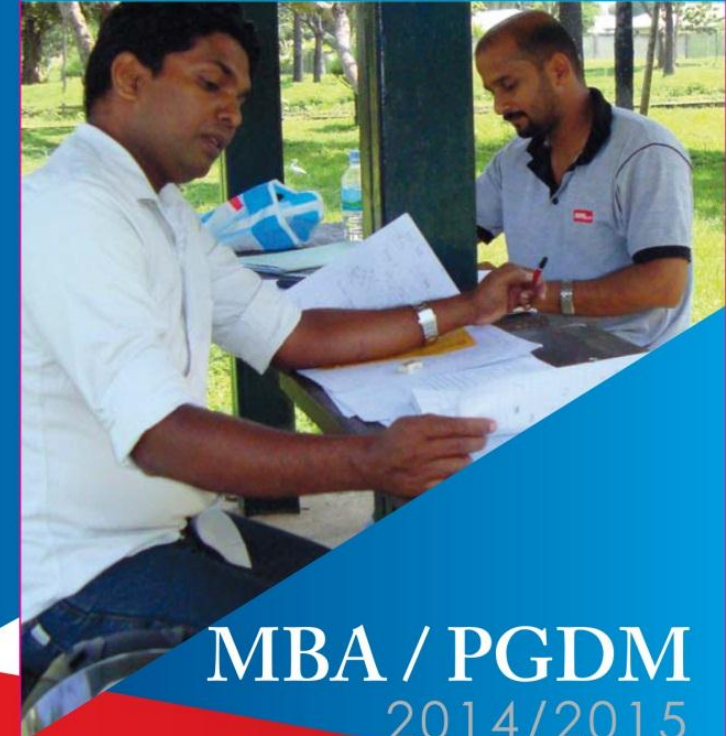


**MASTER OF BUSINESS ADMINISTRATION  
POSTGRADUATE DIPLOMA IN MANAGEMENT**



**SOUTH EASTERN UNIVERSITY OF SRI LANKA**



**MBA / PGDM**  
2014/2015

**Contact us:**

For further information on the programmes available at the Faculty of Management and Commerce please contact the Postgraduate Unit

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**POSTGRADUATE UNIT**  
FACULTY OF MANAGEMENT AND COMMERCE

# OVERVIEW

The Faculty of Management and Commerce is committed to pursue excellence in teaching and research in the field of Business Management. As a growing Faculty, University Grants Commission (UGC) has given its approval to offer Master of Business

Administration (MBA) and Postgraduate Diploma in Management (PGDM) in order to meet the higher educational needs of people in the country and to ensure an educationally qualified, skilful manpower available for the industries, for a better working

environment and a societal growth. MBA program is developed specially for professionals and executives seeking to further enhance their knowledge, skills and competencies for career advancement.

## COURSE STRUCTURE



The following courses will be offered to all enrolled for MBA / PGDM degree programme in the first year semester I and II.

### Preliminary Courses

Basic Computer Skills Literacy (MBAP101)  
Introduction to Accounting (MBAP102)  
Elementary of Economics (MBAP103)  
Basic Mathematics and Statistics (MBAP104)

### Core Courses

Quantitative Methods for Decision Making (MBA51013)  
Managerial Organization (MBA51023)  
Marketing Management (MBA51033)  
Management Information System (MBA51043)  
Managerial Accounting (MBA51053)  
Human Resource Management & Development (MBA52063)  
Managerial Economics (MBA52073)  
Strategic Management (MBA52083)  
Financial Management (MBA52093)  
Managerial Communication (MBA52103)

The following courses will be offered to all enrolled for MBA degree programme in the second year semester I and II.

### Core Courses

Human Behaviour in Organizations (MBA61012)  
Operations Management (MBA61023)  
Research Methods in Management (MBA61032)  
Residential Workshop on Special Topics (MBA61041)  
Seminar in Management (MBA62141)  
Thesis & Viva (MBA6215)

### Elective Courses (Any two), Semester I

Business Law (MBA61052)  
E-Commerce (MBA61062)  
Marketing Communication Strategy (MBA61072)  
Performance Appraisal Management (MBA61082)  
International Finance Management (MBA61092)  
Bank Financial Management (MBA61102)  
Financial Econometrics (MBA61112)  
Advanced Corporate Finance (MBA61122)  
Project Management (MBA61132)

### Elective Courses (Any one), Semester II

Investment and Portfolio Management (MBA62162)  
Strategic Management Accounting (MBA62172)  
Strategic Human Resource Management (MBA62182)  
Service and Corporate Marketing (MBA62192)

## ENTRY REQUIREMENTS



Applicants for MBA/PGDM degree program should possess any one of the following qualifications:

A special degree with a class in Business Administration / Commerce/ Management / Social Sciences or Engineering/ Natural Sciences/ Medicine or Information Technology (IT) from a recognized University.

OR

A special degree in Business Administration/ Commerce / Management/ Social Sciences or Engineering / Natural Sciences / Medicine or Information Technology (IT) from a recognized University with a minimum of one (01) year professional experience.

OR

A general degree with a class in Business Administration / Commerce / Management or in Social Sciences from a recognized University and a minimum of one (01) year professional experience.

OR

A degree in any discipline from a recognized University with postgraduate diploma or professional qualification in Business Administration or Management and a minimum of one (01) year professional experience.

OR

A degree in any discipline from a recognized University and a minimum of three (03) year experience in management.

OR

Any other equivalent qualification such as CIMA, ICASL, ACCA, ACIB, AIB, HNDA, Attorney-at-Law from a recognized institution acceptable to the Faculty Board and the Senate of the South Eastern University of Sri Lanka and a minimum of three (03) year experience in management.



## Duration of the Programme

- PGDM program shall be deemed to be a full time one year degree program. It shall extend over two semesters of the program.
- The MBA Program shall be deemed to be a full-time two-year Program. It shall extend over four semesters of the program.
- Duration of a semester shall be 26 weeks of academic work including semester end examination



## Option Available in the Programme

- Those who registered for PGDM, after successfully completing the Postgraduate Diploma in Management shall continue for MBA degree program.
- Those who registered for MBA shall have the option to exit with the PGDM after successfully completing the one year program
- A student who have completed a similar course at a recognized higher educational institution at a Postgraduate level can apply for exemption

