

**Bachelor of  
Business  
Administration**

**2019-2023  
Student Handbook**



**Faculty of Management & Finance  
University of Colombo - Sri Lanka**



**FMF**  
Faculty of Management & Finance



# Student Handbook

Bachelor of Business Administration (BBA)  
Degree Programme (2019-2023)

Faculty of Management and Finance  
University of Colombo  
Sri Lanka

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# Table of Contents

<b>Foreword</b>	<b>i</b>
<b>Message from the Vice Chancellor</b>	<b>ii</b>
<b>Message from the Dean</b>	<b>iii</b>
<b>Message from the Permanent Student Counselor</b>	<b>iv</b>
1. The University of Colombo	1
2. The Faculty of Management and Finance	2
3. Academic Departments	5
4. Student Support Units	38
5. Postgraduate and Mid-career Development Unit	42
6. MPhil/PhD Programme Unit	42
7. The Doctor of Business Administration (DBA) Degree Program	42
8. Student Counseling and Faculty Student Counselors	43
9. Marshal Office	44
10. Administrative, Academic Support and Non -Academic Staff	45
11. Bachelor of Business Administration (BBA) Degree Programme: Introduction to Curriculum	49
12. Bachelor of Business Administration (BBA) Degree Programme: By Laws	61
13. Bachelor of Business Administration (BBA) Degree Programme: Regulations and Courses	79
14. Examination Procedure, Offences and Punishments	146
15. Student Union, Societies and Students' Activities	154
16. Research Activities and International Links of the Faculty	159
17. Scholarships and Awards	162
18. Other Relevant Information	164
19. Important Contact Details	166
Organization Structure, University Map and Faculty Map	

# Foreword

The idea of publishing the handbook is mainly for the purpose of enlightening the new recruits to the University with informative material on their being enrolled in the academic year 2019-2023 for the Bachelor of Business Administration (BBA) Degree Programme offered by the Faculty of Management and Finance, University of Colombo.

You have every right to be proud of the fact that you have been extremely fortunate to have been selected to the University of Colombo, widely acclaimed to be one of the most prestigious educational institutes of the country. It is within common knowledge that as a new entrant to the Faculty of Management and Finance the experience that you will gain comprising achievements in both academic and extracurricular activities within the metes and bounds of the rules and regulations designed to protect your rights together with those of your fellow community members.

The handbook contains useful information about the BBA Degree Programme setting out 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 for the accomplishment of the Faculty's commitment towards the task of providing students with a world class learning experience capable of turning out graduates better and better equipped to serve our motherland and the world at large.

Our firm belief is that this handbook will provide answers to the questions commonly confronted with by the new entrants. In the event of your being saddled with academic related concerns not adequately dealt with in this handbook, we are pleased to inform you that the Dean will always be at your disposal, consultation and advice. Moreover, coordinator of the Academic Affairs Unit of the BBA Degree Programme too will be available for clarifications and guidance. This handbook is expected to be used along with 'Athwela' published by Senior Student Counsellor's office containing general information useful for undergraduates.

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

**Editorial Committee**



## Message from the Vice Chancellor



I convey my very best wishes to each and every one of you for being so lucky to gain admission to the Faculty of Management and Finance of the University of Colombo. No doubt your performance at a brilliant best at the GCE Advanced Level Examination in 2018 paved the way. Many congratulations! Your parents, teachers, family, friends and well-wishers must be so proud of you. I am sure you are fully committed to exceed their expectations as an undergraduate and as a young successful professional.

On behalf of the University of Colombo, I am privileged and pleased to welcome you to the oldest university in Sri Lanka to pursue a Degree in Bachelor of Business Administration. I am certain you are aware that have joined the most renowned seat of learning with very high credentials and outstanding performance. Our university comprises of a cosmopolitan multi-faceted student population from many strata of the society brought together under a common bond of fellowship. Your diversity is our strength and we must always preserve the unity, camaraderie and commitment to preserve our good name as an institution. You have many tasks ahead of imbibing knowledge, sharpening your skills with sound character building.

I am certain you will make good use of the resources made available to you via academic engagement coupled with the many extra-curricular activities. These inputs will influence your outlook and temperament, resulting in a personality brimming with confidence. Later in life when you dip into your past and reflect upon the university life, you will have no regrets as it would be filled with many memorable moments.

Even after leaving the university what should be at the foremost of your mind is the fact that the entirety of university education has been provided with the tax payers' money of our nation. Hence, an obligation is incumbent upon you to give your best back to the country and its people in order to make it a better place to live in. The honour and the hallowed traditions so inculcated in you is the legacy bestowed upon you by your university. We are certain that you will indeed observe these with a strong sense of commitment and make every endeavour to raise the bar to even greater heights.

**Professor. Chandrika N Wijeyaratne**  
**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 2019/2020.

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 the 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 centres and libraries, business and training centres, 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 with that of the University of Colombo, which traces its beginnings to the establishment of the Ceylon Medical College in June 1870. In 1880, the school was raised to the status of a college, permitting it to award the Licentiate in Medicine and Surgery (LMS), and in 1889 the college was recognized by the General Medical Council of the United Kingdom, making holders of its license eligible to practice in the Great Britain.

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

To be a center of global excellence in education, research and stakeholder engagement to enrich human potential for the betterment of society.

## ■ 1.2 Mission

To discover and disseminate knowledge; enhance innovation; and promote a culture of broad inquiry throughout and beyond the university through engagement and collaboration with industry and community.

## ■ 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 2000. 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 namely 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 offer include the MBA, and specialised MBAs in Accounting and Information Management, Finance, Human Resources Management, Marketing, and International Business. The Faculty also offers MPhil/PhD, Doctor of Business Administration (DBA), 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, Diploma in Human Resources Management, Diploma in Computer-based Accounting and Information Systems (DCAIS) and Diploma in Marketing.

Apart from the academic departments, the Academic Affairs Unit (AAU) of the Faculty coordinates students' affairs especially in first two levels 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

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

## ■ 2.3 Values

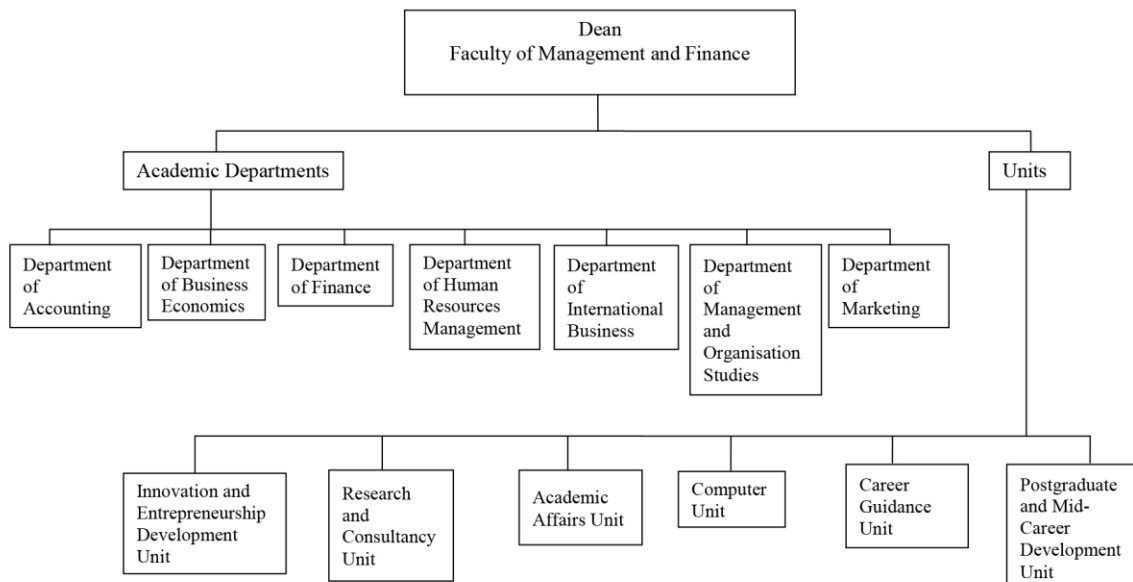
- **Academic Freedom:** Subject to the norms and standards of the University, there is freedom to conduct research, to teach, speak and publish without interference or penalizing wherever the search for truth and understanding may lead.
- **Life by Learning:** The University continues to explore and conduct research and experiments in search of new knowledge.
- **Integrity:** Achievements of the University are based on the transparency of its actions and the integrity of its performance.
- **Responsibility and accountability:** The University operates with a sense of responsibility and accountability.
- **Diversity of subject knowledge:** The University continues to operate across a broad spectrum.
- **Commitment and efficiency:** University staff is highly committed to its development and to deliver goods according to challenges, working with highest level of enthusiasm to achieve high competency.
- **Team Spirit:** The University has a reputation of working as a Team and, therefore, developed a team spirit in all its work.
- **Equal Opportunity:** The University recognizes that its strength and unity comes from providing equal opportunities to everyone, built on the foundations of social justice and equality.

## ■ 2.4 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.



Figure 1: Organizational Structure of the Faculty of Management and Finance



## 3. Academic Departments

### ■ 3.1 Department of Accounting

**Head - Professor. 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, non-profit and public sector organizations. I wish you a rewarding learning experience and an enjoyable time during the next four years in the faculty.

### Academic Staff of the Department of Accounting



**Professor. Tharusha N. Gooneratne [PhD (La Trobe, Australia), MPhil (Col), BBA (Col), CTHE (Col), SEDA (UK), FCMA (UK)]**  
Professor

TI: Strategic Management Accounting, Research Methodology  
RI: Management Accounting, Management Control, Current Developments in Management Accounting  
E-mail: tharushang@yahoo.com; tharushng@dac.cmb.ac.lk



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

TI: Management Accounting  
RI: Behavioural Aspects of Accounting and Control Systems  
E-mail: gunapalaranaweera@dac.cmb.ac.lk





**Mr. RMRB Rajapakse [MCom (India), BCom (Col)]**

Senior Lecturer – Grade I

TI: Financial Accounting, Management Accounting, Sustainability Reporting, Governance  
 RI: Social and Environment Accounting, Corporate Governance, Accounting Practices in SME's  
 E-mail: b.rajakapse@yahoo.com; rmr\_b\_rajapakse@dac.cmb.ac.lk



**Dr. AAC Abeysinghe [PhD (Manchester), MPhil (Colombo), MBA (Slovenia), BSc (Business Administration) Sp. (SJP)]**

Senior Lecturer – Grade I

TI: Management Accounting, Management Controls and Public Sector Accounting  
 RI: Management Controls, Public sector accounting and Integrated Reporting  
 E-mail: abeycolombo@gmail.com; c\_abey@dac.cmb.ac.lk



**Dr. KG Sampath Kehelwalatenna [PhD (UBD-Brunei), MBA (Col), BCom (Col), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Financial Accounting, Taxation, Research Methods, Econometrics  
 RI: Accounting for Intangible Assets, Taxation, Intellectual Capital  
 E-mail: sampathk@dac.cmb.ac.lk



**Ms. Nuradhi K. Jayasiri [MBA (Col), BBA (Col), CTHE (Col), SEDA (UK), Reading for PhD (University of Otago, New Zealand)]**

Senior Lecturer – Grade II

TI: Management Information Systems, Management Accounting, Financial Reporting  
 RI: MIS, Management Accounting, Financial Reporting  
 E-mail: nuradhi@gmail.com ; nuradhikj@dac.cmb.ac.lk



