

Bachelor of
Business
Administration

2018-2022 Student Handbook



Faculty of Management & Finance
University of Colombo - Sri Lanka





Student Handbook

Bachelor of Business Administration (BBA)
Degree Programme (2018-2022)

Faculty of Management and Finance
University of Colombo
Sri Lanka

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Foreword

This handbook is prepared for the use of the new entrants enrolled for the academic years 2018-2022 of the Bachelor of Business Administration (BBA) Programme offered by the Faculty of Management and Finance, University of Colombo.

You are extremely fortunate to have been selected to the University of Colombo one of the most prestigious educational institutions in the country. As a new entrant to the Faculty of Management and Finance we know you will gain a unique experience which comprises achievements in both academic and extracurricular activities, within the boundaries of rules and regulations that protect your rights as well as those of your fellow community members.

This handbook contains useful information about the BBA degree programme, i.e. details of the curriculum, examination criteria, by-laws, regulations, departmental details and other relevant information about the Faculty. The new curriculum was introduced in 2016 in line with the Faculty's commitment towards providing students a world class learning experience that will help you to become competent graduates, who can provide solutions for the betterment of the local and global society.

We hope that this handbook will help to answer common queries encountered by most new entrants. In the event you come up with academic related concerns which are not covered in this handbook, please consult the Dean, Heads of the respective Departments or the Coordinator of the Academic Affairs Unit of the BBA Degree Programme for clarifications and advice. You are expected to use this handbook along with the 'Athwela' published by Senior Student Counsellor's office which contains general information useful for undergraduates.

We warmly welcome you to the Faculty of Management and Finance, University of Colombo and we wish you all the very best in your future endeavours.

Editorial Committee

Message from the Vice Chancellor



I would like to congratulate on your excellent performance at the GCE (A/L) Examination 2017 and getting admitted to the Faculty of Management and Finance, University of Colombo.

It is my pleasure to warmly welcome you to the University of Colombo to read for Bachelor of Business Administration Degree at the Faculty of Management and Finance. You are very much fortunate to enter into this prestigious state university which has a history spanning over many generations. This long history of the university is filled with many accomplishments and accolades of students who have entered the university from diverse backgrounds. Despite the diversity in our lives, the common tie that binds all of us at the University of Colombo is our commitment for excellence in imparting knowledge, enhancing skills and producing a versatile human being to the society. During your undergraduate career, as you engage in various academic and extracurricular activities, I hope that you will also demonstrate the commitment and dedication to develop yourself to be a proud graduate of the University of Colombo.

I urge you to reap the benefits from the resources at the university through the engagement of academic and extracurricular activities in order to enhance your skills and personality so that you can look back at your university life with cherished memories. All of us at the university expect great achievements from you and we are willing to assist you in making your dreams a reality.

I hope that you will always remember that the resources provided for you at the university are from the tax payments of Sri Lankan citizens. They have made a grand investment on you and await your contributions to make Sri Lanka a better place for them and future generations. Hence, I believe that you will remember your responsibilities to your family and your country very well.

The university is indeed a place of honor and you are bestowed with the honor of being a part of the legacy of this great university. Your deeds and thoughts will shape the legacy of University of Colombo, and I wish you all the very best in carrying that legacy to even grandeur heights.

Senior Professor Lakshman Dissanayake
Vice Chancellor
University of Colombo.

Message from the Dean



It is my pleasure to welcome all the new entrants to the Faculty of Management and Finance for the year 2018/2019.

The Faculty of Management and Finance is one of the most prestigious institutions for business education in the country equipped with all the necessary resources to provide you with world class education.

As a new undergraduate to the Bachelor of Business Administration (BBA) programme, you will have the opportunity to study for a specialized degree for four years in any one of the eight areas of specialization. The curriculum that you will follow is designed to inculcate you with the knowledge, skills and attitudes needed to widen your career prospects. All teaching, learning and assessment activities will be conducted in English medium and many programmes are in place to help develop your language skills and make you familiar with the contemporary business trends. Apart from the curriculum, the faculty also offers a wide variety of extra-curricular activities which will help you to further develop your personal and professional lives. During your stay at the Faculty of Management and Finance, I hope you will utilize all the opportunities available to you and cooperate with the academic and non-academic staffs of the faculty who are dedicated to assist you.

I urge you to read and be familiar with the contents in this handbook which will help you to uphold the rules and values of the faculty and the university.

I wish you all the very best and hope you will have a productive and a memorable period at the Faculty of Management and Finance.

Dr. MPP Dharmadasa

Dean, Faculty of Management & Finance

Message from Permanent Student Counsellor



It is a great pleasure to welcome you all to the Faculty of Management and Finance University of Colombo. This phenomenal opportunity you have received to become a member of the Faculty of Management and Finance, the most prestigious business school in Sri Lanka would grant you the most memorable and valuable experiences of your life. As students of Faculty of Management and Finance, you will be exposed to a diverse community with local and international students, a business community of both local and multinational spectrum, as well as extracurricular activities such as music, dancing, and many more. To become a business professional, the faculty expect you to develop holistically, which would ultimately grant a well-balanced citizen to the country.

There are many opportunities for you, especially as an undergraduate of the University of Colombo, you will enjoy utilizing learning centers and libraries, business and training centers, as well as quality time spent on recreational and leisure activities as well as special community and social events. Further, you would get the opportunity to utilize ample resources in sporting, recreational, academic and community within the university.

Conversely, there are many challenges ahead of you during next four years of study. Especially you should be preparing yourself to manage the academic workload, community requirements and peer pressure among many other life obstacles. However, both university's academic, non-academic staff and senior students are always ready to help you with all academic concerns and even on your personal matters throughout the stay.

Finally, the faculty expects you to gain maximum from all the facilities available while complying with all the rules, regulations and the customs of the faculty and university. At the same time, be a responsible student who sustains the resources for the future generations. Personally, me and all student counsellors together wish you all the very best for your academic journey with Faculty of Management and Finance University of Colombo!

Dr. GRP Silva
Senior Lecturer,
Department of Human Resources Management

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 nine 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

Strive to be a centre of excellence of regional and international repute, building synergies between knowledge, education, research and entrepreneurship.

■ 1.2 Mission

To be a centre of excellence in teaching and research, with commitments to producing human talents of high standards and social responsibility, who are innovative with independent thinking and analytical skills, contributing to national development.

■ 1.4 Core Values

- Academic Freedom
- Learner Centeredness and Lifelong Learning
- Critical Thinking
- Creativity, Innovation and Exploration
- Integrity and Ethical Behavior
- Good Governance, Accountability and Responsibility
- Diversity, Inclusiveness, Equality and Mutual Respect
- Professionalism, Commitment and Competence
- Collegiality
- Environmental Responsibility

2. The Faculty of Management & Finance

■ 2.1 Historical Evolution



Faculty of Management and Finance (FMF) is a vibrant and renowned Faculty in the university system in Sri Lanka and was established in 1994. Historical development of the Faculty dates back to 1979 when the Department of Commerce and Management Studies (DCMS) of the University of Colombo was set up as a department, which functioned under the Faculty of Arts.

DCMS grew rapidly in the 1980s and became the single department accommodating the highest number of students in the Faculty of Arts. 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. Then, in May 1994 FMF was established. Over the years the undergraduate population of the Faculty has grown rapidly and in 2018 it reached 1800. FMF offers a multitude of programmes at the diploma, undergraduate and postgraduate levels keeping in line with challenges faced by the business world, setting high standards in management education and continuously updating its programmes. Currently, it consists of seven departments.

- 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.

They offer Bachelor of Business Administration (BBA) degree programme with eight specialisation areas in Accounting, Business Economics, Finance, Human Resources Management, Marketing, Management and Organisation Studies, International Business, and Hospitality and Leisure Management. The Masters of Business Administration (MBA) programmes of FMF is consistently highly ranked and reputed across the world. The programmes offered include the MBA, and specialised MBAs in Accounting and Information Management, Finance, Human Resource Management, Marketing, and International Business. The Faculty also offers MPhil/PhD, Executive MBA (EMBA), Postgraduate Diploma in Banking and Finance, Higher Diploma in Entrepreneurship and Small Business Management, Advanced Diploma in Printing Technology and Management, Executive Diploma in Business Administration (EDBA), Diploma in Small Business Management and Diploma in Human Resource Management.

Apart from the academic departments, the Academic Affairs Unit (AAU) of the Faculty coordinates students' affairs especially in Level I of the BBA programme. The Faculty has established a Career Guidance Unit (CGU) to help students find internship opportunities in the

industry and also to provide career guidance to students. The Postgraduate and Mid-Career Development Unit (PGMCDU) coordinates postgraduate and extension programmes. The Faculty adopted the Course Unit System (CUS) in 2005 and the BBA programme was mapped with the Sri Lanka Qualifications Framework (SLQF) in 2016 enabling the Faculty to ensure that its degree programme is aligned constructively with the established national framework for higher education. The organisational structure of the Faculty is illustrated in Figure 1.

■ 2.2 Mission

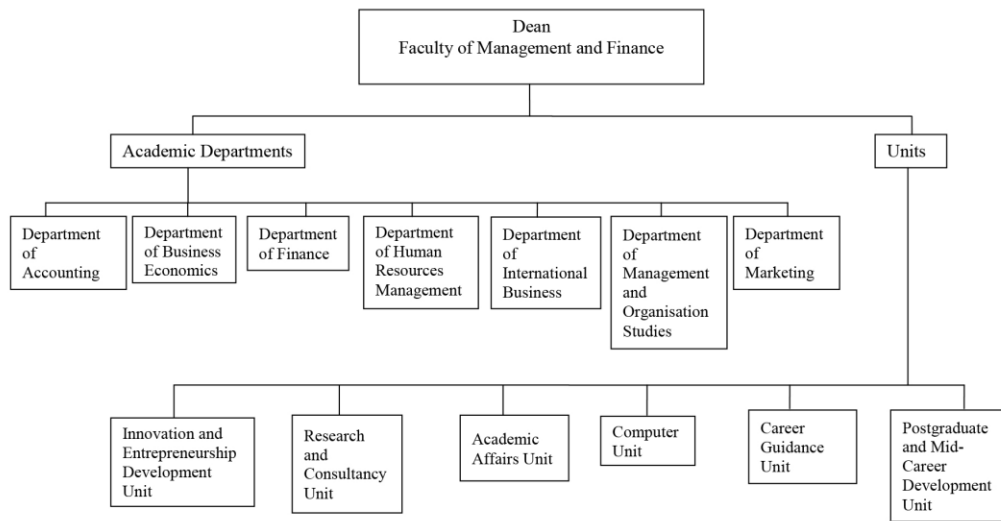
“To lead through high quality research, learning, training and consultancy in the field of management, business, and entrepreneurship with in a creative and collaborative environment towards developing managerial competencies for betterment of the society”.

■ 2.3 Graduate Attributes

The Faculty of Management and Finance introduced six graduate attributes, namely, Conceptual Knowledge and Skills, Professional Conduct, Communication, Teamwork, Personal Effectiveness and Creativity and Innovativeness with the aim of developing a set of competencies which are common for all graduates of the faculty. Further details regarding the graduate attributes can be found in Table G1 of Annexure G of regulations and Courses of the Bachelor of Business Administration Programme.



■ 2.4 Organizational Structure of the Faculty of Management and Finance



3. Academic Departments

■ 3.1 Department of Accounting

Head - Dr. Tharusha N. Gooneratne



On behalf of the Department of Accounting, I am pleased to welcome you to the Faculty of Management & Finance. The Department of Accounting conducts the BBA in Accounting Degree, which is one of the most popular degree programmes in the Faculty.

The department while being focused on ensuring academic excellence strives to develop soft skills of undergraduates by creating and disseminating knowledge through teaching, research and various collaborations with the industry and professional accounting bodies.

Students specializing in the accounting area are offered a good blend of courses in the mainstream areas of accounting, as well as faculty-wide core courses in business and management. We aim to provide our students with a wide exposure to the global business environment and help them to adapt to rapidly changing industry demands through these various courses and the internship programme.

Graduates of our degree programme have excellent employment opportunities, and over the years, have secured important positions in the accounting profession, as well as in other business sectors, including the private sector, nonprofit and public sector organizations. I wish you a rewarding learning experience and an enjoyable time during the next four years in the faculty.

Staff of the Department of Accounting



Mr. Gunapala Ranaweera [MCom (India), BCom (SJP)]

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RI: Behavioural Aspects of Accounting Control Systems

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RI: Sustainability Accounting
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Lecturer – Probationary

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RI: Intellectual Capital Reporting

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3.2 Department of Business Economics

Head - Mr. M. Ramesh Rajasuriya



It is great pleasure to Welcome the best scholars who excelled at the GCE (A/L) Examination in the Commerce stream in 2017 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 Information 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 two Professors and nine senior lecturers are available to assist you whenever required. They are specialized in various sub disciplines in Economics, Mathematics, Statistics, and Information Technology to 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) (Col), BA (Econ, 1st Class) (SJP), (Invited Professor, Hosei University, Japan), Won Faculty Research Awards in 2002, Japan Foundation Fellow 2016/17 at the University of Tokyo, Japanese Government Postgraduate Research (Monbusho) Scholar from 1993-2000, Vice President, Sri Lanka Economic Association (SLEA) 2014-2016/2018
Professor

TI: Microeconomics, Macroeconomics, Business Economics, Managerial Economics, Labour Economics, Comparative Economic Systems, International Business, Entrepreneurship and Small Business, Global Economic Trends

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Advanced Economic Theory, Public Finance, Monetary Economics

RI: International Economics, Development Economics

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Mr. A M C P Atapattu (on study leave) [MBA (Col), BCom (Col), CTHE (Col), Reading for PhD (Kelaniya)]

Senior Lecturer – Grade II

TI: Business Mathematics, Statistics, Econometrics

RI: Event Studies, Volatility clustering and long run causalities

E-mail: cpatapattu@dbe.cmb.ac.lk



Mr. M Ramesh Rajasuriya [M.Sc in Industrial Mathematics (SJP), B.Sc in Mathematics(Col), CTHE (University of Kelaniya)]

Senior Lecturer – Grade II

TI: Advanced Mathematics, Statistics & Probability Theory, Management Science.

RI: Management Science Applications, Queuing Theory Applications in Business, Self-learning Interactive Software Development

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Ms. H M S Amanda N Herath (on study leave) [Reading for PhD (Yonsei GSIS- Republic of Korea), Master of Global Economy and Strategy (Yonsei GSIS- Republic of Korea), BBA in Business Economics (Col), ICASL- Final I, AATSL Passed Finalist, Diploma in Banking and Finance (IBSL)]

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TI: International Trade Theory & Practice, Management Information Systems

RI: International Political Economy, Global Political Leadership, Human Well-Being

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Mr. Rajishtha Y H De Alwis Seneviratne [MPhil (Col), BBA in Business Economics (Col), ACMA, CGMA, ACCA part II completed, CTHE (Col), Accreditation for Teaching in Higher Education (SEDA)]

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3.3 Department of Finance

Head - Dr. S.Buvanendra



I as the Head of the Department of Finance pen this message to the student hand book of the Faculty with great pleasure. 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 Department offers this degree programme to enable undergraduates to energize with high credentials by offering market oriented subjects and producing skilled workforce to the industry.

The Department of Finance is enriched with high quality academic environment with qualified academic staff that provides enormous opportunities to students to sharpen their knowledge and skills. The curriculum of the BBA in Finance programme has been designed with the objective of introducing students to the latest concepts, practices, and technology used in the finance industry. The department always seeks potential to absorb novelty into degree curriculum to uplift the quality and capacity of undergraduates. To enhance the practical knowledge, an industrial internship programme is being incorporated at leading private and public sector organizations.

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. I sincerely hope that you will try your best to fulfill your aspirations by taking part in this four-year academic journey with us. I wish you all the success for your future endeavors.

Staff of the Department of Finance



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

Professor

TI: Corporate Finance, Financial Markets and Derivatives, Investment and Portfolio Management.

RI: Capital Market Efficiency, Empirical Regulatory in Financial Markets, Investor Behavior
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Mr. D. M. S. Dassanayake [MBA (AIT, Bangkok), BCom (Col)]

Senior Lecturer – Grade I

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Dr. D. L. P. M. Rathnasingha [PhD (Malaysia), MBA (Col), BBA (Col), CTHE (Col)]

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Dr. S. Buvanendra [PhD (India), MBA (Col), BBA (Jaffna), CTHE (Col)]

Senior Lecturer – Grade I

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RI: Corporate Finance, Corporate Governance

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Ms. E. M. Nishani Ekanayake (on study leave) [Reading for PhD (University of Northumbria, UK), MBA (Col), BCom (Col), CTHE (Col), SEDA]

Senior Lecturer – Grade II

TI: Banking Theory and Practice, Financial Management, International Financial Management

RI: Banking, Financial Markets, Corporate Governance

E- mail: nishanie@dfn.cmb.ac.lk



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

Senior Lecturer – Grade II

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

RI: Corporate Governance, Financial Sector Regulations, Capital Structure

E-mail: thanujang@gmail.com ; dktng@dfn.cmb.ac.lk



Ms. K. G. K. Fernando [MBA in Finance (Col), BBA (Col), CTHE (Col), SEDA, MCPM]

Senior Lecturer – Grade II

TI: Corporate Finance, Security Analysis, Financial Institutions and Markets

RI: Capital Market Efficiency, Behavioral Finance

E-mail: ganga82fernando@yahoo.com , gangafernando@dfn.cmb.ac.lk



Dr. Tharindu C. Ediriwickrama [PhD (Col), MBA (ICFAI, India), BSc (Finance Sp, USJP), CTHE (Col), SEDA]

Senior Lecturer - Grade II

TI: Risk Management, International Finance

RI: Asset Pricing, Corporate Finance

E-mail: tharinduediriwickrama@dfn.cmb.ac.lk, edirite@yahoo.com



Ms. S. U. K. Bandaranayake (on study leave) [Reading for PhD (University of Canterbury, New Zealand), MBA (PIM, SJP), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA]

Senior Lecturer - Transitional

TI: Financial Reporting and Analysis, Basic Finance, Financial Markets

RI: Financial markets, Capital structure decisions, Banking

E-mail: samangibandaranayake@dfn.cmb.ac.lk



Mr. Yeshan Withanage (on study leave) [Reading for PhD (Ohio University, US), MSc in Mathematics (US), MBA in Finance (Col), BSc in Mathematical Finance (Col), CTHE , SEDA]

Senior Lecturer (Transitional)

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

RI: Time Series Modeling and Capital markets

E-mail: yeshanwithanage@dfn.cmb.ac.lk



Ms. T. P. Rathnasuriya [Reading for MBA (PIM, SJP), BSc (Finance Sp) (SJP), DBF (Passed Finalist) (IBSL), CTHE (Col), SEDA]
Lecturer (Probationary)

TI: Basic Finance, Management Information Systems, Risk Management and Insurance
RI: Banking, Corporate Governance
E-mail: piyumikarathnasuriya@dfn.cmb.ac.lk



Mr. H. A. P. K. Perera [Reading for MBA in Finance (Col), BBA (Col), CIMA (passed finalist), ACCA (Professional Stage)]
Lecturer (Probationary)

TI: Financial Reporting and Analysis, Theory and Practice of Banking
RI: Capital Structure, Financial Markets
E-mail: kasunperera@dfn.cmb.ac.lk , kasunperera007@gmail.com



Ms. D. D. A. S. M. Domingo [Reading for MBA in Finance (Col), BBA (Finance sp) (Col), CIMA (Passed Finalist), CBF, DBF (Passed Finalist) (IBSL), MaTE (Col)]
Lecturer (Probationary)

TI: Basic Finance, Financial Management, Banking
RI: Banking, Capital market, Corporate Governance
Email: sachithradomingo@gmail.com, Manojeedomingo@dfn.cmb.ac.lk



Ms. R. P. U. S. Pathirana [BBA (Finance sp) (Col), ICASL- Business Level]
Assistant Lecturer

TI-Corporate Finance, Financial Management, Banking
RI-Banking, Risk Management, Shareholder Wealth
Email: udeshipathirana@dfn.cmb.ac.lk



Ms. M. J. F. Askiya [BBA (Finance sp) (Col), CMA (Strategic Level)]
Assistant Lecturer

TI: Financial Institutions and Markets, Financial Management
RI: Corporate Governance, Capital Market efficiency
Email: askiya@ymail.com

3.4 Department of Human Resources Management

Head - Professor Pavithra Kailasapathy



On behalf of the Department of Human Resources Management, I am pleased to welcome all of you to the Faculty of Management and Finance. This Faculty and University will be your second home for the next four years of your life. These four years will be an important part of your life which is going to determine your future career. We sincerely hope you will spend your time in this Faculty and University fruitfully and to the fullest. We encourage you to take part in the various extra-curricular and co-curricular activities.

We hope that some of you will decide to pursue BBA in HRM degree programme offered by our department. The courses offered by the department range from Faculty-wide core course (Organisational Behaviour and Human Resource Management) to specialized courses in HRM (e.g., Labour Law, Team Development, HRIS, Performance and Reward Management). We also provide exposure to business environment by arranging company visits, internships and mentoring. There are two Gold Medals for HRM students who excel in their studies and extra-curricular activities. These medals are awarded at the Convocation. Organisations in Sri Lanka like their counterparts in other countries have realised the importance of human resources for achieving organisational goals. The role of our human resource management (HRM) graduates is expected to be the future Human Resource professionals in these organisations helping to achieve goals through and with people. It is our sincere hope that you will graduate as a knowledgeable and skillful professional and be a good citizen of this country. On behalf of the Department, I wish you all happy learning experience.

