

**SOUTH EASTERN UNIVERSITY OF
SRI LANKA**

PROSPECTUS

2020 / 2021

**MASTER OF BUSINESS ADMINISTRATION (MBA)
POSTGRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

Postgraduate Unit
Faculty of Management and Commerce

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VISION OF THE UNIVERSITY

“An internationally renowned center in South Asia of higher learning for sciences, technologies and humanities”

MISSION OF THE UNIVERSITY

“To provide expanded opportunities for higher learning of international standards through generation and dissemination of knowledge and innovations focused on regional and national needs, social harmony and stakeholders’ empowerment and satisfaction”



About the University

The South Eastern University College of Sri Lanka (SEUCSL) was established by an order through Gazette Notification No. 88/9 of 26 July, 1995 under the provisions of section 24A of the University Act No. 16 of 1978 as amended by Act No. 07 of 1985.

By Gazette Notification 916/7 of 27th March 1996, the South Eastern University College became 10th National University of Sri Lanka under the corporate name of South Eastern University of Sri Lanka and Professor M.L.A. Cader was appointed as the founder Vice Chancellor of this University. The South Eastern University of Sri Lanka thus commenced its activities as a fully-fledged University from 15th May, 1996.

At present, South Eastern University of Sri Lanka is one of the national universities with a student's population about 5,206 internal and 10,000 external student. There are six faculties and 20 academic departments and 34 units with all facilities.

Message from the Vice Chancellor



Professor M.M.M. Najim
Vice Chancellor,
South Eastern
University of Sri Lanka

Congratulations on your decision to read for your postgraduate qualifications at the South Eastern University of Sri Lanka (SEUSL) and on becoming a member of the SEUSL community. I hope you will find your time in SEUSL rewarding, challenging, exciting and enjoyable. Postgraduate courses of SEUSL will provide you with a solid and far-reaching education while sharpening your creative and critical thinking. At SEUSL, we aim to be as inclusive as possible and are proud to welcome postgraduate students from different parts of Sri Lanka as well as foreign students. SEUSL is your key to a great future where you will generate innovative ideas and will develop skills to face any sorts of challenges that come across your journey towards a successful career. In SEUSL, you will acquire the knowledge and skills to enable you to make a worthwhile contribution to the society as well as to the country. With a SEUSL foundation, you will have the ability and the flexibility to work anywhere in the world and you will be able to accept and adapt to any change and challenge. I hope that you will make the most of everything on offer at this University. The SEUSL is equipped with young energetic academics renowned for their research and scholarly works and state of the art facilities. I hope you will reap the maximum out of the efforts of the able academic team of the Faculty of Management and Commerce and the SEUSL as a whole.

This prospectus will be one of the main reference guides during your postgraduate studies. I expect you to be familiar with the guide and be prepared to abide by all the rules and regulations of the SEUSL. Academics who will become your mentors will be available at any time to assist you on anything which is stated in this guide or not. I hope that at SEUSL you will forge deep and lasting friendships and develop skills and capabilities that will serve you and your community well into the future. I wish you all the very best for your time at the South Eastern University of Sri Lanka.



Faculty of Management and Commerce

Mission of the Faculty

“To provide quality education in business studies which blends the best of relevant theory and practice with an innovative approach to teaching, learning and research giving due consideration to the changing environment, the real demands of business world, and the contemporary development needs of the South Eastern Region and the country as a whole”

The Faculty of Management and Commerce (FMC) was started with its academic work with the objectives of offering degrees in Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com.). Then the faculty realized the necessity of offering a special degree in the field of Marketing, Accounting, Finance, Human Resource Management and Information System with professional training. As a result the special degree programs were started in 1999. In 2008 the faculty commenced a three year degree program B.Sc. in MIT based on the demand in the field of information technology and management.

The Faculty of Management and Commerce has four departments and a unit namely Department of Management, Department of Accountancy and Finance, Department of MIT, Department of Marketing Management and Postgraduate Unit.

The Faculty of Management and Commerce is considered pioneer in implementing the latest University Educational Reforms in the country. Graduates of the Faculty of Management and Commerce are highly able to face challenges of business environment locally as well as internationally.

Message from the Dean



Dr. S. Gunapalan
Dean
**Faculty of Management
and Commerce**

As the Dean of the Faculty of Management and Commerce, I am delighted to give this message for the prospectus of Postgraduate Diploma in Management (PGDM) and Master of Business Administration (MBA).

The Faculty of Management and Commerce currently has three departments and a unit namely Department of Management, Department of Accountancy and Finance, Department of MIT and Postgraduate Unit. The MBA postgraduate program was commenced in 2011 at South Eastern University of Sri Lanka. Our postgraduate students are from various career paths and are enthusiastic in enhancing their managerial skills and knowledge and the postgraduate programs offer opportunity to continue their professional and executive works while studying MBA at our faculty.

The Faculty of Management and Commerce has excellent and well qualified panel of lecturers who are specialized in various fields of study to coach postgraduate students. In addition, postgraduate unit organizes seminars and guest lecture programs with the contribution of industry practitioners and visiting lecturers from other universities in order to impart practical knowledge and to share their experience in management. I am sure that our postgraduate courses provide our students with a strong foundation for building rewarding and successful professional careers.

I express my best wishes to the new entrants of the Postgraduate Diploma in Management (PGDM) and Master of Business Administration (MBA) for their bright future.



Postgraduate Unit

Introduction

The Faculty of Management and Commerce is committed to pursue excellence in teaching and research in the field of Business Management. With the approval of the University Grants Commission (UGC) given to the Faculty of Management & Commerce, Master of Business Administration (MBA) and Postgraduate Diploma in Management (PGDM) were started in 2011 and is about to intake its 9th batch of students in order to meet the higher educational needs of people in the country and to ensure an educationally qualified, skillful manpower available for the industries, for a better working environment and a societal growth. MBA program is developed especially for professionals and executives seeking to further enhance their knowledge, skills and competencies for career advancement.

Coordinator

The Coordinator for postgraduate program who is appointed by the Vice-Chancellor from the Faculty of Management and Commerce shall be the academic and administrative head of the PGDM / MBA degree program. The Coordinator is directly responsible for the smooth functioning of the activities of the program.

Message from the Coordinator



Dr.K.M. Mubarak
Coordinator
Postgraduate Unit
Faculty of Management
& Commerce

Welcome to the South Eastern University of Sri Lanka's Postgraduate Unit. We are glad to have another batch of students to the postgraduate programmes, Master of Business Administration (MBA) and Postgraduate Diploma in Management (PGDM) offered by the Faculty of Management and Commerce (FMC), South Eastern University of Sri Lanka (SEUSL). We are here to support you every step of the way to continue your journey to the graduation stage. We encourage you to make the most of your time at the university and with academic works. As you start a new academic year, take advantage of the many services available at this university to help you achieve your full potential.

Since its inception in 2011, the Postgraduate Unit has continuously been innovative in creating an inspiring learning environment, providing students with excellent education and enhancing their competencies. The curriculum of the programme has been designed to attract academics, professionals, and business executives. The two-year recognized MBA programme with a research component covers in-depth theories of subjects relevant to the business discipline and practical applications of the real world business problems. The research work is an integral part of our MBA programme and students are always encouraged to embark on a research work focusing on regional and national needs.

