 2014

The students of the Department of Finance who are reading for BBA specialized degree in finance emerged winners in CFA Sri Lanka research challenge 2014, which was organized by the CFA Institute of Sri Lanka for the ninth consecutive year. CFA institute research challenge is an annual global educational initiative promoting the best practices in equity research and it is composed of three main levels of competition which are local, regional and global.



The 2014 local competition saw student teams from top state and private universities of Sri Lanka. As the winners of national competition, the team from the Department of Finance has qualified to represent Sri Lanka at Asia Pacific regional competition to be held in Philippines in March, 2015.

12.2 Unilever Challenge – Lipton Talent Hunt 2014



Team T3 Consultants representing University of Colombo – Faculty of Management & Finance was placed 1st Runners Up at the Lipton Talent Hunt on the 1st December 2014. This was a highly intensive competition with the participation of many local and foreign university undergraduates in Sri Lanka. As part of the competition, participants developed a 360° marketing campaign and executed an on-ground activation to promote Lipton Clear Green.

The dynamic team from the Faculty comprised of Minosh Dewapura, Romanthie Anandappa and Anjali Alahakoon. Romanthie Anandappa was also selected to be part of the team that represents Sri Lanka in the upcoming Unilever Future Leaders League to be held in March 2015 in the UK.

12.3 HSBC Asia-Pacific Business Case Competition – 2014

HSBC Asia-Pacific Business Case Competition 2014 was held in Hong Kong from 4th June to 6th June 2014. Four undergraduates from the University of Colombo, Faculty of Management & Finance represented Sri Lanka in this highly competitive competition for upcoming business leaders with the participation of over 30 teams from the Asia-Pacific region, South Asia and Australia.



The participating teams analyzed real-life business cases developed by Asia Case Research Center of the University of Hong Kong. This competition gave undergraduates a rare opportunity to use quantitative and qualitative business knowledge, communication skills and innovative instinct in an international platform. The team from Sri Lanka comprised of Harini Indiketiya, Danisha De Mel, Chatura Gunasekara and Dasun Sapuarachchi representing the Faculty of Management & Finance.

12.4 Student of the Year 2013



Mr. Mewan Niwantha Gajadeera who graduated with a first class Honours degree from the Faculty of Management and Finance won the prestigious student of the year award of the University of Colombo in 2013.

During his university days he not only excelled in his academic activities, but also actively engaged in numerous extracurricular activities. Being part of the tennis team of the University of Colombo, he was awarded Sri Lankan University Colours in year 2010 and 2011 and nominated for 2012 Sri Lankan University colours by standing at the rank

No.2 player in Tennis, among all Sri Lankan universities. He also represented Sri Lanka University Tennis team for the Tournament held In Malaysia and achieved the position of the 2nd Runner-up. Captaining the team in year 2011/2012 he served as the Captain of the Champion Tennis team in year 2012 Inter University Sri Lankan Games and won the silver medal in year 2010 Sri Lankan University games (SLUG). As the captain of the 2012 Tennis team, he initiated forming the University of Colombo tennis club.

He also held the post of Finance Director of the Rotaract Club of Faculty of Management & Finance – University of Colombo. He is also a passed finalist of the Chartered Institute of Management Accountants (CIMA) UK. During his school days he received the award for the best results in G.C.E. (Ordinary Level) and G.C.E. (Advanced Level) examinations at St. Sebastian's College, Moratuwa.

13. A Few Words from Selected Alumni Members



After completion of my primary and secondary education at the Napana Primary School, Gunnepana Primary School, Sangabodhi Vidyalaya Walal Rathnayaka Central College. I got admission to the Bachelor of Commerce Degree Programme conducted by University of Colombo which is one of the well-recognized Universities in Sri Lanka in the year 1978 and graduated in the year 1982.

After graduation in the year 1982, I joined Sri Lanka Sugar Corporation as an Accountant and thereafter in the year 1985, I joined the Auditor General's Department as a Superintendent of Audit. The knowledge and experience I gained through the Primary and Secondary education in the respective schools and the college as a student and as an undergraduate of the University of Colombo helped me largely in my career development. In the year 2005 I was promoted to the post of Assistant Auditor General and to the post of Deputy Auditor General in the year 2009. The experience I gained as an undergraduate of the University of Colombo was the driving force behind passing the Postgraduate Diploma in Accounting and Finance and the Master of Business Management. Such education and experience I acquired during my career help me perform my duties in a manner acceptable to all classes of the society.