Staff of the Department of Human Resources Management



Professor Arosha S. Adikaram (On Secondment)[PhD (Col), MA in Labour Studies (Col), BBA(Col), CTHE (Col), Accreditation for Teaching in Higher Education (SEDA), AMIPM (SL)]

Professor

TI: Labor Law and Relations, Human Resource Management, Gender Issues in Management

RI: Labor Law and Relations, Human Resource Management, Gender Issues in Management

Email: arosha@fmf.cmb.ac.lk



Professor Pavithra Kailasapathy [PhD (Melb), MSBA (UMass-Amherst), MS in HRM (New School), CrCert in OD (New School), BBA (Colombo), CTHE (Colombo), AMIPM (SL)]

Professor

TI: HRM, IHRM, Research Methodology, Gender Issues in Organizations

RI: Work Family Conflict/Balance, Gender and organisations

Email: pavithra@fmf.cmb.ac.lk



Dr. D. T. D. Kodagoda [PhD (Bradford, UK), M.Com (India), BCom (Col)]

Senior Lecturer – Grade I

TI: Organizational Behavior, Human Resources Management, Stress Management

RI: Work-life Balance, Recent Trends in SL Labour Market, Gender Issues and Policy Implications

Email: dtkodagoda@yahoo.com , thilakshi@hrm.cmb.ac.lk



Dr. N. N. J. Navaratne [PhD (Keio Japan), MA (Keio Japan), BSc (Business Ad. SJP), CTHE (Col)]

Senior Lecturer – Grade I

TI: Human Resource Management, Organizational Behaviour, Financial Impact in HRM, Principles of Management

RI: Behavioural Aspects and Decision Making Patterns

Email: nimal_n@fmf.cmb.ac.lk



Ms. K. D. T. Kanchana Wijayawardena (on study leave) [MBA (Col), BBA (Col), Dip. in Counselling (SLFI, Sri Lanka), CTHE (Col), Accreditation for Teaching in Higher Education (SEDA)], Reading for PhD (University of Wollongong- Australia)

Senior Lecturer – Grade II

TI: Organisational Behaviour, Human Resource Management, Contemporary Trends in Labour Market, Workplace Psychology

RI: Women in Gender Atypical Work, Positive Organisational Behaviour

Email: Kanchana@hrm.cmb.ac.lk



Dr. Rajitha Silva [PhD – University of Kelaniya, CTHE – Colombo, MBA – CSU, Aus, PGDip – UK, BBA – Col]

Senior Lecturer - Grade - II

TI: Human Resource Management, Organizational Behavior, Industrial Relation / Employee Relation, International Human Resource Management, Training and Development

RI: Corruption Prone Behavior, Public Sector, Employee behavior at work

Email: grpriyankara@hrm.cmb.ac.lk, grpriyankara@gmail.com



Ms Ruwaiha Razik [MBA – Waseda : Japan, B B Mgt (HRM) : Kelaniya, Associate – Chartered Institute of Management Accounting (UK), Associate– Institute of Bankers (Sri Lanka), Associate – Association of Professional Bankers (Sri Lanka)]

Senior Lecturer - Transitional

TI : Organizational Behavior, Human Resource Management, International Human Resource Management, Culture & Organizations, Communication, Principles of Japanese Management Approach, Contemporary Issues in HRM, Talent Management.

RI : Organizational Culture, HR Effects on M& A, HR Issues in Financial Services Sector, Women and leadership, Accounting for HR, Competency Management , HR Practices in SMEs, Employer Branding.

Email: Ruwaiha@hrm.cmb.ac.lk



Ms. A. W. M. M. Atapattu (on study leave) [MBA (Col), BBA (Col), CTHE (Col), SEDA Certified Teacher in Higher Education (UK), Reading for PhD (UNSW, Australia)]

Senior Lecturer - Transitional

TI: Performance Management, Training and Development, Human Resources Management, Career Development

RI: Knowledge Management, Leadership

Email: mauryatapattu@gmail.com; mayuri@hrm.cmb.ac.lk



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), Fellow of the Higher Education Academy (UK), Reading for PhD (QUT-Australia)]

Senior Lecturer – Transitional

TI: Human Resource Management, Organizational Behavior, Personality Development, Training and Development, Strategic HRM, Research Methods

RI: Employee Engagement, Performance Management in the public sector, Training Transfer, Organizational Routines

Email: dharshani.thennakoon@hrm.cmb.ac.lk ; dharshani.thennakoon@gmail.com



Ms. S.D.K. Wanninayake (on study leave) [MBA (Postgraduate Institute of Management – University of Sri Jayewardenepura), BBA (Col), CIMA Passed Finalist, CTHE (Col), SEDA Certified Teacher in Higher Education (UK), Reading for PhD (UNSW – Australia)]

Senior Lecturer - Transitional

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

RI: Emotional Labour, Aesthetic Labour, Presentational Labour, Strategic Human Resources Management

Email: dananja.wanninayake@hrm.cmb.ac.lk, dananja_j27@yahoo.com



**Ms. M. S. B. W. T. M. E. M. Thennakoon [BBA (Col, Sri Lanka),
AAT(Passed Finalist), National Diploma in Counseling (Sri Lanka
Foundation), Reading for HND in Counseling (Sri Lanka Foundation),
Reading for MBA Postgraduate Institute of Management – University of
Sri Jayewardenepura]**
Assistant Lecturer

IT- Team Development, Personality Development, Human Resource Management,
Performance Management

RI- Gender Issues, Work / Family Balance, Health and Safety

Email- eranditennakoon@hrm.cmb.ac.lk, erandikatennakoon@gmail.com

3.5 Department of International Business

Head – Mr. S. Sasidaran



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

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 international trade and investment, foreign direct investments and multi-national companies, cross cultural management etc. 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. Furthermore we also encourage students to conduct research from an international dimension, thereby exposing them to the rapidly globalizing world.

I take this opportunity to wish you an enriching four years and urge you to aim at becoming a globally minded citizen of Sri Lanka.

Staff of the Department of International Business



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, Organizational Design and Structure, Organizational Behaviour.

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

E-mail: sasidaran@mos.cmb.ac.lk, daranss@gmail.com



Mr. A.G.C.S. Wijewardena (on study leave) [MBA (Col), BBA (Col), CIMA (Passed Finalist), Accreditation for Teaching in Higher Education (SEDA), Reading for PhD (Monash Business School-Australia)]

Lecturer

TI: Management Information Systems, International Trade Theory and Practice

RI: International Entrepreneurship

Email: chanaka@dinb.cmb.ac.lk



Ms. N.H.M.S.M. Herath [MBA (Col), BBA (Col), CIMA (Passed Finalist), Accreditation for Teaching in Higher Education (SEDA)]

Lecturer (Probationary)

TI: International Relations, Foreign Direct Investments, Business Communication

RI: Global Governance, Global Sourcing

Email: sashyamherath@gmail.com, sashya@dinb.cmb.ac.lk



Mr. W.M.S.R. Weerasekera [(Reading For MBA(Col),BBA (Col), ACCA (Professional stage)]

Assistant Lecturer

TI: Introduction to International Business, Cross Cultural Management, Supply Chain Management,

RI: International Business Cultures, Supply chain issues

Email: wmsandunw@dinb.cmb.ac.lk, wmsandunw@gmail.com

3.6 Department of Management and Organization Studies

Head – Professor KASP Kaluarachchi



The Department of Management and Organization Studies offers BBA (Special) degree programme enhancing competencies of its students to be successful managers in any functional area of business or to be successful entrepreneurs, while being worthy citizens of the broader society. All students who step into the world of business with this degree qualification will find numerous opportunities in the broad spectrum of management, including having their employment in any field of business they like.

The Department functions as a centre of learning and teaching with research, consultancy and community development experiences, in spite of the degree that the students opt for. The industrial training allowed to the students by the Department is not limited to a particular area of specialization, hence students are free to select their training organization and the functional area of work to gain experience of their choice. This will enhance opportunities for our students to select their careers in any functional area of management and to gain training in the broad spectrum of management. The courses offered by the Department would help our students enrich with competencies in the broad spectrum of management and to aspire entrepreneurs with new knowledge to start and manage their own businesses as well. Being one of the most mature departments of the Faculty, the Department of Management and Organization Studies consists of highly qualified, experienced and dedicated academic staff members who are well connected with the corporate world to facilitate the enhancement of knowledge and exposure of the students. I wish our Department to embark its future milestones successfully and to step further in the world of business in a glorious manner.

Staff of the Department of Management and Organization Studies



Professor KASP Kaluarachchi [PhD (Hosei, Japan), MBA (Col, Sri Lanka), BCom (Special) (Hons) (SJP, Sri Lanka), CTHE (Col, Sri Lanka), LICA, MAAT]

Professor

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 , samanthakaluarachchi@mos.cmb.ac.lk



Professor JASK Jayakody (on release) [PhD (SJP, Sri Lanka), MBA (SJP, Sri Lanka), BSc (Mgt) (SJP, Sri Lanka), CTHE (Col, Sri Lanka)]

Associate Professor

TI: Leadership, Organization Theory, Research Methods

RI: Leadership and Social Exchange in the Organization Context

E-mail: jaskjayakody@yahoo.com ; jaskjayakody@mos.cmb.ac.lk



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: kumudisa@mos.cmb.ac.lk



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 , laxumy@mos.cmb.ac.lk



Dr. B. Nishantha [PhD (Ryukoku, Japan), MBA (Col, Sri Lanka), BCom (Col, Sri Lanka), CTHE (Col, Sri Lanka)]
Senior Lecturer – Grade I

TI: Small Business Management, Strategic Management, Entrepreneurship, Research Methodology, Management Process and Practices
RI: Small Enterprise Growth Dynamics, Micro Finance, Entrepreneurial Intention, Organizational Citizenship Behavior
E-mail :nishantha@mos.cmb.ac.lk



Dr. GATR Perera [PhD (WUT, China), MBA (Col, Sri Lanka), BCom (Col, Sri Lanka)]
Senior Lecturer

TI: Entrepreneurship and Small Business Management, Managing Creativity and Innovation, Management Process and Practice, Culture and Management, Case Study Development and Analysis, Research Methodology.
RI: Practice of Management and Entrepreneurship and its Ramifications in an LDC Context, Social Diversities (Gender, Race, Religion, Caste and Language etc.), Entrepreneurship and Indigenous Management Practices in Different Countries
E-mail: ravinda@mos.cmb.ac.lk



Dr. SR Manorathne née Abeydeera [PhD (Auckland University of Technology, New Zealand), MBA (California, USA), BSc (USJP, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK), Passed Finalist CIMA]
Senior Lecturer – Grade II

TI: Environmental Management, Management Process and Practice
RI: Cultural values and Sustainability, Sustainable business
E-mail: sashika@mos.cmb.ac.lk



Dr. SB Ranasinghe [PhD (Glasgow, UK), MBA (Col, Sri Lanka), BBA (Col, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK)]

Senior Lecturer – Grade II

TI: Contemporary Management, Organization Theory

RI: Post-colonial Studies, Gender Studies, Organization Theory

E-mail: seuwandhi@mos.cmb.ac.lk, seuwandhi@gmail.com



Ms. KK Kapiyangoda [MBA (Col, Sri Lanka), BBA (Col, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK), Passed Finalist CIMA]

Senior Lecturer - Transitional

TI: Organization Theory, Organizational Culture and Management

RI: Organization Theory, Organizational Culture and Management Controls

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



Ms. DCL Digoarachchi [BBA (Col, Sri Lanka), Reading for MBA (PIM, SJP), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK)]

Lecturer (Probationary)

TI: General Management, Leadership, Personality Development

RI: Business model innovations, Organizational Psychology

E-mail: chethanee@mos.cmb.ac.lk, chethanee@gmail.com



Ms. JC Athapaththu [BSc in Computation & Management (Peradeniya, Sri Lanka), MSc. (SJP, Sri Lanka), PQHRM (IPM, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK)]

Lecturer (Probationary)

TI: Management Information Systems, Information Communication

Technology, e-Business, Managing Technology in Hospitality Industry.

RI: Management Information Systems, E-Business, social commerce

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



Ms. T. Kuhendran [BBA (Col), Reading for MBA (PIM), ACCA Affiliate]

Lecturer (Probationary)

TI: Management Information System, General Management, Academic Writing

RI: Women Entrepreneurs, Organizational Behaviour

Email: tkuhendran@mos.cmb.ac.lk



Mr. MSJ Fernando [BBA (Col, Sri Lanka), Reading for MBA (Col, Sri Lanka), PQHRM (IPM, Sri Lanka), CTHE (Col, Sri Lanka), Staff and Educational Development Association (SEDA, UK)]

Lecturer (Probationary)

TI: Finance, Crisis Management, Entrepreneurship, Management

RI: Entrepreneurship, Leadership

E-mail: sahanfernando@mos.cmb.ac.lk , sahanjfernando@gmail.com

3.7 Department of Marketing

Head - Dr. Fazeela Jameel Ahsan



As the Head of the Department, with great pleasure and proud, I take this opportunity to welcome you all to the Faculty of Management and Finance. This is a twelve (12) years old department already served by four Heads of Departments and having around 115 students (3rd and 04th year) and fifteen (15) permanent teaching faculty with two programmes specialized in Marketing (MKT) and Hospitality & Leisure Management (HLM). There is no doubt that you are so privileged to be entered in to this prestigious and metropolitan based state university (which is located in the commercial hub with prompt employment opportunities even before your graduation) and its well-equipped Faculty of Management and Finance, with local and international repute.

Further to your information, this degree programme is designed in a way where it produces graduates with necessary marketing skills coupled with theoretical and practical exposure blended with balanced mixture of ingredients. We are here to delight you by fulfilling your needs beyond your expectations. We strongly believe that at the end of this programme, we would be able to produce a fully-fledged marketing professional who can handle any marketing issues in this dynamic and contemporary business world. With all these, I earnestly request you to exploit all the opportunities available at this leading business Faculty and its University together with a very pleasant and productive B2B environment for the betterment of your brilliant future. Though all the pedagogies related to this programme are conducted in English and our facilitators are always there to assist you in each and every contact point. Don't forget to refer to this hand book as a solution pack to clear any doubts related to rules, regulations and values of this Degree Programme. I assure to meet and beat your queries and worries with prompt action. I wish you all the very success in your future endeavors and go away with very pleasant memories.

Staff of the Department of of Marketing



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

TI: Marketing Management, Strategic Marketing, Marketing Communication and Services Marketing

RI: Customer Centricity, Services Marketing and Service Culture, Sensory 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, Organisational Behaviour, Research Methods

RI: Marketing, Consumer Behaviour and Organizational Behaviour

E-mail: kajendra@mkt.cmb.ac.lk



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

Senior Lecturer – Grade I

TI: Brand Management, International Services, Destination Marketing, Marketing Communications

RI: Quality culture, Innovation, Sustainability, Green Marketing, Tourism Marketing, Women in Business and Women in Entrepreneurship.

E-mail: dr.fazeela@gmail.com; fazeelaja@mkt.cmb.ac.lk



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

Senior Lecturer – Grade I

TI: Marketing, Marketing Research, Brand Management, Services Marketing and Strategic Marketing

RI: Marketing, Branding, Strategic Management, Marketing Research, Customer Relationship Management, Direct Marketing, e-Marketing, Country of Origin, Country Branding, Place Marketing, Hospitality, Leisure 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, Consumer Culture, Research Methods

RI: Consumer Culture and Critical Marketing

E-mail: dinuka@mkt.cmb.ac.lk



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

Senior Lecturer – Grade I

TI: Marketing, Strategic Management, Ethics and Corporate Social Responsibility

RI: Sustainability, Creativity, Strategic Orientation

E-mail: pamarathne@yahoo.com; pamarathne@mkt.cmb.ac.lk



Dr. Maduka Udunuwara (on leave) [PhD (Edith Cowan University, Western Australia), MBA (PIM, SJP), BCom (Special, Col), CTHE (Col)]
Senior Lecturer – Grade I

TI: Marketing, Customer Relationship Management, Destination Marketing and Management

RI: Customer Service Management, Tourism

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Ms. Ruwangi Chandrasekara (on study leave) [MBA (Col), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (U.K.), Reading for PhD (PIM, SJP)]

Senior Lecturer – Grade II

TI: Customer Relationship Management, Brand Management

RI: Culture and Conflict/Cultural Tensions, Consumer Culture, Identity

E-mail: rungsc@gmail.com ; ruwangic@mkt.cmb.ac.lk



Mr. W. M. G. P. C. B. Wijekoon [MBA (Col), BBA (Col), CTHE (Col), SEDA (U.K.), Reading for PhD (PIM, SJP)]

Senior Lecturer – Grade II

TI: Operations Management, Marketing Communications, Crisis Management

RI: Marketing Communications, Corporate Reputation Management, Consumer Behaviour

E-mail: pcbwijekoon@gmail.com ; pcbwijekoon@mkt.cmb.ac.lk



Ms. Dhanushanthini Ajanthan (on leave) [MBA (Col), B.Com (Jaf), HNDA (SLIATE), CTHE (Jaf)]

Senior Lecturer – Grade II

TI: Marketing, Consumer Behaviour, Customer Relationship Management, Brand management

RI: Relationship Marketing Orientation, Brand Equity, Corporate Social Responsibility

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Ms. Thilini H. Alahakoon [MBA (PIM, SJP), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (U.K.)]

Lecturer (Probationary)

TI: Business Communication, e-Business, Destination Marketing, Fundamentals of Hospitality Business

RI: Branding, Experience Marketing, Tourism

E-mail: thiliniha@mkt.cmb.ac.lk



Ms. A. D. Shanika Lakmali [BBA in Marketing (Col), Reading for MBA (Col)]
Lecturer (Probationary)

TI: Marketing Management, Destination Management, Consumer Behaviour, Advertising Management, Brand Management
RI: Hospitality Management, Consumer Behaviour, Customer Relationship Management
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Mr. K.D.E.M. Kathriarachchi [(Reading for M.phil,FGS) MBA (PIM, SJP), BBA (Col), ACMA (UK), CGMA]
Lecturer (Probationary)

TI: Advertising Management, Marketing Communications, Global Marketing
RI: Consumer Behaviour, Ethical Consumption
E-mail: eranjanak@mkt.cmb.ac.lk , eranjana.k@outlook.com



Ms. W.H.Thejani Madhuhansi [BSc (SUSL), Reading for MSc in Management (SJP)]
Lecturer (Probationary)

TI: Hospitality & Tourism Marketing, Marketing Management, Consumer Behaviour, Brand Management
RI: Emotional Marketing, Neuromarketing, Tourist Behaviour & Psychology, Sustainable Tourism, Destination Branding, IT for Tourism,
E-mail: thejahewage@mkt.cmb.ac.lk



Ms. Thivyaashani Sivasubramaniam [BBA (EUSL), PGEDBM, Reading for MSc in Management (SJP)]
Lecturer (Probationary)

TI: Hospitality & Tourism Marketing, Marketing Management, Consumer Behaviour, Brand Management
RI: Emotional Marketing, Neuromarketing, Tourist Behaviour & Psychology, Sustainable Tourism, Destination Branding, IT for Tourism,
E-mail: thejahewage@mkt.cmb.ac.lk

3.8 Departmental Activities

Department of Accounting

Outdoor Workshop

In November 2017, academic staff and third year students of the department collaboratively organized an outdoor workshop at Aqua Pearl Lake Resort, Moratuwa. The aim of this work shop was to enhance interactions between students and staff members and to develop teamwork and soft skills among students.



Winners of “ACCA FINHACK” 2018

A team of students from the Department of Accounting participated in the first Finance Hackathon hosted by Association of Chartered Certified Accountants (ACCA) of Sri Lanka, which was held in Colombo on 26th June 2018, and emerged as the winners of the case study 1.



Guest speaking sessions by a Visiting Scholar



In August 2018, Professor Paul Mather, former Head - Department of Accounting and former Head – La Trobe Business School, La Trobe University, Australia was with the Department of Accounting as a Visiting Scholar. During his visit, the Department of Accounting organized several guest speaking sessions for both academic staff members and undergraduate students of the faculty.

He conducted two sessions for academic staff under the themes of '*Finding a Topic and the PhD Process*' and '*Developing a Personal Research Strategy*' as well as a session for third year undergraduates of the Department of Accounting on '*Generating Research Ideas*'. Further, the Department of Accounting and the Institute of Certified Management Accountants (CMA) of Sri Lanka jointly organized a guest speaking session by Professor Mather on, '*Digital Innovation and The Future of Accounting*' which was held on 21st August, 2018 at the Faculty.

Department of Business Economics

The Economic Outlook '18

The Economic Outlook'18, which was organized by the Business Economics Students' Association was successfully held on November 21, 2018 at the Prof Jayarathna Auditorium of the Faculty of Management and Finance. This event was structured to provide refreshing experience to undergraduates to enhance their knowledge on all aspects of economy and development of Sri Lanka. This event was attended by Dr Indrajith Coomaraswamy (Governor of Central Bank Sri Lanka), Mr Dharmadasa Rangalle (Senior Tax Commissioner at the Department of Inland Revenue), Mr Johnathan Abeywickrema (Director of Lanka Investing Network) and Mr Dulith Herath (Founder of Kapruka) to address the gathering.

With over 200 undergraduates participating from both public and private universities, The Economic Outlook'18 created a platform for undergraduates not only to broaden their knowledge in the field of economics, but also to develop interaction between different universities in a similar areas of interest.



Quiz Econ

The Business Economics Students' Association organized a Quiz Competition 'Quiz Econ', for first and second year undergraduates in parallel with 'The Economic Outlook'18' forum. The aim of the quiz was to enhance the knowledge on business economics of the undergraduates and create a competitive atmosphere in the faculty. This event was attended by the Dean, Faculty of Management and Finance, Head of the department and senior academic staff members of the Department of Business Economics. The winners were awarded at the "The Economic Outlook'18' by the Central Bank Governor, Dr. Indrajith Coomaraswamy.



Department of Finance

Outdoor Workshop

The department of finance organizes an outdoor workshop annually for third year students with the objective of developing and promoting teamwork, leadership and soft skills among students while enhancing their interrelationships with the academic staff of the department. This workshop is usually compromised with a leadership development workshop and team building activities such as spin around the stick, polo game, paper dressing and hat passing.



Inter University Finance Quiz Competition

The department of finance motivated its students to participate at the Inter University Finance Quiz Competition which was organized by the faculty of Commerce and Management Studies, University of Kelaniya, with the participation of teams from all the state Universities. This event helped students to improve their competitive and rational thinking while enhancing application skills related to the subject matters.



Department of Human Resources Management

Students of Department of Human Resources Management attached to diverse activities and event to inculcate holistic learning culture with the support of the both academic and non-academic staff. Such activities attempted to benefit student's in relation to development of their personality, public relation skills and community with both economic and intangible enhancements. Some of these activities are health and community work (Jeevodaya), get-together of past students and industry visits.



Department of International Business

Department Day Out- 2018

On 11 th of May 2018, the final year students of the department, along with the participation of the academic and non-academic staff of the department, organized a day-out to Sayura Beach hotel, Unawatuna in order to welcome third year students. This initiative was implemented under the guidance of Mr. S. Sasidaran, Head of the Department of International Business.

The day out included many entertaining events organized by the students themselves and most importantly during this event, Mr. S Sasidaran and the other academic staff members made it an opportunity to advise the new batch, regarding the significance of making appropriate career decisions.

The aim of the day out was to enhance interactions between students and the academic staff as well as to familiarize the new batch to the academic content and enhance their knowledge regarding career paths in an informal environmental context.