The faculty has outstanding and well-qualified panel of lecturers specialized in various field of studies and their contribution and dedication towards successful accomplishment of the aspiration of our postgraduate students are remarkable, and are always appreciated by our students. Further, the Postgraduate Unit organizes seminars, workshops and guest lecture programmes involving successful and prominent industrialists, and visiting lecturers from other faculties of SEUSL and other universities. The residential workshop is another important component of our MBA programme and this workshop is regularly conducted abroad aimed at exposing our students to international learning environment and creating opportunity to meet industry leaders, enhance their interpersonal skills and to make an everlasting network with both academics and industry executives.

Faculty of Management and Commerce provides an excellent and supportive learning environment. The computer lab with all the essential and up-to-date software for their courses and research works is readily available. The university library has a wonderful collection of latest books for various subjects and has subscribed to a number of online databases through which our students can download research articles and other learning materials to conduct researches. The student centered learning environment of the faculty really encourages our postgraduate students to explore and acquire more knowledge.

Once again I welcome you to the postgraduate unit and am sure that you would find our programmes significant and worthwhile to your career development. I wish you all the very best for the enjoyable stay with us.



Academic Direction

Subject to the governing authority of the University Senate and the Council, Board of the Faculty of Management & Commerce gives academic direction to Postgraduate Program of Study and research. For this purpose the Board of Study is appointed to regulate matters connected with teaching, learning, evaluation and research.

The Board of Management

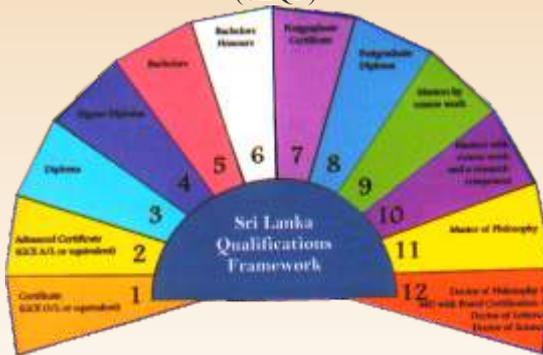
The Board of Management of the Postgraduate Programs shall ensure the smooth functioning of the programs. It shall also monitor and control the financial administration of these programs. The Board of Management shall consist of Vice Chancellor as the Chairman, Dean of the Faculty, Chairman of the Board of Study, Coordinator of the Postgraduate Programs, Registrar, Bursar, and four other faculty members recommended by Board of the Faculty.

The Board of Study

The Board of Study of the Postgraduate Program shall ensure the smooth functioning of the Postgraduate Program. It shall also monitor and control the academic activities of the Postgraduate Program. The Board of Study shall consist of Dean of the Faculty, Coordinator of the Postgraduate Program, academic heads in the faculty, six nominees of faculty board and external members recommended by the board of faculty. Chairman of the Board of Study shall be elected among its members of the board of study.



SRI LANKA
QUALIFICATIONS FRAMEWORK
(SLQF)



Entry Requirements

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

Entry Requirements for MBA

a) A Bachelor's degree in Commerce / Management / Business Administration / Information Technology / Social Sciences / Engineering / Natural Sciences / Medicine from a recognized university or institution.

OR

b) A qualification of SLQF Level 6 or above in Commerce/ Management/ Business Administration/ Information Technology/ Social Sciences/ Engineering/ Natural Sciences/ Medicine from a recognized university or institution

OR

c) A full membership or passed finalist of a recognized professional institutions acceptable to the University Senate.

OR

d) Completion of NVQ level 7 with a minimum GPA of 3.0 on a scale of 0-4

Entry Requirements for PGDM

a) A Bachelor's degree in Commerce/ Management/ Business Administration/ Information Technology/ Social Sciences/ Engineering/ Natural Sciences/ Medicine from a recognized university or institution

OR

b) A professional qualification from recognized professional body acceptable to the University Senate.

OR

c) Completion of NVQ Level 7



Selection Procedure for Admission

The eligible applicants for PGDM / MBA program will be selected through an admission test and an interview. Candidates who reach the performance level specified by the Faculty of Management and Commerce at the admission test will be summoned for the selection interview. Based on the performance, the candidates shall be selected for the program.

Duration of the Program

- PGDM program shall be deemed to be a fulltime one year degree program. It shall extend over two semesters of the program.
- The MBA Program shall be deemed to be a fulltime two years Program. It shall extend over four semesters of the program.
- Fulfilled all the requirements listed in the requirements for award of MBA degree within a maximum of 5 academic years from the academic year of original registration in the University other than approved postponement under the medical ground or approved extensions for any special suspensions and such suspensions are applied when a student needs to interrupt studies, for example, as a result of health or finance problems or employment or research opportunities. Such expansions can be allowed for a maximum of 3 years and these extensions may involve payment of additional fees.
- Request for extension must be made on the relevant form available at the Postgraduate Unit of the Faculty of Management and Commerce and should be accompanied by any relevant supporting documents, such as medical evidence or correspondence.

- Duration of a semester shall be 26 weeks of academic work including semester end examination.
- Lectures and seminars shall be conducted in two groups.
 - ❖ Group 1: Weekdays: 09:30 - 16:30
 - ❖ Group 2: Weekends: 08:30 - 16:30 and if required on weekdays after 16:30
- Group 1 shall be conducted only if there are required number of registered students.
- Residential Workshops will be conducted on weekdays.



Venue

The PGDM / MBA degree program shall be conducted at the South Eastern University of Sri Lanka, University Park, Oluvil. Special academic activities may be held in outstations including Colombo.

Medium of Instruction

The medium of instruction shall be English.



Program Structure

Preliminary Course

For the benefit of those who are inadequate in background knowledge and skills in Business and Management related disciplines, the following preliminary courses will be offered by the faculty before the commencement of the core courses. These courses are evaluative and compulsory and will be conducted during first six (6) weeks of the programs.

Table-1: Courses offered in the Preliminary

Course code	Course Title	Lecture Hrs
MBAP101	Basic Computer skills Literacy	10
MBAP102	Introduction to Accounting	10
MBAP103	Elementary of Economics	10
MBAP104	Basic Mathematics and Statistics	10

First Year Common Program

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

Table-2: Courses offered in the Semester - 1 of the First Year

Course code	Course Title	Credit Point
MBA51013	Quantitative Methods for Decision Making	3
MBA51023	Managerial Organization	3
MBA51033	Marketing Management	3
MBA51043	Management Information Systems	3
MBA51053	Managerial Accounting	3
Total credits First Year Semester-I		15

Table-3: Courses offered in the Semester - II of the First Year

Course code	Course Title	Credit Point
MBA52063	Human Resource Management & Development	3
MBA52073	Managerial Economics	3
MBA52083	Strategic Management	3
MBA52093	Financial Management	3
MBA52103	Managerial Communication	3
Total credits First Year Semester-II		15

Second Year

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

Table-4: Courses offered in the Semester - 1 of the Second Year

Course code	Course Title	Credit Point
MBA 61012	Human Behavior in Organizations	2
MBA 61023	Operations Management	3
MBA 61032	Research Methods in Management	2
MBA 61041	Residential Workshop on Special Topics	1
	Credits to be earned from elective courses	4
	Total credits Second Year Semester-I	12

Elective course

In the 2nd Year, Semester I, in addition to the above four courses, another two courses shall be elected from the following courses.