H. M. Karunarathne
Deputy Auditor General
Auditor General's Department



I consider myself as very fortunate of getting an opportunity to enter the Department of Commerce, University of Colombo (UOC) in 1982. Proper guidance given by my lecturers, the valuable support received from my batchmates and my dedication towards studies resulted in my admission to the Dean's List for three consecutive years. Finally I obtained my first degree in Commerce with first class honours in the year 1986. Later, I completed my postgraduate degree (MBA) also at the UOC in the year 2005.

The invaluable experience I gained from my university life not only helped me to excel in my career but also it became very useful to have very strong interpersonal relationships with all kinds of people. We had a professional, skilful and friendly panel of lecturers who showed us the right direction and made us useful citizens to our motherland. Today, I strongly believe that our faculty which belongs to this prestigious university continues to produce graduates who are rich in knowledge, skills, and attitudes and capable of holding higher positions anywhere in the world.

H. B. Keerthirathna
Chief Manager - Finance
Sampath Bank PLC



Today I am proud that I selected UOC as the first preference in my university selection application. I came to Colombo after my A/Ls from the Southern part of the county to continue my professional/academic studies. So UOC became a grooming place for me with assistance and guidance from a well experienced Panel of Lecturers.

I was selected by my first employer at an outdoor workshop conducted by the university and then I was able to join as a Manager at one of the leading Multinational companies in Sri Lanka. During my period of reading for bachelor's degree at the UOC, I involved in extracurricular activities and sports. It helped me a great deal develop my skills and attitudes which are expected and admired by the society.

Mr. Lakmal Dharmaratne
General Manager - D.S.I

14. Other Relevant Information

14.1 Teaching, Learning and Assessment

14.1.1 Lectures and continuous assessment

Depending on the course requirements, teaching methods of the Faculty involve lectures, seminars, presentations and group discussions.

As part of the continuous assessment some courses will require students to carry out off-campus assignments individually or as a group. In such a situation students will be required to visit organizations, study their practices, and produce reports. In the case of some modules, separate tutorial sessions may be organized in conjunction with main lectures for each course. As the tutorial sessions are important in both clarifying issues arising during lectures and recognizing the evaluation style of each subject, students are encouraged to participate in these sessions regularly. The faculty also welcomes and encourages students' initiative towards organizing academic activities such as guest lectures by industry experts, to complement the theory learnt in the class room, and as means to initiate a dialogue with the industry.

The students also have the opportunity to meet relevant course lecturers personally. A few hours from each lecturer's timetable are allocated to this purpose. Within these consultation hours, the students can seek solutions to the questions left unanswered during the lecture/tutorial sessions. If the students face any problem relating to their courses, they are advised to discuss it with the course lecturers. In case they are unable to find a satisfactory solution, they may bring the issue to the notice of the relevant Head of the Department.

14.1.2 Proficiency in English

As the BBA Degree programme is conducted only in the English medium, and all reading materials are provided in the English language, students are strongly advised to improve their linguistic competence in the English language. Throughout the four years of study, English Language Teaching Unit (ELTU) of the University of Colombo offers several courses for the purpose of improving English knowledge of our students with special emphasis on technical terms used in management studies. Students who do not possess the required competency in English are encouraged and advised to attend these classes regularly. In order to qualify for the award of BBA Degree, students are required to pass at least Proficiency in English level-III examination.

14.2 Examination Matters

14.2.1 Applications for Semester-end Examinations

Eighty percent (80%) attendance of lectures is needed for being eligible to sit for the semester-end examination. The Examination Branch of the University of Colombo issues application forms for final examinations. Completed application forms should be handed over to the Dean's Office within the stipulated time period. Students cannot apply for examinations in courses other than those courses they have registered for.



14.2.2 Students with Disabilities

Students with disabilities should obtain a letter from the University Medical Officer stating any disability that will impede their writing ability at the examination, and this letter should be brought to the examination hall. Such disabled students will be given twenty (20) minutes extra for each hour of the examination.