**Dr. DG Sujeewa Damayanthi [PhD (PIM, SJP), MBA (Col), BBA (Col), CTHE (Col), SEDA (UK)]**

Senior Lecturer – Grade II

TI: Management Accounting, Research Methodology  
 RI: Management Accounting, Management Controls  
 E-mail: sujeewa.dg@gmail.com; sujeewadg@dac.cmb.ac.lk





**Dr. AWJC Abeygunasekera [PhD(QUT-Australia), MBA (PIM-SJP), BBA (Col), FHEA, CTHE (Col), SEDA (UK)]**

Senior Lecturer - Grade II

TI: Auditing, Accounting

RI: Auditing, Accounting, Business Process Management

E-mail :janitha82@yahoo.com , jabeygunasekera@dac.cmb.ac.lk



**Ms. Gimhani Y. Ekanayake [(M.Phil (Col), B.Sc. Accountancy (SJP), CTHE (Col), SEDA (UK), [(Reading for PhD - Deakin University - Australia)]**

Senior Lecturer – Transitional (on study leave)

TI: Financial Accounting, Financial Reporting, Project Management

RI: Corporate Governance

E-Mail: gimhaniekanayake@gmail.com; Gimhaniekanayake@dac.cmb.ac.lk



**Ms. Rochelle A. Wimalasinghe [(Reading for PhD - QUT- Australia), [M.Phil (Col), (B.Sc. Accountancy & Finance (RJT), CTHE (Col), SEDA (UK)]**

Senior Lecturer – Transitional (on study leave)

TI: Management Accounting

RI: Strategic Management Accounting, Management Control Systems, Critical Aspects of Accounting

E-Mail: rochellewimalasinghe@gmail.com; rochellewimalasinghe@dac.cmb.ac.lk



**Ms. KJD Samanthi [BBA (Col), Reading for MBA (Col)]**

Lecturer -Probationary

TI: Financial, Accounting, Advanced Financial Accounting, Project Management

RI: Public Sector Accounting, Role of Accounting

E-Mail: hssamanthi@gmail.com; dinushikasamanthi@dac.cmb.ac.lk



**Ms. YM Hewage [B.Sc (SJP), ACA, Reading for MBA (Col)]**

Lecturer -Probationary

TI: Financial Reporting and Regulations, Taxation, Advanced Financial Accounting, Computer Based Accounting

RI: Auditing

E-Mail: ym.hewage@gmail.com; yashodha@dac.cmb.ac.lk



**Mr. Samitha Bhagya Rajapaksha [BBA (Col), Reading for MBA (Col)]**

Lecturer - Probationary

TI: Management Accounting, Working Capital Management, Computer Based Accounting

RI: Sustainability Accounting, Integrated Reporting

E- Mail: samithabhagya@gmail.com; samithabhagya@dac.cmb.ac.lk



**Ms. Isuri U. Malawara Arachchi [MBA (Col), BBA (Col), PGCERT Higher Education (UOG, UK), Passed Finalist CIMA]**

Lecturer – Probationary

TI: Management Accounting, Taxation, Contemporary Issues in Accounting

RI: Intellectual Capital Reporting

E-Mail: isuri.uttara@dac.cmb.ac.lk



**Ms. Kalani S. Dissanayake [BBA (Col), AAT (Passed Finalist)]**

Assistant Lecturer

TI: Financial Reporting and Regulations

RI: Environmental Management Accounting, Sustainability

E-mail: kalanishalika@gmail.com

## 3.2 Department of Business Economics

**Head - Mr. AMCP Atapattu**



It is great pleasure to welcome the best scholars of GCE (A/L) Examination in the Commerce stream to the Faculty of Management and Finance, University of Colombo. We are the Department of Business Economics who assist you from the beginning of your university life. Business Economics was introduced as an area of specialization in the Business Administration Degree Programme due to the unprecedented demand. Bachelor of Business Administration is a four-year fully-fledged degree programme offered by the Faculty of Management and Finance and students are having opportunity to select Department of Business Economics in the third year for specialization of Business Economics which is currently one of the pioneering degree programmes of this nature in the university system in Sri Lanka.

The prime objective of the degree programme is to equip students with theory and application of Business Management and Economics. This facilitates the students to develop their skills which will enable them to meet the challenges in the fields of Business Management and Economics and to contribute to social and national development. The Department comprises many intellectuals who are frequently on their stand to help and bright your future. They specialized in various disciplines in Economics, Mathematics, Statistics and Computer Technology.

The Department has established network with industry and institutes such as Central Bank of Sri Lanka, Colombo Stock Exchange, private and public sector organizations to absorb the graduates produced by the department. Further it is in the process of improving the industry links to facilitate the graduates to have better opportunities in prospering their career. We continuously organize many activities to improve your soft skills that the prospective employers are always looking for. We wish you a productive for years ahead of your university life.

### Academic Staff of the Department of Business Economics



**Senior Professor. HD Karunaratne [PhD & MA (Econ) (Nagoya, Japan), MA (Econ) (Col), BA (Econ) (SJP), Invited Professor, Hosei University, Japan]**

Senior Professor

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

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

E-mail: [hdkaru@yahoo.com](mailto:hdkaru@yahoo.com)



**Professor. HN Prabhath Jayasinghe [PhD (NUS) (Singapore), MPhil (Sydney), MA (Col), BA (Col), SEDA (UK)]**

Professor

TI: Macroeconomics, International Finance, Financial Econometrics, RI: International Finance, Financial Markets, Political Economy

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



**Mr. WASP Weerathunga [MA in Economics (Col), MSc in Applied Statistics (Col), BSc in Mathematics (Col), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Statistics, Mathematics

RI: Graduate Employability, Business Optimization

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



**Dr. HM Nihal Hennayake [PhD (Japan), MA (Japan), MCom (Kelaniya), MA (Col), BA (Col), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Microeconomics, Econometrics, Industrial Economics, International Economics

RI: Cluster Based Industrial Development

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



**Mr. WA Sajitha Dishanka [MBA (Col), BCom (Col), CTHE (Col), Reading for PhD (Tokyo)]**

Senior Lecturer – Grade I

TI: International Business, Development Economics

RI: Economics of MNCs, Cross-Cultural Management, International Labour Markets

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



**Dr. MA Yasantha D. Madurapperuma [PhD (Republic of Korea), MSc in MIT (Kelaniya), BCom (Col), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Industrial Economics, Labour Economics, Sri Lankan Economy & Global Economic Trends, Microfinance, Cross Cultural Management, Behavioral Economics, Innovation Management

RI: Cross Cultural Management, Consumer Well-Being, CSR and CRM, HR Practices, Social Entrepreneurship

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



**Mr. AMCP Atapattu [MBA (Col), BCom (Col), CTHE (Col), Reading for PhD (Col)]**

Senior Lecturer – Grade I

TI: Business Mathematics, Statistics, Econometrics

RI: Event Studies, Volatility clustering and long run causalities

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



**Dr. K Ravinthirakumaran [PhD (Griffith) (Australia), M.So.Sc (NUS) (Singapore), M.Econ (Col), BA (Econ) (Jaffna), CTHE (Col)]**

Senior Lecturer – Grade I (Transitional)

TI: International Economics, Managerial Economics, Advanced Economic Theory, Public Finance, Monetary Economics

RI: International Economics, Development Economics

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



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

Senior Lecturer – Grade II

TI: Advanced Mathematics, Statistics & Probability Theory, Management Science, Information Technology

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

E-mail: ramesh.rajasuriya@dbe.cmb.ac.lk



**Mr. Rajishtha YH De Alwis Seneviratne [MPhil (Col), BBA in Business Economics (Col), ACMA, CGMA, CTHE (Col), SEDA (UK)]**

Senior Lecturer – Grade II

TI: Economics of Organizations, Economics of SMEs, International Finance, Micro Economics

RI: Sustainable Development

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



**Ms. HMS Amanda N. Herath [Master of Global Economy and Strategy (Yonsei GSIS- Republic of Korea), BBA (Col), AATSL Passed Finalist, Reading for PhD (Yonsei GSIS- Republic of Korea)]**

Senior Lecturer (Transitional) (On study leave)

TI: International Trade Theory & Practice, Management Information Systems

RI: International Political Economy, Human Well-Being and Development, Sustainable Development

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



**Mr. MG Nuwan Indika [MA in Economics (University of Western Illinois-USA), BA in Econometrics (Col), MEcon (Col), Reading for PhD (Kansas State University – USA)]**

Lecturer (Probationary) (On study leave)

TI: Econometrics, Statistics, Statistical Software

RI: Economic Theory, Mathematical Economics, Econometrics

E-mail: mgnindika@yahoo.com



**Ms. Nipuni K. Abey Siriwardena [BBA in Business Economics (Col), Reading for MBA (PIM - SJP)]**

Lecturer (Probationary)

TI: Micro Economics, Macro Economics, Project Evaluation

RI: Underemployment, Labour Market

E-mail: nipuniabey Siriwardena@dbe.cmb.ac.lk



### 3.3 Department of Finance

#### Head - Dr. S.Buvanendra



Welcome to the Department of Finance, University of Colombo.

I as the Head of the Department of Finance forward 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 produce highly competent graduates in Finance who will be in a position to elevate their respective organizations to new heights by applying the financial know-how.

We have a strong BBA in Finance degree programme. The diverse curriculum of this programme offers the core subjects in the mainstream of Finance, while faculty - wide fundamental courses in management and business. The course contents are periodically updated to match with the rapidly changing industry requirements. In addition, students can complement with the core classroom knowledge with an internship to gain hands-on experience. Further, 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.

Graduates of our Department have an excellent employment records over the years. They have been employed in higher rank positions in the financial services sector including the public sector, banking, non-banking sector such as Finance and leasing companies, insurance sector and capital markets.

I honestly hope that you will try your best to fulfil your aspirations by taking part in this four-year academic journey with us. I look forward to working with each of you.

#### Academic Staff of the Department of Finance



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

Professor (on sabbatical leave)

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

RI: Capital Market Efficiency, Empirical Regulatory in Financial Markets, Investor Behavior

E-mail: psmg55@yahoo.com; psmg.fin@dfn.cmb.ac.lk



**Professor. AA Azeez [PhD (YNU, Japan), MBA (Col), BCom (Peradeniya), Japan Foundation Fellow (Waseda University, Japan)]**

Senior Lecturer – Grade I

TI: Financial Management, Business Statistics, Financial Econometrics

RI: Assets Pricing, Corporate Finance, Banking

E-mail: aazeez72@dfn.cmb.ac.lk



**Mr. DMS Dassanayake [MBA (AIT, Bangkok), BCom (Col)]**

Senior Lecturer – Grade I

TI: Financial and Capital Markets, Capital structure, Application of Management Science Techniques

RI: Capital Structure, SME's and Micro Finance, Corporate Governance

E-mail: dmsj12@yahoo.com, dms@dfn.cmb.ac.lk



**Dr. DLPM Rathnasingha [PhD (Malaysia), MBA (Col), BBA (Col), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Finance

RI: Micro Finance, Financial Markets, Behavioral Finance

E-mail: prasath@dfn.cmb.ac.lk, wkumudini@yahoo.com



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

Senior Lecturer – Grade I

TI: Financial management, International Financial Management, Seminar on Research

RI: Corporate Finance, Corporate Governance

E-mail: bkshanthi@dfn.cmb.ac.lk, bkshanthi@gmail.com



**Ms. Nishani Ekanayake [MBA (Col), BCom (Col), CTHE (Col), SEDA (UK), FHEA (UK), Reading for PhD (University of Northumbria, UK)]**

Senior Lecturer – Grade II (on study leave)