Table-5: Elective Courses offered in the Semester - 1 of the Second Year

Course code	Course Title	Credit Point
MBA 61052	Business Law	2
MBA 61062	E-Commerce	2
MBA 61072	Marketing Communication Strategy	2
MBA 61082	Performance Appraisal Management	2
MBA 61092	International Financial Management	2
MBA 61102	Bank Financial Management	2
MBA 61112	Financial Econometrics	2
MBA 61122	Advanced Corporate Finance	2
MBA 61132	Project Management	2

Table-6: Courses offered in the Semester – II of the Second Year

Course code	Course Title	Credit Point
MBA 62141	Seminar in Management	1
MBA 6215	Thesis	
	Viva	15
	Credits to be earned from elective course	2
	Total credits Second Year Semester-II	18

In the 2nd Year Semester II, in addition to the above two courses, another one course shall be elected from the following courses

Table-7: Elective Courses offered in the Semester – II of the Second Year

Course code	Course Title	Credit Point
MBA 62162	Investment and Portfolio Management	2
MBA 62172	Strategic Management Accounting	2
MBA 62182	Strategic Human Resource Management	2
MBA 62192	Service and Corporate Marketing	2

- All courses offered in Semester I and II in the first year are compulsory for all students enrolled for PGDM and MBA degree programs.
- The courses offered in the second year are only for MBA degree program. There are compulsory and elective courses in the 2nd Year. Students shall take four compulsory courses including residential workshop and another two elective courses given in Table-5 in Semester I. In total 12 credits are to be earned by the students in the first semester. In the semester II, student shall attend the Seminar in Management and another one elective course given in Table-7 and submit a Dissertation. Hence the students should earned 18 credits at the Semester II of the second year.
- The Senate shall have the power, on the recommendation of the Board of Study and the Faculty Board, to change, or modify course structure, their syllabuses as well as the number, structure and rubric of question papers in courses leading to the award of the PGDM / MBA Degree at any time.
- The Senate reserves the right, on the recommendation of the Board of Study and the Faculty Board, not to offer any of the above elective courses in a particular semester.
- PGU will limit the number of elective courses offered during the semesters based on the preference and the numbers of students wish to register for the specific courses.



Examinations of the Program

The written examination and the continuous assessment for any course shall take the following form:

- (a) For each course other than seminars and residential workshop, there shall be a written open or closed book End of Semester Examination of 2 or 3 hours' duration consisting of compulsory and/or selective questions as specified in the question paper. The question paper will carry a maximum score of 100 marks.
- (b) There shall also be a continuous Assessment which may include individual and/or group, mid semester tests, quizzes, term papers, reports, and presentations. The Continuous Assessment shall carry a maximum of 100 marks.
- (c) For the final grading of the Course, the End of Semester Examination and the Continuous Assessment are evaluated as follows:

End-of-Semester Examination:	50%
Continuous Assessment:	50%
- (d) Student should earn minimum 50% in both course examination and assessment to pass a course. For example if a student gets 35% marks from continuous assessment and 75% marks from the written examination and in total the candidate gets more than 50% marks, but fails the subject because of less than 50% of marks in continuous marks.
- (e) Assessments with regard to seminars and workshops shall be evaluated based on participation.

- ❖ Performance of students in each course shall be graded and point value shall be assigned as given in Table 8.

Table 8: Grade and Point Value

Range of Marks	Grade	Grade Points	Interpretation
85-100	A+	4.00	Excellent
75-84	A	3.67	Very Good
70-74	B+	3.33	Good
65-69	B	3.00	Average
60-64	C+	2.67	
50-59	C	2.50	
00-49	W	0.00	Weak

Transcript shall include semester and cumulative GPAs and the formula for GPA calculation shall be:

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

Where, $i = i^{\text{th}}$ course number, $n =$ Total number of courses completed during the period considered for the GPA calculation, $C =$ Credit point of i^{th} course, and $GP =$ Grade Point i^{th} course.

A candidate shall not be permitted to take the examination unless, he / she has

- followed at least 80 percent of the classes held;
- registered with the Examinations Branch of the University for the examination he/she intends to sit;
- certified by the Coordinator that the candidate has completed the course of studies leading to the examination by attending the required proportion of lectures, tutorial classes and other forms of instructions in each course;
- the student registration continues to be in force; and
- the candidate's application for entry to the examination has been accepted.

Re-Sitting the Examination

- a) If a student scores a weak (W) pass from a course or was unable to sit the examination due to ill health or any other valid reason acceptable to the Senate, he or she will be required to sit for such examination, when it is conducted during the next academic year.
- b) A candidate who is unable to sit an examination due to ill health should notify the Coordinator immediately in writing or by telegram. Telegrams should be confirmed in writing by registered post within a period of 48 hours. A valid Medical Certificate should be submitted within one month.
- c) Such candidates should appear for the said examination when it is held in the following academic year and depending on the circumstances and at the discretion of the Senate, the candidate may be treated as appearing for the first time.
- d) In such situation of repeating a course, repeat fee as prescribed from time to time has to be paid by the student.
- e) A candidate shall be allowed to repeat a course only a maximum of three attempts during the stipulated period. However, Exceptional cases may be taken into consideration by the senate on the recommendation of the faculty board.

With regard to the Examination on the thesis the following shall be applicable:

- a) The date for the submission of the Thesis shall be announced by the Coordinator at the end of the first Semester of second year and shall not exceed more than three months after the completion of second year second semester examination. Exceptional cases will be considered by the Faculty Board on case by case basis.
- b) The Thesis shall carry a maximum mark of 100. The minimum mark to be obtained by a student to pass the Thesis is 50% of the total marks.
- c) The Thesis shall be assessed by two independent examiners and a viva voce examination.
- d) The Board for the viva voce examination shall comprise of the two examiners, the Supervisor, Dean of the Faculty, and Coordinator of the Program.
- e) The performance of the candidate at the viva voce examination shall be marked out of 100 marks.

- f) Students those who secure at least a combined average of 50% marks allocated for the evaluation by the two examiners will be called for viva voce examination.
- g) Those who secure at least at in average of 50% of marks allocated for the evaluation by the two examiners and the viva voce examination shall be deemed to have passed the Thesis.
- h) A student who fails to secure 50% marks at the evaluation by the two examiners shall be directed to resubmit the dissertation once more within a specific period. The re-submission date will be considered as the effective date of the degree in this instance.
- i) If the student fail to secure 50% marks at the viva voce examination shall be requested to have a viva voce again after major correction within a specified period.

Students of MBA program shall abide the following guidelines of doing thesis:

- a) Research proposal shall be submitted at the end of Semester I of the 2nd year of study.
- b) Supervisor will be appointed with the recommendation of board of study of postgraduate program of Faculty of Management and Commerce.
- c) Students shall take part in the proposal defense after assigning research supervisors for dissertation.
- d) Students of MBA program shall meet their research supervisors thrice in a month and a monthly progress report (progress report is available at PGU) should be submitted to the Coordinator along with a certification of his / her supervisor.
- e) Students shall present their progress before the review committee.