Department of Management and Organization Studies

Business Idea Competition (BIC)

The Business Idea Competition (BIC) is an annual event organized by the Innovation and Entrepreneurship Development Unit (IEDU) of the Department of Management and Organization Studies. It was initiated in 2016 with the expectation of fostering idea generation and commercialization of the business ideas of the first and the second year students of the faculty. It recognizes the students' creativity and innovation in terms of new products, new services, new technologies and new solutions to prolonged dilemmas common to all organizations. The business ideas are evaluated by panels consist of academics and industry experts and the finalists have the opportunity to pitch their ideas to a larger audience comprised of industry representatives and the stakeholders of the university while competing for a podium finish. The students have the freedom to compete individually or as a group and most importantly they can provide their ideas in any language as well. In 2016, Ms. Wasana Batugedara's "Medical Tissue Paper" claimed the first place and in 2017, "Automobile Application" of Amry Asif, Sharfaa Carder and Shaleena Harron won the competition.



Research Development Forum (RDF)

The RDF is a forum organized by the department of Management and Organization Studies of the Faculty, to enable Faculty staff to discuss and present their research interests. This forum was initiated during 2008/2009 by the then Head of Department, Dr. Kumudinie Dissanayake with the intention of providing a forum for young academics to present their initial research ideas and to develop these ideas with the comments of other academics. As the interest for this forum grew, a coordinator was appointed by the Head of the department and with that, the staff of the department took turns to arrange research workshops and invite external university academics – local and international – for knowledge sharing sessions. The RDF continues to facilitate knowledge sharing sessions by giving a forum for Faculty staff who completed their doctoral studies upon arrival to the Faculty. While facilitating Faculty level knowledge sharing sessions, the staff of the department meets once a month as part of the RDF to share their research interests by discussing and engaging with latest research publications, theories and methodologies.

Department of Marketing

Field Visit to Hotel Turyaa, Kalutara

The third year students of the Hospitality and Leisure Management specialization went on a field visit to Hotel Turyaa Kalutara for the course Tourism & Leisure Management offered by the Department of Marketing. During this tour, the students were given exposure to hotel facilities and its management practices.

World Tourism Day Celebration 2018- Inter University Competition

The students of Hospitality & Leisure Management specialization in the Department of Marketing won the championship of the Inter University Competition conducted by Sabaragamuwa University of Sri Lanka at the World Tourism Day Celebration along with the theme of the United Nations World Tourism Organization, “Tourism & Digital Transformation” on 27th September 2018. The competition consisted of a Cooking Competition, Quiz competition and Creative Presentation. The event was a valuable opportunity for the students to enhance their knowledge, skills and network.



Felicitations Ceremony on Teacher's Day 2018

The lecturers of the Department of Marketing were warmly felicitated by its undergraduates on Teacher's Day 2018. To felicitate the hard work, sincerity and dedication that teachers put in, a souvenir was presented to each Lecturer by the students of reMARK Students' Association.



Educational Tour to Wilpattu National Park and Lakvijaya Power Station, Norochcholai

With relation to the Destination Marketing and Destination Management subjects offered by the Department of Marketing, Marketing and Hospitality and Leisure Management students of the third year visited Wilpattu National Park and Lakvijaya Power Station, Norochcholai on the 16th of October 2018. These were educational tours where students examined the customer journey of the popular tourist attractions and identified points of improvements. From these tours, the students were able to gain a new learning experience through observations and reflections.



Guest session on Personal Branding

A guest session on "Personal Branding" was conducted by Ms. Ruwandi Perera, Deputy Manager (Editorial) at Media Services – publishers of LMD magazine, Living magazine and Discover Sri Lanka magazine. The session was aimed at educating undergraduates on the importance of personal branding and specific tactics to successfully branding themselves. During the interactive



session, students were able to share their experiences and get their doubts clarified from Ms. Ruwandi Perera. This was organized by reMARK, the Marketing Students' Association.

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 eight semesters, i.e. Semester I, II, III and IV: first two years of common programme and Semester V, VI, VII and VIII: two years of specializations based on students' interest and performance at the Semesters I, II, III, IV of the programme. Until students reach the Semester V of the Degree programme they do not belong to any particular department.



Coordinator
Mr. Mr. W. A. S. P.
Weerathunga

The Academic Affairs Unit is directly responsible for coordinating Semesters I, II, III and IV's academic programme of the BBA Degree, and 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 Semesters I, II, III, IV of the 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 Semesters I, II, III and IV of the BBA programme should be submitted to the Coordinator of this unit.

4.2 Skills Development and Career Guidance Unit



Mr. G. Ranaweera
Coordinator

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 Career Guidance Unit (CGU) within the Faculty of Management & Finance emanates from the clear necessity of preparing proactively our undergraduates to be competitive in the labour market.

This CGU is headed by a Coordinator and equipped with two principal arms for operations, i.e. Career Guidance and Career Counseling. The former caters to the need for creating and maintaining the relevant databases whereas Career Counseling 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 centers, FMF Counseling Center, Career guidance workshops, FMF Mentoring programme, FMF sports week, FMF cultural show, Speech craft programme, Soft skills development workshops, Graduate employability surveys, Awareness programme on stress relief and need for counseling, organizing annually a Careers Fair, Enterprise-based project, Community development project, FMF Industry visits programme, FMF Golden speech programme, 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 counseling.



Ms. K. G. D.
Randima Thamali
Programme Assistant

Mentoring programme 2018

In October 2018, Mentoring Programme of Faculty of Management and Finance was organized by the Career Guidance Unit with the aim of improving undergraduates' soft skills and attitudes, and developing their professional career.



Golden speech 2018

The Career Guidance Unit in collaboration with the student union of the faculty organized Golden speech 2018 on 23rd October. Mr. Peter D'Almeida, Managing Director and Chief Executive of N-able as the distinguished speaker of the event made a memorable speech to inspire students.



4.3 Computer Unit



The Computer Unit is one of the key supporting units of the Faculty of Management and Finance. The Unit provides services to undergraduates, postgraduate students and to the staff of Faculty of Management and Finance.

At present the computer unit has two computer laboratories with fully networked 100 computers in each and other infrastructure facilities. These laboratories are available for the students and provide them required facilities for data analysis of their research work, computer applications in their course work and free Internet access throughout the day. The unit serves around 2000 undergraduates, 1000 postgraduates and for about 100 staff members at the moment.

The Computer Unit facilitates course units such as BEC 1201 - Elements of Information and Communication Technology, ACT 3305 - Computer Based Accounting, FIN 3232 and BEC 3234 – Financial Econometrics for the undergraduates reading for the BBA Degree. Further, Computer Unit facilitates the Enterprise Resource Planning (ERP) and other ICT related topics in the BBA degree curriculum.

The Computer Unit is responsible for developing and maintaining the Faculty web and email services while administrating the Faculty computer network. Further the Unit administrating the Learning Management System (LMS) and Student Information System (SIS). The Unit is responsible for the Registration of new students as well as Course Registration and Exam Registration in each semester through the SIS.

Learning Management System (LMS) at Faculty of Management and Finance

Learning management system (LMS) is a web-based software application for the administration, documentation, tracking, reporting and delivery of educational courses or training programs or learning and development programs. LMS creates an environment where students can interact with content, collaborate with other learners and communicate with their teachers outside the classroom. Students can get their lecture notes, upload assignments, group discussions and do their mid-term Exams on-line through the LMS. It allows teachers to easily manage classes and track their students' progress, highlighting areas of strength and weakness for ongoing performance improvement.

How to log into the LMS :

The URL of the Undergraduate Learning Management System is <http://lms.mgmt.cmb.ac.lk> Each of the students has a login account to the LMS. Students are required to use their registration number or faculty provided e-mail address as the user name and given password to log on to the system.



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, MBA in International Business, MBA in Accounting and Information Management, Executive MBA, and mid-career programmes such as Executive Diploma in Business Administration (EDBA). In addition, the Unit is equipped with resources and the capacity for running customized training programmes for the industry.



Unit Coordinator
Mr. J. A. S. C. Jayasinghe



4.5 MPhil/PhD Programme Unit



Dr. K. Dissanayake



Dr. A. A. C. Abeysinghe

**Coordinators of
M.Phil / PhD Programme**

Recognizing the much needed contribution to the achievement of academic excellence in Management education, the Faculty of Management and Finance introduced its MPhil/PhD programme in Management and finance in 2014. Since then, this programme has enrolled two batches. This programme adopts contemporary approaches and obtains services of high caliber academics from Sri Lanka as well as from foreign universities to enrich the programme.

5. Student Counselling and Faculty

Student Counsellors

Student Counselling

Student counsellors provide services to advise students to resolve their psychological, academic and personal problems. There are seven student counselors, including a permanent student counsellor in the faculty. These permanent and temporary student counselors are selected from academic staff representing all departments to counsel students regarding their academic as well as personal problems. University student counseling center is located between the Arts Faculty and the main Library and students are welcome to walk in anytime to get assistance to their problems such as stress related to exams and presentations, relationship difficulties, loneliness, difficulties with alcohol and drugs, or any other psychological issue.

Student Counsellors



Dr. GRP Silva



Ms. RA Wimalasinghe



**Mr. RYH De Alwis
Seneviratne**



Mr. MSJ Fernando



Ms. KGK Fernando



Ms. NHMSM Hearath



Ms. TH Alahakoon

6. Marshal Office

Marshals have been appointed to assist the authorities to maintain discipline within the university premises. Marshals will intervene in instances of misconduct and breakdown of law and order and they have to report to Police or relevant university authorities especially to the senior student counsellor. They are duty-bound to intervene in any indiscipline or misconduct within university premises and at hostels. Marshal office is located near the New Arts Theatre of the university. Mr. P. S. P. Direksze is the Acting Deputy Chief Marshal.



Mr.P.S.P. Direksze
Acting Deputy Chief Marshal
0715371522/0112583107



Mr. Sampath Rajapakshe
Marshal Officer
0718 060 718

7. Administrative, Academic Support and Non-Academic Staff

Administrative Staff



Deputy Registrar
Ms. S.S. Samarathunga
*[BA (Peradeniya), MBA (IGNOU),
Mphil (Peradeniya)]*



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), Postgraduate Dip. (IT)
(UCSC), MSc (Computer Sc) (UCSC)]*



Mr. K.D.N.C. Perera
*[BScin Computer Science (special)
(Col), MSc (Computer Sc)
(UCSC)]*



Mr. K.K.D.P.P. Ranaweera
*[BSc(Hons) (special) in Information
Technology (SLIIT), PGD
(Mgt)(UOC)]*

■ Non-Academic Staff

Dean's Office



Ms. W. N. S. Wasalage



Ms. M. T. Fouzena



Ms. N. N. M. Silva



Mr. K. A. N. C. Perera



Mr. H. H. P. Hettiarachchi



Ms. R. N. Nanayakkara



Mr. W. M. K. N. Wijetunga



Ms. W. A. H. Dayadaree



Ms. U.M.S.M. Rathnayake



Ms. S. E. R. T. M. L.S.
Thennakoon



Ms. I.A. Nishshanka



Mr. D. Wijesinhe



Mr. K. G. G. Somawansa



Mr. H. W. L. Wijerathna

Department of Accounting



Ms. R. M. T. Lasanthi



Mr. G.A.S.P. Gurusinghe

Department of Business Economics



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



Mr. I. G. B. S. Jayawardena

Department of Finance



Mr. O. Epitawela



Mr. S. Abeykoon

Department of Human Resources Management



Ms. W. D. K. Senani



Mr. T. M. N. Karunasekera

Department of International Business



Ms. S.M.D. Maheshika



Mr. W. M. C. V. Wanninayaka

Department of Management and Organization Studies



Mr. N. M. S. Banduthilaka

Department of Marketing



Ms. R. M. D. K. Rathnayke



Mr. W. M. S. B. Mallawa

8. Bachelor of Business Administration (BBA) Degree Programme: Introduction to Curriculum

8.1 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 2016. 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 extend the period allocated for the Industrial Training.
- To up-date the course content, to match with the goals of the specialization area.
- To enhance the course offerings to be compatible with the graduate attributes of the faculty.

BBA Degree Programme (BBA) ¹

BBA is a special, four-year full-time programme. The Faculty offers BBA Degree in specialized streams such as Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resource Management, Marketing, Business Administration 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 Resources Management

Bachelor of Business Administration in International Business

Bachelor of Business Administration in Marketing

A brief description of each Degree Programme follows.

Business Administration (Special)

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

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

organization studies, it aims to enable students to analyze contemporary issues in management and organizational activities.

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 a 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 Resources 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, Human Resource Management, 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 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.

8.2 Structure of the BBA Degree Programme

The curriculum of the Degree Programme consists of eight (08) semesters. The semesters I, II, III and IV of the programme are common to all students of the Faculty irrespective of their prospective area of specialization.

8.2.1 Semester I, II, III, IV of the Degree Programme

The first four semesters lay the foundation for the following four semesters where students select their area of specialization. The curriculum of Semester I, II, III and IV of the programme are divided into four (04) course clusters as 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.

8.2.2 Semester V, VI, VII, VIII of the Degree Programme

The curriculum of the Semester V, VI, VII and VIII 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 Resources Management, International Business, Marketing and Business Administration. 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.

8.3 Course Unit System (CUS)

The Academic Year and Semesters

Each academic year is divided into two semesters. 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 |
| BBA | Department of Management and Organization Studies |
| HLM /MKT | Department of Marketing |

Each course characterizes its own identification code (year + number of credits allotted + sequence of offering the course by the respective Academic Department). For example, the course **ACT 1301 – *Advanced Financial 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 year 1 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.

8.4 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.

8.5 Frequently Asked Questions (FAQs) in relation to examination (or assignment) matters

I was exempted from the English Proficiency Course, 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 Proficiency Course and who still wants to follow the English Course should meet the Coordinator/Head of Department of English Language Teaching (DELT), 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 End -of -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 specialization 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 he/she 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 he/she has obtained less than 40 percent, then he/she 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 he/she 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.

Should I apply for semester-end examinations? If so what is the process?

Eighty percent (80%) attendance of lectures is needed for being eligible to sit for the end-of-semester examination. The registration for end-of-semester examination should be duly completed on Student Information System (SIS) on or before the date stipulated by the examination branch. Students cannot apply for examinations in courses other than those courses they have registered for.

How does the university administration facilitate students with disabilities?

Students with disabilities should obtain a letter from the University Medical Officer (UMO) 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.

If I am absent at the end-of-semester examinations due to genuine reasons like illness, what is the procedure of submitting medical certificates?

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 UMO 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 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.

What is the process of completing 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.

Is it mandatory to complete all failed courses within immediate next two years? What would be the impact of completion of failed courses on my Grade Point Average (GPA)?

It is mandatory to complete all failed courses if there are any. A student can get his/her Degree only if he/she 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 GPA, the grade point value assigned to the repeat course would be 2.00 only.

What is plagiarism and cheating in academic work?

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.

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

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.

1. These By-Laws may be cited as the Bachelor of Business Administration Degree By-Laws No 31 of 2016 as subsequently amended.

Part I – General

2. (1).Subject to these By-Laws, a student may be awarded the Degree of Bachelor of Business Administration (BBA) if she² 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, assignments, term-papers, reports, oral examinations, dissertation enhancement course, industrial training, etc.;
 - (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.

²Please note that the use of female pronoun here and elsewhere in these By-Laws refers to both male and female genders.

- (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, Marketing and BBA (Special) as the case may be. The Senate shall have the authority, on the recommendation of the Faculty Board of the Faculty of Management and Finance (hereinafter referred to as the Faculty) to add to, to split or combine or drop from these specialized streams.

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, which includes lectures, examination period and vacation, if any.
4. The Programme of study leading to the BBA Degree shall be organized in eight (08) semesters.
5. The teaching and learning of the BBA Degree shall consist of lectures, seminars, workshops, discussions, simulations, practical components, self-study, guided reading etc. and Dissertation/Applied Research Project 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 period within which the student should complete the degree shall be eight (08) years from the commencement of her initial registration, unless it is extended by the Senate on the recommendation of the Faculty under exceptional circumstances.
6. There shall be an End-of-Semester Examination for each course offered in a particular semester and it shall be held, save in exceptional circumstances, within the same semester. Under exceptional circumstances, the Senate 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.
7. Semesters I, II, III and IV shall consist of the prescribed courses as stipulated in Annexure A, Table A1 of Part C: Schedule of these By-Laws and Regulations. Criteria and courses considered in selecting students for different specialization streams of the BBA Degree programme are stipulated in Annexure B of Part C: Schedule of these By-Laws and Regulations. Semesters V, VI, VII, and VIII shall consist of duly prescribed

core courses, specialization core courses, and specialization optional courses prescribed in Annexure C, Tables C1 to C8 of Part C: Schedule of these By-Laws and Regulations. The Senate shall have the authority, on the recommendation of the Faculty, to vary this structure in exceptional circumstances.

8. A student shall earn a minimum of 120 credits inclusive of 64 credits from the prescribed courses in Semesters I, II, III and IV, and a minimum of 56 credits from the prescribed courses, Dissertation/Applied Research Project and Industrial Training of Semesters V, VI, VII, and VIII to qualify for the award of the BBA Degree.
9. There shall be a course code for each course where the first digit denotes the year that the course is offered, 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 contact hours per week for that particular course as may have been prescribed by these By-Laws, Regulations and Rules of the University.
11. 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.
12. The medium of instruction shall be English.
13. (1). The courses offered in Semesters I, II, III and IV 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 fulfils other requirements of the course as stipulated in section 27 of these By-Laws.
- (3). A student shall be deemed to have successfully completed Semesters I, II, III and IV of the BBA Degree Programme, when she has
 - (a) earned 64 credits from Semesters I, II, III and IV, and
 - (b) earned a grade point not less than 2.00 (grade C) for each of the core courses offered in Semesters I, II, III and IV.

14. (1). Semesters V, VI, VII, and VIII of the BBA Degree Programme consist three (03) categories of courses namely core courses, specialization core courses, and specialization optional courses.

(2). The categories of courses indicated in (1) above shall contain:
 - Core courses for 10 credits
 - Specialization core courses for 36 credits for Dissertation option or 34 credits for Applied Research Project option from the area of specialization including the Dissertation/Applied Research Project and Industrial Training
 - Specialization optional courses for 10 credits for Dissertation option or 12 credits for Applied Research Project option.
- (3). If a student has obtained more credits than the required minimum of 10 credits for Dissertation option or 12 credits for Applied Research Project option from Specialization optional courses, then the courses for which most satisfactory performance has been obtained shall be considered for the calculation of GPA. The courses which may not be considered for the calculation of GPA shall be considered as audited courses and the titles and grades obtained of such audited courses shall be indicated in the academic transcript issued by the University.
- (4). A student shall not be eligible to sit 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 fulfils other requirements of the course stipulated by these By-Laws and Regulations.

Part III – Evaluation / Examination

15. The examinations leading to the BBA Degree shall be the Bachelor of Business Administration Examination for Semesters I, II, III, IV, V, VI, VII, and VIII.
16. 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.

(1). The Board of Examiners may test any candidate in writing and/or orally and adopt any other forms of evaluation.

- (2). The Board of Examiners may also take into consideration the tutorials, assignments, oral presentations, reports, dissertation, practical engagements, industrial training, field work, and case studies undertaken during any course prescribed for any of the examination.
17.
 - (1). Performance of a candidate at the BBA Degree Programme shall be evaluated through a combined system of Continuous Assessments and End-of-Semester Examinations for courses except, Industrial Training, Dissertation/Applied Research Project, Enhancement Course(s), Community Development Project and Enterprise Based Project.
 - (2). For the final grading of the Programme, the Continuous Assessment(s) and the End-of-Semester Examination shall be marked out of a maximum mark as given below:

| | |
|------------------------------|-------|
| Continuous Assessment(s) | - 30% |
| End-of- Semester Examination | - 70% |
18. A candidate shall present herself for each End-of-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, on the recommendation of the Faculty, 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 eight (08) years as stipulated in section 4 of Part-II of these By-Laws to successfully complete the requirements for the award of the BBA Degree without penalty.
19. A student shall be deemed to have sat the first scheduled End-of-Semester 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.
20. A candidate who fails to successfully complete any of the courses in the first attempt shall be eligible to repeat the course(s) on a maximum of two (02) other subsequent occasions subject to section 4 of Part-II of these By-Laws.
21. No candidate shall be considered to have passed the Degree of BBA examination unless she passed the courses in all eight (08) semesters of the degree programme and has also passed the Level-III of proficiency in English Examination and

Enhancement course prescribed under these By-Laws and any other Regulations and Rules made by the University.

22. Performance of students in each course shall be graded and Point Value shall be assigned as given in Table 1.

Table 2: Grades and Grade Point Values

| Range of Marks | Grade | Grade Point Value |
|-----------------------------------------------------------------------------|-------|-------------------|
| 85– 100 | A+ | 4.00 |
| 70 – 84 | A | 4.00 |
| 65 – 69 | A- | 3.70 |
| 60 – 64 | B+ | 3.30 |
| 55 – 59 | B | 3.00 |
| 50 – 54 | B- | 2.70 |
| 45 – 49 | C+ | 2.30 |
| 40 – 44 | C | 2.00* (pass) |
| 35 – 39 | C- | 1.70 |
| 30 – 34 | D+ | 1.30 |
| 25 – 29 | D | 1.00 |
| 00 – 24 | E | 0.00 |
| Note: *Minimum grade/grade point required to successfully complete a course | | |

Academic transcript shall include GPA of each Semester and GPA of the programme separately. The Formula for GPA calculation shall be:

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

Where; $i = i^{\text{th}}$ course, $n =$ number of courses completed during the period considered for the GPA calculation, $C_i =$ number of credits for the i^{th} course, and $(GP)_i =$ Grade Point for the i^{th} course.

The Examination leading to the award of the BBA Degree shall consist of First Semester Examination, Second Semester Examination, Third Semester Examination, Fourth Semester Examination, 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 (see Annexure D of Part C: Schedule of these By-laws and Regulations). Where it is applicable, Examination of Dissertation/Applied Research Project, Industrial Training and Enhancement Course as specified in these By-Laws, Regulations and Rules shall also be a part of the Examination process.

23. 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 shall repeat all courses so failed and obtain a score of at least 40% (minimum 2.00 grade point) in each of those courses or obtain a score of at least 40% (minimum 2.00 grade point) in another course(s) approved by the Head of Department in the same discipline in order to successfully complete the requirements for the BBA Degree.
24. (1). To successfully complete the Dissertation/Applied Research Project component of the Examination, a student shall demonstrate the knowledge of the methods of research/applied research, competence to present material systematically and ability to analyse, interpret results/data, and develop a novel if not an original argument as it is generally applicable to a Bachelor's Degree of the University and in particular, to such a Degree in Business Administration.
- (2). No student who obtained a score of less than 40% (minimum 2.00 grade point) for the Dissertation/Applied Research Project shall be deemed to have successfully completed these components.
25. (1). A student who fails to meet the standards specified in section 24 of these By-Laws shall be deemed to have failed the Dissertation/Applied Research Project, and such student shall re-submit the revised Dissertation/Applied Research Project to the Examination Branch in the next semester or within the period specified by the respective Department for re-examination.
- (2). No student who obtained a score of less than 40% (minimum 2.00 grade point) for the Industrial Training shall be deemed to have successfully completed the Industrial Training component.
26. A student shall undergo a practical training in any relevant organization/institute in the state, corporate or non-government sector in her eighth semester of the programme as prescribed by these By-Laws and Regulations of the BBA Degree Programme. The Industrial Training shall be evaluated as specified in section 23 of the Regulations of the BBA Degree Programme.