TI: Banking Theory and Practice, Financial Management, Research Methods and Analysis

RI: Risks in Banks, Financial Markets, Bank Corporate Governance

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



**Ms. DKTN Gunadeera [MBA (Col), BBA (Col), CTHE (Col), SEDA (UK), Reading for PhD (QUT - Australia)]**

Senior Lecturer – Grade II (on study leave)

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. KGK Fernando [MBA (Col), BBA (Col), CTHE (Col), SEDA (UK), MCPM, DTM (USA)]**

Senior Lecturer – Grade II

TI: Corporate Finance, Security Analysis, Business Valuation, Financial Institutions and Markets, Applied Research

RI: Capital Market Efficiency, Behavioral Finance, Bankruptcy prediction

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



**Dr. Tharindu C. Ediriwickrama [PhD (Col), MBA (ICFAI, India), BSc. Finance (SJP), CTHE (Col), SEDA (UK)]**

Senior Lecturer - Grade II

TI: Risk Management, International Finance

RI: Asset Pricing, Corporate Finance

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



**Dr. SUK Bandaranayake [PhD (University of Canterbury, New Zealand), MBA (PIM, SJP), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (UK)]**

Senior Lecturer - Grade II

TI: Financial Reporting and Analysis, Financial Institutions and Markets

RI: Financial markets, Capital structure decisions, Banking

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



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

Senior Lecturer- Transitional (on study leave)

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

RI: Time Series Modelling and Capital markets

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



**Ms. TP Rathnasuriya [BSc. Finance (SJP), DBF (Passed Finalist) (IBSL), CTHE (Col), SEDA (UK), Reading for MBA (PIM, SJP)]**

Lecturer (Probationary)

TI: Basic Finance, Management Information Systems, Risk Management and Insurance

RI: Banking, Corporate Governance

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



**Mr. HAPK Perera [BBA (Col), CTHE (Col), SEDA (UK), CIMA (passed finalist), Reading for MBA (Col)]**

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. DDASM Domingo [BBA (Col), CIMA (Passed Finalist), CBF, DBF (Passed Finalist) (IBSL), MaTE (Col), Reading for MBA (Col)]**

Lecturer (Probationary)

TI: Basic Finance, Financial Management, Banking

RI: Banking, Behavioural Finance, Corporate Governance

Email: sachithradomingo@gmail.com, Manojcedomingo@dfn.cmb.ac.lk



**Ms. MJF Askiya [BBA (Col)]**

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. Arosha S. Adikaram



Welcome to the Department of HRM at the Faculty of Management and Finance, University of Colombo. HR being one of the most important functions in a company, we at the department endeavors to produce graduates who possess knowledge, skills and competencies to become successful HR professionals who can make a difference in a company through efficient and innovative practice of HRM. We are extremely proud of our alumnus, a very important part of our department, who hold managerial positions in different high profile companies in the country and continues to assist our undergraduates in numerous ways.

Our carefully developed curriculum covers all aspects of HRM considering the practical as well as the theoretical facets of HRM, while taking into consideration the newest trends in HRM. We have embarked on a well-planned out journey to integrate and collaborate with the industry to provide our learning partners the much needed exposure to the industry. This include mentoring, shadowing, guest sessions, industry visits, problem based learning and internships. Our small group of students makes it much easier for us to function as a family and carry out industry collaborations, interact more closely with students, engage in more personalized teaching and learning activities, provide a more effective academic guidance and create a positive atmosphere within the department.

Our dedicated staff has excellent academic credentials and are highly regarded and respected in the area. In addition to their normal teaching and administration work, they also get involved in research, publications and industry consultancy work, which adds value to their teaching while providing a service to the industry. I cannot also forget our non-academic staff members, who are known to be the most helpful and efficient.

#### Academic Staff of the Department of Human Resources Management



**Professor. Arosha S. Adikaram [PhD (Col), MA in Labour Studies (Col), BBA (Col), CTHE (Col), SEDA (UK), AMIPM (SL)]**  
Professor

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

RI: Employee Voice, Harassment and Bulling, Gender Issues in Management

Email: [arosha@fmf.cmb.ac.lk](mailto:arosha@fmf.cmb.ac.lk)





**Professor. Pavithra Kailasapathy [PhD (Melbourne-Australia), MSBA (UMass-Amherst-USA), MS in HRM (New School-USA), Cr Cert in OD (New School-USA), BBA (Col), CTHE (Col), AMCIPM (Sri Lanka)]**

Professor

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

RI: Work Family Conflict/Balance, Gender and organisations

Email: pavithra@fmf.cmb.ac.lk



**Professor. DTD Kodagoda [PhD (Bradford-UK), M.Com (India), B.Com (Col)]**

Professor

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. NNJ Navaratne [PhD (Keio - Japan), MA (Keio-Japan), BSc in Business Administration (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: nimalnawa@hrm.cmb.ac.lk



**Ms. KDT Kanchana Wijayawardena [MBA (Col), BBA (Col), Dip in Counselling (SLFI, Sri Lanka), CTHE (Col), SEDA (UK), Reading for PhD (UOW-Australia)]**

Senior Lecturer – Grade II (on study leave)

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 (Kelaniya), CTHE (Col), MBA (CSU-Australia), PGDip (UK), BBA (Col)]**

Senior Lecturer - Grade - II

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

RI: Corruption Prone Behaviour, Public Sector, Employee Behaviour at work

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





**Dr. TMN Dharshani Thennakoon [PhD (QUT-Australia), MBA (PIM, SJP), BBA (Col), CIMA Passed Finalist, CTHE (Col), SEDA (UK), Fellow of the Higher Education Academy (UK)]**

Senior Lecturer – Grade II

TI: Human Resource Management, Organizational Behaviour, Personality Development, Learning and Development, Strategic HRM, Research Methods, Seminar on Applied Research

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. SDK Wanninayake [MBA (PIM), BBA (Col), CIMA Passed Finalist, CTHE (Col), SEDA (UK), Reading for PhD (UNSW-Australia)]**

Senior Lecturer – Grade II

TI: Industrial Law, Compensation Management, Learning and Development, Employee Relations, Human Resources Management, Organizational Behaviour

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

Email: dananja.wanninayake@hrm.cmb.ac.lk



**Ms. Ruwaiha Razik [MBA(Waseda-Japan), BBMgt in HRM (Kelaniya), ACMA (UK), CGMA (UK), AIB (Sri Lanka), APB (Sri Lanka), MCPM (Sri Lanka)]**

Senior Lecturer – Grade II

TI: Organizational Behaviour, Human Resources Management, International Human Resources Management, Culture and 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



**Dr. AWMM Atapattu [PhD (UNSW-Australia), MBA (Col), BBA (Col), CTHE (Col), SEDA (UK)]**

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



**Mr. EAYD Perera [B. B. Mgt. (HRM) (Kelaniya), Associate Member (AHRP), Reading for MBA (PIM-SJP), Reading for MHRM (Kelaniya)]**  
Lecturer (Probationary)

TI: Counseling, Human Resource Analytics, Human Resource Information Systems,  
Learning and Development and Organizational Behaviour

RI: Aesthetic Labour, Glass Ceiling, Post-Retirement Employment, Work  
Simplification & Job Crafting and Workplace Spirituality

Email: yohan@hrm.cmb.ac.lk, yohandperera@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(courses) in the areas of international trade and investment, foreign direct investments and multi-national companies, cross cultural management, international relations etc. Apart from its dynamic and 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.

### Academic Staff of the Department of International Business



**Mr. AGCS Wijewardena [MBA (Col), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (UK), Reading for PhD (Monash Business School-Australia)]**

Senior Lecturer – Transitional (on study leave)

TI: Management Information Systems, International Trade Theory and Practice

RI: International Entrepreneurship

Email: chanaka@dinb.cmb.ac.lk



**Ms. NHMSM Herath [MBA (Col), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (UK)]**

Senior Lecturer - Transitional

TI: International Relations, Foreign Direct Investments, Business Communication

RI: Global Governance, Global Sourcing

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



**Mr. WMSR Weerasekera [(BBA (Col), Reading for MBA (Col)]**

Lecturer (Probationary)

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

RI: International Business Cultures, Supply chain issues

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



**Ms. KMMM Karunarathne [BBA (Col), ACMA, CGMA, (Reading for MBA (Col)]**

Lecturer (Probationary)

TI: Introduction to International Business, Business Communication, Strategic Management, Global Marketing, Destination Marketing

RI: International Trade in Services, Tourism

## 3.6 Department of Management and Organization Studies

### Head – Professor. KASP Kaluarachchi



First of all, I warmly welcome all new students of this batch to the courses and the degree programme offered by the Department of Management and Organization Studies and wish you all to end up with your academic journey with great successes. The Department currently offers the BBA (Special) degree programme enhancing competencies of its students to be successful managers in any functional area of business and/or to be successful entrepreneurs, while they are 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. Therefore, the students who complete the BBA (Special) degree programme based on our Department would easily secure their employments in business and management. More importantly, our students would rapidly climb up the organizational ladder holding top managerial positions in any organization.

The Department functions as a centre of learning and teaching through 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 area of work to gain experience in their choice. This will enhance opportunities for our students to select their careers in any 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 and capabilities to start and manage their own businesses as well. In addition to offering courses for the BBA (Special) degree programme, the Department has taken initiatives to offer some other extensive programmes and organize several academic related activities in business administration and entrepreneurship. The Diploma in Small Business Management (DSBM), Higher Diploma in Entrepreneurship and Small Business Management (HDESBM), Postgraduate Diploma in Entrepreneurship and Business Management (PGDEBM), Research and Development Forum (RDF), Business Idea Competition (BIC), Residential Workshops, Field Trips, Outbound Trainings, Factory Visits, Guest Lectures, Seminars and Workshops, Aesthetic and Cultural Events and Get-togethers are some of those programmes and activities. Being one of the most matured and versatile departments of the Faculty, our department consists of highly qualified, experienced and dedicated academic staff members who are well connected with the corporate world to facilitate the enhancement of competencies and exposure of the students. Finally, I wish our Department to embark its future milestones successfully and to step further in the world of business with great reputation.

## Academic Staff of the Department of Management and Organization Studies



**Professor. KASP Kaluarachchi [PhD (Hosei, Japan), MBA (Col), BCom (Special) (SJP), CTHE (Col)]**

Professor

TI: Management Process and Practice, Organizational Behaviour, Managing for Quality, Cross Cultural Management, Impression Management

RI: Management Theory and Practice (MTP)

E-mail: samanthakaluarachchi@yahoo.com, samanthakaluarachchi@mos.cmb.ac.lk



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

Professor

TI: Organization Studies, General Management, Research Methods

RI: Institutional Environment, Green Practices in Lean Management and Generation Y Workforce

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



**Professor. JASK Jayakody [PhD (PIM-SJP), MBA (PIM-SJP), BSc (Mgt) (SJP), CTHE (Col)]**

Associate Professor (on release)

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

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), BCom (Col), CTHE (Col)]**

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), BCom (Col)]**

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 (SJP), CTHE (Col), 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



**Mr. S Sasidaran [MEcon (Col), BCom (Col), CTHE (Col)]**

Senior Lecturer- Grade I

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



**Dr. SB Ranasinghe [PhD (Glasgow, UK), MBA (Col), BBA (Col), CTHE (Col), 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), BBA (Col), CTHE (Col), SEDA (UK), Passed Finalist, CIMA]**

Senior Lecturer - Transitional

TI: Auditing, Organizational Culture and Management

RI: Organization Theory, Organizational Culture and Management Controls, Small Businesses

E-mail: kumudukapiyangoda@mos.cmb.ac.lk; kumudu.k20@gmail.com



**Ms. JC Athapaththu [BSc. Computation & Management (Peradeniya), MSc. (SJP), PQHRM (IPM), CTHE, (Col), SEDA (UK), Reading for PhD (QUT-Australia)]**

Lecturer (Probationary) (On study leave)

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. DCL Digoarachchi [BBA (Col), CTHE (Col), SEDA (UK), Reading for MBA (PIM-SJP)]**

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. T Kuhendran [BBA (Col), ACCA Affiliate (UK), CTHE (Col), SEDA (UK), Reading for MBA (PIM-SJP)]**

Lecturer (Probationary)

TI: Organization Theory and Design, Academic Writing, Personality Development

RI: Careers of Women, Gender Studies

Email: tkuhendran@mos.cmb.ac.lk



**Mr. MSJ Fernando [BBA (Col), Reading for MBA (Col), PQHRM (IPM), CTHE (Col), 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.