Options Available in the Program

- ❖ Those who registered for PGDM, after successfully completing the Postgraduate Diploma in Management shall continue for MBA degree program, if they wish under the following conditions:
 - a) The candidate has to surrender the certificate for Postgraduate Diploma in Management.
 - b) The candidate has to register for MBA.
 - c) The candidate has to take all the courses offered at 1st and 2nd semester of the second year and attend the seminars, workshops.
 - d) In order to fulfill the requirements for MBA degree program, they shall submit the Thesis.
 - e) The student shall pay the fees as specified by the University to proceed for MBA degree program.
- ❖ Likewise, those who registered for MBA shall have the option to exit with the PGDM after successfully completing the one year program.
- ❖ Credit Transfer and Exemption Policy:

Following conditions are needed to be satisfied for credit transfer and exemption.

1. Principally the maximum credits for work done before joining the SEUSL will be considered only up to 50% of the courses of each semester (except for Research Methodology) of the postgraduate program to which the application is being made.
2. The course work being sought for credit transfer should have been completed at a recognized higher educational institution (recognized by the UGC) at a postgraduate level. As such a lower level degree course is non transferable to higher level degree program (eg. such as a course done at Undergraduate level is not transferable to Master degree program).

3. Any application for exemption should be submitted within five years time period from the completion of course for which exemption is sought.

The applications for the credit transfer need to be submitted by the student with the support of the following documents:

- ❖ The course outline of the program that was completed in an institution and courses which are being nominated for credit transfer.
- ❖ The course contact hours and credit weight along with the relevant grades.

Conditions for course and grade transfer:

- ❖ If the course content is similar to the course content at SEUSL to the extent of a minimum of 75%, the course credit will be considered for transfer and a minimum of 60% marks are required for a course to be considered for transfer.

The grade transfer will only be for the purposes of determining the clear standing of the student in the course but will not be a part of the GPA calculation. The credit of the transferred courses will be awarded to the student but it will not affect the GPA earned by the student at the SEUSL. As such Grades from other institutions are not included in the calculation of SEUSL grade point average.

All prospective transfer students must complete SEUSL MBA entry requirements.

Any applications other than specified above will be reviewed individually by the board of study of the postgraduate program, faculty board and the senate of the SEUSL.

Acceptability of transfer credits to a student's academic curriculum are determined by the board of study, faculty board and the senate and the decision of the senate in accepting or rejecting a case of course exemption will be final. Credit Transfer cases will not be entertained after a student has started the program of study. However, the students considered for exemption has to pay total course fee of the postgraduate program prescribed from time to time.



Award of the Degree

1. No student shall qualify for the award of the postgraduate Diploma in Management, unless the student has
 - a) Earned 30 credit points from courses
 - b) A cumulative GPA of not less than 2.50 for any of the entire program
 - c) Earned a GPA not lower than 2.50 for any of the courses
2. No students shall qualify for the award of the Master of Business administration, unless the student has
 - a) Earned 45 credit points from courses, seminars and workshops
 - b) Earned 15 credit from the thesis
 - c) A cumulative GPA of not less than 2.50 for any of the entire program
 - d) Earned a GPA of not less than 2.50 for any of the courses. The thesis considered for the calculation of cumulative GPA for the entire program.

Facilities Available in the Program

- ❖ Air Conditioned Lecture halls
- ❖ Computer Lab with Internet facilities
- ❖ Library facilities
- ❖ Other Common Facilities





Course Description

MBAP101: Basic Computer Skills Literacy

This course is designed for the novice to learn personal computer (PC) basics. This course will look at the relationship between hardware and software on the PC platform, describe and differentiate among secondary storage devices, input/output devices, and the basic functions used in the Microsoft Windows operating system environment. There will be an introduction to Windows, word processing, digital graphics, spreadsheets, presentation applications, communication and web use. The focus will be on developing general computer "literacy" and computer skills to meet a portion of the computer and information competency requirements using assignments that will be useful in other academic and career pursuits.

MBAP102: Introduction to Accounting

This introductory course is designed for the benefit of Business Executives who have not been able to obtain a formal training in Financial Accounting but would like to acquire a working knowledge of the subject. This course covers Introduction to Financial Accounting, Trial Balance and Classification of Accounts; Final accounts, Income Statement and Balance Sheets; Accounting for Depreciation and Bad debts; Reserves and Sinking Fund; Accounting for Discounts and Stocks; Petty Cash Management and Control Accounts; the Cash Flow Statement; Accounting Formats of Different Organizations; and Sri Lanka Accounting Standards (SLAS).

MBAP103: Elementary of Economics

The objective of this course is to introduce micro and macro economic theory with some policy applications. This course mainly concentrates to establish fundamental ideas of economics to students. It covers areas such as Ordinal and Cardinal Theories of Consumer Behaviour; Revealed Preference Theory; Theory of Production; Analysis of Costs of Production; Market Structures and Business Decisions including Perfect Competition, Monopoly Monopolistic Competition, Oligopoly and Duopoly; Macro Economics Objectives; Macro Economic Variables; Keynesian Revolution; Macro Economics Schools of Thoughts; Consumption Function; Saving Function; Investment Function; The Circular Flow of Income and Expenditure; National Income Determination and Multiple Analysis; Quantity Theories of Money; Inflation and Unemployment; and Introduction to IS-LM Analysis.

MBA104: Basic Mathematics and Statistics

The object of this course is to provide an understanding in Basic Mathematics and statistics and to provide adequate knowledge in this field required for having skill in problem solving in day-to-day life in the modern world. This course covers Indices, Logarithms, Solutions of Quadratic & Simultaneous Equation, Functions of Graphs, Arithmetic & Geometric Progression, Simple & Compound Interest, Elementary Trigonometry; Sets, Calculus, Matrix Algebra, Introduction to the Types of Data and Data Collection; Data Presentation Methods, Measure of Central Tendency; Measures of Variability, Probability, Permutation and Combination, Random Variable Sampling Theory, Sampling Distribution; Estimation, Hypothesis Testing, Correlation and Regression, Times Series.

MBA51013: Quantitative Methods for Decision Making

The aim of the course is to provide a comprehensive knowledge and skills in quantitative techniques that will enable the managers and executives to learn techniques of operations research and resources management and their application in decision making in the management. This course covers Probability theory, Linear Programming, Transportation Problem, Assignment Problem, Network Analysis: PERT/CPM, Decision Theory, Queuing Theory, Inventory Control.

MBA51023: Managerial Organization

The main objective of this course is to enlighten the participants' knowledge and skills in fundamentals of management. Identify and apply the principles of management to manage their organizations. This course covers Fundamental concepts of management; Task of the manager; Evolution of Management; Managing Organizational Environments; Managerial Decision Making; Managerial Planning; Organizing for Efficiency; Managing Human Resource; Essentials of Leadership; Motivating Employees; Managerial Communication & IT; Controlling process as the result of executive accountability; Managing contemporary management issues.