27. A candidate shall not be permitted to take the End-of-Semester Examination unless, she has
 - (1). followed at least 80 percent of the classes held (see Annexure E of Part C: Schedule of these By-laws and Regulations);
 - (2). the Head of the Department has certified that she has successfully 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;
 - (3). her application for entry to the examination has been accepted;
 - (4). registered with the Examinations Branch of the University for the examination she intends to sit; and
 - (5). her student registration continues to be in force.

28.
 - (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 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, 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 Examinations on more than three (03) 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 provisions relating to the Examination Procedure, Offenses and Punishment Regulation No. 1 of 1986 shall *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 Classroom 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 on the recommendation of the Head of the Department and the Dean of the Faculty.
 - (7). Rules relating to Assignments, the Dissertation/Applied Research Project, 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.
29. In case of a student who obtains a Grade Point which is less than 2.00 (grade C) for a specialization optional course in a specialized stream, as prescribed under the By-Laws, she 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 specialization optional course which is offered in the next immediate semester in which the relevant specialization optional course is offered as an alternative to the course in which she obtained a mark which is less than the pass mark. However, even 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 (02) times a course in spite of that student has taken or deemed to have taken the same course or an alternative course in her repeat attempts.
30. 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 lectures, practical 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

31. No student shall qualify for the award of the BBA in Accounting Degree, unless she has:
 - (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,

- (2). earned 56 credits from Semesters V to VIII of the BBA in Accounting Degree including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
32. No student shall qualify for the award of the BBA in Business Economics Degree, unless she has:
- (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). earned 56 credits from Semesters V to VIII of the BBA in Business Economics Degree including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.

- (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
33. No student shall qualify for the award of the BBA in Finance Degree, unless she has:
- (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws
 - (2). earned 56 credits from Semesters V to VIII of the BBA in Finance Degree including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo

- (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
34. No student shall qualify for the award of the BBA in Hospitality and Leisure Management Degree, unless she has:
 - (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). Earned 56 credits from Semesters V to VIII of the BBA in Hospitality and Leisure Management Degree including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.

35. No student shall qualify for the award of the BBA in Human Resources Management Degree, unless she has:
 - (1) successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). earned 56 credits from Semesters V to VIII of the BBA in Human Resources Management Degree including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
36. No student shall qualify for the award of the BBA in International Business Degree, unless she has:
 - (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). earned 56 credits from Semesters V to VIII of the BBA in International Business Degree including:

- (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
37. No student shall qualify for the award of the BBA in Marketing Degree, unless she has:
- (1). successfully completed Semesters I to IV of the BBA Degree as stipulated in Subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). earned 56 credits from Semesters V to VIII of the BBA in Marketing Degree including:
 - (a) 10credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and
 - (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.
38. No student shall qualify for the award of the BBA (Special) Degree, unless she has:
- (1). successfully completed Semesters I to IV of the BBA (Special) Degree as stipulated in subsection (3) of section 13 in Part-II of these By-Laws,
 - (2). earned 56 credits from Semesters V to VIII of the BBA (Special) Degree programme including:
 - (a) 10 credits from Core courses;
 - (b) 36 credits from Specialization core courses for those who select Dissertation option or 34 credits from Specialization core courses for those who select Applied Research Project option and;
 - (c) a minimum of 10 credits from Specialization optional courses for the Dissertation option or 12 credits from Specialization optional courses for the Applied Research Project option.
 - (3). earned a 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 (except for audited courses and ENH 1000 - Second Language Course), the Dissertation/Applied Research Project and Industrial Training
 - (5). successfully completed the Level-III of the proficiency in English Examination conducted by the University of Colombo
 - (6). successfully completed the non-credit, Enhancement course as stipulated in Annexure F of Part C: Schedule of the Regulations of the BBA Degree Programme, and

- (7). successfully completed the Degree in not less than four (04) years and not more than eight (08) years.

39. Award of Classes

- (1). A student may qualify to be awarded the Degree of BBA in Accounting/ BBA in Business Economics/BBA in Finance/BBA in Hospitality and Leisure Management / BBA in Human Resources Management/BBA in International Business/BBA in Marketing/ Degree of BBA (Special) with a First Class Honors, and in addition secures a GPA of not less than 3.70.
- (2). A student may qualify to be awarded the Degree of BBA in Accounting / BBA in Business Economics/BBA in Finance/ BBA in Hospitality and Leisure Management / BBA in Human Resources Management/ BBA in International Business/BBA in Marketing/ BBA(Special) with a Second Class Honors (Upper Division), and in addition secures a GPA of not less than 3.30.
- (3). A student may qualify to be awarded the Degree of BBA in Accounting / BBA in Business Economics/ BBA in Finance/ BBA in Hospitality and Leisure Management /BBA in Human Resources Management/ BBA in International Business/BBA in Marketing/ BBA(Special) with a Second Class Honors (Lower Division), and in addition secures a GPA of not less than 3.00.
- (4). In the case of candidates who repeat a course(s) and pass the course(s), the grade point to be taken in to consideration in awarding classes is 2.00 even if the actual grade point obtained is higher. However, actual grade point of repeat course(s) in Semesters I to III will be considered in selecting for specialization streams.

Part V - Interpretation

40. 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 and its subsequent amendments.

“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 of Bachelor of Business Administration.

“The Faculty” 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 (Accounting)/ Bachelor of Business Administration (Business Economics)/ Bachelor of Business Administration (Finance)/ Bachelor of Business Administration (Hospitality and Leisure Management) / Bachelor of Business Administration (Human Resources Management)/ Bachelor of Business Administration (International Business), Bachelor of Business Administration (Marketing) and Bachelor of Business Administration (Special), as the case may be.

“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 decides otherwise.

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

“The University” means the University of Colombo

41. Any question regarding the interpretation of these By-Laws shall be referred to the Council whose decision thereon shall be the final.
42. 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 Degree Programme under the earlier By-Laws.
43. These By-Laws will be effective for students who register for the BBA Degree Programme in 2016 or thereafter.

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

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

1. These Regulations may be cited as the Degree of Bachelor of Business Administration Regulations No 31 of 2016 as subsequently amended.

Part A: The structure and courses of the BBA Degree programme

2. The BBA Degree Programme may be offered as a BBA Degree in different streams such as Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business, Marketing and BBA (Special). The Senate shall have the right, on the recommendation of the Faculty, to vary, add, decrease or merge these streams.
3. The programme leading to the BBA Degree shall be divided into eight (08) semesters as Semester I, Semester II, Semester III, Semester IV, Semester V, Semester VI, Semester VII, and Semester VIII.
4. The medium of instruction for all eight (08) semesters shall be English.
5. All courses that shall be offered in the BBA Degree Programme are offered under the credits system except for the course on Second Language, and the Enhancement courses. The number of credits assigned to each course shall normally be the number of contact hours per week for a particular course as may have been prescribed by the By-Laws, Regulations and Rules of the University. A credit shall consist of fifty (50) notional hours.
6. Course codes, course titles, number of credits allocated for each course, and course status of courses offered in Semesters I to IV are shown in Table A1 of Annexure A in Part C: Schedule of these regulations. These courses have been designed in compliance with the Competency Framework of the Faculty of Management and Finance as stipulated in Annexure G of these Regulations.

7. A student reading for the BBA Degree should earn a minimum 120 credits for being eligible for the Degree, irrespective of the area of specialization and shall earn 64 credits from Semesters I to IV, and a minimum of 56 credits from Semesters V to VIII.
8. A student shall have the option to select her stream of specialization as stipulated in these By-Laws and Regulations of the Bachelor of Business Administration Degree and inform the Head of the respective Department of study within six (06) weeks after the final examination of the Semester IV.
9. Selection of a student for a specialization stream in Semester V and beyond of the BBA Degree Programme shall be based on the criteria stipulated in Annexure B in Part C: Schedule of these Regulations.
10. Courses offered in the BBA Degree Programme are categorized as Core courses, Specialization core courses, Specialization optional courses, non-credit compulsory courses and non-credit optional courses.
11. Lectures, practical classes, etc. shall be provided for the Core, Specialization core, Specialization optional courses in Semester V and beyond of the BBA Degree Programme.
12. All core courses offered in Semesters V to VIII of the BBA Degree are compulsory for students who read for the BBA Degree Programme.
13. All Specialization core courses and Specialization optional courses offered in Semesters V to VIII of the BBA Degree are categorized under eight (08) streams, namely Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business, Marketing and BBA (Special).
14. Course codes, course titles, number of credits allocated for each course including Dissertation/Applied Research Project, and Industrial Training, and course status of courses offered in Semesters V to VIII stipulated in section 13 above are shown in Tables C1 to C8 of Annexure C in Part C: Schedule of these Regulations. These courses have been designed in compliance with the Competency Framework of the Faculty of Management and Finance as stipulated in Annexure G in Part C: Schedule of these Regulations.
15. A student reading for the BBA Degree shall undergo an Industrial Training in any relevant organization/institute in the state, corporate or non-government sector for a

minimum period of six (06) months in Semester VIII. This proposed organization/institute shall be approved by the Head of respective Department. The progress of the student's training shall be supervised by both the respective academic Department and the organization that provides the training. This six (06) months period may be varied as decided by the Senate on the recommendation of the Faculty.

16. A student reading for the BBA Degree shall earn 56 credits from Semesters V to VIII.
17. The distribution of credit requirement stipulated in Section 16 above within the semesters is provided in Table 1 below:

Table 3: Distribution of Credit Requirement in Semester V to VIII of the BBA Degree programme

| Semester | Number of credits per Semester | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------|-------------------------|---------------|
| | Core | Specialization core | Specialization optional | Total credits |
| V | 05 | 09/08*** | 02 | 16/15*** |
| VI | 05 | 07/08*** | 04 | 16/17*** |
| VII | - | 12* or 10** | 04* or 06** | 16 |
| VIII | - | 08 | - | 08 |
| Total Credits | 10 | 36* or 34** | 10* or 12** | 56 |
| Note: * denotes the credit requirements under Dissertation option and ** denotes the credit requirement under Applied Research Project option ***only applicable to the students following BBA in Business Economics | | | | |

18. A student reading for the BBA Degree shall earn 56 credits in Semesters V to VIII of the Programme as stipulated in section 16 above as:
- (a) 10 credits from the Core courses as stipulated in section 17 above
 - (b) 36 or 34 credits from the Specialization core courses as stipulated in section 17 above
 - (c) 10 or 12 credits from the Specialization optional courses in section 17 above
19. (a) Dissertation/Applied Research Project shall consist of a study and research towards the preparation and submission of a Dissertation/Applied Research Project report based on an approved Research Topic. Before a student(s) commence(s) her/their Dissertation/Applied Research Project, she/they shall submit a proposal in her/their Sixth semester for the same to the relevant academic Department for approval. Student(s) shall not proceed with the research towards the preparation of the Dissertation/Applied Research Project until the

Department approves the proposal. Before end of Semester VI, each student shall successfully complete the course on Seminar on Research/Seminar on Applied Research and shall submit a proposal for Dissertation/Applied Research Project to the Head of the Department for approval.

- (b) A student(s) whose proposal for the Dissertation/Applied Research Project 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(s) whose proposal for the Dissertation/Applied Research Project 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 work on Dissertation/Applied Research Project.
 - (e) Applied Research Project shall be a group research project where a group shall consist of minimum two (02) students and maximum three (03) students.
20. There shall not be an End-of-Semester Examination for the Courses titled Seminar on Research/Applied Research, Industrial Training, Dissertation/Applied Research Project, Enterprise-based Project, Community Development Project, and Enhancement courses. Seminar on Research/Applied Research course shall be evaluated through Continuous Assessments. The Enterprise-based Project, Community Development Project, and Industrial Training are evaluated based on the project report and oral presentations by the examiners appointed by the Senate on the recommendation of the Faculty.

Part B: Examinations of the Programme

21. End-of-Semester examination and the Continuous Assessment(s) for any Course shall take the following form:
- (a) For each Course other than Seminar on Research/Applied Research, Industrial Training, Dissertation/Applied Research Project, Community Development Project, Enterprise Based Project and Enhancement course in BBA Degree, there shall be a written open or closed book End-of-Semester Examination of two (02) or three (03) 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 (01), two (02) or three (03) credit(s). Dissertation shall carry a

value of eight (08) credits, Applied Research Project report shall carry a value of six (06) credits and the Industrial Training shall carry a value of eight (08) credits.

- (c) There shall also be continuous assessment(s) which may include individual and/or group assignments, mid-semester tests, quizzes, term papers, executive reports, presentations, etc.
- (d) For the final grading of the course, the End-of-Semester Examination and the Continuous Assessment(s) are computed as follows:

| | |
|-----------------------------|-------|
| Continuous Assessment(s) | - 30% |
| End-of-Semester Examination | - 70% |

22. With regard to the examination of the Dissertation/Applied Research Project report, the following shall be applicable:

- (a) The date for the submission of the Dissertation/Applied Research Project report shall be announced by the Head of the Department with the approval of the Faculty at the beginning of Semester VII. The date of submission shall not exceed more than one month after the completion of the End-of-Semester examinations of Semester VII.
- (b) Students shall submit two (02) copies of the Dissertation/Applied Research Project report 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 20,000 words and the Applied Research Project report shall consist of 20,000 to 30,000 words excluding Tables, Annexures, Figures, etc. and shall be submitted in accordance with the format given in Part C: Schedule of these Regulations.
- (d) The Dissertation shall carry a maximum mark of 100 and a weight of eight (08) credits. The Applied Research Project report shall carry a maximum mark of 100 and a weight of six (06) credits. The minimum mark to be obtained by a student to pass the Dissertation/Applied Research Project is 40% (minimum 2.00 grade point) of the total mark allotted to it.

- (e) The Dissertation/Applied Research Project report shall be subjected to an evaluation by two (02) independent examiners appointed by the Faculty on the recommendation by the Head of the Department and marked out of 100.
 - (f) There shall be an oral examination for the Applied Research Project report. Three (03) independent examiners shall be appointed for the oral examination panel by the Faculty on the recommendation of the Head of the Department and shall grade the oral presentation of students out of 100. 70% of the average marks assigned by two (02) examiners of the Applied Research Project report and 30% of the average marks assigned by the examiners of the oral examination shall be considered in final grading of the performance of the Applied Research Project report.
 - (g) A student who fails to secure a minimum 2.00 grade point at the evaluation by the examiners shall be directed to re-submit the revised Dissertation/Applied Research Project report within a specified period which shall not exceed one (01) year.
23. With regard to the Examination of the Industrial Training, the following shall be applicable:
- (1) The Industrial Training shall be evaluated based on two (02) components, namely; industrial training report and an oral presentation on the report.
 - (a) Each of the components above shall carry a weightage of 70% and 30%, respectively.
 - (b) The evaluation process for each of the two (02) components is stipulated in subsection (2) and (3) below.
 - (c) A minimum mark of 40% should be secured for each of the above two (02) components by a student to obtain a minimum of 2.00 grade point (C grade) for the Industrial Training.
 - (2) With regard to the examination of the oral presentation on the industrial training report, the following shall be applicable:
 - (a) The date for the oral presentation shall be announced by the Head of the Department at the beginning of the eighth semester. The date of presentation shall not exceed more than four (04) weeks after the completion of the End of semester examinations of Semester VIII.

- (b) The oral presentation shall be evaluated out of 100 marks by two (02) independent examiners appointed by the Head of the Department.
 - (c) 30% of the average marks assigned by two (02) examiners of the oral presentation shall be considered in final grading of the performance of the Industrial Training.
- (3) 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 at the beginning of the eighth semester. The date of submission shall not exceed more than four (04) weeks after the completion of End-of-Semester Examinations of Semester VIII.
 - (b) The students shall submit two (02) copies 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 6,000 words excluding Tables, Annexures, Figures and etc. and shall be submitted in accordance with the format given in Part C: Schedule of these Regulations.
 - (d) The Industrial Training Report shall be evaluated by an examiner appointed by the Faculty on the recommendation of the Head of the Department and marked out of 100.
 - (e) 70% of the marks assigned by the examiner of the industrial training report shall be considered in final grading of the performance of the Industrial Training.
24. Any question regarding the interpretation of these Regulations shall be referred to the Council whose decision thereon shall be final.
25. These Regulations will be effective from students who register for the BBA Degree programme in 2016 or thereafter.

Part C: Schedule

The format of the final version of Dissertation/Applied Research Project report/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 1/4" on the left side and 1" on the right side and 1" at the top and bottom of each page.

The Dissertation/Applied Research Project report and the Industrial Training Report shall incorporate in the following order:

- (a) a title page giving the title of the Dissertation/Applied Research Project report/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/Applied Research Project report/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 to submit the Dissertation/Applied Research Project report/ 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/Applied Research Project report);
- (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/Applied Research Project report/Industrial training Report.

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

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

On the spine of the Dissertation/Applied Research Project report 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/Applied Research Project report as an appendix.

Annexure A: Courses offered in Semesters I, II, III and IV**Table A1: Courses Offered in Semesters I, II, III and IV of the BBA Degree Programme**

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|--------------------|------------------------------------------------------|----------------|----------------------|-------------------------|
| BEC 1304 | Business Mathematics | 3 | Core | I |
| ACT 1302 | Financial Accounting | 3 | Core | I |
| BBA 1300 | Management Process and Practice | 3 | Core | I |
| BEC 1305 | Microeconomics | 3 | Core | I |
| BEC 1201 | Elements of Information and Communication Technology | 2 | Core | I |
| BBA 1200 | Functional English and Basic Academic Writing | 2 | Core | I |
| ENH 1000 | Second Language Course | None | Optional | I |
| | Total Credits in Semester I | 16 | | |
| FIN 1302 | Basic Finance | 3 | Core | II |
| BEC 1306 | Basic Statistics | 3 | Core | II |
| HRM 1301 | Organizational Behaviour | 3 | Core | II |
| INB 1200 | Business Communication | 2 | Core | II |
| BBA 1201 | Elements of Psychology and Sociology | 2 | Core | II |
| ACT 1201 | Management Accounting | 2 | Core | II |
| BBA 1100 | Community Development Project | 1 | Core | II |
| ENH 1001 | Aesthetic Activities | None | Optional | II |
| ENH 1002 | Enhancement Course | None | Optional | II |
| ENH 1003 | Sports Activities | None | Optional | II |
| | Total Credits in Semester II | 16 | | |
| FIN 2311 | Financial Management | 3 | Core | III |
| HRM 2311 | Human Resource Management | 3 | Core | III |
| BEC 2311 | Macroeconomics | 3 | Core | III |
| MKT 2311 | Marketing Management | 3 | Core | III |
| MKT 2227 | Customer Relationship Management | 2 | Core | III |
| INB 2227 | Introduction to International Business | 2 | Core | III |
| | Total Credits in Semester III | 16 | | |
| ACT 2311 | Advanced Financial Accounting | 3 | Core | IV |
| BBA 2301 | Commercial Law | 3 | Core | IV |
| MKT 2312 | Operations Management | 3 | Core | IV |
| BBA 2302 | Organization Theory and Design | 3 | Core | IV |
| BEC 2227 | Business Statistics | 2 | Core | IV |
| FIN 2227 | Financial Institutions and Markets | 2 | Core | IV |
| | Total Credits in Semester IV | 16 | | |

Notes:

1. A compulsory, non-credit Enhancement Course shall be completed before registering for Semester VII by selecting either of ENH 1001, ENH 1002 or ENH 1003 specified above.
2. ENH 1000 Second Language Course in Sinhala or Tamil language shall be completed in Semester I as an optional non-credit course.

Annexure B: Criteria for Selecting Students for Areas of Specialization

The selection of students for a particular stream in Semester V of the BBA Degree 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 Degree programme. Details of each criterion are as follows;

- (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 24 credits in Semesters I to III and have secured a grade point average of at least 2.00 (grade C or above) for each of the courses listed in Table B1 below to be considered for respective specialization areas. These subject combinations may vary from year to year as decided by the Senate on the recommendation of the Faculty. In case of a student fails to get selected for a specialization stream based on her performance of the required subject combinations, her specialization request application shall be directed to Specialization Evaluation Committee (SEC) to place her in a suitable specialization stream. The SEC consists of the Dean, all Heads of Departments and the Coordinator of the Academic Affairs Unit.
- (iii) The ceiling for the number of students allocated to each stream shall be determined by the Faculty under the recommendation of the Head of the Department, in each academic year based on the demand for the particular stream.