## Academic Staff of the Department of of Marketing



**Professor. Pradeep Randiwela [MCom (Marketing) (Col), BCom [Peradeniya], MHRM (UK)]**  
Associate Professor

TI: Marketing Management, Strategic Marketing, Marketing Communication, 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), MCom (Kelaniya), BCom (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. Fazeela Jameel Ahsan [PhD (Strathclyde, UK), MCom (India), BCom (Sri Lanka)]**

Senior Lecturer – Grade I

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

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



**Dr. MPP Dharmadasa [PhD (Bond, Australia), MBA (Col), Bsc (Bus.Adm) (SJP), CTHE (Col)]**

Senior Lecturer – Grade I

TI: Strategic Management, Operations Management and International Business

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

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



**Mr. JASC Jayasinghe [MBA (Col), BCom (Peradeniya)]**

Senior Lecturer – Grade I

TI: Marketing, Marketing Research, Brand Management, Services Marketing, 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 (Col), Dip.M (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 Pemarathne Gamage [MCom (Kelaniya), PG (Dip) Business Management (Col), BSc. Bus. Adm (SJP), BA in RMSED (Costa Rica), Reading for PhD (Kelaniya)]**

Senior Lecturer – Grade I

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

RI: Sustainability, Creativity, Strategic Orientation

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



**Dr. Maduka Udunuwara [PhD (Edith Cowan University, Western Australia), MBA (PIM, SJP), BCom (Col), CTHE (Col)]**

Senior Lecturer – Grade I

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

RI: Customer Service Management, Tourism

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



**Ms. Ruwangi Chandrasekara [MBA (Col), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (UK), Reading for PhD (PIM, SJP)]**

Senior Lecturer – Grade II (on study leave)

TI: Consumer Behaviour, Consumer Culture, Qualitative Research

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

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



**Mr. WMGPCB Wijekoon [MBA (Col), BBA (Col), CTHE (Col), SEDA (UK), Reading for PhD (PIM-SJP)]**

Senior Lecturer – Grade II

TI: Operations Management, Supply Chain Management, Marketing Research, Marketing Communications, Crisis Management

RI: Sustainable Consumption, Corporate Reputation Management

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



**Ms. Dhanushanthini Ajanthan [MBA (Col), BCom (Jaffna), HNDA (SLIATE), CTHE (Jaffna)]**

Senior Lecturer – Grade II

TI: Marketing, Consumer Behaviour, Global Marketing, Brand Management

RI: Relationship Marketing Orientation, Brand Equity, Social Media Marketing

E-mail: dhanu1780@yahoo.com; dhanushanthini@mkt.cmb.ac.lk





**Ms. Thilini H. Alahakoon [MBA (PIM-SJP), BBA (Col), CIMA (Passed Finalist), CTHE (Col), SEDA (UK), Reading for PhD (Queensland University of Technology, Australia)]**

Senior Lecturer (Transitional) (on study leave)

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

RI: Branding, Destination Marketing, Tourism

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



**Ms. AD Shanika Lakmali [BBA (Col), CTHE (Col), SEDA (UK), Reading for MBA (Col)]**

Lecturer (Probationary)

TI: Marketing Management, Destination Management, Consumer Behaviour, Advertising \ Management, Brand Management, Event Management, Relationship Marketing

RI: Hospitality Management, Consumer Behaviour, Customer Relationship Management

E-mail: shanika.lakmali91@gmail.com, shanikalakmali@mkt.cmb.ac.lk



**Mr. KDEM Kathriarachchi [(MBA (PIM-SJP), BBA (Col), ACMA (UK), CGMA, CTHE (Col), SEDA (UK), Reading for MPhil (Col)]**

Lecturer (Probationary)

TI: Advertising Management, Marketing Communications, Global Marketing

RI: Consumer Behaviour, Ethical Consumption, Social Business

E-mail: eranjanak@mkt.cmb.ac.lk, eranjana.k@outlook.com



**Ms. WH Thejani Madhuhansi [BSc (SUSL), Reading for MSc (SJP)]**

Lecturer (Probationary)

TI: Hospitality & Tourism Marketing, Marketing Management, Consumer Behaviour, Tourism Planning and Development, e-Business

RI: Emotional Marketing, Neuromarketing, Tourist Behaviour & Psychology, Sustainable Tourism, Destination Branding, IT for Tourism, Consumer Behaviour

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



**Ms. Thivyaashani Sivasubramaniam [MSc. Management (SJP), BBA (EUSL), PGEDBM (IBSL), DBF (IBSL)]**

Lecturer (Probationary)

TI: Brand Management, e-Business, Fundamentals of Hospitality Business, Global Marketing, Management Information Systems, Services Marketing

RI: Behavioural Intentions, Destination Branding and Experiential Marketing, Social Identity

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



## 3.8 Departmental Activities

### Department of Accounting

#### Outdoor Workshop

In October, 2018, academic staff and third year students of the department collaboratively organized an outdoor workshop at Barn House Resort, Panadura. The aim of this work shop was to enhance interactions between students and staff members and to develop teamwork and soft skills of students.



#### Research Workshop

The Department of Accounting organized a Research Workshop on 26th March, 2019 at the Prof. Jayarathne auditorium. The aim of this workshop was to enrich the knowledge of third and final year students of the department on research methodology and provide insights for undergraduates on managing their research studies. This workshop featured two guest speaking sessions by Prof. Mangala Fonseka and Dr. A.R. Ajward on qualitative and quantitative research, respectively. Furthermore an experience sharing session was conducted by students of the Department who recently completed their undergraduate dissertations.

#### Workshop on Personality Development



A guest session on Personality Development was organised by the Department of Accounting on 26th August 2019 for third year students of the department. This event was sponsored by the Chartered Institute of Management Accountants (CIMA), and the resource person was Mr. Kumar De Silva, a veteran public relations and media Consultant. The areas focused in this

workshop included general corporate etiquette, personal hygiene and grooming, and effective communication skills.

#### Joint-runners up at ACCA Virtual Hackathon 2019

A five member team from the final year undergraduate students of the Department of Accounting participated in the Second Finance Hackathon hosted by Association of Chartered Certified Accountants (ACCA) of Sri Lanka, which was held on 3rd October 2019, and emerged as the Joint-runners up.



## Department of Business Economics

### Bizcontier – Magazine Launch



Bizcontier, practically elaborated business-based legend of Economics, is the first ever magazine launched by the Srilanka Forum of Junior Business Economists with the intention of uplifting the awareness of the need of Business Economics for the global, local and daily corporate world.

This piece of literary work consisted of many branches touching different aspects of the application of Business Economics. The professionals, policymakers, customers, businessmen, tourists and mainly, the university students are benefited by the content. It also brought about suggestions for the changes that should be taken place in different industrial, governmental and social sections so as to bring about positive change in the economy.

### 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.



## Department of Finance

### Outdoor Workshop- 2019



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 was held at Aqua Pearl Lake Resort on 02nd of April 2019 including a guest speaker session on “Skills to face an interview effectively” and various outbound training activities.

### CFA Research Challenge- 2019

For the 5th consecutive year, the students from Department of Finance participated at the CFA Research Challenge 2019 representing the University of Colombo. The team became the national champions at the local challenge competing among many state and private universities in Sri Lanka. The team also participated for Asia Pacific Regionals of the CFA Institute Research Challenge 2019 representing the country which was held at Hotel Shangri-La, Sydney, Australia on 28th to 30th of March 2019.



### Magnate 2019



The Department of Finance organized Magnate 2019 under the theme, 'Financial Intelligence for Future Magnates' which was held on the 2nd of August 2019 at the Professor. WM Jayarathne conference hall. The purpose of this event was to enhance the interpersonal, networking, leadership and communication skills of the undergraduates of State Universities in Sri Lanka. An Inter University Debate Competition was held between four state universities in Sri Lanka which concluded with the University of Colombo team emerging as the champions and University of Moratuwa as runners-up. The event also consisted of an Intra-Faculty quiz competition with the participation of 17 teams from the faculty where finally the Team Trojan succeeded as winners.



## Participation at the Economic Summit- 2019



The first Sri Lankan Forum of Junior Business Economists (SLFJBE) Economic Summit was held on the 15th August 2019 at the centre for banking studies, Colombo, around the theme of “strengthening the

external sector of Sri Lanka to achieve a 7% growth". Ten students from the Department of Finance took part in the competition and secured the 2nd Runner's Up in Quiz, 1st Runner's Up in Critique Writing, 2nd Runner's Up in Debate and Finalists in Budding Economist Category.

## Department of Human Resources Management

Students of Department of Human Resources Management are exposed to an array of activities and event to inculcate a holistic learning culture with the support of the academic and non-academic staff as well as the industry. The special program conducted by the department termed 'I-Achieve' is noteworthy, where students are given various opportunities to develop themselves personally and professionally. The program includes an 'Everyday English Program', i-pops (Industry Visits), knowledge enhancing sessions by the industry, personality development sessions by professionals, outbound training, and mentoring and shadowing sessions with the industry. These activities aim at producing a complete HR professional with the right knowledge, skills, competencies, attitudes and a real understanding about actual HR practices in organizations. In addition, the students do have fun through the department outing and various other events celebrated at the department.



## Department of International Business

### De Novo 2019



“De Novo 2019” is a business case study competition which was organized by the International Business Students association of the Department of International business under the guidance of the academic staff members of the department. It was held on the 30th of August 2019 at the Prof. Jayaratne Auditorium of the Faculty and the main purpose of the event was to create a comprehensive understanding about the stream of international business and to apply knowledge related to international business

through case studies as managers. The event was attended by Mr. Achala Chandrasekara – Deputy Director of Customs and Mr. Chevaan Daniel – Group director of Capital Maharaja Organization Limited.

### Department Day Out- 2019

On 30 th of May 2019, 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 Hotel Lanka Supercorals, Hikkaduwa 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.



## Department of Management and Organization Studies

### Business Idea Competition (BIC)

Business Idea Competition (BIC) is an annual event organized by the Innovation and Entrepreneurship Development Unit (IEDU) of the Department. It was initiated in 2016 for the generation and commercialization of business ideas of the first year and second year undergraduates of the Faculty. The participants are supposed to apply and present their creative and innovative business idea proposals individually and as teams in terms of new products, new services, new technologies and new solutions applicable to any area of business. The business idea proposals submitted by them individually and in teams are evaluated by panels consisting academics and industry experts and finalists have the opportunity to pitch their ideas to a





larger audience, which is the final round of evaluating such proposals. The next event of BIC has been scheduled to be in October 2019 where all four-year undergraduates in the Faculty have the opportunity to submit their business idea proposals as a result of expanding the scope of BIC from this year.