MBA51033: Marketing Management

The objective of this course is to provide fundamental understanding of the aspects of the marketing and its application in the business environment. It covers Defining marketing in the 21st century, Creating customer value and building relationships, Winning markets through market oriented strategic marketing planning, Identifying marketing opportunities, Market research and information management, Market segmentation, targeting and positioning Consumer behaviour & Database Marketing, Business to business marketing, The marketing mix, brand management and new product development, Managing distribution channel, Marketing logistics, completion, services marketing, Pricing objectives and policies, Setting prices for goods and services, Marketing communications, The marketing communications mix, Sales management, Marketing globally, Implementation and control, Ethical marketing in a consumer oriented world – appraisal and challenges.

MBA51043: Management Information Systems

The objective of this course is to give students a broad understanding about management of information system and their use in organizations. The contents of this course are Information systems in Global Business Today, E-Business: How Businesses Use Information system, Information Systems, Organizations, and Strategy, Understanding Ethical and Social issues related to Systems, IT Infrastructure and Emerging Technologies, Foundations of Business Intelligence: Databases and Information Management, Telecommunications, the Internet, and Wireless Technology, Securing Information Systems, Achieving Operational Excellence and Customer Intimacy: Enterprise Applications, E-Commerce: Digital Markets, Digital Goods, Managing Knowledge and Collaboration, Enhancing Decision Making, Building Information Systems, Managing projects, and Managing Global Systems.

MBA51053: Managerial Accounting

The aim of the course is to acquire knowledge and understanding of the concepts, techniques and practices of management accounting and to develop skills for decision making. The contents of this course includes; Introduction to Management Accounting; Introduction to Cost Terms and Concepts; Analysis of Cost Volume Profit (CVP); Relevant Cost and Short Term Decisions; Activity Based Costing; Pricing decision and Profitability Analysis; Capital Budgeting; Budgeting Process and Budgetary Control; Standard Costing and Variance Analysis; Performance measurement and control; The scope of performance measurement, Divisional performance and transfer pricing.

MBA52063: Human Resources Management and Development

The objective of this course is to improve the knowledge of the different functions of Human Resource Management and Development. This course covers the Strategic Role of Human Resource Management, Equal Opportunity and the Law, Strategic Human Resource Management and the HR Scorecard, Job Analysis, Personal Planning and Recruiting, Employee Testing and Selection, and Interviewing Candidates, Training and Development Employees, Performance Management and Appraisal, Establishing Strategic Pay Plans, Pay for Performance and Financial incentives, Benefits and Services, Ethics, Justice, and Fair Treatment in HR Management, Labor Relations and Collecting Bargaining, Employee Safety and Health, Managing Global HR, Introduction to Human Resource Development, Influences on Employee Behavior, Learning and HRD, Assessment of HRD Needs, Designing Effective HRD Programs, Implementing HRD Programs, Evaluating HRD Programs, Employee Orientation, Skills and Technical Training, Performance Management and Coaching, Employee counseling Services, Career Management and Development, Organization Development and Change, HRD in a Culturally Diverse Environment.

MBA52073: Managerial Economics

Introduction to Managerial Economics; Theories of Consumer Behaviour at the: Ordinal, Cardinal and Revealed Preference, Demand Forecasting; Pricing policies; The Analysis of Production Function: ISO – Quant Product Curve; Cobb- Douglas Production Function; Profit Maximization; IS-LM Frame Work And Macroeconomic Policies; The Exchange Rate Determination: Small Open Economy With Mundell-Fleming Model.

MBA52083: Strategic Management

The objective of this course is to develop the capacity to think strategically about an organization, its position in its industry and among competitors, and how it can gain a sustainable competitive advantage. This course is also provide hands-on experience using case analyses in crafting organizational strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making strategic decisions. This course covers the Strategic Management and Competitiveness; The Environment Analysis: External (Opportunity, Threats, Competition, and Competitor Analysis) and Internal (Resources, Capabilities, Competencies, and Competitive Advantages); Formulation of Strategy: Corporate Level Strategy, Business Level Strategy, Functional Strategy; Implementation of Strategic Actions; Evaluation and Control; Managing Strategic Change; Entrepreneurial Implications for Strategy; Other Strategic Issues; Cases in Strategic Management.

MBA52093: Financial Management

This course aims to provide students with an understating of techniques and concepts in finance and their application. The course will also equip students with conceptual and analytical skills, and knowledge of different financial tools necessary to make sound financial decisions. This course covers an Overview of Capital Market, the Time Value of Money, the Valuation of Long-Term Securities, Cost of capital, Risk and Return, Capital Budgeting, Financial and Profit Analysis, Working Capital Management, Capital Structure and Dividend Policy, Mergers and Other Forms of Corporate Restructuring.

MBA52103: Managerial Communications

The objective of this course is to enable students to communicate effectively and efficiently in all situations encountered in the organizational context. This course includes a framework for organizational communication, oral communication, organizational correspondences, and corporate communication.

MBA61012: Human Behavior in Organizations

The aim of this course is to provide the students with understanding of human behaviours in organizations from managerial point of view. The course content covers topic in relation to Personality, Motivating Employees, Interpersonal Skills, Job Satisfaction and Morale, Creativity and Decision Making, Stress Management, Conflict Management, Team Building, Leadership, Discipline and Morale, Positive Attitude, and Counseling.



MBA61023: Operations Management

Introduction, Operations strategy and Competitiveness, Product or service design, Process Selection, Capacity planning, Forecasting, Layout, Inventory Management, Quality Management, Quality Control, Job Design and Work measurement, Aggregate production Planning

MBA61032: Research Methods in Management

Introduction, Research Problem Identification and Research Design Determination, Sampling Design and Data collection, Analysis of data, Accepted styles of writing up research report

MBA61041: Residential Workshop on Special Topics

Residential workshop on special topics will be arranged for the students to improve their soft skills. These workshops will be organized in local or abroad. These workshops shall not be arranged locally and abroad simultaneously.

MBA61052: Business Law

To give some fundamental aspects of law relating to commercial and industrial field and give an understanding of legal environment in business world. It covers the fundamental aspects of legal system of Sri Lanka, The Law of Contract, Sale of goods, Partnership, Agency, Sole trader ship, Company Law, Law of Tort, Kinds of employments, Law of Insurance, Negotiable Insurance, E-Commerce.



MBA61062: E-Commerce

Electronic commerce is defined as any business process or exchange conducted electronically over telecommunication network. This could include exchange data files, designing and maintaining a web site, using business' web sites or buying and selling goods online. Web based business is generating a vast amount of consumer transactions. This will cover the business strategies of e-commerce, and the technologies involved in the design and development of e-business. This course will provide the basic concepts of e-commerce and to explain theoretical and practical issues of conducting business over the internet and the web. The students will also be able to evaluate user needs and implement a simple e-commerce site. Course Contents: Introduction to e-commerce, E-Marketing, E-Payment System, Security, Mobile Commerce & Technology, Infrastructure, Emerging Electronic Commerce, Building Sites, Maintenance. Also Laboratory Sessions in E-Commerce covers simple exercises using HTML editor, Creating a Web Site with minimum Details, Listing out the Web sites dealing with E-Commerce, Logging on to Web Sites dealing with E-Commerce and list out the facilities available, Logging on to a trade web site and make a trial order for purchase of an item.