14.2.3 Absence at Examinations

Students who, due to genuine reasons such as illness, are unable to sit the end of semester examination(s) should submit a letter with a valid medical certificate endorsed by the University Medical Officer to the Examination Department of the University of Colombo as soon as possible. Students should also submit copies of the letter and medical certificate (MC) to the UMO (University Medical Officer) at the same time. Once the Faculty Board accepts the medical certificate, the courses will then be considered as “MC” in the results sheet. When the course is offered again at the next relevant semester, students can sit for the semester-end examination and complete such course/s at a future date without hindering their prospects for a class.

14.2.4 Repeat/Incomplete Course Units

Students are required to inform the Head of the respective Department of the repeat and/or incomplete courses. Examination application forms must be handed over to the examinations branch. For all repeat attempts, the required examination fees must be paid. Students should obtain the relevant information from the Examination Branch of the University of Colombo. Students have the original attempt and two subsequent attempts for a certain course module.

14.2.5 Failed Course Units

It is mandatory to complete all failed courses if there are any. A student can get his/her Degree only if s/he has passed all required courses. When failed courses are successfully completed, the actual grade earned by the student for the repeat courses will be shown in the detailed result sheets, transcripts, etc. with the special symbol 'RC'. However, when computing the Grade Point Average (GPA), the grade point value assigned to the repeat course would be 2.00 only.

14.2.6 Academic Misconduct, Cheating and Plagiarism

Plagiarism is the presentation of another's academic work without acknowledging appropriately. Whether one presents another's academic work as one's own intentionally or unintentionally, it is taken as academic misconduct. Not only direct quotation but also paraphrasing should be acknowledge appropriately i.e. in text citation and referencing following the American Psychological Association (APA) Manual. Even with proper acknowledgement, inclusion presentation of another's academic work in a given assignment should be limited.

Often reported forms of cheating may include copying of another student's work completely or partly, getting another to do the assignment completely or partly, inclusion of the name(s) of student(s) who has/have not contributed to the assignment appropriately and reporting fieldwork which the student(s) has/have not carried out.

14.2.7 Examination Offences

Any candidate can be punished for examination offences. The type of offence and the punishments will be recommended by the Council of the University.

14.3 Facilities for Students

14.3.1 Lecture Halls

The faculty has lecture halls with air condition and multi-media facilities with varying seating capacities to accommodate the varying student numbers following various course modules of the degree programmes offered.



14.3.1 Computer Facilities



The Faculty possesses two fully equipped computer laboratories with multimedia facilities and well trained instructors to facilitate the degree programmes. All the undergraduates have access to this laboratory according to the courses of study in their respective academic years.

14.3.2 Library Facilities and Reading Requirements

Students are expected to read at least the reading materials prescribed by the course lecturers. The main library of the University of Colombo has a rich collection of books in management and finance.

The Faculty also recommends annually to the library of the University of Colombo for subscribing to academic journals in the discipline of management. Within this context, in addition to the prescribed reading materials, students may expand their reading territory independently. Given that formal university education is able to lay only the foundation needed for your career development, such a habit of independent reading is strictly warranted (please refer the *University Handbook* for details on Library Facility).



14.4 Scholarships, Prizes, and Awards

The University awards scholarships and studentships to four students every year based on their first examination performance. Please refer the *University Handbook* for more details.

The following Prizes and Medals are awarded to the students of the Faculty of Management and Finance, based on their performance at the end of the degree programme.

- 1990 MBA Graduate Award for the best overall performance in BBA Degree
- Aitken Spence Gold Medal for Management Accounting
- Sri Lanka Association for Securities and Investment Analysis Gold Medal for Financial Management
- CTC Eagle Gold Medal for the Most Outstanding Performance in Organizational Behavior
- Link Natural - Dr. Devapriya Nugawela Gold Medal for Best Performance in Human Resources Management
- Suntel Gold Medal for the Most Outstanding HRM Graduate of the Year



14.5 Sports Facilities



faculty have actively participated in sports activities and brought much honour to the faculty as well as to the university. Please refer the *University Handbook* for more details.