## Research Development Forum (RDF)



Research Development Forum (RDF) was initiated by the Department in 2008 to inculcate a research culture among academic staff members of the Faculty. In particular, it has been providing

opportunities and a forum for young academics to present their initial research ideas and to develop such ideas through the comments of other academics. Presently, the research seminars and workshops of the Forum are organized through a Coordinator appointed from the academic staff members of the Department periodically. Today the RDF of the Department is such popular among the academia of the country because it has turned to arrange research workshops and invite external university academics (both local and international) for the knowledge sharing sessions.

## Department Day Out

A Day out was organized for the third year and fourth year students of the Department with its academic and non-academic staff members in April 2019 to Seethawaka Miracle Resort. This trip included fun filled activities and out-bound training sessions focused to develop leadership and networking skills of the students.



## Department of Marketing

### Department Day Out

The Department Day Out was organised to welcome the third-year students who had selected Marketing and Hospitality and Leisure Management (HLM) as their specialization. Final year students of the department organized the outing at the Nature Lovers' Resort, Horana, along with the participation of the academic and non-academic staff of the department on 23<sup>rd</sup> of





February 2019. This programme was organized under the guidance of Dr.Fazeela Jameel Ahsan, Head of the Department of Marketing. Its objective was to promote interaction between students and academic staff of the department and also to familiarize the new batch of students with the academic content of the programme and to improve their knowledge regarding career paths. The day was filled with many other entertaining events and ended with the fulfillment of the objective of the Day Out.

### Field Visit



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.

### World Tourism Day Celebration 2019- An Educational Programme



The students of Hospitality and Leisure Management specialization in the Department of Marketing participated in an educational programme conducted by the Turyaa Hotel, Kalutara, on the 27th of September 2019 to celebrate World Tourism Day 2019. The theme of the programme was “Tourism and Jobs: A Better Future for All” to which all the events of the programme were related and ended with a comprehensive hotel visit including sessions on table etiquette, front office operations, housekeeping work, kitchen operations, a visit to the waste disposal plant and an awareness session on 'Jobs and the Future of the Tourism'. The Programme instilled confidence among the students in their career choice of “Hospitality and Leisure Management,” and the event was a valuable opportunity for them to enhance their knowledge, skills, and industrial network.

## 4. Student Support Units

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**

Dr. NNJ Navaratne

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.



Ms. SDW Sandamali



Ms. RWHNS Rajawasam

## 4.2 Skills Development and Career Guidance Unit



**Coordinator**

**Mr. G Ranaweera**

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 under graduates 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 Counselling. The former caters to the need for creating and maintaining the relevant databases whereas Career Counselling calls for closer interactions between undergraduates and the staff of the CGU enabling the former explore carefully their career choices. Quintessentially, this new unit looks passionately forward to forging and sustaining mutually beneficial collaborations with organizations in the private, public, and non-governmental organization (NGO) sectors. They could be forged through a multitude of interventions including, but not limited to, conducting Assessment centers, FMF Counselling 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 counselling, 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 counselling.



Ms. RCT Silva



Ms. AGT Sandalika

## Activities organized by the Unit

### Mentoring programme 2019

In September 2019, 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.



### The workshop on CV writing, personal grooming and interview facing skills

On 22<sup>nd</sup> March, 2019, as an effective career fair workshop, the Career Guidance Unit of the faculty organized a workshop on CV writing, personal grooming and interview facing skills for final year students. This session was conducted by Ms. Keshavi Puswewala, the HR business partner and Mr. Peshala Samarathunga, Finance management trainee, at Unilever Sri Lanka Ltd. The purpose of this workshop was to produce much better graduates to the corporate sector with employability skills.





## 4.3 Computer Unit

The Computer Unit is one of the key supporting units of the Faculty of Management and Finance which 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. Computer Unit facilitates undergraduate and postgraduate courses by providing Sage 50 Accounting software, Enterprise Resource Planning (Sage evolution) software, Eviews, SPSS and office packages.

The Computer Unit is responsible for developing and maintaining the Faculty web and email services while administrating the Faculty computer network. Further, unit administrates 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

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 on-going 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.

## 5. 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



**Coordinator**  
**Mr. JASC Jayasinghe**

## 6. MPhil/PhD Programme Unit



**Coordinator**  
**Dr. AAC Abeysinghe**

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.

## 7. The Doctor of Business Administration (DBA) Degree Program

The Doctor of Business Administration (DBA) Program was launched in 2019 with the aim of producing practitioner-researchers whose skills set is imperative in transforming business practices. It is for outstanding managers, who hold at least master degree, and want to enhance their professional practices combining academic rigor and managerial relevance. The ultimate goal is to contribute to the state of the art knowledge in their chosen area of study through business administration research within current and future work settings. The DBA degree program extend over three Academic Years comprising Taught Courses consisting of Theory, Practical components and Continuous Assessments, Workshops and the thesis on an approved topic.



**Coordinator**  
**Senior Professor.**  
**HD Karunaratne**



## 8. 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 eight student counsellors, including a permanent student counsellor in the faculty. These permanent and temporary student counsellors are selected from academic staff representing all departments to counsel students regarding their academic as well as personal problems. University student counselling 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**



**Mr. RDSB Rajapaksha**



**Mr. RYH De Alwis  
Seneviratne**



**Mr. MSJ Fernando**



**Mr. HAPK Perera**



**Mr. WMSR Weerasekera**



**Ms. R Razik**



**Mr. KDEM  
Kathriarachchi**

## 9. 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 Deputy Chief Marshal.



**Mr. PSP Direksze**  
Deputy Chief Marshal  
0715371522/0112583107



**Mr. Sampath Rajapakshe**  
Marshal Officer  
0718 060 718

## 10. Administrative, Academic Support and Non-Academic Staff

### ■ Administrative Staff



**Deputy Registrar**  
**Ms. SS Samarathunga**  
*[BA (Peradeniya), MBA (IGNOU),  
 M.phil (Peradeniya)]*



**Deputy Bursar**  
**Ms. SAND Abeysundara**  
*[Bsc (Business Administration – USJP)  
 Masters in Finance (UOK)]*

### ■ Academic Support Staff - Computer Instructors



**Ms. CR**  
**Palliyaguru**  
*BSc(OUSL), Postgraduate Dip (IT)  
 (UCSC), ACS, Msc.  
 (Computer Sc) (UCSC), MCS (SL)]*



**Ms. VPCP**  
**Vidanapathirane**  
*BSc(Kelaniya),  
 Postgraduate Dip. (IT)  
 (UCSC),MSc  
 (Computer Sc) (UCSC)*



**Mr. KDNC**  
**Perera**  
*Bsc in Computer Science  
 (special)(Col),  
 Msc (Computer Sc)  
 (UCSC)]*



**Mr. KKDPP**  
**Ranaweera**  
*Bsc(Hons) (special)  
 in Information Technology  
 (SLIIT),PGD (Mgt)(Col)*



**Ms. KWNS**  
**Anuradhani**  
*[BSc in Information Systems  
 (UCSC), MSC in Information  
 Technology (UCSC)]*



**Mr. MT Dulaj**  
*[Bsc in Computer  
 Science (Jaffna) MSC  
 in Information  
 Technology  
 (UCSC- Reading)]*



**Ms. THJC**  
**Gomes**  
*[BIT(UCSC), Masters in  
 Information Systems Management  
 (University of Colombo –  
 Reading)]*

## ■ Non-Academic Staff

### Dean's Office



Ms. WNS Wasalage



Ms. MT Fouzena



Ms. NNM Silva



Mr. KANC Perera



Mr. HHP Hettiarachchi



Ms. RN Nanayakkara



Mr. WMKN Wijetunga



Ms. WAH Dayadaree



Ms. UMSM Rathnayake



Ms. SERTMLS  
Thennakoon



Ms. IA Nishshanka



Mr. D Wijesinhe



Mr. KGG Somawansa



Mr. HWL Wijerathna



Mr. HHR Samaranayake

## Department of Accounting



Ms. RMT Lasanthi



Mr. GASP Gurusinghe

## Department of Business Economics



Ms. WMPAD  
Wickramasinghe



Mr. IGBS Jayawardena

## Department of Finance



Mr. O Epitawela



Mr. S Abeykoonara



## Department of Human Resources Management



Ms. WDK Senani



Mr. TMN Karunasekera

## Department of International Business



Ms. SMD Maheshika



Mr. WMCV Wanninayaka

## Department of Management and Organization Studies



Mr. NMS Banduthilaka



Ms. LN Edirisuriya

## Department of Marketing



Ms. RMDK Rathnayke



Mr. WMSB Mallawa



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

### 11.1 Overview

In response to the changes in the higher education sector globally and nationally, the Faculty introduced a new curriculum to its Bachelor of Business Administration Degree Programme in the 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 Industrial Training.
- To update the course content, to match with the goals of the specialisation area.
- To enhance course offerings to be compatible with graduate attributes of the faculty.

### **BBA Degree Programme (BBA)**<sup>1</sup>

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

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.

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

**Business Administration (Special)**

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

**BBA in Accounting**

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

**BBA in Business Economics**

The students specialising in Business Economics will be trained to analyse 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 analyse business and managerial situations.

**BBA in Finance**

Those who are interested in and eligible to read for a BBA in Finance will be trained to analyse business and organisational activities from a financial perspective. This 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 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 employment in the area. This degree programme focuses on developing academically qualified professional managers to drive the industry in view of its potential for employment creation, foreign exchange earnings, and promoting inclusive growth.

### **BBA in Human Resource Management**

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

### **BBA in International Business**

This Degree Programme provides students with the opportunity to specialise 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 specialise in International Business 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 capitalise on them for the betterment of organisations, customers, and society as a whole by integrating and leading all relevant parties within and outside the organisation.

## **11.2 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 specialisation.

### **11.2.1 Semesters 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 specialisation. The curriculum of Semesters 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 analysing 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 specialisation.

**Environmental learning courses**

This course cluster provides students with a general understanding of relevant aspects of the business environment. These courses focus on how the business environment affects the affairs of organisations 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 business manager. Drawn upon relevant disciplines, these courses concentrate on techniques that could be used in managerial work.

**11.2.2 Semesters V, VI, VII, VIII of the Degree Programme**

The curriculum of the Semesters 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 specialisation: Accounting, Business Administration, Business Economics, Finance, Hospitality and Leisure Management, Human Resources Management, International Business and Marketing. The objective of this cluster is to develop advanced theoretical and methodological frameworks to specialise in respective areas of study.

**Strategic/applied courses**

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

**Seminars, research, and projects**

These courses provide advanced knowledge and strategic perspectives developed from the respective areas of specialisation. 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.

**11.3 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**

At the start of the Semester, a notice will be displayed requesting students to register for courses. Registration for courses has to be done on Student Information System (SIS) using the Username and Password provided to students at the beginning of the BBA Degree Programme. Core courses will be displayed automatically and students have to manually select the optional courses.

**Course Codes and Associated Academic Departments**

Courses offered in the BBA Degree Programme have been coded based on the relevant Academic Departments. Course codes and the associated Academic Departments are shown in 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 Organisation Studies
HLM /MKT	Department of Marketing

Each course characterises its 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 to their original selection of optional courses. Students are required to make all requests for such alterations in writing. 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.

## 11.4 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 in 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 The Faculty 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.
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 the assignment handout to students as stated in (2) above.