MBA61072: Marketing Communications Strategy

The objective of this course is to build a sound theoretical and practical knowledge and understanding in formulating communications strategy and managing the integrated marketing communications process of an organization. Also to improve the general understanding of media behavior of consumers, and the communications industry, within the local and international context. Course contents includes introduction to marketing communications strategy, understanding consumer and organization, marketing communication mixes, strategy formulation, understanding media behaviour and media planning, marketing communications industry, international marketing communications and wider issues, Case study

MBA61082: Performance Appraisal Management

This course is designed specially to understand the systematic way of performance appraisal management. This course covers Performance Appraisal (PA): an overview; purpose of PA; process of PA; PA policies; PA criteria and standards; methods of PA; PA form and procedure; training of appraisers; PA feedback; review and renewal of PA system; some issues of PA; expatriate PA; performance management; performance management skills; managing team performance; Sri Lankan PA practices;

MBA61092: International Financial Management

This course is designed to provide advanced knowledge in International Financial Management that develops a better understanding of the main financial decisions that international firms face. The major topics are International Financial System, Balance of Payment, Foreign Exchange Market and Theories Exchange Rate Determination, International Parity Conditions, Managing Foreign Exchange Exposure, Cost of Capital and Financial Structure, Multi National Capital Budgeting, International Equity and Debt Market, Interest Rate Risk Management, Political Risk Management, International Portfolio Investments, and International Working Capital Management.

MBA61102: Bank Financial Management

The objective of this course is to facilitate the participants to understand the financial decision making process in the banks and to interpret the impact that financial decisions will have on value creation. This course covers Nature and role of Financial Management in banks in a rapidly changing business environment, Bank performance, Strategic planning in the financial services industry, Cash and Marketable Securities Management, Valuation on Long-term Securities, Bank Portfolio management and performance measurement, Principles of Asset & Liability Management, Management of International Banking activities, Mergers and other forms of corporate restructuring.

MBA61112: Financial Econometrics

This Course provides the knowledge and skill to use Econometrics as a problem solving tool in Economic and Business. Econometric tool is very useful to decision making and forecasting economic and business activities. Contents: Simple Regression Analysis: Assumptions; Determine the equation of linear model; Estimation of the model and interpretation; Residuals analysis; Significance test of the slope coefficient; Coefficient of determination, Multiple regression analysis, Non Linear regression model, Relaxing the assumption of Classical Linear Regression: Multicollinearity; Heteroscedasticity; Autocorrelation; Specification error, Indicator variables in Econometrics model, Time Series forecasting: Stationarity and non-stationarity; Testing stationarity; ARIMA model

MBA61122: Advanced Corporate Finance

This course is a continuation of MBA 5211 Financial Management and is designed to provide advanced knowledge in Financial Management that develops a better understanding of the main financial decisions that firms face. Capital Markets, Implication of asset pricing models for corporate financing decisions, Advanced topics in capital budgeting, Working Capital Management, Mergers and Other Forms of Corporate Restructuring , Capital Structure and value of the firm: The Modigliani-Miller Theorem; Taxes and Bankruptcy, Valuation of Financial Options, Convertible warrants, The Information Conveyed by Financial Decisions, Corporate Financial Strategy.

MBA61132: Project Management

Objective of this module is to develop wider and broader knowledge among students with respect to project planning and management in dynamic business environment, in diverse projects and diverse organizational structures. Course contents: Overview of the contents includes Introduction to project management, Project management framework, Project management processes, Project integration, project scope, project time management, project cost management, project quality management, Project HRM, Project communication management, project risk management, project procurement management, other contemporary issues in Project management, Financial perspectives of project management and case studies and critical incidents in project management.

MBA62141: Seminar in Management

The objective of this course is to provide students with the necessary guidance to develop their proposal for the dissertation. Seminar from the field of specialization will be organized. It shall consist of discussions on contemporary issues in respective field with an emphasis on both in Sri Lanka and global context. Discussions will be organized with experts in both academic and professionals to enlighten students. There shall be discussions on research papers, presentation on case studies and current issues related to relevant field.



MBA6215: Thesis

MBA students are expected to submit a Thesis at the end of the program. A supervisor will be assigned to guide the students. Students are expected to follow the Guidelines for Postgraduate Dissertation in Management set by the Postgraduate Unit, Faculty of Management and Commerce in writing their dissertation. Students are also expected to make a presentation on their progress and finally be subjected to a viva voce examination.

MBA62162: Investment and Portfolio Management

This course is designed to acquaint the student with the concepts, theories and practices in understanding analysis and making decisions in investment and portfolio management. This course covers introduction to portfolio management, Investment Analysis, Security Analysis, Capital Assets Pricing Model (CAPM), Technical analysis, Efficient Market Theory, Portfolio Analysis, Portfolio Selection: Markowitz Model; Shape- Single Index Model, Portfolio revision and Portfolio evaluation.

MBA62172: Strategic Management Accounting

The objective of the subject is to help students understand and analyze the systems used by organizations to measure and manage their performance and to implement their strategies in a changing environment. Course contents: Integrated Budgeting, Planning and Forecasting, Improving the Bottom Line Using Activity Based Management Techniques, Cost planning and Pricing Decisions: Life-Cycle- Costing, Target Costing and Target Pricing, Management Control Systems and Performance Issues, Leading Edge Management Reporting for Enhanced Business Performance, Corporate Social Responsibility (CSR) and the Bottom Line; Enterprise Governance and the CIMA Strategic Scorecard

MBA62182: Strategic Human Resource Management

The objective of this course is to provide the importance and scope of the strategic human resource management, and is to prepare the foundation of Strategic human resource management for practicing manager to practice their organization. Contents: Human resource management and strategy, Strategic human resource management and HR strategies, Formulating and implementing HR strategies, Roles in Strategic HRM and Improving business performance through SHRM, Strategies for improving organizational effectiveness, Resourcing strategy, Learning and development Strategy, Strategies for managing performance and Reward Strategy, Employee relation strategy.

MBA62192: Service and Corporate Marketing

This course is designed to develop insights into identifying, attracting and retaining profitable customers in service and corporate business sector. Contents: Introduction to Service Marketing, Developing the Service Strategy and Value Proposition, Measuring Customer Profitability and Segment Equity, Developing the Comprehensive Service Offerings, Implementing And Leading A Market Focused Service Culture, Integrated Service Marketing Communication, Conceptualizing Corporate Marketing, Corporate Buying Behavior, Business Market Segmentation And Marketing Strategy, Market Access And Customer Management, Marketing and Technological Innovation.



Examinations Rules and Punishments

By-Law No. 2 of 1996 for Conduct at Examinations

Prepared under section 135 of the Universities Act No. 16 of 1978 as amended by the Universities Amendment Act No. 7 of 1985 and approved by the University Council on 24.08.1996.

This By-Law may be cited as By-Law No. 2 and shall come into force on 15th July, 1996.