Table B1: Courses Considered in Selecting Students for different streams of BBA Degree

| Stream | Course Code | Courses Considered |
|-------------------------------------------|-------------|----------------------------------------|
| BBA in Accounting | ACT 1302 | Financial Accounting |
| | ACT 1201 | Management Accounting |
| BBA in Business Economics | BEC 1305 | Microeconomics |
| | BEC 2311 | Macroeconomics |
| BBA in Finance | FIN 1302 | Basic Finance |
| | FIN 2311 | Financial Management |
| BBA in Hospitality and Leisure Management | INB 1200 | Business Communication |
| | MKT 2227 | Customer Relationship Management |
| BBA in Human Resources Management | HRM 1301 | Organizational Behaviour |
| | HRM 2311 | Human Resource Management |
| BBA in International Business | INB 1200 | Business Communication |
| | INB 2227 | Introduction to International Business |
| BBA in Marketing | MKT 2311 | Marketing Management |
| | MKT 2227 | Customer Relationship Management |
| BBA (Special) | BBA 1300 | Management Process and Practice |
| | HRM 1301 | Organizational Behaviour |

Annexure C: Courses offered in Semesters V, VI, VII and VIII

| Table C1: Courses offered for the BBA in Accounting stream | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| ACT - 3312 | Research Methods | 3 | Core | V |
| ACT - 3202 | Management Information Systems | 2 | Core | V |
| ACT - 3313 | Taxation | 3 | Specialization core | V |
| ACT - 3203 | Advanced Management Accounting | 2 | Specialization core | V |
| ACT - 3204 | Auditing | 2 | Specialization core | V |
| ACT - 3205 | Business Process Reengineering | 2 | Specialization core | V |
| ACT - 3206 | Project Management | 2 | Specialization optional | V |
| ACT - 3210 | Working Capital Management (A) | 2 | Specialization optional | V |
| ACT - 3211 | Organizational Control Systems (A), (B) | 2 | Specialization optional | V |
| | | | | |
| ACT - 3314 | Strategic Management | 3 | Core | VI |
| ACT - 3207 | Enterprise Based Project | 2 | Core | VI |
| ACT - 3305 | Computer Based Accounting | 3 | Specialization core | VI |
| ACT - 3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| ACT - 3209 | Seminar on Research | 2 | Specialization core* | VI |
| ACT - 3212 | Financial Reporting and Regulations | 2 | Specialization core | VI |
| ACT - 3213 | Advanced Auditing (A) | 2 | Specialization optional | VI |
| ACT - 3214 | Forensic Accounting (A) | 2 | Specialization optional | VI |
| ACT - 3215 | Public Sector Accounting | 2 | Specialization optional | VI |
| ACT - 3216 | Change Management (B) | 2 | Specialization optional | VI |
| ACT - 3217 | Total Quality Management (B) | 2 | Specialization optional | VI |
| | | | | |
| ACT - 4218 | Contemporary Issues in Accounting | 2 | Specialization core | VII |
| ACT - 4219 | Strategic Management Accounting | 2 | Specialization core | VII |
| ACT - 4800 | Dissertation | 8 | Specialization core** | VII |
| ACT - 4600 | Applied Research Project | 6 | Specialization core** | VII |
| ACT - 4220 | Corporate Governance | 2 | Specialization optional | VII |
| ACT - 4221 | Corporate Social Reporting | 2 | Specialization optional | VII |
| ACT - 4222 | Internal Control and Risk Management (A) | 2 | Specialization optional | VII |
| ACT - 4223 | Tax Planning and Management | 2 | Specialization optional | VII |
| ACT - 4224 | Value Stream Mapping (B) | 2 | Specialization optional | VII |
| ACT - 4225 | Business Ethics (A), (B) | 2 | Specialization optional | VII |
| | | | | |
| ACT - 4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select ACT-3209 Seminar on Research and students who opt for Applied Research Project shall select ACT-3208 Seminar on Applied Research. ** Students shall select either ACT-4800 Dissertation or ACT-4600 Applied Research Project. (A) This course is available specifically for students who intend to develop a career in the field of Internal Auditing. (B) This course is available specifically for students who intend to develop a career in the field of Business Process Analysis. | | | | |

| Table C2: Courses offered for the BBA in Business Economics stream | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| BEC-3312 | Research Methods | 3 | Core | V |
| BEC-3228 | Management Information Systems | 2 | Core | V |
| BEC-3313 | Econometrics | 3 | Specialization core | V |
| BEC-3229 | Managerial Economics | 2 | Specialization core | V |
| BEC-3314 | International Trade | 3 | Specialization core | V |
| BEC-3230 | Auditing and Taxation | 2 | Specialization optional | V |
| BEC-3231 | Environmental Economics | 2 | Specialization optional | V |
| BEC-3232 | Business Ethics and Corporate Governance | 2 | Specialization optional | V |
| | | | | |
| BEC-3315 | Strategic Management | 3 | Core | VI |
| BEC-3207 | Enterprise Based Project | 2 | Core | VI |
| BEC-3316 | International Finance | 3 | Specialization core | VI |
| BEC-3317 | Industrial Economics | 3 | Specialization core | VI |
| BEC-3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| BEC-3209 | Seminar on Research | 2 | Specialization core* | VI |
| BEC-3233 | Economics of Tourism | 2 | Specialization optional | VI |
| BEC-3234 | Financial Econometrics | 2 | Specialization optional | VI |
| BEC-3235 | Labour Law | 2 | Specialization optional | VI |
| BEC-3236 | Microfinance | 2 | Specialization optional | VI |
| BEC-3237 | Project Evaluation | 2 | Specialization optional | VI |
| BEC-3238 | e-Business | 2 | Specialization optional | VI |
| BEC-3239 | Financial Reporting and Analysis | 2 | Specialization optional | VI |
| BEC-3240 | Supply Chain Management | 2 | Specialization optional | VI |
| | | | | |
| BEC-4241 | Development Economics | 2 | Specialization core | VII |
| BEC-4242 | Contemporary Issues in Business Economics | 2 | Specialization core | VII |
| BEC-4800 | Dissertation | 8 | Specialization core** | VII |
| BEC-4600 | Applied Research Project | 6 | Specialization core** | VII |
| BEC-4243 | Economics of Organizations | 2 | Specialization optional | VII |
| BEC-4244 | Economics of SMEs | 2 | Specialization optional | VII |
| BEC-4245 | Financial Economics | 2 | Specialization optional | VII |
| BEC-4246 | Game Theory for Business Strategy | 2 | Specialization optional | VII |
| BEC-4247 | Labor Economics | 2 | Specialization optional | VII |
| BEC-4248 | Risk Management and Insurance | 2 | Specialization optional | VII |
| BEC-4249 | Business Valuations | 2 | Specialization optional | VII |
| | | | | |
| BEC-4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select BEC-3209 Seminar on Research and students who opt for Applied Research Project shall select BEC-3208 Seminar on Applied Research. ** Students shall select either BEC-4800 Dissertation or BEC-4600 Applied Research Project. | | | | |

Table C3: Courses offered for the BBA in Finance stream

| Course Code | Course Title | Credits | Course Status | Semester Offered |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------|-------------------------|-------------------------|
| FIN – 3312 | Research Methods | 3 | Core | V |
| FIN – 3228 | Management Information Systems | 2 | Core | V |
| FIN – 3313 | Corporate Finance | 3 | Specialization core | V |
| FIN – 3314 | Management Science Application | 3 | Specialization core | V |
| FIN – 3315 | Theory and Practice of Banking | 3 | Specialization core | V |
| FIN – 3229 | Business Ethics and Corporate Governance | 2 | Specialization optional | V |
| FIN – 3230 | Financial Mathematics | 2 | Specialization optional | V |
| FIN – 3231 | Microfinance | 2 | Specialization optional | V |
| | | | | |
| FIN – 3316 | Strategic Management | 3 | Core | VI |
| FIN – 3207 | Enterprise Based Project | 2 | Core | VI |
| FIN – 3317 | Investment Analysis and Portfolio Management | 3 | Specialization core | VI |
| FIN – 3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| FIN – 3209 | Seminar on Research | 2 | Specialization core* | VI |
| FIN – 3232 | Financial Econometrics | 2 | Specialization core | VI |
| FIN – 3233 | Behavioural Finance | 2 | Specialization optional | VI |
| FIN – 3234 | e-Business | 2 | Specialization optional | VI |
| FIN – 3235 | Financial Reporting and Analysis | 2 | Specialization optional | VI |
| FIN – 3236 | Financial Sector Development and Regulations | 2 | Specialization optional | VI |
| | | | | |
| FIN – 4237 | Auditing | 2 | Specialization core | VII |
| FIN – 4238 | Taxation | 2 | Specialization core | VII |
| FIN – 4800 | Dissertation | 8 | Specialization core** | VII |
| FIN – 4600 | Applied Research Project | 6 | Specialization core** | VII |
| FIN – 4239 | Business Valuations | 2 | Specialization optional | VII |
| FIN – 4240 | Derivatives and Alternative Investments | 2 | Specialization optional | VII |
| FIN – 4241 | Fixed Income Securities | 2 | Specialization optional | VII |
| FIN – 4242 | International Financial Management | 2 | Specialization optional | VII |
| FIN – 4243 | Risk Management and Insurance | 2 | Specialization optional | VII |
| | | | | |
| FIN – 4801 | Industrial Training | 8 | Specialization core | VIII |
| <p>Notes: * Students who opt for Dissertation option shall select FIN-3209 Seminar on Research and students who opt for Applied Research Project shall select FIN-3208 Seminar on Applied Research.</p> <p>** Students shall select either FIN-4800 Dissertation or FIN-4600 Applied Research Project.</p> | | | | |

| Table C4: Courses offered for the BBA in Hospitality and Leisure Management stream | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| HLM- 3300 | Research Methods | 3 | Core | V |
| HLM- 3200 | Management Information Systems | 2 | Core | V |
| HLM- 3301 | Consumer Behaviour | 3 | Specialization core | V |
| HLM- 3302 | Fundamentals of Hospitality Business | 3 | Specialization core | V |
| HLM- 3303 | Tourism Planning and Development | 3 | Specialization core | V |
| HLM- 3201 | Crisis Management | 2 | Specialization optional | V |
| HLM- 3202 | Relationship Marketing | 2 | Specialization optional | V |
| HLM- 3203 | Supply Chain Management | 2 | Specialization optional | V |
| | | | | |
| HLM- 3304 | Strategic Management | 3 | Core | VI |
| HLM- 3207 | Enterprise Based Project | 2 | Core | VI |
| HLM- 3305 | Front Office Management | 3 | Specialization core | VI |
| HLM- 3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| HLM- 3209 | Seminar on Research | 2 | Specialization core* | VI |
| HLM- 3204 | Services Marketing | 2 | Specialization core | VI |
| HLM- 3205 | e-Business | 2 | Specialization optional | VI |
| HLM- 3206 | Economics of Tourism | 2 | Specialization optional | VI |
| HLM- 3210 | Event Management | 2 | Specialization optional | VI |
| HLM- 3211 | Global Hospitality Industry | 2 | Specialization optional | VI |
| | | | | |
| HLM- 4212 | Contemporary Issues in Hospitality and Leisure Management | 2 | Specialization core | VII |
| HLM- 4213 | Restaurant and Lodging Management | 2 | Specialization core | VII |
| HLM- 4800 | Dissertation | 8 | Specialization core** | VII |
| HLM- 4600 | Applied Research Project | 6 | Specialization core** | VII |
| HLM- 4214 | Destination Marketing | 2 | Specialization optional | VII |
| HLM- 4215 | Ethics in Hospitality and Tourism | 2 | Specialization optional | VII |
| HLM- 4216 | Tours Operations Management | 2 | Specialization optional | VII |
| HLM- 4217 | Venture Creation in Hospitality and Tourism | 2 | Specialization optional | VII |
| | | | | |
| HLM- 4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select HLM-3209 Seminar on Research and students who opt for Applied Research Project shall select HLM-3208 Seminar on Applied Research. | | | | |
| ** Students shall select either HLM-4800 Dissertation or HLM-4600 Applied Research Project. | | | | |

| Table C5: Courses offered for the BBA in Human Resource Management stream | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| HRM-3312 | Research Methods | 3 | Core | V |
| HRM-3200 | Management Information Systems | 2 | Core | V |
| HRM-3313 | Employee Relations | 3 | Specialization core | V |
| HRM-3314 | Employee Resourcing | 3 | Specialization core | V |
| HRM-3315 | Learning and Development | 3 | Specialization core | V |
| HRM-3201 | Personality Development | 2 | Specialization optional | V |
| HRM-3202 | Taxation | 2 | Specialization optional | V |
| | | | | |
| HRM-3316 | Strategic Management | 3 | Core | VI |
| HRM-3207 | Enterprise Based Project | 2 | Core | VI |
| HRM-3317 | Performance and Reward Management | 3 | Specialization core | VI |
| HRM-3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| HRM-3209 | Seminar on Research | 2 | Specialization core* | VI |
| HRM-3203 | Labour Law | 2 | Specialization core | VI |
| HRM-3204 | Dispute Settlement and Negotiation | 2 | Specialization optional | VI |
| HRM-3205 | International Human Resource Management | 2 | Specialization optional | VI |
| HRM-3206 | HR Ethics and Social Responsibility | 2 | Specialization optional | VI |
| HRM-3210 | Team Development | 2 | Specialization optional | VI |
| | | | | |
| HRM-4211 | Contemporary issues in Human Resource Management | 2 | Specialization core | VII |
| HRM-4212 | Strategic Human Resource Management | 2 | Specialization core | VII |
| HRM-4800 | Dissertation | 8 | Specialization core** | VII |
| HRM-4600 | Applied Research Project | 6 | Specialization core** | VII |
| HRM-4213 | Constitutional and Administrative Law | 2 | Specialization optional | VII |
| HRM-4214 | Employee Counseling | 2 | Specialization optional | VII |
| HRM-4215 | Human Resource Analytics | 2 | Specialization optional | VII |
| HRM-4216 | Human Resource Information Systems | 2 | Specialization optional | VII |
| | | | | |
| HRM-4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select HRM-3209 Seminar on Research and students who opt for Applied Research Project shall select HRM-3208 Seminar on Applied Research. ** Students shall select either HRM-4800 Dissertation or HRM-4600 Applied Research Project. | | | | |

| Table C6: Courses offered for the BBA in International Business stream | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| INB-3300 | Research Methods | 3 | Core | V |
| INB-3228 | Management Information Systems | 2 | Core | V |
| INB-3301 | Trade Theory and Practice | 3 | Specialization core | V |
| INB-3229 | Cross Cultural Management | 2 | Specialization core | V |
| INB-3230 | Managerial Economics | 2 | Specialization core | V |
| INB-3231 | International Trade Law | 2 | Specialization core | V |
| INB-3232 | Sustainability and Corporate Responsibility | 2 | Specialization optional | V |
| INB-3233 | Auditing and Taxation | 2 | Specialization optional | V |
| | | | | |
| INB-3302 | Strategic Management | 3 | Core | VI |
| INB-3207 | Enterprise Based Project | 2 | Core | VI |
| INB-3234 | Supply Chain Management | 2 | Specialization core | VI |
| INB-3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| INB-3209 | Seminar on Research | 2 | Specialization core* | VI |
| INB-3313 | International Finance | 3 | Specialization core | VI |
| INB-3235 | e-Business | 2 | Specialization optional | VI |
| INB-3236 | International Human Resource Management | 2 | Specialization optional | VI |
| INB-3237 | Labour Law | 2 | Specialization optional | VI |
| | | | | |
| INB-4238 | Global Marketing | 2 | Specialization core | VII |
| INB-4239 | International Relations | 2 | Specialization core | VII |
| INB-4800 | Dissertation | 8 | Specialization core** | VII |
| INB-4600 | Applied Research Project | 6 | Specialization core** | VII |
| INB-4240 | Contemporary Issues in International Business | 2 | Specialization optional | VII |
| INB-4241 | Destination Marketing | 2 | Specialization optional | VII |
| INB-4242 | International Branding | 2 | Specialization optional | VII |
| INB-4243 | Entrepreneurship and Venture creation | 2 | Specialization optional | VII |
| | | | | |
| INB-4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select INB-3209 Seminar on Research and students who opt for Applied Research Project shall select INB-3208 Seminar on Applied Research. ** Students shall select either INB-4800 Dissertation or INB-4600 Applied Research Project. | | | | |

| Table C7: Courses offered for the BBA in Marketing stream | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| MKT-3313 | Research Methods | 3 | Core | V |
| MKT-3228 | Management Information Systems | 2 | Core | V |
| MKT-3314 | Brand Management | 3 | Specialization core | V |
| MKT-3315 | Consumer Behaviour | 3 | Specialization core | V |
| MKT-3316 | Marketing Communications | 3 | Specialization core | V |
| MKT-3229 | Crisis Management | 2 | Specialization optional | V |
| MKT-3230 | Relationship Marketing | 2 | Specialization optional | V |
| MKT-3231 | Supply Chain Management | 2 | Specialization optional | V |
| | | | | |
| MKT-3317 | Strategic Management | 3 | Core | VI |
| MKT-3207 | Enterprise Based Project | 2 | Core | VI |
| MKT-3318 | Marketing Research | 3 | Specialization core | VI |
| MKT-3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| MKT-3209 | Seminar on Research | 2 | Specialization core* | VI |
| MKT-3232 | Services Marketing | 2 | Specialization core | VI |
| MKT-3233 | Advertising Management | 2 | Specialization optional | VI |
| MKT-3234 | Consumer Psychology and Sociology | 2 | Specialization optional | VI |
| MKT-3235 | e-Business | 2 | Specialization optional | VI |
| MKT-3236 | Event Management | 2 | Specialization optional | VI |
| | | | | |
| MKT-4237 | Contemporary Issues in Marketing | 2 | Specialization core | VII |
| MKT-4238 | Strategic Marketing | 2 | Specialization core | VII |
| MKT-4800 | Dissertation | 8 | Specialization core** | VII |
| MKT-4600 | Applied Research Project | 6 | Specialization core** | VII |
| MKT-4239 | Consumer Protection and Law | 2 | Specialization optional | VII |
| MKT-4240 | Global Marketing | 2 | Specialization optional | VII |
| MKT-4241 | Destination Marketing | 2 | Specialization optional | VII |
| MKT-4242 | Sustainable Marketing | 2 | Specialization optional | VII |
| | | | | |
| MKT-4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select MKT-3209 Seminar on Research and students who opt for Applied Research Project shall select MKT-3208 Seminar on Applied Research. ** Students shall select either MKT-4800 Dissertation or MKT-4600 Applied Research Project. | | | | |

| Table C8: Courses offered for the BBA (Special) stream | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|----------------|-------------------------|-------------------------|
| Course Code | Course Title | Credits | Course Status | Semester Offered |
| BBA-3303 | Research Methods | 3 | Core | V |
| BBA-3202 | Management Information Systems | 2 | Core | V |
| BBA-3304 | Auditing | 3 | Specialization core | V |
| BBA-3305 | Industrial Law | 3 | Specialization core | V |
| BBA-3306 | Managing for Quality | 3 | Specialization core | V |
| BBA-3203 | Project Management | 2 | Specialization optional | V |
| BBA-3204 | Supply Chain Management | 2 | Specialization optional | V |
| BBA-3205 | Personality Development | 2 | Specialization optional | V |
| | | | | |
| BBA-3307 | Strategic Management | 3 | Core | VI |
| BBA-3207 | Enterprise Based Project | 2 | Core | VI |
| BBA-3308 | Taxation | 3 | Specialization core | VI |
| BBA-3208 | Seminar on Applied Research | 2 | Specialization core* | VI |
| BBA-3209 | Seminar on Research | 2 | Specialization core* | VI |
| BBA-3206 | Environmental Management | 2 | Specialization core | VI |
| BBA-3210 | Cross Cultural Management | 2 | Specialization optional | VI |
| BBA-3211 | Crisis Management | 2 | Specialization optional | VI |
| BBA-3212 | e-Business | 2 | Specialization optional | VI |
| BBA-3213 | Team Development | 2 | Specialization optional | VI |
| | | | | |
| BBA-4214 | Contemporary Issues in Management | 2 | Specialization core | VII |
| BBA-4215 | Small Business Management and Entrepreneurship | 2 | Specialization core | VII |
| BBA-4800 | Dissertation | 8 | Specialization core** | VII |
| BBA-4600 | Applied Research Project | 6 | Specialization core** | VII |
| BBA-4216 | Business Ethics and Corporate Social Responsibility | 2 | Specialization optional | VII |
| BBA-4217 | Creativity and Innovation | 2 | Specialization optional | VII |
| BBA-4218 | Knowledge Management | 2 | Specialization optional | VII |
| BBA-4219 | Special Topics in Management | 2 | Specialization optional | VII |
| BBA-4220 | Strategic Finance | 2 | Specialization optional | VII |
| BBA-4221 | Organizational Change and Development | 2 | Specialization optional | VII |
| | | | | |
| BBA-4801 | Industrial Training | 8 | Specialization core | VIII |
| Notes: * Students who opt for Dissertation option shall select BBA-3209 Seminar on Research and students who opt for Applied Research Project shall select BBA-3208 Seminar on Applied Research. ** Students shall select either BBA-4800 Dissertation or BBA-4600 Applied Research Project. | | | | |

Annexure D: Policy on Continuous Assessments

1. Continuous Assessments may take the form of in-class tests, presentations, projects, take home assignments, interviews/oral examinations etc. and any such assignments shall be completed before the End-of-Semester examination.
2. For all types of Continuous Assessments, there shall be written guidelines to be communicated to students which may include essentially:
 - (i) what is required to be carried out
 - (ii) format of the submission
 - (iii) the date of submission and to whom to be submitted, (i.e. respective department which handles the particular course). The deadline for submission shall be announced at the beginning of the semester.
3. In case of an in-class test or mid-term test the teacher concerned shall submit a copy of the original attendance sheet of students to the department which handles the particular course.
4. The number of assignments given per course shall be dependent upon the number of credits of a course. Thus, the number of assignments shall be calculated as follows:
 - (i) a minimum of one and a maximum of two assignments for a course carrying two credits.
 - (ii) a minimum of two and a maximum of three assignments for a course carrying three credits.
5. A student who fails to submit her assignment on or before the due date and wishes to submit it on a later date will be imposed a penalty mark proportionate to the number of days taken since the due date. This penalty mark shall be calculated as follows:
 - (i) a deduction of 25% of marks from the total marks earned for the assignment, if the assignment is submitted within two working days from the due date.
 - (ii) a deduction of 50% of marks from the total marks earned for the assignment, 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 a 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 prescribed form which can be obtained at the office of the Academic Affairs Unit.

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 submitting the assignment(s).
8. The department concerned shall publish marks of continuous assessment(s) 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 inform the willingness to submit fresh assignment(s), to the teacher concerned before the repeating semester examination. In this case, after consultation with the Head of the Department, the teacher concerned shall make an announcement informing repeat candidates to work on new assignment(s) 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.

Annexure E: Attendance Policy and Policy on the submission of Medical Certificates

Students who read for BBA Degree Programme are not allowed to sit for the Semester end examinations for any particular module unless she has maintained at least 80% attendance for the lectures conducted for the module in that particular semester. Relevant lecturer(s) or the academic administrator shall make the following decision when a student fails to meet the 80% attendance as described in this document.

Table E1: Decisions related to 80% attendance

| | Nature of the case | Decision | Decision maker |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| a) | A request for being absent from lectures for a continuous period of four (04) weeks or more duration due to illness or important commitment and supported with evidence acceptable to the Faculty Board and Senate | Recommend to permit to sit for the same paper at the immediate end-of-Semester examination as a fresh attempt and submit to the Faculty board for its recommendation | Academic Affairs Unit Coordinator or the Head of the Department as the case may be on the request of respective lecturer/s |
| b) | A request for being absent from lectures for a continuous period of four (04) weeks duration due to illness or important commitment and yet not supported with evidence acceptable to the university | Recommend to permit to sit for the same module at the immediate End-of-Semester examination as a repeat attempt and submit to the Faculty board for its recommendation | Academic Affairs Unit Coordinator or the Head of the Department as the case may be on the request of respective lecturer(s) |
| c) | A request for being absent from lectures less than a continuous period of four (04) weeks duration | Reject and not forward to the Academic Affairs Unit or the Head of the Department as the case may be by the respective lecturer(s) | Respective lecturer(s) |
| d) | Not requested for being absent from lectures | Considered as absent | Respective lecturer(s) |

Procedure

Request for being absent from lectures

- a) A request shall be submitted with the recommendation of the relevant lecturer/s to the Academic Affairs Unit or the Head of the Department as the case may be at least two weeks before the last lecture of the course with a copy of request.
- b) Submission of request shall be recorded in the register maintained by the Academic Affairs Unit or the Department and the student shall obtain the proof on his/her request from the office staff who accepted the request.
- c) Students shall not submit the request to the Academic Affairs Unit or the Head of the Department, if the request is rejected by the relevant lecturer(s).