### **11.5 Frequently Asked Questions (FAQs) on 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 makes 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 specialisation 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 specialisation. 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% of marks allocated to the continuous assessment component of the course(s) concerned. In case he/she has obtained less than 40%, 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-Semester 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 the 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 Branch 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 the immediate next two years? What would be the impact of the 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 the 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 acknowledged appropriately i.e. in-text citation and referencing following the American Psychological Association (APA) Manual. Even with proper acknowledgement, inclusion 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.

## 12. 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 she<sup>2</sup> 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.

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<sup>2</sup>Please 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 specialised 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 specialised 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 organised 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 specialisation 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, specialisation core courses, and specialisation 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, specialisation core courses, and specialisation optional courses.
- (2). The categories of courses indicated in (1) above shall contain:
- Core courses for 10 credits
  - Specialisation core courses for 36 credits for Dissertation option or 34 credits for Applied Research Project option from the area of specialisation including the Dissertation/Applied Research Project and Industrial Training
  - Specialisation 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 Specialisation 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 the Table.

**Table: 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 Grade Point Average (GPA) of each Semester and GPA of the Programme separately. The Formula for GPA calculation shall be:

$$\frac{\sum_{i=1}^n C_i (GP)_{in}}{n}$$

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  $i^{\text{th}}$  course, and  $(GP)_{in}$  = Grade Point for the  $i^{\text{th}}$  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 organisation/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 % 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 specialisation optional course in a specialised 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 specialisation optional course which is offered in the next immediate semester in which the relevant specialisation 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
    - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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). 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
    - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
    - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
    - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;



- (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
      - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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) 10 credits from Core courses;
  - (b) 36 credits from Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
  - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 including:
  - (a) 10 credits from Core courses;
  - (b) 36 credits from Specialisation core courses for those who select Dissertation option or 34 credits from Specialisation core courses for those who select Applied Research Project option and;
  - (c) a minimum of 10 credits from Specialisation optional courses for the Dissertation option or 12 credits from Specialisation 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 specialisation 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.

## 13. 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 of 120 credits for being eligible for the Degree, irrespective of the area of specialisation 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 specialisation 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 specialisation 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 categorised as Core courses, Specialisation core courses, Specialisation optional courses, non-credit compulsory courses, and non-credit optional courses.
11. Lectures, practical classes, etc. shall be provided for the Core, Specialisation core, Specialisation 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 Specialisation core courses and Specialisation optional courses offered in Semesters V to VIII of the BBA Degree are categorised 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 organisation/institute in the state, corporate or non-government sector for a minimum period of six (06) months in Semester VIII. This proposed organisation/institute shall be approved by the Head of the respective Department. The progress of the student's training shall be supervised by both the respective academic department and the organisation 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 the Table below:

**Table: Distribution of Credit Requirement in Semester V to VIII of the BBA Degree Programme**

Semester	Number of credits per Semester			
	Core	Specialisation	Specialisation	Total
		core	optional	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
<b>Total Credits</b>	<b>10</b>	<b>36* or 34**</b>	<b>10* or 12**</b>	<b>56</b>

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 Specialisation core courses as stipulated in section 17 above
  - (c) 10 or 12 credits from the Specialisation 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) his/her/their Dissertation/Applied Research Project, she/they shall submit a proposal in his/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 the 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 resubmit 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 the Dissertation/Applied Research Project.
  - (e) Applied Research Project shall be a group research project where a group shall consist of a minimum of two (02) students and a maximum of 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 hardcover 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 weight 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 the 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 the 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, 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 the 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 ¼" 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 organisation;
- (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
	<b>Total Credits in Semester I</b>	<b>16</b>		
FIN 1302	Basic Finance	3	Core	II
BEC 1306	Basic Statistics	3	Core	II
HRM 1301	Organisational 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
	<b>Total Credits in Semester II</b>	<b>16</b>		
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
	<b>Total Credits in Semester III</b>	<b>16</b>		
ACT 2311	Advanced Financial Accounting	3	Core	IV
BBA 2301	Commercial Law	3	Core	IV
MKT 2312	Operations Management	3	Core	IV
BBA 2302	Organisation Theory and Design	3	Core	IV
BEC 2227	Business Statistics	2	Core	IV
FIN 2227	Financial Institutions and Markets	2	Core	IV
	<b>Total Credits in Semester IV</b>	<b>16</b>		

**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 Specialisation

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 preferences for selecting the area of specialisation 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 specialisation 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 specialisation stream based on her performance of the required subject combinations, her specialisation request application shall be directed to Specialisation Evaluation Committee (SEC) to place her in a suitable specialisation 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	Organisational 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	Organisational 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	Specialisation core	V
ACT - 3203	Advanced Management Accounting	2	Specialisation core	V
ACT - 3204	Auditing	2	Specialisation core	V
ACT - 3205	Project Management	2	Specialisation core	V
ACT - 3206	Business Process Reengineering	2	Specialisation optional	V
ACT - 3210	Working Capital Management (A)	2	Specialisation optional	V
ACT - 3211	Organisational Control Systems (A), (B)	2	Specialisation optional	V
ACT - 3314	Strategic Management	3	Core	VI
ACT - 3207	Enterprise Based Project	2	Core	VI
ACT - 3305	Computer Based Accounting	3	Specialisation core	VI
ACT - 3208	Seminar on Applied Research	2	Specialisation core*	VI
ACT - 3209	Seminar on Research	2	Specialisation core*	VI
ACT - 3212	Financial Reporting and Regulations	2	Specialisation core	VI
ACT - 3213	Advanced Auditing (A)	2	Specialisation optional	VI
ACT - 3214	Forensic Accounting (A)	2	Specialisation optional	VI
ACT - 3215	Public Sector Accounting	2	Specialisation optional	VI
ACT - 3216	Change Management (B)	2	Specialisation optional	VI
ACT - 3217	Total Quality Management (B)	2	Specialisation optional	VI
ACT - 4218	Contemporary Issues in Accounting	2	Specialisation core	VII
ACT - 4219	Strategic Management Accounting	2	Specialisation core	VII
ACT - 4800	Dissertation	8	Specialisation core**	VII
ACT - 4600	Applied Research Project	6	Specialisation core**	VII
ACT - 4220	Corporate Governance	2	Specialisation optional	VII
ACT - 4221	Corporate Social Reporting	2	Specialisation optional	VII
ACT - 4222	Internal Control and Risk Management (A)	2	Specialisation optional	VII
ACT - 4223	Tax Planning and Management	2	Specialisation optional	VII
ACT - 4224	Value Stream Mapping (B)	2	Specialisation optional	VII
ACT - 4225	Business Ethics (A), (B)	2	Specialisation optional	VII
ACT - 4801	Industrial Training	8	Specialisation 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. 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	Specialisation core	V
BEC-3229	Managerial Economics	2	Specialisation core	V
BEC-3314	International Trade	3	Specialisation core	V
BEC-3230	Auditing and Taxation	2	Specialisation optional	V
BEC-3231	Environmental Economics	2	Specialisation optional	V
BEC-3232	Business Ethics and Corporate Governance	2	Specialisation optional	V
BEC-3315	Strategic Management	3	Core	VI
BEC-3207	Enterprise Based Project	2	Core	VI
BEC-3316	International Finance	3	Specialisation core	VI
BEC-3317	Industrial Economics	3	Specialisation core	VI
BEC-3208	Seminar on Applied Research	2	Specialisation core*	VI
BEC-3209	Seminar on Research	2	Specialisation core*	VI
BEC-3233	Economics of Tourism	2	Specialisation optional	VI
BEC-3234	Financial Econometrics	2	Specialisation optional	VI
BEC-3235	Labour Law	2	Specialisation optional	VI
BEC-3236	Microfinance	2	Specialisation optional	VI
BEC-3237	Project Evaluation	2	Specialisation optional	VI
BEC-3238	e-Business	2	Specialisation optional	VI
BEC-3239	Financial Reporting and Analysis	2	Specialisation optional	VI
BEC-3240	Supply Chain Management	2	Specialisation optional	VI
BEC-4241	Development Economics	2	Specialisation core	VII
BEC-4242	Contemporary Issues in Business Economics	2	Specialisation core	VII
BEC-4800	Dissertation	8	Specialisation core**	VII
BEC-4600	Applied Research Project	6	Specialisation core**	VII
BEC-4243	Economics of Organisations	2	Specialisation optional	VII
BEC-4244	Economics of SMEs	2	Specialisation optional	VII
BEC-4245	Financial Economics	2	Specialisation optional	VII
BEC-4246	Game Theory for Business Strategy	2	Specialisation optional	VII
BEC-4247	Labor Economics	2	Specialisation optional	VII
BEC-4248	Risk Management and Insurance	2	Specialisation optional	VII
BEC-4249	Business Valuations	2	Specialisation optional	VII
BEC-4801	Industrial Training	8	Specialisation 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.

<b>Table C3: Courses offered for the BBA in Finance stream</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Status</b>	<b>Semester Offered</b>
FIN – 3312	Research Methods	3	Core	V
FIN – 3228	Management Information Systems	2	Core	V
FIN – 3313	Corporate Finance	3	Specialisation core	V
FIN – 3314	Management Science Application	3	Specialisation core	V
FIN – 3315	Theory and Practice of Banking	3	Specialisation core	V
FIN – 3229	Business Ethics and Corporate Governance	2	Specialisation optional	V
FIN – 3230	Financial Mathematics	2	Specialisation optional	V
FIN – 3231	Microfinance	2	Specialisation 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	Specialisation core	VI
FIN – 3208	Seminar on Applied Research	2	Specialisation core*	VI
FIN – 3209	Seminar on Research	2	Specialisation core*	VI
FIN – 3232	Financial Econometrics	2	Specialisation core	VI
FIN – 3233	Behavioural Finance	2	Specialisation optional	VI
FIN – 3234	e-Business	2	Specialisation optional	VI
FIN – 3235	Financial Reporting and Analysis	2	Specialisation optional	VI
FIN – 3236	Financial Sector Development and Regulations	2	Specialisation optional	VI
FIN – 4237	Auditing	2	Specialisation core	VII
FIN – 4238	Taxation	2	Specialisation core	VII
FIN – 4800	Dissertation	8	Specialisation core**	VII
FIN – 4600	Applied Research Project	6	Specialisation core**	VII
FIN – 4239	Business Valuations	2	Specialisation optional	VII
FIN – 4240	Derivatives and Alternative Investments	2	Specialisation optional	VII
FIN – 4241	Fixed Income Securities	2	Specialisation optional	VII
FIN – 4242	International Financial Management	2	Specialisation optional	VII
FIN – 4243	Risk Management and Insurance	2	Specialisation optional	VII
FIN – 4801	Industrial Training	8	Specialisation core	VIII

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.