Rules pertaining to the Conduct of Examinations:

- ❖ Candidates shall be present at the Examination Hall at least 15 minutes before the commencement of each paper and shall enter the Hall only when they are requested to do so by the Supervisor.
- ❖ On the admission to the Examination Hall, the candidates shall occupy the seats allocated to them.
- ❖ No candidate shall have in his person or in his clothes or on the admission card, time table and record book or on any other object that is permitted to be brought to the examination hall. Any notes, signs, diagrams of formula or any other unauthorized materials, books, notes, parcels, file covers, bags etc. which the candidate has brought with him should be kept at a place indicated by the Supervisor or invigilator.
- ❖ No candidate shall be admitted to the examination hall 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 elapsed from the commencement of the examination or during the last 15 minutes of the paper.
- ❖ A candidate shall bring into the examination hall his Student Record Book or his University Identity Card which should bear the candidate's photography and his signature duly certified by the Registrar or the Authorized officer. If there is a discrepancy between the names indicated in the Record book or the Identity Card and the name under which the candidate appears for the examination the candidate shall produce a certificate endorsed by the Registrar to the effect that both names refer to one and the same person. In the absence of the above proof of identity a candidate may produce his or her National Identity Card or a recently taken photography duly certified by an authorized person.

- ❖ A candidate may be requested by the Supervisor to declare any items in his or her possession or person.
- ❖ No candidate can either lend or borrow any material from any other candidate or attempt to communicate in any manner with another candidate or copy from the script of any other candidate. No candidate shall attempt to help another candidate or conduct him / her negligently so that another candidate has the opportunity of copying.
- ❖ Candidates shall write only on the writing paper issued during the current paper on that particular date and session.
- ❖ Examination stationary (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 / her by the Supervisor / invigilator shall be used by candidates. Log tables or any other material provided shall be used with care and left behind on the desk. All materials supplied, whether used or unused, shall be left behind on the desk and not removed from the examination halls.
- ❖ Every candidate shall enter his / her Index Number on the answer book and every continuation sheet, before using such answer book or continuation sheet. No candidate shall write his/her name or any identifying mark on the answer script. Any candidate who inserts on his script an Index Number other than his / her own is liable to be regarded as having attempted to cheat.
- ❖ 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 table, question papers, record books or on any other paper. Any candidate who disregards these instructions runs the risk of being considered as having written notes or outline of answers with intention of copying.
- ❖ Every candidate shall conduct himself/herself 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/she shall conduct himself/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct.
- ❖ No candidate shall submit a practical or field book dissertation or project study or answer script which has been done wholly or partly by anyone other than the candidate himself/herself.

- ❖ Candidates shall bring their own pens, ink, mathematical instruments, drawing instruments, erasers, pencils and calculator. No candidate shall bring a programmable calculator into the examination.
- ❖ No person shall impersonate a candidate at the examination nor shall any candidate allow himself/herself to be so impersonated by another person.
- ❖ 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 a statement or to sign it.
- ❖ The foregoing examination offences may be broadly classified as follows:
 - Possession of unauthorized documents and removal of examination stationary.
 - Disorderly conduct of a grave nature.
 - Copying.
 - Attempting to obtain or obtaining improper assistance or cheating.
 - Impersonation.
 - Aiding and abetting in the commission of these offences.

Procedure for inquiry and determination of punishment due to those found guilty of examination offences:

Examination offences shall be reported by the supervisor of the examination to (Senior) Assistant Registrar of the examinations. This will be inquired by the Examination Offences Committee appointed by the Vice Chancellor. The findings of this Committee will be reported to the Senate. The Senate shall after consideration of the report, determine the punishments due to those found guilty of the examination offences.

Punishments for Examination Offences

Type of Offence	Recommended Punishment
1. Name written on answer Scripts	Written warning
2. Possession of begs etc. on or near desk	Written warning
3. Possession of unauthorized materials	Students should be informed to providing the electronic equipments which they needed for the examination, students will not allowed to bring the electronic equipment themselves cancellation of paper. If the same offence repeated cancellation of examination
a. Use of cellular telephones at the examination	
b. Possession of relevant material on university stationary and / or notes on desk	Cancellation of particular subject
c. Relevant material to relevant subject	Whenever found it, the whole semester examination will be cancelled. And the committee should submit the report before releasing the particulars semester examination result.
d. Notes found in bags or near desk relevant to examination paper	Cancellation of whole semester examination
e. University based notes, subjects based but not relevant to specific examination paper found on / beside desk	Warning for the first offence. Cancellation of examination for repetitions
4. Copying at the examination	Cancellation of whole examination for two semester
5. Impersonation	If by a student, registration will be cancelled. If by an outsider, prosecution to be initiated.
6. Copying an assignment, project work	Assign zero marks and written
7. Aiding and abetting	Cancellation of whole examination for two semester

- Note:**
- ❖ Punishment for person who allows himself to impersonation by another person
 - ❖ Punishment for any other type of offence not above may be decided by the Senate in keeping with the above.

Re-scrutiny Policy:

Step 1: A student, if he/she is dissatisfied with a result of the final examination can make an appeal to the Vice chancellor, SEUSL through the Dean, FMC and the Coordinator of the Postgraduate Program.

Step 2: The Vice chancellor will forward it to the examination branch for rechecking of the results.

The following procedures for re-scrutiny of answer scripts are to be followed:

- ❖ Any student desirous of getting his/her answer script(s) scrutinized may apply on the prescribed form available at the Postgraduate Unit. However, this application should be made within two weeks from the release of the results.
- ❖ Scrutiny will be restricted to:
 - Checking of total marks on the answer script & rectification of any discrepancies found as a result of such scrutiny.
 - Marking of any question found unmarked & rectification of the total.
- ❖ Scrutiny fee as prescribed from time to time has to be paid.
- ❖ The following procedures for re-checking of answer script(s) are to be followed:
 - Any student desires of getting his/her answer script (s) re-checked can apply on the prescribed form available with Postgraduate Unit.
 - Re-checking of answer script(s) shall be conducted by two senior academics who are in the relevant field but other than the examiner who had marked the answer script(s).
 - Photocopies of answer script(s) (with no information of the student's identity) shall be provided to the examiners for re-checking along with the answer key provided by the first examiner. The grading by two examiners will be averaged for final grading.
 - After re-checking of answer script(s), the decision of the University shall be final and unchangeable. The grading after re-checking shall supersede the earlier result. Re-scrutiny shall be done only once for a course.

Rechecking fee as prescribed from time to time has to be paid by the student.

Re-scrutiny can be done only for final examination. As such re-scrutiny is not applicable for any continuous assessment.