Note:

1. Students' eligibility to sit for the semester end examinations for any given module is determined based on their attendance for all the lectures conducted for that module during the said semester excluding the last two weeks.
2. Evidence acceptable to the university are given below;
 - a. Continuous illness –District Medical Officer (DMO) or University Medical Officer (UMO) recommended medical certificate.
 - b. Important Commitments – Representation of the University or country at national or international event, commitment to close relative i.e. parents or siblings are considered important commitments and proof of evidence for such participation and commitment will be considered on case-by-case basis.

Annexure F: Enhancement Course

Enhancement Course shall be offered as a non-credit compulsory course in the BBA Degree Programme. The course shall be successfully completed before registering for Semester VII of the BBA Degree Programme. All students of the BBA Degree Programme shall complete this course as a degree awarding criteria.

A student who follows the BBA Degree Programme shall have the option to complete the Enhancement Course in the means of ENH 1001 Aesthetic Activities, ENH 1002 Enhancement Course or ENH 1003 Sports Activities subject to the provisions given below:

1. Procedure for Registration

Within the first Two (02) weeks of starting the relevant academic year, students shall register for the Enhancement Course with the Academic Affairs Unit of the Faculty by filling and handing over the prescribed registration form to the unit. The Faculty shall only consider the activities (i.e. ENH 1001 Aesthetic Activities, ENH 1002 Enhancement Course and ENH 1003 Sports Activities) the student had registered during this registration process when evaluating the course completion.

In a particular academic year, even though a student may attend the ENH 1002 Enhancement Course while participating in ENH1003 Sports Activities and / or ENH 1001 Aesthetic Activities, he/she shall only claim one option (i.e. ENH 1001 Aesthetic Activities, ENH 1002 Enhancement Course or ENH 1003 Sports Activities). Students have the ability to withdraw from any registered Enhancement Course; however, completing the course within the stipulated semesters is the responsibility of the student. Such withdrawal should be notified in written form to the Coordinator, Academic Affairs Unit of the Faculty.

2. Enhancement Course Evaluation

After completion of the selected option (i.e. ENH 1001 Aesthetic Activities, ENH 1002 Enhancement Course or ENH 1003 Sports Activities) students shall submit a report in form of a reflective journal which includes evidence of their engagement in the ENH 1001 Aesthetic Activities, ENH 1002 Enhancement Course or ENH 1003 Sports Activities where evidence mainly includes relevant letters of certification and certificates of authorized bodies. Reflective journal including relevant evidence should be handed over by the last day of each academic year (i.e. End-of-Semester II, IV or VI). Non adherence to these deadlines shall result in the automatic cancellation of the registration for Enhancement Courses.

2.1 Description of ENH 1001 Aesthetic Activities

The students taking aesthetic activities as an Enhancement Course shall follow programmes offered by the Cultural Center of University of Colombo as prescribed below. If a student completes the programme according to the Center's requirements during the relevant academic year, a certificate shall be awarded by the Cultural Center which has to be produced as evidence with the reflective journal submitted to the Academic Affairs Unit if such submission happens during Semester II to IV. The students shall submit the reflective journal to the relevant Department of Specialization if the submission falls in Semester V or VI.

Programmes offered by the Cultural Center of University of Colombo and expected duration of engagement in the activities are as follows;

Table F1: Weekly minimum Commitment for Aesthetic activities

| Type | Weekly commitment by Students for the Academic Year |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------|
| Oriental Music | 3 hours |
| Traditional Dancing | 2 hours |
| Folk music | 2 hours |
| Visual and Performing Arts | 2 hours |
| Art and Sculpture | 2 hours |
| Handicrafts | 2 hours |
| Note: Any other programmes offered by the Cultural Center shall also be considered. | |

2.2 Description of ENH 1002 Enhancement Course

Enhancement Course consists of a series of workshops organized and monitored by the Career Guidance Unit (CGU) of the Faculty with the consultation of the Faculty Board. The Enhancement Course is considered as complete by way of ENH 1002 Enhancement Course if the student who has registered for it had maintained 80% attendance at the relevant workshops organized. This very fact has to be endorsed by the Coordinator of the CGU before submitting the reflective journal to the Academic Affairs Unit if such submission happens during Semester II to IV. The students shall submit the reflective journal to the relevant Department of Specialization if the submission falls in Semester V or VI.

2.3 Description of ENH 1003 Sports Activities

The Enhancement Course can be completed by engaging in different sports or in different events (see Table 13) of the same sport prescribed below under the approval of the Director, Physical Education by satisfying the criteria given below. Monitoring shall be done by the Instructors of the Department of Physical Education under the supervision of the Director of Physical Education.

Table F2: Sports Activities offered by the Physical Education Unit

| | | | | |
|----------------------------------------------------------------------------------------------------------------|---------------|------------|--------------|---------|
| Athletic | Badminton | Basketball | Carom | Chess |
| Cricket | Elle | Football | Hockey | Netball |
| Rowing | Rugger | Swimming | Table Tennis | Tennis |
| Volleyball | Weightlifting | Wrestling | | |
| Note: Any other sports activity added by the Department of Physical Education shall also be considered. | | | | |

The Enhancement Course is considered as complete by way of ENH 1003 Sports Activities if the student who has registered for it had;

- Represented the Sri Lanka, University or participating in a National Tournament (junior or senior level) conducted by the relevant National Sports Body of the Ministry of Sports OR,
- Represented the University in individual or team event in an Inter – University Tournament OR,
- Being awarded University colours in a sport listed above OR,
- Obtained 1st, 2nd, or 3rd place in any individual event or being a member of the Faculty Team which obtained 1st, 2nd, or 3rd place in an Inter – Faculty Tournament or meet.

Certificates and awards obtained together with a certification of the Director of Physical Education have to be produced as evidence with the reflective journal submitted to the Academic Affairs Unit if such submission happens during Semester II to IV. The students shall submit the reflective journal to the relevant Department of Specialization if the submission falls in Semester V or VI.

Annexure G: Competency Framework of the Faculty of Management & Finance, University of Colombo

1. Introduction

The competency framework was built in line with the objectives of the Faculty and the expectations of the industry. Sri Lanka Qualifications Framework (SLQF) and the categories of learning outcomes specified for SLQF Level 6 Honours Bachelors were also considered in this endeavor. This specifies the ideal characteristics a graduate from the Faculty of Management & Finance of the University of Colombo will equip themselves with by the end of their learning experience. Therefore, it serves as a set of guidelines and as an indicator of the quality of our graduates.

The attributes of professional conduct, communication, teamwork, personal effectiveness, creativity and innovativeness and conceptual knowledge and skills constitutes the common competencies of the Faculty of Management & Finance. With the consultation of industry representatives, specific competencies to be focused on under each attribute were developed for every specialization area (i.e. Accounting, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business, Marketing and BBA [Special]) giving a customized approach to competency development.

The Faculty has taken steps to ensure that these competencies are embedded to the courses offered in the BBA curricula and other learning activities so that our graduates remain competitive in the job market.

2. Definitions of Graduate Attributes

Table G1: Definition of Graduate Attributes

| Graduate Attribute | Definitions |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Conceptual knowledge and skills | Graduates of FMF, University of Colombo will be experts in their respective fields, who can demonstrate sound conceptual knowledge, apply core concepts of the area of study in their working environment and derive reasonable judgements / solutions through reflective analysis. |
| Communication | Graduates of FMF, University of Colombo will be excellent communicators, who can express information, ideas, issues and solutions clearly, succinctly, efficiently and effectively to any audience, whether it is technical or non-technical or organizational or social, using verbal, non-verbal and written forms of communication. |
| Teamwork | Graduates of FMF, University of Colombo will be excellent team players, who can function effectively in teams either as a team leader or a team member in multi-disciplinary, and multicultural professional environments. |
| Creativity and innovativeness | Graduates of FMF, University of Colombo will be innovative and creative individuals, who can engage and challenge the status quo by using their imagination to produce new ideas and to initiate change in their working environment. They will be open to new experiences and be willing to take calculated risks. |
| Professional conduct | Graduates of FMF, University of Colombo will be adept professionals, who can comply with professional requirements of their respective profession, display ethical behaviour, respect others, tolerate different views and opinions, demonstrate positive attitudes, recognise social responsibility and be accountable for their actions. |
| Personal effectiveness | Graduates of FMF, University of Colombo will be self-achievers, who can understand and manage themselves, be determined to achieve personal goals, adapt to changing environments, accept challenges and be self – motivated. They will engage in learning as a continuous process for growth and development. |

1. Specific Competencies of BBA Graduates

Table G2: Specific Competencies of BBA Graduates

| Graduate Attribute | Accounting | Business Economics | Finance | Human Resources Management | Hospitality and Leisure Management | International Business | Marketing | BBA (Special) |
|-------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Professional Conduct | 1. Behavioral standards 2. Responsibility 3. Transparency | 1. Responsibility 2. Integrity 3. Use of full potential 4. Professional conduct 5. Compliance 6. Transparency | 1. Integrity 2. Transparency 3. Professional conduct | 1. Adaptability 2. Empathy 3. Trustworthiness | 1. Responsibility 2. Integrity 3. Use of full potential 4. Professional conduct 5. Compliance 6. Transparency | 1. Ethical behavior 2. Professionalism | 1. Responsibility 2. Integrity 3. Use of full potential 4. Professional conduct 5. Compliance 6. Transparency | 1. Integrity 2. Professional behavior 3. Valuing diversity 4. Ethical Conduct |
| Communication | 1. Literacy 2. Clarity in Writing 3. Presentation skills | 1. Negotiation 2. Network building 3. Effective persuasion 4. Cultural literacy 5. Effective writing | 1. Coordination 2. Effective presentations 3. Negotiation | 1. Verbal Communication 2. Listening Skills 3. Business writing skills | 1. Negotiation 2. Network building 3. Geniality 4. Cultural literacy 5. Familiarity with languages | 1. Cross-cultural communication 2. Coordination | 1. Negotiation 2. Network building 3. Effective persuasion 4. Cultural literacy 5. Effective writing | 1. Empathy 2. Negotiation 3. Listing Skills 4. Cultural awareness |
| Teamwork | 1. Adaptability 2. Empathy 3. Leadership | 1. Collaboration 2. Leadership 3. Conflict resolution 4. Adaptability 5. Empathy | 1. Leadership 2. Mutual respect 3. Conflict resolution | 1. Team Support 2. Team working ability | 1. Collaborative 2. Leadership 3. Conflict resolution 4. Adaptability 5. Empathy | 1. Collaboration 2. Networking 3. Empathy | 1. Collaborative 2. Leadership 3. Conflict resolution 4. Adaptability 5. Empathy | 1. Leadership 2. Accountability 3. Adaptability 4. Resourcefulness |
| Personal Effectiveness | 1. Determination 2. Compliance behavior 3. Self-confidence | 1. Assertiveness 2. Personal branding 3. Adaptability 4. Initiative | 1. Adaptability 2. Accountability 3. Passion for knowledge | 1. Tolerance 2. Respect 3. Time Management | 1. Assertiveness 2. Personal branding 3. Adaptability | 1. Adaptability 2. Accountability and leadership 3. Passion for | 1. Assertiveness 2. Personal branding 3. Adaptability | 1. Organizing Skills 2. Self – efficacy 3. Passion |

| | | | | | | | | |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| | | 5. Perseverance 6. Confidence and self-awareness 7. Leadership and accountability 8. Financial Literacy | 4. Time Management | 4. Organizing Skills 5. Diversity management | 4. Initiative 5. Perseverance | knowledge 4. Informational literacy 5. Confidence and self-awareness | 4. Initiative 5. Perseverance | 4. Assertiveness 5. Reflectiveness 6. Diversity Management |
| Creativity and Innovativeness | 1. Critical Thinking 2. Novel Thinking 3. Reading habits | 1. Unique thinking 2. Critical thinking 3. Ability to deal with ambiguity 4. Entrepreneurial thinking | 1. Imaginative 2. Innovative thinking 3. Analytical skills 4. Strategic and positive thinking | 1. Creativity 2. Innovations | 1. Unique thinking 2. Critical thinking 3. Forward looking 4. Ability to deal with ambiguity | 1. Analytical skills 2. Global awareness | 1. Unique thinking 2. Critical thinking 3. Forward looking 4. Marketing research fluency 5. Ability to deal with ambiguity | 1. Entrepreneurship skills 2. Creative thinking 3. Dealing with ambiguity |
| Conceptual Knowledge and Skills | 1. Thorough and contemporary subject knowledge 2. Problem Solving 3. Familiarity with subjective realities | 1. Contemporary business and economics knowledge 2. Rationality 3. Analytical skills 4. Holistic thinking 5. Digital literacy 6. Economic research fluency | 1. Broad understanding on the theoretical / technical concepts and their interrelationships 2. Critical thinking 3. Application | 1. Theoretical and practical HR knowledge 2. Industry Adaptability | 1. Contemporary hospitality and leisure knowledge 2. Rationality 3. Holistic thinking 4. Digital literacy | 1. Knowledge comprehension 2. Application 3. Research | 1. Contemporary marketing knowledge 2. Rationality 3. Holistic thinking 4. Digital literacy | 1. Strategic thinking 2. Attending to details 3. Analytical skills 4. Contemporary knowledge |

10.1 Course Descriptions

BEC 1304 - 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 offered in the following semesters. Main topics covered in this course are functions, derivatives, integrals, inequalities, series and sequences which are applicable to Economics, Finance and Business.

ACT 1302 - Financial Accounting

The objective of this course is to provide students with the knowledge on theoretical and practical aspects of financial accounting. Main areas covered in the course are: meaning, scope and evolution of accounting; objectives of accounting, conceptual framework and regulatory framework of financial reporting, accounting for partnership and Sri Lanka accounting standards (LKAS).

BBA 1300 - Management Process and Practice

Managers encounter exciting business challenges today. As agents of managing businesses, they hold the key to a better society. Based on such understanding, this course aims to provide its learning partners to equip with the competency on how process of management: planning, organizing, leading and controlling is practiced in an organization to achieve its stated goals successfully within the rapidly changing environment.

BEC 1305 - Microeconomics

This course covers Microeconomics concepts and also their application in business and society. The content includes Markets in Action, Market Failure, Consumer Behaviour under Cardinal and Ordinal Utility Approaches, Theory of Production, Theory of Cost, Market Structures (Perfect Competition, Monopolistic Competition, Oligopoly, and Monopoly) and General Equilibrium Analysis.

BEC 1201 - Elements of Information and Communication Technology

The objective of this course is to provide the basic concepts of ICT together with its role and applicability in today's knowledge based society and business. Course contents are as follows: Introduction to computers, Hardware, Software, Number systems, Computer Organization, Boolean Functions and Logic Gates, Operating Systems and Programming Languages, Memory Management, Design and Develop database systems, Data Communication & Computer Network, ICT in everyday life, Environmental impact, Data and Information Protection when using ICT, Legal regulations.

BBA 1200 - Functional English and 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.

ENH 1000 - Second Language Course

This course is designed to provide basic competencies in Sinhala and Tamil language. This shall be offered as an optional non-credit course.

FIN 1302 - 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 and return and uncertainty in investments.

BEC 1306 - Basic Statistics

The purpose of this course is to provide the participants with statistical tools, techniques and concepts to enable them to analyze data for effective decision making in business. The main topics covered are: Statistical estimation, Hypothesis tests, Correlation and Regression analysis, Time series analysis and Non parametric analysis.

HRM 1301 - 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.

INB 1200 - Business Communication

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.

BBA 1201 - Elements of Psychology and Sociology

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.

ACT 1201 - Management Accounting

The aim of this course is to introduce fundamental concepts of management accounting to students and provide an understanding of how such concepts are applied in real life organizations. Topics covered in this course include: basic yet central elements of management accounting such as the role and importance of management accounting, cost concepts, cost assignments, alternative cost accumulation systems, activity based costing (ABC), management control systems, balanced scorecard, budgetary control and variance analysis, cost-volume-profit analysis and capital investment decisions.

BBA 1100 - 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.

ENH 1001 - Aesthetic Activities

Refer Annexure F of Regulations and Courses of Bachelor of Business Administration (BBA) Degree Programme

ENH 1002 - Enhancement Course

Refer Annexure F of Regulations and Courses of Bachelor of Business Administration (BBA) Degree Programme

ENH 1003 - Sports Activities

Refer Annexure F of Regulations and Courses of Bachelor of Business Administration (BBA) Degree Programme

FIN 2311 - Financial Management

This course focuses on the financial management of corporate organizations and provides the foundation for the course on FIN-3313 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, the concept of operating and financial leverage, overview of working capital management, loan term and short term financing, dividend theory and policy and financial management in state sector organisations.

HRM 2311 - 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.

BEC 2311 - Macroeconomics

This course provides a general theoretical understanding of basic macroeconomic concepts. Course content includes: economy in the short-run (Keynesian income determination and IS- LM models); economy in the medium-run (AS-AD Model); economy in the long-run (economic growth models), sectoral models such as consumption and Investment, other macroeconomic themes such as inflation, basics of exchange rate determination and macroeconomic policy.

MKT 2311 - 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.

MKT 2227 - 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.

INB 2227 - Introduction to International Business

The course explores the interrelation of government and business across borders and the economic dynamics between countries/regions, including a general overview of the international monetary system, international trade and foreign direct investment. This will also discuss the strategy of international business and review few case studies that epitomize the issues involved in today's global world. In general, the major topics of international business will be discussed to give students a working vocabulary and basic level of knowledge and skills involved in today's global business.

ACT 2311 - Advanced Financial Accounting

This course is the advanced continuation of financial accounting offered in Semester – I of the Degree Programme. Main areas covered include Sri Lanka Accounting Standards relating to construction contracts, borrowing costs, leases, intangible assets and consolidated financial statements. The course also covers current developments in financial accounting.

BBA 2301 - 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.

MKT 2312 - 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.

BBA 2302 - Organization Theory and Design

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.

BEC 2227 - Business Statistics

The purpose of this course is to provide the participants with statistical tools, techniques and concepts to enable them to analyze data for effective decision making in business. The main topics covered are: Statistical estimation, Hypothesis tests, Correlation and Regression analysis, Time series analysis and Non parametric analysis.

FIN 2227 - 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.

**ACT 3312/FIN 3312/HRM 3312/MKT 3313 / BEC 3312/ HLM 3300/INB 3300/
BBA 3303 - Research Methods**

The objective of this course is to provide participants with competencies required to undertake academic (basic) and applied research in the field of business and management. The participants will be introduced to differences between basic and applied research as well as the different philosophical approaches in basic research. Topics covered are identifying and refining research issues/problems, use of theoretical concepts, collection and analysis of data and appropriate written presentation of the research project. These will be discussed in relation to both basic and applied research. The course will further familiarise participants with research methods that are more specific to their specialization.

**ACT 3202/ BEC 3228 / FIN 3228/MKT 3228/BBA 3202 / HLM 3200/HRM 3200
/ INB 3228 - Management Information Systems**

This course aims at providing participants with knowledge of management information systems and its business applications. The objectives include classification of MIS and its internet based business models, data communication and computer networks and information systems security and controls.

ACT 3314/HLM 3304/BEC 3315/FIN 3316/HRM 3316/MKT 3317/ BBA 3307/INB 3302- 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 drawn upon, so that the students may be capable of critically examining the notion of strategic management.

ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 3207 - Enterprise Based Project

The aim of this project is to encourage and provide opportunity for students to practice theories learnt in the class and gain hands of experience of becoming entrepreneurs. In this course the 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 they 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. Later, they will be demonstrated their business idea and also be required to make an oral presentation to an evaluation panel consisted of both academics and industry experts.

ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 3208 - Seminar on Applied Research

This course is designed to provide students who select the Applied Research option with the knowledge in designing a research project for obtaining information required to address an identified problem of a specific business organization. This course will guide students in preparing a research proposal in relation to an identified organizational issue. The course will take the form of a series of seminars. At the end of the course students are expected to write a research proposal comprising key components such as problem identification, relevant theoretical concepts, appropriate data collection and analysis methods, and data collection instruments. There will be no written examination to pass the course. The proposal has to be accepted by the respective department.

ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 3209 - 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/BBA/BEC/FIN/HRM/HLM/INB/MKT 4800 - 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 ACT 3312/BBA 3303/BEC 3312/FIN 3312/ HRM 3312 /HLM 3300/INB 3300/MKT 3313 – Research Methods and ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 3209 - 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.

ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 4600 - Applied Research Project

Applied research project provides the students who select this option the opportunity to develop competencies required to conduct an applied research and write a professional research report according to accepted industry standards. Students are required to undertake a research focusing on an identified organisational issue of a specific business organisation and write a report based on the study, followed by an oral presentation to a panel of academics. In undertaking and presenting the research orally and in writing, students are required to apply knowledge and skills gained from ACT 3312/BBA 3303/BEC 3312/FIN 3312/ HRM 3312 /HLM 3300/INB 3300/MKT 3313 – Research Methods and ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 3208 – Seminar on Applied Research appropriately. The research report and oral presentation should reflect the students' skills in converting management decision problems into research problems, designing a research project, collecting and analysing data, and presenting results.

ACT/BBA/BEC/FIN/HRM/HLM/INB/MKT 4801 - 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.

BEC 3238/FIN 3234/HLM 3205/INB 3235/MKT 3235/BBA 3212 – 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.

BEC 3240/HLM 3203/INB 3234/MKT 3231/BBA 3204 - Supply Chain Management

The objective of this course is to equip participants with the understanding of managing effectively the flow of supplies from the back end of the supply chain to the front end of the supply chain. Topics covered are managing the flow of goods from sources of supply to final consumers, distribution strategies, strategic alliances, supply contracts, local issues of supply chain management.

ACT 3313/FIN 4238/HRM 3202/BBA 3308 - 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.

ACT 3204/FIN 4237/BBA 3304 - 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 the auditor and audit environment, auditor's legal, ethical professional responsibilities, audit planning and supervision, audit reporting, internal controls, assessing control risk and tests of control, Sri Lanka Auditing Standards Act.

BEC 3230/INB 3233 - Auditing and Taxation

This course is designed to provide sufficient knowledge on the principles, techniques, procedures and practices involved in auditing. Along with a basic understanding on provisions stipulated in the Inland Revenue Act in computing individual, partnership and corporate tax liabilities.

INB 3229/BBA 3210 - Cross Cultural Management

The purpose of this course is 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.

HLM 3201/MKT 3229/BBA 3211 - 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.