\*\* Students shall select either FIN-4800 Dissertation or FIN-4600 Applied Research Project

**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	Specialisation core	V
HLM- 3302	Fundamentals of Hospitality Business	3	Specialisation core	V
HLM- 3303	Tourism Planning and Development	3	Specialisation core	V
HLM- 3201	Crisis Management	2	Specialisation optional	V
HLM- 3202	Relationship Marketing	2	Specialisation optional	V
HLM- 3203	Supply Chain Management	2	Specialisation optional	V
HLM- 3304	Strategic Management	3	Core	VI
HLM- 3207	Enterprise Based Project	2	Core	VI
HLM- 3305	Front Office Management	3	Specialisation core	VI
HLM- 3208	Seminar on Applied Research	2	Specialisation core*	VI
HLM- 3209	Seminar on Research	2	Specialisation core*	VI
HLM- 3204	Services Marketing	2	Specialisation core	VI
HLM- 3205	e-Business	2	Specialisation optional	VI
HLM- 3206	Economics of Tourism	2	Specialisation optional	VI
HLM- 3210	Event Management	2	Specialisation optional	VI
HLM- 3211	Global Hospitality Industry	2	Specialisation optional	VI
HLM- 4212	Contemporary Issues in Hospitality and Leisure Management	2	Specialisation core	VII
HLM- 4213	Restaurant and Lodging Management	2	Specialisation core	VII
HLM- 4800	Dissertation	8	Specialisation core**	VII
HLM- 4600	Applied Research Project	6	Specialisation core**	VII
HLM- 4214	Destination Marketing	2	Specialisation optional	VII
HLM- 4215	Ethics in Hospitality and Tourism	2	Specialisation optional	VII
HLM- 4216	Tours Operations Management	2	Specialisation optional	VII
HLM- 4217	Venture Creation in Hospitality and Tourism	2	Specialisation optional	VII
HLM- 4801	Industrial Training	8	Specialisation 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



<b>Table C5: Courses offered for the BBA in Human Resource Management stream</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Course Status</b>	<b>Semester Offered</b>
HRM-3312	Research Methods	3	Core	V
HRM-3200	Management Information Systems	2	Core	V
HRM-3313	Employee Relations	3	Specialisation core	V
HRM-3314	Employee Resourcing	3	Specialisation core	V
HRM-3315	Learning and Development	3	Specialisation core	V
HRM-3201	Personality Development	2	Specialisation optional	V
HRM-3202	Taxation	2	Specialisation optional	V
HRM-3316	Strategic Management	3	Core	VI
HRM-3207	Enterprise Based Project	2	Core	VI
HRM-3317	Performance and Reward Management	3	Specialisation core	VI
HRM-3208	Seminar on Applied Research	2	Specialisation core*	VI
HRM-3209	Seminar on Research	2	Specialisation core*	VI
HRM-3203	Labour Law	2	Specialisation core	VI
HRM-3204	Dispute Settlement and Negotiation	2	Specialisation optional	VI
HRM-3205	International Human Resource Management	2	Specialisation optional	VI
HRM-3206	HR Ethics and Social Responsibility	2	Specialisation optional	VI
HRM-3210	Team Development	2	Specialisation optional	VI
HRM-4211	Contemporary issues in Human Resource Management	2	Specialisation core	VII
HRM-4212	Strategic Human Resource Management	2	Specialisation core	VII
HRM-4800	Dissertation	8	Specialisation core**	VII
HRM-4600	Applied Research Project	6	Specialisation core**	VII
HRM-4213	Constitutional and Administrative Law	2	Specialisation optional	VII
HRM-4214	Employee Counseling	2	Specialisation optional	VII
HRM-4215	Human Resource Analytics	2	Specialisation optional	VII
HRM-4216	Human Resource Information Systems	2	Specialisation optional	VII
HRM-4801	Industrial Training	8	Specialisation 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	International Trade Theory and Practice	3	Specialisation core	V
INB-3229	Cross Cultural Management	2	Specialisation core	V
INB-3230	Managerial Economics	2	Specialisation core	V
INB-3231	International Trade Law	2	Specialisation core	V
INB-3232	Sustainability and Corporate Responsibility	2	Specialisation optional	V
INB-3233	Auditing and Taxation	2	Specialisation optional	V
INB-3302	Strategic Management	3	Core	VI
INB-3207	Enterprise Based Project	2	Core	VI
INB-3234	Supply Chain Management	2	Specialisation core	VI
INB-3208	Seminar on Applied Research	2	Specialisation core*	VI
INB-3209	Seminar on Research	2	Specialisation core*	VI
INB-3313	International Finance	3	Specialisation core	VI
INB-3235	e-Business	2	Specialisation optional	VI
INB-3236	International Human Resource Management	2	Specialisation optional	VI
INB-3237	Labour Law	2	Specialisation optional	VI
INB-4238	Global Marketing	2	Specialisation core	VII
INB-4239	International Relations	2	Specialisation core	VII
INB-4800	Dissertation	8	Specialisation core**	VII
INB-4600	Applied Research Project	6	Specialisation core**	VII
INB-4240	Contemporary Issues in International Business	2	Specialisation optional	VII
INB-4241	Destination Marketing	2	Specialisation optional	VII
INB-4242	International Branding	2	Specialisation optional	VII
INB-4243	Entrepreneurship and Venture creation	2	Specialisation optional	VII
INB-4801	Industrial Training	8	Specialisation 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.

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

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

	<b>Nature of the case</b>	<b>Decision</b>	<b>Decision maker</b>
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 the 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 a 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, 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 Specialisation 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 Specialisation 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	Rugby	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 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> place in any individual event or being a member of the Faculty Team which obtained 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> 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 Specialisation 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 endeavour. 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 specialisation 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 : Definition of Graduate Attributes**

<b>Graduate Attribute</b>	<b>Definitions</b>
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 organisational 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)
<b>Professional Conduct</b>	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
<b>Communication</b>	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. Creativity 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
<b>Teamwork</b>	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 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
<b>Personal Effectiveness</b>	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
<b>Creativity and Innovativeness</b>	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 thinking 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
<b>Conceptual Knowledge and Skills</b>	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 organisation 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 Organisation, 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 analysing 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 of 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 main objective of this course is to provide the foundation for the advanced courses BEC 2227 Business Statistics, BEC 3313 Econometrics and BEC 3234/FIN 3232 Financial Econometrics offered in the third year. It enables the undergraduates to get a basic understanding of appropriate statistical techniques, which will help them to make effective decisions through accurate analysis of the uncertain business environment. The topics covered in this course are the collection and presentation of data, probability and probability distributions.

**HRM 1301 - Organisational Behaviour**

The aim of this course is to equip learning partners with relevant theoretical and practical knowledge and skills to managing people effectively. The course will cover concepts related to the individual, group and organizational levels.

**INB 1200 - Business Communication**

The purpose of this course is to provide the participants with the knowledge and skills required for communication in the business context. The main topics included in this course are: the purpose of communication and basic communication models, various aspects of business communication such as communication in organisational 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 organisation 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 organisations. 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 accounting (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 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 organisations 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**

The aim of the course is to provide an overall understanding of the main concepts of human resource management. This will enable the learning partners to gain knowledge of how human resource is acquired, developed and maintained within organizations.

**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 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 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 a 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 organisations. 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 - Organisation Theory and Design**

The purpose of this course is to provide participants with knowledge of the basic concepts and theories of organisation. It will cover the theories on functions, processes and relations and interactions of organisations. The attention will be paid on the structure, measurement of effectiveness, the concept of organisational rationality, organisational environment and the systems perspective in organisation theory. Further it will address the inter-organisational 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 analyse 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 specialisation.

**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 fieldwork, 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 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 organisation. This course will guide students in preparing a research proposal in relation to an identified organisational 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 specialisation 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 specialisation. 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, analysing 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 organisation/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 organisation, 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 organisations 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 organisations. 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 organisations.

**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**

The aim of this course is to provide the learning partners with an understanding of policies and practices of human resources management in global business setting.

**BEC 3235/HRM 3203/INB 3237 - Labour Law**

The aim of this course is to equip learning partners with the necessary knowledge regarding labour law in Sri Lanka, thereby, laying the foundation for them to be better HR professionals in the future, who adhere to the country's legal system and who value the importance of harmonious employer- employee relations.

**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 3205/ BBA 3203 - Project Management**

It is inevitable today that all kinds of managers who make decisions in organisations 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 analyse and determine the value of a company in the real business world. Case studies will be used extensively to illustrate how to analyse 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; Analyse 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 organisational capabilities, organisation pricing decisions, compensation systems and current developments of management accounting.

### **ACT 3206 - 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 - Organisational Control Systems (A), (B)**

The management of any organisation must develop a control system tailored to the organisation'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 organisation. 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 organisations



could use strategic management accounting techniques to gain competitive advantage and the challenges face in developing such practices within particular organisational 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 organisations and challenges of implementing CSR, Modern approaches to CSR and CSR reporting.

### **ACT 4222 - Internal Control and Risk Management (A)**

Organisations 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, organisational 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 analyse 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 analysing 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 analyse 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 Organisations**

This course covers various theories of industrial organisations 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 organisations. 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, organisational structure), typical product and services, how microfinance has evolved in poverty alleviation, non-governmental organisations (NGOs) and for-profit organisational 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 organisations, 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, analyse, 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 discuss 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 and 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, organising 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 aim of the course is to enable learning partners to acquire a detail understanding about the nature of the employment relations in organisations. Through the detailed discussions on various theories of industrial relations and the concepts such as employee voice, trade unionism, collective bargaining, participative management, discipline management and grievance handling, learning partners will understand how to maintain harmonious employee relations in an organization as well as issues and dilemmas that would arise with regard to employee relations.

### **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 organisations. 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 organisations. 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**

This course aims to provide learning partners with the knowledge and skills for managing performance and rewarding employees as a vital HR function in an organization by examining related theories and concepts. Learning partners learning partners will know how to design and carry out effective performance management systems and design and administer a reward system for successful management of human resources.

### **HRM 3204 - Dispute Settlement and Negotiation**

The aim of this course is to equip learning partners with the knowledge regarding tools and techniques employed for dispute resolution and negotiation in organizations and recent developments thereof. The course will also impart foundational knowledge to participants for understanding causes of disputes and the nature and mechanisms for managing negotiation leading to forming a won-win psychology in people and organizations involved in such negotiations. for managing negotiations leading to forming a win-win psychology in people and organisations involved in such negotiations.

### **HRM 3206 - HR Ethics and Social Responsibility**

This course aims at enabling learning partners to understand the importance of ethics and social responsibility of an organization and the role HR professionals

will have to play in ensuring ethical and responsible practice in the organization as a whole and as HR professionals.

### **HRM 3210/BBA 3213 -Team Development**

The aim of this course is, to enhance the knowledge of the learning participants on teamwork, factors which determine teamwork, team development and improvement of skills required by the learning partners for participating effectively in teamwork. It also aims to equip the learning partners with knowledge and skills on how they can become active team members, and how to interpret and apply teamwork in business organizations while exploring ground realities of teamwork in different organizational contexts.

### **HRM 4211 - Contemporary issues in Human Resource Management**

This course aims to familiarize learning partners with issues, trends and developments related to HRM in modern organisations to remain ahead of ways to increase organizational effectiveness through people. Learning partners will be given the opportunity to critically analyse and present the relevant theories, key literature and contemporary research and challenges related to identified modern HRM issues.

### **HRM 4212 - Strategic Human Resource Management**

This course is designed to provide learning partners with an overall understanding of concepts of human resource 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 organisation's strategic plan, SHRM approaches to Human Resource Planning (HRP) and role of HR accounting as a prerequisite for the application of HR capital in different organizational setting.

### **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**

HR analytics, also known as people analytics, workforce analytics or talent analytics uses big data analytical techniques such as data visualization, descriptive analytics, predictive analytics and prescriptive analytics to support organizations to make informed decisions regarding improvements of employee performance and employee retention.

**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 organisation. The main topics covered would revolve around designing, implementing and managing an information system facilitating the achievement of human resource objectives of organisations.

**INB 3301 - International Trade Theory and Practice**

The purpose of this course is to discuss the theoretical and practical aspects of international trade in the present context 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 Organisation (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 analyse 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 analysing problem challenging managers in planning, implementing and controlling marketing activities. This explores the role of marketing strategies in the overall strategic direction of organisation. This module covers marketing strategy: introduction and overview, portfolio analysis, industry analysis, market analysis, analysing the competition, analysing the business environment, analysing 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 organisation 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 organisation 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 organisation 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 organisations.

