

“Join us to share the vision of developing professional managers who will uplift the lives of people through transforming their organizations to move beyond profit”

Learning Outcomes of the MBA Program

- Enhancing the ability to transform organizations effectively and manage the organizations efficiently.
- Translating the science of management into business decision making to be able to respond the dynamic environment effectively.
- Becoming a competent team player with the highest commitment and developing a sense of commitment within the organization.
- Developing professionalism and ethical conduct in and out the organizations.
- Becoming more responsible and valued citizens.

Duration

Program consist of 6 trimesters and it will be completed within TWO (02) academic years. This includes class room discussions, field visits, skill development initiatives, seminars, workshops and off-campus assignments.

Course fee

LKR575,000/=(Flexi-payment options are available)

	First Installment (on registration)	Second Installment (Trimester III)	Third Installment (Trimester V)	Total Rs.
Registration fee	6,000	6,000		12,000
Tuition fee	195,500	125,500	160,000	481,000
Examinations fee	36,000	36,000		72,000
Library fee	7,500	2,500		10,000
Graduation dinner				
	245,000	170,000	160,000	575,000

Postgraduate & Mid-career Development Unit

Faculty of Management & Finance

University of Colombo.

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UNIVERSITY OF COLOMBO

MBA IN MARKETING

Master of Business Administration
in Marketing

For all managers who
aspire to obtain an
extra edge to join the
top management and
awaiting to discover
and reach their
potential as business
leaders



Faculty of Management & Finance
Postgraduate & Mid-career Development Unit

Faculty of Management and Finance

The history of higher education in Sri Lanka is closely linked to that of the University of Colombo. The University of Colombo has a great advantage over other Institutions of higher education on account of its unique location. It is a metropolitan University and the students are at a distinct advantage being at the hub of the cultural, economic and political activities in the country. Having established seven Faculties, the University of Colombo has become the leading University in the Island and has received a higher international rating as the best University in Sri Lanka.

Established in May 1994, the Faculty of Management & Finance is a rapidly growing Faculty of the University of Colombo.

The history of the Master of Business Administration (MBA) of the Faculty of Management & Finance University of Colombo runs into more than three decades and it is one of the oldest MBA Programmes not only in Sri Lanka but also in the South Asian region. During these three decades, it has produced a significant number of Professional managers who work in different part of the county and the world. Meanwhile the MBA of the Faculty of Management & Finance, University of Colombo has been transformed into one of the well-recognized MBAs in the region.

In 2016, once again the Faculty introduced a restructured MBA programmes in compliance with the Sri Lanka Qualifications Framework. The duration of the programme is two (02) academic years within which students should earn sixty one (61) credits. Traditional classroom learning is essentially coupled with off-campus assignments seminars and field/company visit and residential workshops to augment the learning experience.

Course Structure

1st Year Core Courses

It is designed to cover all varieties in accounting, economics, management, statistics, contemporary issues in management, MIS, organizational behavior, business ethics, financial management, human resource management, marketing management and operations management.

2nd year Compulsory courses

Course content include business strategy, marketing research, consumer behaviour, strategic marketing.

2nd Year Electives

Variety of courses are offered to cater the need of modern business corporate especially a strategic level decision making.

Course Option

Students are given four options namely: course work (taught courses), research paper(research paper with taught courses),thesis(thesis with taught courses),and business skill project (writing a project report with taught courses)

HowtoApply

- (1) A special degree with a 1st or 2nd Class Upper division Honors in any business or management related discipline from University of Colombo or any other recognized University.
OR
 - (2) A special degree in any business or management related discipline from University of Colombo or any other recognized University
+
Minimum of one year-post qualifying experience in managerial capacity.
OR
 - (3) A degree in any business or management related discipline form University of Colombo or any other recognized University
+
Minimum of one year post-qualifying experience in managerial capacity.
OR
 - (4) A degree in any discipline and at least a postgraduate diploma in any business or management related discipline/A degree in any discipline form University of Colombo of any other recognized University
+
Minimum of two years post-qualifying experience in managerial capacity.
OR
 - (5) Any other qualification acceptable to the Faculty Board and the Senate of the University of Colombo.
- And
good command of English language.