BEC 3229/INB 3230 - 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 such as constrained optimization, unconstrained optimization; demand estimation and forecasting; pricing practices such as pricing of multiple products, transfer pricing; The Game theory; asymmetric information and risk analysis including risk and uncertainty in managerial decision making, measuring risk with probability distributions.

BEC 3316/INB 3313 - International Finance

This course includes 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.

HRM 3205/INB 3236 - International 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.

BEC 3235/HRM 3203/INB 3237 - Labour 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.

INB 4238/ MKT 4240 - 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.

HLM 4214/ INB 4241/ MKT 4241 - Destination Marketing

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 Destination Marketing Company (DMC) operations.

ACT 3206/ BBA 3203 - Project Management

It is inevitable today that all kinds of managers who make decisions in organizations to develop the competency of managing projects. To develop such competency to a great extent, this course aims to provide its learning partners to equip with the capacity of making decisions in major phases of project management – project designing, project implementation and project controlling successfully within the contemporary contexts of project management. Main areas covered are the project phases, project management techniques, key knowledge areas of a project manager and training on project management software.

HRM 3201/ BBA 3205 - Personality Development

The course would enable the students to gain better understanding and skills of understanding personality and developing their own personality. Areas cover in this course include personality types, effective communication skills, building self-confidence and self-esteem, emotional intelligence and human values for personal and professional life, interviewing skills, writing a winning resume, social etiquette and grooming, work place expectations, stress management and work management skills.

BEC 3233 / HLM 3206 - Economics of Tourism

This course examines the fundamental economic principles as they apply to the tourism industry and explores the impacts of leisure and tourism on the economy. The course covers the forecasting tourism market trends, estimating and forecasting tourism demand, assessing economic impacts of recreation and tourism, sources of capital provision on tourism development, the use of economic analysis in tourism management and marketing, and policy decisions on tourism.

BEC 3239 / FIN 3235 - 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.

BEC 4248 / FIN 4243 - Risk Management and Insurance

This course provides a framework for identifying, sourcing, measuring and monitoring different types of risks faced by a 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 used 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 and wide range of other causes. In insurance part: the concept of insurance, different institutions involved in insurance business in Sri Lanka, different types of insurance policies, Acts and regulations relating to insurance and their amendments will be discussed.

BEC 4249 / FIN 4239 - Business Valuations

This course covers the basic concepts, theory, and application of both business valuation and equity valuation. Fundamental analysis techniques are examined in detail with particular emphasis on the application of techniques in equity valuation decisions. The course comprises three related parts. Part one outlines the four basic steps in the fundamental analysis framework: business analysis, accounting analysis, financial analysis and prospective analysis. The next part combines these skills in addressing the question of valuation, while the final section of the course applies the skills in several different contexts, such as credit analysis, security analysis, mergers and acquisitions and financial policy decisions. This course helps students to apply the accounting knowledge and skills acquired in previous courses to analyze and determine the value of a company in the real business world. Case studies will be used extensively to illustrate how to analyze and value a business.

BEC 3232/ FIN – 3229 - Business Ethics and Corporate Governance

The purpose of this course is to develop the student's awareness and understanding a range of current ethical and governance issues in relation to business. It is designed to foster candidates' understanding of the ethical influences on economic, financial and managerial aspects of business. The course further aims to develop a candidate's ability to critically analyse ethical issues in business. Topics covered include defining corporate governance, evolution of corporate governance models – Anglo - American model; International codes of best practices; Understand the legal and ethical responsibilities of shareholders, board of directors, and management of a corporation; Board of Directors: Selection, Compensation, and Removal; The Audit Committee and its composition and responsibilities; Governance of Financial and Other Reporting; Ownership structures;

Strategic Planning and Governance of Risk; Analyze the corporate scandals – real world examples ; Corporate Governance in Sri Lanka and its approach with reference to the corporate governance worldwide - Comparison and Implications; An overview of Business Ethics; Ethical Practices in Business; Moral Development and Reasoning; Business Ethics and Morality in International Context.

ACT 3203 - Advanced Management Accounting

This course builds upon the knowledge gained through ACT 1201- Management Accounting. Main areas covered include: decentralization and divisional performance measurements, investment in organizational capabilities, organization pricing decisions, compensation systems and current developments of management accounting.

ACT 3205 - Business Process Reengineering

The course provides understanding on essentials of business analysis, framework and roadmap for process analysis, identifying key metrics and performance indicators (KPIs), identifying silos and sources of sub-optimization, identifying process gaps and perform root cause analysis and, identifying applicable to IT solutions etc.

ACT 3210 - Working Capital Management (A)

This course is designed to discuss the concepts, theories and practices of working capital management. Main areas include in this course are overview and concepts of working capital management; planning of working capital; financing of working capital; cash management; management of receivables, payables and inventory management.

ACT 3211 - Organizational Control Systems (A), (B)

The management of any organization must develop a control system tailored to the organization's goals and resources. Effective control systems share several common characteristics and this course mainly elaborates on such characteristics including critical points of a control system; levels of control; harmony of controls; employee involvement; economy of controls; and qualities of control information etc.

ACT 3305 - 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 3212 - Financial Reporting and Regulations

This course discusses frameworks and issues in financial reporting and financial regulation. Main areas covered in the course are: an overview and theoretical perspectives of financial reporting, voluntary disclosures, International Financial Reporting Standards (IFRSs) and Sri Lanka Financial Reporting Standards (SLFRSs) and measurement problems in financial reporting.

ACT 3213 - Advanced Auditing (A)

This course builds upon the knowledge gained through ACT 3203 – Auditing. It provides students with an advanced knowledge in auditing while emphasizing on its practical aspects. The course includes: discussions on auditing in a managerial viewpoint, Information Systems (IS) audit, internal controls, forensic auditing, current issues in the field of auditing and discussions on selected Sri Lanka Auditing Standards.

ACT 3214 - Forensic Accounting (A)

This course is intended to help students understand the role of the Forensic Accountant. Accordingly this course provides students with the knowledge of the terms and accounting procedures encompassed in Forensic Accounting. It includes introduction to and scope of forensic accounting; types of forensic assignments; frauds; accidental fraudsters and predator fraudsters; frauds in financial reporting; false business valuations; employer and employee frauds; big data and tools of analysing big data; cybercrime and money laundering; Evidence Management, investigation of Electronic Data, Digital Forensics analysis; litigation support in special situations; and Whistleblowing etc.

ACT 3215 - Public Sector Accounting

This course emphasizes on contemporary issues within public sector accounting practices. The main areas covered are: development of public sector accounting; government budgeting and program 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 3216 - Change Management (B)

Organisations move through a number of identifiable stages as they grow and develop. In some cases these changes are planned, in others they are unplanned. Sometimes the forces for change come from within the organisation and at other times they will be caused by external forces or influences. The need for organisations to meet and to cope with changing conditions requires innovation, creativity and flexibility. This course will help developing skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage changes with minimal disruptions. This course includes areas such as nature of change; steps of change; innovative work practices; change strategies; change leadership; resistance to change; effective communication; facilitating commitment; and monitoring and evaluating change outcomes etc.

ACT 3217 - Total Quality Management (B)

This course provides an understanding on the principles of TQM, techniques used in TQM, implementing TQM and impact of TQM to the customers, employees and overall organization. It also covers mini cases on TQM applications.

ACT 4218 - 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 4219 - Strategic Management Accounting

The aim of this course is to provide students with an understanding of the theory and practice of strategic management accounting. It examines how organizations could use strategic management accounting techniques to gain competitive advantage and the challenges face in developing such practices within particular organizational contexts. Areas covered include balanced score card as a strategic management tool, strategic use of control systems, beyond budgeting, competitor focus accounting and customer profitability analysis.

ACT 4220 - Corporate Governance

This course provides knowledge on corporate governance, evolution of corporate governance models – Anglo-American model, provisions in the code of best practices, corporate governance practices in Sri Lanka and its approach with reference to corporate governance practices worldwide and their implications.

ACT 4221 - Corporate Social Reporting

The aim of this course is to provide knowledge on theory and practice of CSR. The course covers roots of CSR, critical elements of CSR, CSR initiatives of organizations and challenges of implementing CSR, Modern approaches to CSR and CSR reporting.

ACT 4222 - Internal Control and Risk Management (A)

Organizations face a wide range of uncertain internal and external factors that may affect achievement of their objectives whether they are strategic, operational, or financial. The effect of this uncertainty on their objectives can be a positive risk (opportunities) or a negative risk (threats). Risk management focuses on identifying threats and opportunities, while internal control helps counter threats and take advantage of opportunities. Having this focus, this course is designed to provide understanding on the concept of internal control; roles and responsibilities of actors involved in Internal Control; Internal control environment; developing and implementing control mechanism; objectives of risk management; risk identification; risk assessment and risk response etc.

ACT 4223 - Tax Planning and Management

Tax planning and management deals with knowledge required to minimize net tax liability of an individual, maximize after tax profit of a firm and avoid penalties being imposed on

individuals/firms by adhering to the legal provisions stipulated by the Inland Revenue Department of Sri Lanka. In this respect, ACT 4223 course imparts knowledge on the meaning of tax planning and management; adverse impacts of tax evasion and avoidance; nature and scope of tax planning and management; and significance of individual and corporate tax planning and management. Moreover, the course exposes the students to the latest taxation provisions of the Inland Revenue Department of Sri Lanka to apply allowances, exemptions, tax holidays, tax concessions, withholding taxes, procedures in tax administration, double tax treaty agreements, resident principle, transfer pricing and thin capitalization regulations, conformity to Revenue Administration Management Information System (RAMIS) etc. as effective tools of tax planning and management.

ACT 4224 - Value Stream Mapping (B)

This course is designed on the basis of lean thinking, which has become a widely adopted improvement approach that can greatly simplify processes and improve performance. Its main focus is on creating value for the customer and eliminating waste. The stream of activity within an organisation that creates customer value is called the value stream. Value Stream Mapping is the tool used to understand, analyse and improve a value stream. The course includes understanding customer value; value adding, value enabling and non-value adding activities; the key elements of value stream mapping; analysis of value stream map; deriving a Kaizen improvement plan; material flows and information flows and value stream metrics, analysing current state value stream map and identifying waste.

ACT 4225 - Business Ethics (A), (B)

This course is designed to provide an analysis and examination of contemporary ethical issues and challenges in the business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public. Ethical dilemmas and decision-making frameworks and approaches at the personal, organizational and societal levels will be explored in the course. The course includes sessions on stakeholder management and social responsibility; emerging business ethics issues; institutionalization of business ethics; ethical decision-making and ethical leadership; moral philosophies and values; the role of ethical culture and relationships; developing an effective ethics program; managing and controlling ethics programs; and global business ethics etc.

BEC 3313 - Econometrics

The purpose of this course is to provide the participants with econometrics tools, techniques and concepts to enable them to analyze data for effective decision making in business management. The main topics covered are: methodology of econometrics, assumption of CLRM, simple and multiple linear regression models, time series analysis, multicollinearity, heteroskedasticity and serial correlation, non linear Models, and analysis with statistical packages.

BEC 3314 - International Trade

This module deals with the theory and practice of international trade and trade-related policies in different economies in the world. It focuses on analyzing the gains from trade, the changing patterns of trade, efficiency and welfare effects of liberalizing foreign trade, the relationship between trade, investment, economic growth and the reasons for and consequences of trade policies.

BEC 3231 - Environmental Economics

Contents of this course include market failures, externalities, public goods, property rights, economic theory of pollution control: optimal level of pollution, economics of environmental regulations and judicial procedures, Pigovian taxes and transferable emission permits, economic valuation of environmental services, cost-benefit analysis, corporate social responsibilities, global environmental issues and environmental policy.

BEC 3317 - Industrial Economics

Industrial economics utilizes techniques mainly from microeconomics to the study of firms, market structures, strategic interaction, and market efficiency. This course provides an introduction to current theory and empirical work in industrial economics. It covers the structure conduct performance analysis of firms (SCP), the analysis of various aspects of strategic interaction between firms and the determinants of industrial structure, market concentration, breakeven analysis, advertising, research and development and innovation, mergers and acquisitions, industrial clusters, market efficiency and industrial policy.

BEC 3234 - Financial Econometrics

The purpose of this course is to provide the participants with financial econometrics tools, techniques and concepts to enable them to analyze data for effective decision making in business management. The main topics covered in this course are: introduction to financial econometrics, regression analysis, finite and large sample properties of least squares estimates, specifications and model selection, regression diagnostics, generalized least squares, endogeneity and instrumental variable estimation, generalized method of moments, maximum likelihood estimation: LM, LR and Wald tests, Time Series Analysis (ARMA, GARCH and non-stationary models).

BEC 3236 - Microfinance

This module intends to provide conceptual and practical knowledge on different financial services provided to the poor to mitigate socio-economic problems by promoting social entrepreneurship. This module covers lending methodologies, financial services, designing new products, delivery mechanisms, regulatory and governance issues in microfinance, and Effective donor relations.

BEC 3237 - Project Evaluation

The purpose of this course is to provide the participants with the theoretical knowledge on project evaluation techniques. The course focuses on, project management and evaluation, Project plan program and activities, project attributes, factors affecting project success, project lifecycle, project planning and formulation, project evaluation techniques and environment.

BEC 4241 - Development Economics

The main objective of this module is to understand contemporary economic problems of developing countries and to reach independent and informed judgments and policy conclusions about their possible resolution. This course module covers poverty, inequality, population growth, the impact of urbanization and expansion of megacities, public health challenges, environmental decay, rural stagnation, characteristics of developing nations and classic theories of economic development.

BEC 4242 - Contemporary Issues in Business Economics

Purpose of this course is to expose the students to the current issues in the area of business economics. The main mode of teaching is discussions that are based on research papers, books and other relevant materials.

BEC 4243 - Economics of Organizations

This course covers various theories of industrial organizations and their application. The course content includes various theories of the firm such as, Theory of the Firm by Coase, Theory of Team Production, Behavioural Theory of the Firm, Transaction Cost Economics and its Applications, Markets Bureaucracies and Clans, Agency Theory and Corporate Governance, Competency Based Perspectives, Resource Based View of the Firm, Evolutionary Theory of the Firm, Game Theory, and Property Rights.

BEC 4244 - Economics of SMEs

This course is designed to broaden the understanding of the nature, issues, and the policy framework of Small and Medium Size Enterprises (SMEs). The content includes Definition of SMEs, Characteristics of SMEs and their Owners, Setting up of SMEs, Importance of SMEs, Entrepreneurship and Innovation in SMEs, Issues and Challenges Faced by Sri Lankan SMEs, and Policy Framework for SMEs. The course also will bring practical exposure by interacting with Sri Lankan entrepreneurs.

BEC 4245 - Financial Economics

This course focuses on intermediate level finance theory and economic analysis of certain concepts and relationships commonly used in the area of finance. Course contents are listed under three areas: (a) Portfolio Theory: risk and risk aversion, capital allocation between risky asset and risk-free asset, optimal risky portfolios; (b) equilibrium in capital

markets: capital asset pricing model, index models, arbitrage pricing theory and multifactor models, efficient market hypothesis; (c) financial derivatives: options markets and valuation, futures markets and pricing, swaps.

BEC 4246 - Game Theory for Business Strategy

This course provides the students with conceptual foundations of game theory and discusses some business applications of it. Contents include an introduction to strategic behavior, simultaneous games, sequential games, repeated games, credibility and strategic moves (commitments, promises and threats), mixed strategies and unpredictability, bargaining, bidding and auction design.

BEC 4247 - Labor 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.

FIN 3313 - 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, corporate social responsibilities and international financial management.

FIN 3314 - Management Science Application

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.

FIN 3315 - Theory and Practice 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 and profitability, bank risk management, bills of exchange ordinance, negotiable instruments, principles of lending, liquidity management, Liability and asset 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, Basel requirements and modern trends in Sri Lankan banking.

FIN 3230 - Financial Mathematics

The purpose of this course is to provide participants with knowledge on mathematical models, methods and techniques to encourage a logical and mathematical approach to solve problems related to finance and business. This course will lay the foundation for other advanced topics such as FIN 3205 - Financial Econometrics, FIN 4216 - Derivatives and Alternative Investments, and FIN 3307 - Investment Analysis and Portfolio Management offered in next semesters. The main topics covered in this course are measurements of interest, annuities, loan repayment methods, probability distributions, statistical inference, basic applications of differentiation and integration.

FIN 3231 - Microfinance

The objective of this course is to provide an overview of microfinance, lending institutions, their characteristics and current challenges in microfinance while highlighting design, operations and management of several microfinance organizations. Further, it encourages critical thinking and gives students a framework to evaluate microfinance programs or institutions. The topics covered are overview of the principles of microfinance and its contribution to the economic development, main business models in microfinance, leading microfinance institutions (MFIs) and their development strategies (target clients, products and service, organizational structure), typical product and services, how microfinance has evolved in poverty alleviation, non-governmental organisations (NGOs) and for-profit organizational structure of MFIs, how they balance development and financial sustainability, lending methodologies to deliver credit, challenges to measure social impact and development outcomes of microfinance, commercialization of microfinance, comparison of services of NGO, MFIs and profit driven MFIs organizations, challenges and opportunities of microfinance, distinguish between “financial services for the poor” and “microfinance as poverty alleviation”. Challenges of growth for individual MFIs

FIN 3317- 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. Topics covered in this course are: definition on investment and types, investment environment, security markets, trading securities, portfolio selection problem, portfolio analysis, risk-free lending and borrowing, an overview of Capital Asset Pricing Model (CAPM) and an overview of portfolio revision and portfolio evaluation.

FIN 3232 - Financial Econometrics

The course is aimed to familiarise students with the principle techniques in Financial Econometrics. Moreover, the course aims to facilitate awareness in students of how these techniques can be used and applied on real data and provide the necessary background to understand and critically assess empirical findings reported in the financial literature, as well as to carry out their own empirical research in the future. The main topics covered in this course include classical linear regression models, predicting financial returns, linear time Series models, predicting volatility and risk; an introduction to volatility: realized implied and conditional volatility and modelling various volatility models, models with dummy variables, panel data regression models, modelling long-run relationship for finance.

FIN 3233 - Behavioural Finance

This course objective is to examine how the insights of behavioral finance complements the traditional paradigm and sheds light on the behavior of asset prices, corporate finance, and various practices. Behavioral finance combines behavioral and cognitive psychological theory with conventional finance to provide understanding how people make financial decisions. It represents a collection of different approaches which seek to explain the existing findings and puzzles and perhaps refine our notions of rationality. The course will feature extensive discussion of recent events. This course is based on the fundamental principle that the first step to successfully investing your money is not to lose it.

FIN 3236 - Financial Sector Development and Regulations

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, institutions, instruments and financial services. In the aspect of financial regulations, an overview of key regulations with respect to the financial system with timely amendments will be discussed.

FIN 4240 - 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, and 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 4241 - Fixed Income Securities

The objective of this course is to provide students with sufficient theoretical and practical knowledge and understanding on the fixed income securities. This course focusses on securities that promise a fixed income stream and the main topics discussed in the course are: overview of the types and features of securities, overview of the types and features of fixed income securities, Risks associated with investing in fixed income securities, Government fixed income securities market, Corporate fixed income securities market, Bond pricing, yield measures and total return, overview of the bond sectors and instruments and credit rating.

FIN 4242 - 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 & quotations, cross Rates, forecasting foreign exchange rate, measuring exchange rate movements, exchange rate equilibrium, factors affecting foreign exchange rate, international parity relationships including interest rate parity, purchasing power parity and Fisher effects, foreign Exchange exposures management including transaction exposure, translation exposure, economic exposure, foreign exchange risk Management including hedging using forwards, futures, options and swaps.

HLM 3301 - 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.

HLM 3302 - 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 3303 - Tourism Planning and Development

This course discusses approaches and guidelines that are useful in planning and developing different types of tourism within the context both developed and underdeveloped sites. Here, pre planning considerations, planning, developing, implementation of plans, post evaluation and crucial issues encountered will be discussed with examples.

HLM 3202 - Relationship Marketing

The objective of the course is to introduce the relational paradigm to students. The course emphasizes on developing relationships with all the stakeholders and discusses numerous relationship development and maintenance strategies aimed at each stakeholder. The course will especially look at theoretical underpinnings of relationship marketing, the differences between traditional approach to marketing in theory and in practice, types of relationships, customer loyalty and involvement and future of relationship marketing.

HLM 3305 - 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 3204 - 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.

HLM 3210 - 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 3211 - 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 4212 - Contemporary Issues in Hospitality and Leisure Management

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

HLM 4213 - 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 4215 - Ethics in Hospitality and Tourism

This course includes detailed discussions on ethical issues encountered in the Hospitality and Tourism Industry and decision making with regard to those ethical issues taking into consideration professionalism, stakeholder interests and other relevant factors.

HLM 4216 - Tours Operations Management

As a dominant player in today's Tourism industry, tour operators add significant value to tourism. The tour operating industry, main strategies and activities (e.g. itinerary planning, travel insurance) tour operating value chain, handling consumers within the industry and challenges will be discussed in detail.

HLM 4217 - Venture Creation in Hospitality and Tourism

With the boom in the Hospitality and Tourism Industry in Sri Lanka many venture creation opportunities will be prevalent for the foreseeable future. Within this context, this course will cover opportunities for venture creation within the industry, main considerations in venture creation, challenges and ways to overcome such challenges with a view of promoting entrepreneurial interests among the students.

HRM 3313 - 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 3314 - Employee Resourcing

The objective of this course is to address in depth one of the core areas of human resource practices, i.e. recruitment and selection while taking cognizance of the strategic direction of organizations. Many processes, systems, and tools of people resourcing will be covered extensively in this course with placing a significant emphasis on critical and complex nature of recruitment, selection, hiring, and induction. The course will also attempt to maintain a healthy balance between theory and concepts and practices as they are visible in real world organizations. How advancements in information and communications technology have transformed tools and techniques used for recruitment and selection and assessing the efficiency of these tools and techniques will also be discussed in this course.

HRM 3315 - Learning and Development

The main aim of this course is to provide participants with an overall understanding on learning and development at work. The course will provide an overview of human resources development and career development as vital functions of human resources management, which will be supported with the due consideration on developing good learning cultures at work. The topics that are expected to be covered are introduction to learning and development and career development, learning process and techniques, competency-based learning and assessment, theories of career development and career choices, impact of teams on learning and development and career development systems, strategic evaluation and guidance of learning and career development.

HRM 3317 - Performance and Reward Management

The purpose of this course is to provide participants with the basic knowledge and understanding of concepts of performance management and rewarding employees as vital functions of HRM. The topics to cover would be background of performance management, methods of performance evaluation, performance review and the process/types of performance appraisals in different work settings. Also this course would enhance learning partners' skills in evaluating current trends in performance and compensation management.