University sports and related activities are organized by the Department of Physical Education through the Amalgamated Sports Club. Every undergraduate is a member of this club, and students are encouraged to actively participate in sports activities. Students of the



14.6 Students' Societies and Social Activities

There are various student bodies that function in the faculty. This includes Departmental Student Societies, Sports Society, and Faculty Students' Union as well as various religious societies. For a list of University wide student societies, please refer the *University Handbook*. The faculty welcomes students' initiative towards organizing social or welfare activities such as “welcome” and “farewell” functions, various religious and cultural functions, extracurricular / aesthetic activities, and CSR projects such as blood donation campaigns. In organizing such events, students are requested to inform and discuss the matter in advance with the Dean of the Faculty and get the approval if necessary.

14.7 HETC Project

The Faculty of Management and Finance runs two sub-projects/sub-components Under Higher Education for the Twenty-first Century (HETC), a world bank assisted project. HETC Project is a credit given to the Government of Sri Lanka by the International Development Association (World Bank) with the objective of enhancing the capacity of higher education system and delivering quality higher education services in line with equitable, social and economic development needs of the country.



**Coordinator
HETC – QIG W1 BBA
Colombo,
Deputy University
Coordinator HETC –
QIG
Soft Skills
Dr. Arosha Adikaram**

The two sub projects/sub-components the Faculty of Management and Finance runs under HETC are University Development Grant (UDG) and Quality and Innovation Grant (QIG) UDG - The main aim of this sub-component is to strengthen the economic and social relevance of university programmes. To achieve this, UDGs supports the following activities

- enhancing ICT skills of students;
- improving English Language skills of students;
- strengthening the soft skills of students;
- promoting ethnic cohesion among students and staff;
- improving quality and relevance of External Degree Programs (EDPs)

Being a university level sub project, the project is implemented under the leadership of the Vice-Chancellor/Director. At the Faculty level different sub-activities are carried out to meet the objectives of the above main activities under the leadership of Dean of the Faculty. Improvement of the Faculty Computer lab, conducting various workshop to enhance soft skills of undergraduates, carrying out train the trainer programs of soft skills, carrying out projects to promote ethnic cohesion among students and staff, are some of the sub activities carried out in the Faculty under the UDG project.



Quality and Innovation Grant (QIG) - The aim of the Quality and Innovation Grant (QIG) is to enhance the quality of teaching, learning and research, by promoting innovation and creativity. Being a competitive grant, Faculty of Management and Finance won QIG Window 1 grant in the year 2013. Under the able leadership of Dean of the Faculty and the QIG coordinator of the Faculty, two new and innovative projects/ courses were introduced to the curricular of the BBA undergraduates named a) enterprise based project and b) conducting community development projects with the following main intentions

1. To enhance communication skills of BBA undergraduates
2. To provide opportunity for undergraduates to gain practical exposure and proper application of theories and concepts learnt in the class
3. To enhance team working skills of undergraduates

In addition, modernization and renovation of certain classrooms are carried out under QIG to support teaching and learning process at the Faculty.

- **Activities Carried Out Using QIG**

1. Developed and introduced the following two new and innovative courses to enhance various skills of students:
 - Enterprise Based Project (Level II- Semester VII)
 - Community Development Project (Level I – Semester II)
2. Conducted workshops on enhancing entrepreneurial and other soft skills of students.
3. Conducted workshops to train students on carrying out community development projects.
4. Carried out product demonstrations and launches - Both in year 2013 and 2014 product launch and demonstration was held to showcase new business and business ideas of students to the industry and public. In year 2014 the launch was a great success with the participation of the Secretary to the Ministry of Higher Education, Vice-Chancellor, academics, well-wishers, industry and public.