**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 organisations 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 organisational success, theories related to innovation and creativity, training tools for making an employee or organisation 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 organisations. 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 mind set, 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 - Organisational Change and Development**

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

## **14. 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
    - 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.

## **15. Student Union, Societies and Students' Activities**

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

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

### **15.1 Student union, societies, and students' activities in the faculty**

The student bodies within the Faculty of Management and Finance include Faculty Student Union, Sports Society, Departmental Student Societies, and Religious Societies. Many of the events at the Faculty are organised by these student bodies. The Faculty encourages student initiative towards organising social or welfare activities such as the annual welcome of new students, farewell functions, religious and cultural functions, extracurricular or curriculum related activities, and activities to uplift community welfare. In organising such events, students are required to inform and discuss matters in advance with the Dean of the Faculty and obtain approval.

#### **15.1.1 The Faculty Student Union**

The Student Union of the Faculty of Management and Finance, University of Colombo represents the Faculty's entire undergraduate community. Attending to grievances and welfare activities of students is a primary responsibility of this Union. In addition, the Student Union organises events with the participation of all students and the Faculty administration.

#### **15.1.2. 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 under the purview of the University of Colombo. Students of the 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 related activities are organised 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 has produced a number of sportsmen and women over the years including multiple champions at Sri Lanka University Games (SLUG).

**AIESEC in the University of Colombo**

AIESEC is a unique global platform like no other. AIESEC in University of Colombo is a small part of this amazing global organisation. 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 organisation 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, Global Village, Intern Fest and Youth Entrepreneur Challenge. It targets to groom 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 utilise leadership skills of young undergraduates who will be future leaders in Sri Lanka. Leo Club of University of Colombo was established in 2015 in the Faculty of Management and Finance. Currently, there are 150 members representing different Faculties of the 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.

**FMF Media**

FMF Media is the official media club of the Faculty of Management and Finance, University of Colombo. This is one of the most outstanding circles within the Faculty which provides a wide range of media related services for both academic and administrative purposes. Within its short tenure, FMF Media provided many services such as announcing and debating, photography and videography, technical and designing aid and blog writing to aspire the creativity of young leaders in the Faculty. Be you phase 01, workshops and event coverage are the main contributors of FMF Media to Faculty.

## Rotaract Club of University of Colombo

The Rotaract Club of the Faculty of Management and Finance is one of the four Rotaract Clubs based in the University of Colombo. The club was established 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. This club currently has 80 volunteers. Rotaract has become a platform for them to make new friends, build new connections and to develop their interpersonal and communication skills. Rotaract has four main avenues namely community service, club service, international service and professional development. The club has focused more on community service and professional development and hoping to continue the legacy of Rotaract in the years to come.

### 15.1.3. Activities conducted as part of the curriculum

#### Enterprise Based Project (EBP)

This is conducted as a core course during Semester VI of the present curriculum and students are required to undertake the tasks of conceptualising 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 classroom. Under this project, approximately 45 new product ideas are launched annually and evaluated by 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 across Sri Lanka ranging from housing projects to irrigation projects.



### Speech Craft Program

With the objective of improving communication and leadership skills of the undergraduate students of the Faculty, a speech craft program is conducted annually by the Career Guidance Unit of the Faculty. This programme continues for 10 weeks and is facilitated by a panel of experts from Toastmasters International.



#### 15.1.4. Other student activities

Apart from events organised by student bodies, the undergraduates of the Faculty have participated in various international and national events organised by professional bodies and corporations. Some of the most widely recognised events of this nature include 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.

## 15.2 Joining the Student union, societies, and students' activities

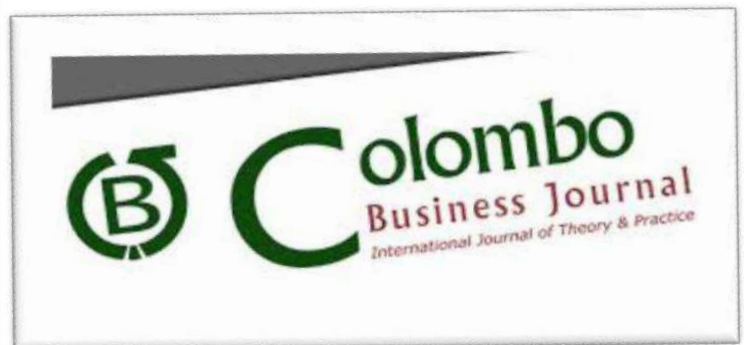
All students of the Faculty have the opportunity to join any of the following clubs and societies based on their interests. Joining these student bodies is a voluntary decision of the students and the following persons can be contacted to obtain further details.

<b>Sport/Club/Society</b>	<b>Contact Person</b>	<b>Contact Details</b>
Beach Volleyball Rowing Rugby Volleyball	Mr. Ajantha Dahanayake (Department of Physical Education)	0712950210
Chess Netball Tennis Scrabble	Ms. KSS Gunasekara (Department of Physical Education)	0718015670
Carom Elle Badminton Swimming	Ms. RMH Wasantha Rathnayake (Department of Physical Education)	0718834468
Baseball Cricket Football Taekwondo	Mr. JM Sanjeeva Jayasinghe (Department of Physical Education)	0714393281
Hockey Table Tennis Karate Road Race	Ms. MGNK Chandrasena (Department of Physical Education)	0718569701
Basketball Track & Field Wrestling Weightlifting	Mr. HPSB Walgampaya (Department of Physical Education)	0718420336
Leo Club	Mr. Sandun Perera (FMF)	0717089396
Rotaract Club	Ms. Shehani Leo (FMF)	0776031024
FMF Media	Mr. Asel Fernando (FMF)	0772511358
AIIESEC	Mr. Avishka Gunathilaka (Faculty of Science)	0766094281

## 16. Research Activities and International Links of the Faculty

### 16.1 Colombo Business Journal (CBJ)

The Faculty of Management and 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 organisations.



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

The Faculty of Management and Finance annually organises 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 25<sup>th</sup> October 2019 the 14<sup>th</sup> International Research Conference on Management and Finance (IRCMF 2019) was held at Faculty premises. Professor Asanga Tilakaratne from the Pali and Buddhist Studies (Former), University of Colombo 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, Entrepreneurship, Small Business Management, Finance, Human Resources Management, Business Economics, International Business, Disaster Management, Organisational Studies, Tourism and Hospitality Management and Marketing.

To bridge the gap between theory and practice, an Industry Dialogue was introduced at the 9<sup>th</sup> IRCMF in 2014. In 2019, the Industry Dialogue was conducted with a discussion on “Generations at Work: Understanding, Managing and Working with Generations Y and Z”. The panelists of the 2019 Industry Dialogue were: Ms.Chethana Liyanage (Chief Executive Officer, Maharaja Institute of Management), Ms.Kshanika Ratnayaka (Chief Executive Officer, Great Place to Work Institute, Sri Lanka), Mr. Madu Ratnayaka (Chief Information Officer, Virtusa), and Mr. Damith Jayasinghe (Chief People Officer, 99% Technology). Professor Arosha S. Adikaram (Professor in Human Resources Management, University of Colombo) was the moderator of this Industry Dialogue.

Further, the Doctoral Colloquium, which was added to IRCMF in 2015, was continued in 2019 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 organises 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 and Finance contribute to this forum.

### **16.3 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 and Finance under which academic exchange programmes and research collaborations take place. The University has entered into 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 and 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 implemented 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 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 and Finance, University of Colombo and donated their award winning HR information systems, 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 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 an MOU with ACCA in December 2018 with the aim of broadening the opportunities available for BBA finance graduates.

## 17. 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 renowned among students and eight (8) students from the Faculty of Management and Finance benefit from this scholarship annually.

### Awards

The following Prizes and Medals are awarded to 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 Programme
- Mrs.Thimali Dharmasiri Gold Medal for the Best Dissertation in BBA Degree Programme
- Aitken Spence Gold Medal for Management Accounting
- Commercial Bank Gold Medal for the Best Performance in Accounting in BBA Degree Programme
- Sri Lanka Association for Securities and Investment Analysis Gold Medal for Financial Management
- CTC Eagle Gold Medal for the Most Outstanding Performance in Organizational Behaviour
- CLC Gold Medal for the Best Performance in MOS 1300- Management Process and Practice in BBA Degree Programme

- Link Natural - Dr. Devapriya Nugawela Gold Medal for the Best Performance in Human Resources Management
- Suntel Gold Medal for the Most Outstanding HRM Graduate of the Year
- CIM Sri Lanka Gold Medal for the Best Performance in Marketing in BBA Degree Programme

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.



## **18. Other Relevant Information**

### **18.1 Teaching, Learning and Assessment**

#### **18.1.1 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 require students to carryout off-campus assignments individually or in groups. In such situations, students will be required to visit organisations, study their practices, and produce reports. In some modules, separate tutorial sessions may be organised in conjunction with main lectures. As tutorial sessions are important in both clarifying issues arising during lectures and recognising the evaluation style of each subject, students are encouraged to participate in these sessions regularly. The Faculty also welcomes and encourages student initiatives towards organising 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 facilitators personally. A few hours from each course facilitator's timetable are allocated for this purpose. Within these consultation hours, the students can seek solutions to the questions left unanswered during the lecture/tutorial sessions. If students face any problem relating to their courses, they are advised to discuss it with 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.

#### **18.1.2 Proficiency in English**

As the BBA Degree programme is conducted only in English medium, and all reading material are provided in 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.



## 18.2 Facilities for Students

### Library Facilities and Reading Requirements

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

The Faculty also annually recommends 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 material, 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.

## 19. Important Contact Details

Dean	Dr. MPP Dharmadasa	+94-11-2501295
Deputy Registrar, FMF	Mrs.SS Samarathunga	+94-11-2501292
Head / Accounting	Professor Tharusha N. Gooneratne	+94-11-2552362
Head / Business Economics	Mr. AMCP Atapattu	+94-11-2552363
Head / Finance	Dr. S Buvanendra	+94-11-2501294
Head / Human Resources Management	Professor Aroscha S. Adikaram	+94-11-2552364
Head / International Business	Mr. S Sasidaran	+94-11-2058075
Head / Management and Organisational Studies	Prof. KASP Kaluarachchi	+94-11-2501293
Head / Marketing	Dr (Mrs.) Fazeela Jameel Ashan	+94-11-2552365
Academic Coordinator for BBA Semester I-IV	Dr. NNJ Navaratne	+94-11-2506271
Senior Assistant Bursar	Mrs. SAND Abeysundara	+94-11-2583106
Career Guidance Unit (FMF)	Mr. G. Ranaweera	+94-11-2506354 +94-11-9907385
Permanent Student Counsellor	Dr. GRP Silva	+94-77-3635218
Student Counsellors	Mr. RDSB Rajapaksha	+94-77-7658799
	Mr. RYH De A. Seneviratne	+94-71-3542886
	Mr. HAPK Perera	+94-77-9296976
	Ms. Ruwaiha Razik	+94-71-1387698
	Mr. WMSR Weerasekera	+94-71-7441766
	Mr. MSJ Fernando	+94-71-6279491
	Mr. KDEM Kathiriarachchi	+94-71-5853777
Senior Student Counsellor		+94-11-2583108
Marshal office		+94-11-2583107
Department of Physical Education		+94-11-2502405
Career Guidance Unit (University)		+94-11-2504748
Medical Center		+94-11-2584985