HRM 3204 - Dispute Settlement and Negotiation

The field of dispute resolution and negotiation has been developed academically as a discipline drawing upon diverse fields of knowledge. This course intends to provide participants with knowledge and understanding of an introduction to the major schools of thought which have contributed to the developments in fields such as social psychology, law, political science, social work, and business applications. Within the context of dynamic nature of business in organizations today, tools and techniques employed for dispute resolution and negotiation and recent developments thereof will be brought into perspective in this course. This course will also impart foundational knowledge to participants for understanding causes of disputes and the nature and mechanisms available

for managing negotiations leading to forming a win-win psychology in people and organizations involved in such negotiations.

HRM 3206 - 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 3210/BBA 3213 - 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 for team-based work, 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 4211 - Contemporary issues in Human Resource Management

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 4212 - Strategic Human Resource Management

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 4213 - 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.

HRM 4214 - Employee Counseling

The objective of this course is to provide learning participants a comprehensive understanding and relevant hands-on skills in the field of employee counseling. The specific areas covered are the basic concepts, theories and techniques in employee counseling and the role of HR managers in building effective counseling system at workplace.

HRM 4215 - Human Resource Analytics

The objective of this module is to look at some of the measures and issues relevant to HRM investment. First, this module is concerned with accounting of HRM investment and second, concerned with financial impact of HRM investment in the sense of presenting its impact to the management. Just as other fixed assets, organization needs to invest on HRM and further need to analyze the impact of HR investment on annexing and interpreting HR process and outcomes in a quantitative manner, which wisely influences HR strategic decision making.

HRM 4216 - Human Resource Information Systems (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.

INB 3301 - 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.

INB 3231 - International Trade Law

The goal for this course is for students to develop a core understanding of how the rules regulating international trade operate in practice, as well as in theory. It will integrate the public policy, diplomatic and economic variables that bear on how the international trade rules embodied in the World Trade Organization (WTO) agreements are negotiated and implemented, and how trade disputes are settled or adjudicated.

INB 3232 - Sustainability and Corporate Responsibility

The objective of this course is to analyze the environmental and ethical concerns within which the business operates and address to them to make business sustain in an ethical and environmental friendly manner. It is concerned with how the business activities can best be designed operated and managed to support the environment and to enhance the social responsibility throughout the globe.

INB 4239 - International Relations

The course intends to provide participants with a basic understanding of theory and practice of international relations as a discipline with the aim of providing the necessary tools and knowledge to critically evaluate the nature of international business. The course covers the contents of approaches to International relations and the evolution of International Relations as a discipline. Further, it explores the role of international relations and its implications on global governance, sustainability and international security while analysing the role of international business in managing international security and global economy.

INB 4240 - 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.

INB 4242 - International Branding

This course intends to provide the students with a good grasp of brand management, specifically to strengthen the students' conceptual skills, and decision-making abilities in various facets of brand management. The main objectives of the course are three fold: 1) providing the students with the conceptual framework of brand management, 2) expanding their decision-making capabilities in various facets of brand management and 3) implementing brand management decisions in the international arena.

INB 4243 - Entrepreneurship and Venture Creation

This course is designed to introduce students to the theory and reality of taking an entrepreneurial business international or global in both established and emerging markets.

This course explores the special problems and advantages associated with entrepreneurial small and medium enterprises as well as re-interpreting the skills you have acquired into a global context. You will explore International entrepreneurship theory, diverse approaches to entrepreneurship as well as cultural and business environments across countries. It will also examine opportunity recognition and selection, innovative business strategies and look at ways to source appropriate finance in established and emerging markets while also being aware of entrepreneurial ethics and sustainability in a globalized economy.

MKT 3314 - 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 3315 - 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.

MKT 3316 - Marketing Communications

The objective of this course is to discuss with participants the terminology, concepts and strategies of communication as applied in the context of Marketing. The main topics included are business value created by marketing communication, different tools used in marketing communication, conceptualization of marketing communication, integrated marketing communication, and effective application of marketing communication in today's businesses. Practical guidelines related to application will be discussed as well.

MKT 3230 - Relationship Marketing

The objective of the course is to introduce the relational paradigm to students. The course emphasizes on developing relationships with all the stakeholders and discusses numerous relationship development and maintenance strategies aimed at each stakeholder. The course will especially look at theoretical underpinnings of relationship marketing, the differences between traditional approach to marketing in theory and in practice, types of relationships, customer loyalty and involvement and future of relationship marketing

MKT 3318 - Marketing Research

The objective of this is to provide participants with practical knowledge of marketing research. The course discusses collection, analysis, and interpretation of marketing information, forecasting, the role of marketing research in managerial decision-making, practical assignments on marketing research such as identifying market segments, product, advertising, market and sales analysis

MKT 3232 - 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.

MKT 3233 - 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 3234 - Consumer Psychology and Sociology

This course developed to provide practical knowledge on Consumer Psychology and Sociology. Psychology module employs theoretical psychological approaches to understanding consumers. Deep study on consumer perception, motivation, persuasion, attitude changes and social values in consumer psychology will be covered under consumer psychology. The aim of the 'sociology' component of this course is to introduce participants to the significance of consumption as a major form of contemporary social life. Topics covered will include the nature of the contemporary consumer society, its historical development and some of its key impacts on social life.

MKT 3236 - 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.

MKT 4237 - 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 4238 - Strategic Marketing

The objective of this course is to provide required knowledge and skills of analyzing problem challenging managers in planning, implementing and controlling marketing activities. This explores the role of marketing strategies in the overall strategic direction of organization. This module covers marketing strategy: introduction and overview, portfolio analysis, industry analysis, market analysis, analyzing the competition, analyzing the business environment, analyzing the customer in the market place, growth strategies: product-market expansion and implementing marketing strategies

MKT 4239 - Consumer Protection and Law

Consumers are the most sensitive and key concern in every business organization and consumer's purchases never stop around the globe. Within this complicated business environment, customer expectations will not always be fulfilled. So in this case customers need protection in form of laws and other mechanisms. Therefore, this course is designed to provide adequate and updated knowledge on consumer protection within the Sri Lankan and global context.

MKT 4242 - Sustainable Marketing

This course is aimed at introducing to participants how ecological and social sustainability issues could be addressed by marketers. The course contents will include the analysis of socio- environmental priorities as an integral element of marketing research, incorporating social, ethical and environmental values into marketing strategy and the marketing mix, and how marketing can go beyond responding to social change to contribute to the transformation of society into a more sustainable one.

BBA 3305 - 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.

BBA 3306 - Managing for Quality

Achieving the world-class quality in an organization on continual basis is one of the major challenges faced by managers today. To address such contemporary issue in management, this course aims to provide its learning partners to equip with the competency on how quality management principles such as customer focus, employee focus, strategic quality planning, process management, supplier relations, quality culture, continuous improvement, etc. are practiced in an organization to achieve its competitive superiority.

BBA 3206 - 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.

BBA 4214 - 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.

BBA 4215 - Small Business Management and Entrepreneurship

The purpose of this course is to provide students with theoretical and practical knowledge in managing a Small and Medium Scale business (SMEs) in developing country context along with developing students' knowledge, skills and attitudes required for making them as entrepreneurs. Students will be facilitated in functional areas of management focusing on SMEs, building a business plan, putting the business plan to work, support facilities for SMEs in this course. It will further include the areas such as understanding the entrepreneurial mind set, creativity and innovation and skills of entrepreneurs.

BBA 4216 - Business Ethics and Corporate Social Responsibility

This course introduces students to the relevance and importance of ethics and social responsibility in business. Topics include the relationship between business and society, identifying stakeholders and issues, the theoretical basis of business ethics, business ethics in management and leadership, the concept of corporate social responsibility, corporate social responsibility in practice, regulating business, ownership and governance of the corporation, environmental and business responsibilities, globalization and business responsibilities, ethics and strategy.

BBA 4217 - Creativity and Innovation

The purpose of this course is to provide students with theoretical and practical knowledge in organizations and how it affects the success and gaining the competitive advantage over competitors. Students will be facilitated in introduction to creativity and innovation, impact of creativity and innovation on organizational success, theories related to innovation and creativity, training tools for making an employee or organization a creative and innovative one in this course. In addition, students will further facilitate with understanding themselves and making themselves creative and innovative.

BBA 4218 - 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 physiological implications of knowledge management.

BBA 4219 - Special Topics in Management

This course provides an opportunity to examine topical issues in management that is not covered in Management Process and Practice. The topic will depend on the current global and local business environment. The content is likely to vary from offering to offering however each will support to develop managers with strong professional skills, leadership, global mindset, citizenship and an ability to create sustainable value for the business. The course will seek to combine underlying theory with a strong practical emphasis to support advanced specific knowledge, critical thinking and high level communication capabilities.

BBA 4220 - 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.

BBA 4221 - 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.

11. 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 unauthorized materials or removal of examination stationery:
 - Notes written on university or non-university stationery, documents or equipment.
 - Removing examination stationery from the examination hall
 - Possession of electronic devices.
 - b) Copy or attempt to copy:
 - From any external source or another candidate.
 - Supporting other candidates to copy.
 - Obtaining or attempting to obtain improper assistance or cheating or attempting to cheat.
 - Writing name on the answer script.
 - c) Disorderly conduct:
 - Not carrying out the instructions of the Supervisor(s)/Invigilator(s).
 - Disturbing examination staff or other candidates.
 - d) Impersonating, attempt to impersonate or allowing another person to impersonate.
 - e) Obtain, attempt to obtain or aiding to obtain prior knowledge of the examination paper.
 - f) Submitting or aiding to submit assignments, term papers, project reports, extended essays, dissertation, and thesis done wholly or partly by anyone other than the candidate himself/herself.
 - g) Forging signature of any official of the university or outsiders related to the examination process.
 - h) Aiding and abetting the commission of any of these offences.

- i) 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. Where a student has been in possession of unauthorized material at the examination hall, he shall be presumed to have made use of such material until the contrary is proved by him.
6. 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.
7. 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.
8. 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.
9. 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.
10. Any allegations regarding the commission of examination offences from whom so ever 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.
11. Any candidate who is found guilty for an examination offence is liable to any one or more of the following punishments:
 - a) Expel from the examination hall.

- b) Written warning by the Vice-Chancellor for certain offences committed in the first instance.
 - c) Cancelling results of the examination in which the offence was occurred.
 - d) Cancellation of results obtained in the degree programme.
 - e) Debarring/suspension from sitting any university examination in succeeding Semester(s)/ Academic Year(s) or indefinitely.
 - f) Cancellation of the student registration in the present degree programme and debarring future registrations for any other degree programmes at the University.
 - g) Suspension from the University for such period as the Senate may decide or indefinitely.
 - h) Any other punishment decided by the Examination Disciplinary Committee.
12. 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.
13. Any appeal against the decision of the Senate shall be made to the Council.
14. There shall be an Examination Appeals Committee of not less than three members appointed by the Council to consider appeals lodged under Section 13 above and to make recommendations (including variation of punishments).
15. The recommendations of the Examination Appeals Committee shall be submitted to the Council whose decision thereon shall be final and conclusive.

12. Student Union, Societies and Students' Activities

University of Colombo as well as the faculty of Management and Finance has a wide variety of student bodies. These student bodies can operate exclusively within the faculty or operate as University wide societies and clubs. The activities of these student bodies can range from religious, cultural, aesthetics, sports activities as well as activities aimed at skill and leadership development.

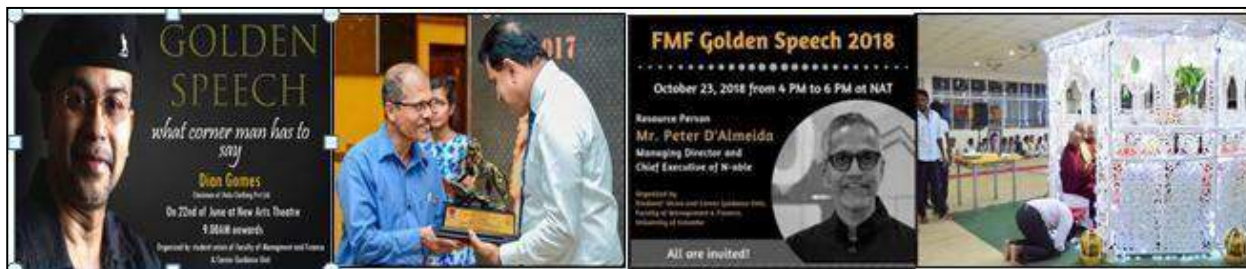
Students have the opportunity to voluntarily join any of these student bodies based on their interests which allows them to organize and participate in various faculty level, university level, national level as well as global events.

12.1 Student union, societies, and students' activities in the faculty

There are various student bodies within the Faculty of Management and Finance. These include Faculty Students' Union, Sports Society, departmental students' societies, as well as various religious societies. While many of the events at the faculty are conducted through these student bodies, there are many other activities that are organized by students and the faculty. The faculty welcomes students' initiative towards organizing all forms of social or welfare activities such as the annual welcome of the new students, farewell functions, various religious and cultural functions, extracurricular or curriculum related activities, and activities to uplift community welfare. In organizing such events, students are required to inform and discuss matters in advance with the Dean of the Faculty and obtain approval.

The Faculty Students' Union

The Students' union of faculty of management & Finance university of Colombo represents the entire undergraduate student community of the faculty. It will attend to grievances and welfare activities on behalf of the students. The students' Union also organizes many events with the participation of all the students and the faculty administration.



Golden Speech of the Year organised by Student's Union and FMF career guidance unit jointly.

Annual Pirith Ceremony

Activities conducted as part of the curriculum

Enterprise Based Project (EBP)

This is conducted as a core course for Semester VI of the present curriculum and students are required to undertake the tasks of conceptualizing a business idea and developing an actual business. The main aim of the course is to develop entrepreneurial skills of students and to provide a platform to apply theoretical knowledge learnt in the class. Under this project, each year around 45 new product ideas are launched and evaluated with the presence of many academics, entrepreneurs and industry experts.



Community Development Project (CDP)

Community Development Project which falls in Semester II of the present curriculum is a course where first year students undertake the task of identifying and addressing social issues within different communities. Each year students conduct around 20 projects all across Sri Lanka ranging from housing projects to irrigation projects.



Speechcraft Program

With the objective of improving communication and leadership skills of the undergraduate students of the faculty, a speechcraft program is conducted annually under the Career Guidance Unit of the faculty. This program continues for 10 weeks and facilitated by panel of expertise from the toastmasters international.

12.2 University wide clubs and societies

The clubs and societies that operate as university wide student bodies are open to students of all faculties and institutions of the University of Colombo. Students of Faculty of Management and Finance have often been active members in many of these student bodies and have won many accolades to the faculty as well as the university.

Sports Council /Amalgamated Sports Club

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. The faculty of management and finance had produced a number of sportsmen and women over the years including multiple champions at Sri Lanka University Games (SLUG). The faculty also encourages its fresher's to engage in sports activities

AIESEC in the University of Colombo

The AIESEC organization is a unique global platform like no other. AIESEC in University of Colombo is a but a small part of this amazing global organization and we are proud to be a part of it. AIESEC's vision is to deliver leadership development experience through cross cultural exchanges and we strive to help make this vision a reality to all those willing to join us. The impact this organization has made upon the lives of its members continues to grow with each passing year. The year 2018 witnessed many memorable milestones for AIESEC Colombo Central such as Leadership Development Seminar 6.0, Global Village, Intern Fest and Youth Entrepreneur Challenge 1.0. It targets to groom the young leaders of tomorrow, a community of headstrong individuals who believe that they can make a difference.

Leo Club of University of Colombo

Leo Club of University of Colombo is one of the most reputed University based clubs in Sri Lanka. Leo Club of University of Colombo creates a platform to utilize leadership skills of young undergraduates who will be the future leaders in Sri Lanka. Leo Club of University of Colombo established during the year 2015 in Faculty of Management and Finance. Currently, there are 150 members from each and every faculty of University of Colombo. The club won many awards at Leo District 306 C 1 and Multiple District 306 Conferences in 2017/18 including the award for the Best Leo Club in Leo District 306 C 1 and 1st Runners-up in the Best Leo Clubs of Sri Lanka.

Rotaract club of University of Colombo

The Rotaract Club of University of Colombo Faculty of Management and Finance is one of the four Rotaract clubs based in the University of Colombo. The club was chartered in the year 2010 and is sponsored by the Rotary Club of Colombo Midtown. The club's innovative, sustainable and futuristic approach has resulted in the initiation of a number of award winning projects such as Boss , Arambhayak, Future for us and SLAM. Our club currently has 80 hard working volunteers. Rotaract has become a platform for them to make new friends, build new connections and to develop your interpersonal and communication skills. Rotaract has four main avenues namely Community service, Club service, International service and Professional development. Our club has successfully

managed to organize sustainable projects which benefit the society in all four of these avenues. We've focused more on community service and professional development and hoping to continue the legacy of rotaract in the years to come.

FMF Media

The official media club in the Faculty of Management and Finance, University of Colombo is one of the most outstanding circles within the faculty which provides wide range of media related services for both academic and administrative purposes. Within its shorter tenure so far, FMF Media has been facilitating many areas such as announcing and debating, photography and videography, technical and designing aids and blog writing to aspire the creativity of the young potential leaders in the faculty. Be you phase 01 , workshops and significant number of event coverages in every aspect make FMF Media one of the main contributors for the faculty's pride and a greater strength for the undergraduates whilst ensuring its vision of "Covering all the aspects of University Life ".

Other student activities

Apart from the events organized by the student bodies, the undergraduates of the faculty have also represented and emerged victorious in various international and national events organized by many professional bodies and corporations. Some of the most widely recognized events of this nature have been the CFA Sri Lanka Research Challenge, CIMA Global Business Challenge, and HSBC / HKU Asia-Pacific Business Case Competition, where students of the faculty have become national and global champions over many years.



12.3 Joining the Student union, societies, and students' activities

All students of the Faculty have the opportunity to join any of the following clubs and societies based on their interests. Joining these student bodies is a voluntary decision of the students and the following contact persons can be contacted to obtain further details.

| Sport/Club/Society | Contact Person | Contact Details |
|-----------------------------------------------------|-----------------------------------------------------------------|------------------------|
| Beach Volleyball Rowing Rugby Volleyball | Mr. Ajantha Dahanayake (Department of Physical Education) | 0712950210 |
| Chess Netball Tennis | Ms. Srimalka Gunasekara (Department of Physical Education) | 0713493992 |
| Carrom Elle Scrabble | Ms. Wasantha Rathnayake (Department of Physical Education) | 0718834468 |
| Baseball Cricket Football Taekwondo | Mr. Sanjeeva Jayasinghe (Department of Physical Education) | 0714393281 |
| Badminton Karate Road Race | Ms. Nyanthi Chandrasena (Department of Physical Education) | 0718569701 |
| Basketball Track & Field Wrestling | Mr. Sujana Walgampaya (Department of Physical Education) | 0718420336 |
| Hockey Swimming Table Tennis Weightlifting | Mr. Lalantha Karunarathne (Department of Physical Education) | 0703964476 |
| Leo Club | Ms. Isuri Kotuwewatta (Faculty of Management & Finance) | 0717673617 |
| Rotaract Club | Ms. Limashi Kosgodage (Faculty of Management & Finance) | 0723058316 |
| FMF Media | Mr. Vishmitha Asanka (Faculty of Management & Finance) | 0716856167 |
| AIESEC | Ms. Judy Jesudason (Faculty of Management & Finance) | 0778241131 |

13. Research Activities and International Links of the Faculty

13.1 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.



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

The Faculty of Management & Finance annually organizes an international research conference which strives to provide a forum for academics, management practitioners and research students to discuss and debate contemporary issues on managing organizations. On 16th October 2018 the 12th International Research Conference on Management and Finance (IRCMF 2018) was held at Faculty premises. Professor Jason D Shaw from the Nanyang Business School, Singapore delivered the keynote address. The conference included an array of research paper presentations by academics as well as undergraduate and postgraduate students in the areas of Accounting and Management Information Systems (MIS), Entrepreneurship, Small Business Management, Finance, Human Resource Management, Business Economics, International Business, Disaster Management, Organizational Studies, Tourism and Hospitality Management and Marketing.

To bridge the gap between theory and practice, an Industry Dialogue was introduced at the 9th IRCMF in 2014. In 2018 this dialogue was conducted with a discussion on “Entrepreneurship and Innovation for Business Success”. The panelists of the 2018 Industry Dialogue were: Mr. Ariyaseela Wickramanayake (Chairman, Pelwatte Dairy Industries Ltd.), Mr. Kulathunga Rajapakshe (Managing Director, DSI Samson Group (Pvt Ltd), Mr. Lakshman Silva (Director/Chief Executive Officer, DFCC Bank PLC), Mr. Thasira Gunathilake (Attorney-at-Law/ Visiting Lecturer University of Colombo)

Further, the Doctoral Colloquium, which was added to IRCMF in 2015 was continued for 2018 as well, with the aim of providing MPhil/PhD students an opportunity to present their work-in-progress and obtain comments from a scholarly panel.

In addition, the University of Colombo annually organizes a Research Symposium, and academic staff members of each faculty have the opportunity to present their research work at this forum. Each year academic staff members of the Faculty of Management & Finance contribute to this forum.



13.1 Memorandum of Understandings (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. 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. Further, students are benefited from exchange programmes with UNIMAS – Sarawak University (Malaysia) and University of Southern Denmark (Denmark). In the recent years the University of Colombo has entered into MOUs with organizations such as Brandix (Pvt) Ltd., and professional bodies such as Association of Chartered Certified Accountants (ACCA) 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.

Department of Finance also signed a MOU with ACCA in December 2018 with the aim of broadening the opportunities available for BBA finance graduates.



13.4 Scholarships and Awards

In order to recognize exceptional performance of its students, the Faculty of Management and Finance has introduced the following scholarship and award programmes.

Scholarships

The University awards scholarships to students based on their academic achievements. Among other scholarships Mitsubishi Foundation Scholarship is renown among students and eight (8) students from the faculty of Management and finance is benefited from this scholarship annually.

Awards

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

Apart from the above awards which are exclusively offered to students of the faculty, the university also recognizes excellence in students' performance. 'Student of the year' award is the most Prestigious student award of the University of Colombo and it is offered to students who demonstrate outstanding performance in academic as well as extra-curricular activities.

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, Department of English Language Teaching Unit (DELT) 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 Facilities for Students

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.



Student Information System (SIS) at UOC

All new students have to get registered with SIS (Student Information System), where their personal and academic details are recorded. At the first registration, students are provided with a Username and a Password in order to login into the system.

Students should register via the system not only for the Courses (at the beginning of each Semester) but also for End-of-Semester Examinations (two weeks prior to the commencement of the examination). Duration for the Course Registration and the Examination Registration will be notified in advance. Moreover, once results of End-of-Semester Examinations are issued the system provides the facility for students to check their results.

15. Important Contact Details

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