5. Modernized and renovated 4 lecture halls and 02 outside reading areas.
 - Under the community development projects student groups of the Faculty has carried out more than 40 community projects in 2013 and 2014 around the country.
 - Following equipments were procured and made available for the use of students:
 - 10 Laptops
 - 01 Duplo machine
 - 14 Multimedias with screens
 - Digital SDLR cameras
 - 04 Portable sound systems
 - 04 Clip on mikes

14.8 Enrichment Week – 2014

An eye opening event took place at the Faculty of Management & Finance marking a turning point in the overall university education system. Deviating from the usual knowledge sharing process the attention was drawn on intellectual enlightenment, promoting teamwork, human qualities and soft skills among students. The then Acting Dean of the Faculty Dr. A. A. C. Abeysinghe conceptualized this event called ‘Enrichment Week’, where a whole week had been made available for enrichment activities by suspending lectures and other academic activities. The five days of the week had been allocated for five types of activities under different themes.

The day one was named "Advanced Human Day" and allocated for activities related to personality development with the objective identified as ‘intellectual enlightenment’. Activities on this day started with a Bana Preaching by Most Ven. Bandarawela Amithananda Thero. Under this session students were given training on meditation as a way of improving mindset to understand the reality of the life. The second half of the day was on personality development conducted by popular personality development specialist Mr. Sanath Gamage.



The second day was the “Sports Day” with the special emphasis on bringing team spirit among students. The emphasis throughout the day was on team effort without competing each other, where no one is losing but all are winning. The day ended with joy among all including students as well as staff.



The third day was the “Faculty Shining Day” with the emphasis on upgrading the physical appearance of the Faculty while promoting the feeling of ‘togetherness’ among students and the staff. In addition to cleaning and shining activities, some fruit plants were also placed.



The fourth day was very important for students and was named “Career Day”. The focus was on developing soft skills of students. This included facing interviews, systematic career development, preparing an attractive CV and learning Table Manners. Most importantly all these sessions had been conducted by expert practitioners in the industry. In addition recruitment interviews were conducted by reputed organizations opening employment opportunities to the students.



The final day was named "Entertainment Day" and was focused on providing intellectual relaxation with classical music to students. The day started with a speech by Mr. Parackrama Niriella, the well-known film and stage drama Director. The second session was "Sangeetha Samadhee" carrying classical performance of Dr. Victor Ratnayake. This was followed by another musical session named "Nomakena Gee Rasa Sobha" conducted by popular vocalist Amith Walpola and performances of talented students and staff of the Faculty.



15. Faculty at a Glance

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|---|--|
| Dean | : Dr. (Mrs.)R. Senathiraja |
| Head/Accounting | : Dr. A. A. C. Abeysinghe |
| Head/Business Economics | : Professor H. D. Karunaratne |
| Head/ Finance | : Dr. A. A. Azeez |
| Head/Human Resources Management | : Dr. N. N. J. Navaratne |
| Head/ International Business | : Dr. M. P. P. Dharmadasa |
| Head/ Management and Organization Studies | : Dr. K. Dissanayake |
| Head/Marketing | : Dr. K. Kajendra |
| Academic Coordinator for BBA Level - I | : Ms. A. W. J. C. Abeygunasekera |
| Unit Coordinator/Postgraduate and Mid-career Development Unit | : Mr. R. M. R. B. Rajapakse |
| Senior Assistant Registrar | : Ms. S.S. Samarathunga |
| Senior Assistant Bursar | : Mr. U. Senevirathna |
| Treasurer – Commerce & Management Student Welfare Society | : Dr. K. A. S. P. Kaluarachchi |
| Permanent Student Counsellor | : Mr. Ramesh Rajasuriya |
| Student Counsellors | : Mr. W. M. G. P. C. B. Wijekoon Ms. S.U.K. Bandaranayake Ms. S.D.K. Wanninayake Mr. R. Y. H. De A. Seneviratne Ms. R.A. Wimalasinghe Mr. A.G.C.S. Wijewardena Ms. J.A. Atapattu |

Important Telephone Numbers:

| | |
|---|----------------------|
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| Department of Accounting | : +94 – 11 - 2552362 |
| Department of Business Economics | : +94 – 11 - 2552363 |
| Department of Finance | : +94 – 11 - 2501294 |
| Department of Human Resources Management | : +94 – 11 – 2552364 |
| Department of Management and Organization Studies | : +94 – 11 – 2501293 |
| Department of Marketing | : +94 – 11 - 2552365 |
| Postgraduate and Mid-career Development Unit | : +94 – 11 - 2596030 |