Teaching Faculty

Core Faculty

- 01. Prof. Dr.(Mrs.) F.H.Abdul Rauf**
Ph.D (UPDN); MBA (SJP); BBA (Hons)(UJA); CPF(UK)
Professor in Management
- 02. Prof. Dr. A.L.Abdul Rauf**
Ph.D(UUM, MY); Ph.D. (IUA, UK), M.Sc. (Mgt)(SJP); BBA (Hons.)(UJA)
Professor in Accountancy
- 03. Prof. Dr.M.B.M. Ismail**
Ph.D (UJA); MBA (UCBO); BBA (Hons.)(SEUSL);
CTHE (UCBO); SEDA(UK)
Professor in Management
- 04. Prof.A. Jahfer**
Ph.D (YNU, Japan); M.Sc. (SJP);
B.Com (Hons.) (UCBO); CTHE(UCBO);
Japan Foundation Fellow (Post-doctoral)
Professor in Commerce
- 05. Dr. M.B.M.Amjath**
Ph.D(KLN) (Au-India) M.Sc. (VSU-Russia); B.Com (Hons.)
(EUSL) Senior Lecturer, Grade - I in Accountancy
- 06. Dr.Sulaihabeevi Athambawa** Phd
M.Sc. (Mgt) (SJP); BBA (Hons) (UJA)
Senior Lecturer, Grade - I in Management
- 07. Mr. M.A.M. Hussain Ali**
M.Sc. (Mgt)(SJP); CTHE (CBO), BBA (Hons)(UJA)
Senior Lecturer, Grade - I in Management
- 08. Dr. S. Gunapalan**
Ph.D. (MU, India); M.Com. (KLN); BBA (Hons) (UJA);
CTHE (CBO)
Senior Lecturer, Grade - I in Management
- 09. Dr. (Mrs.) Sithy Safeena M.G. Hassan**
Ph.D (UJA)-; M.Sc. (Mgt) (SJP); BBA (Hons) (EUSL)
Senior Lecturer, Grade - I in Management
- 10. Mrs. Sareena U.M.A. Gaffoor**
M.Sc. (Mgt)(SJP); BBA (Hons) (UJA);
CTHE (CBO); PD in Counseling (SEUSL)
Senior Lecturer, Grade - I in Management
- 11. Dr. K.M. Mubarak**
Ph.D(MSU, MY); MM.Sc. (Mgt)(SJP); B.Com (Hons)(SJP);
PGD in CR&PB (University of Bradford, UK);
Certificate in Marketing (CIM, UK); CTHE (UOC); CPF-UK
Senior Lecturer, Grade - I in Business Communication
- 12. Dr. M.I. Mujahid Hilal**
Ph.D (CUSAT); M.Com. (KLN);
PhDipM (SL), B.Com(Hons)(SEUSL); CPF - UK
Senior Lecturer, Grade - I in Marketing Management
- 13. Mr.A.L.M.A. Shameem**
M.B.A. (UOC); M.Sc. (UPDN); BBA (Hons)(SEUSL);
MAAT (SL); MSLIM; MCIM (UK);
PGD in CR&PP (UoB - UK); CPF - UK;
Senior Lecturer, Grade - I in Marketing
- 14. Dr. A.M.M. Mustafa**
Ph.D. (UJA); M.Phil. (UPDN); SDP (UPDN);
B.Econ. (Hons)(SEUSL)
Senior Lecturer, Grade - I in Business Economics
- 15. Mrs. Salfiya U.A. Jaleel**
M.Sc. (Mgt)(SJP); CTHE (CBO); BBA (Hons)(SEUSL);
PD in Counseling (SEUSL)
Senior Lecturer, Grade - I in Business Studies
- 16. Mrs.A.M. Inun Jariya**
M.B.A. (UOC); BBA (Hons.)(SEUSL);
CTHE (UPDN); AC in Rusearch Methodology (UJA)
Senior Lecturer, Grade - I in Accountancy
- 17. Dr. M.H.Thowfeek**
Ph.D (Info. Sci.) (UKM); MBA (Hamdard, PK);
BBA (Hons)(SEUSL); PGD in MCMIS (MSM, The
Netherlands) Senior Lecturer, Grade - I in MIS
- 18. Mr. M.C.Abdul Nazar**
M.B.A. (WUUSL); AAT (SL); B.Com (Hons)
(UCBO); MCPM (SL)
Senior Lecturer, Grade - I in Accounting
- 19. Dr. A. Haleem**
Ph.D(MSU, MY); M.Sc. (MIT) (KLN); B.Com (Hons.)
(SEUSL) Senior Lecturer, Grade - I in Accountancy
- 20. Dr. M.B.M. Irshad**
Ph.D(MSU, MY); M.B.A. (SJP); BBA (Hons)(SEUSL); CTHE
(UCBO); CSL Senior Lecturer, Grade - I in Management
- 21. Dr. I. Raisal**
Ph.D(MSU, MY); MBA (WUUSL); B.Com (Hons)(SEUSL)
Senior Lecturer, Grade - II in Management
- 22. Mr. S. Sabraz Nawaz**
M.Sc. in IS (SLIIT); PGD in IS (SLIIT); BBA (Hons)
(Spl. in IS) (SEUSL); MAIS; MIEEE; MCP; SDP (EUSL)
Senior Lecturer, Grade - II in MIT
- 23. Ms. S.M. Murshitha**
M.Sc. in MIT (KLN); BBA (Hons) Spl. in IS (SEUSL);
HNDA (SLIATE); MCS (SL); SDP (EUSL)
Senior Lecturer Grade - II in MIT
- 24. Mr. H.M. Nijam**
MPM (SLIDA); MBA (SEUSL); BBA (Hons) (SEUSL)
Senior Lecturer, Grade - II in Accountancy
- 25. Mr.A.L.Sarivudeen**
M.Com (KLN); MBA (WUUSL); MAAT (SL); ACPM
(SL); B.Com (SEUSL); CTHE (CBO)
Senior Lecturer, Grade - II in Finance
- 26. Mrs. M.A.C.N. Shafana**
MBA (SEUSL); BBA (Hons) (SEUSL)
Senior Lecturer, Grade - II in Finance
- 27. Mr. MM Shiraj**
M.Sc. in IS (SLIIT); PGD in IS (SLIIT);
B.Com (Hons.) spl in IS (SEUSL), SDP (EUSL)
Senior Lecturer, Grade - II in IT
- 28. Mrs. M. Fathima Rashida**
M.Sc. in IS (SLIIT); BBA (Hons.) (SEUSL), SDP (RUH)
Senior Lecturer, Grade - II in MIT
- 29. Dr. A. Ilmudeen**
Ph.D (HUST, CHN); M.Sc. in IS (SLIIT); BBA (Hons.) spl. In IS
(SEUSL)
Senior Lecturer, Grade - II in Business Economics

Visiting Faculty

We shall invite industry experts and practitioners, senior academics from other faculties of SEUSL and other universities for sessions conducted for MBA students to share their practical knowledge.

Administration

Mr. Prashanth. S

B.A. M.A in Public Admin (MKU)

Assistant Registrar

Mr. Nazvi. A.M

Computer Applications Assistant

Mr. Hameelullah. M.S

Works Aide, Grade – III

COURSE FEE

	PGDM	MBA
Application processing fee	Rs. 2,000.00	Rs. 2,000.00
Registration fee	Rs. 2,000.00	Rs. 3,000.00
Tuition fee	Rs. 210,000.00	Rs. 350,000.00
Library feeRs.	Rs. 2,000.00	Rs. 4,000.00
Library deposit	Rs. 3,000.00	Rs. 3,000.00

Notes

1. Payments should be made using by pay-in-voucher of the People's Bank, Addalaichenai Branch, A/C No: 228-1001-2003-2544 in favour of the South Eastern University of Sri Lanka
2. Course fee for MBA shall be paid in two installments. However, the first installment should be minimum of Rs.210,000.00.
3. Course fee to continue the MBA after successful completion of Postgraduate Diploma in Management will be Rs.140,000.00. Students are not allowed to follow MBA unless they made this payment before starting the Semester – I of the 2nd Year of the academic activities.
4. No person shall be entitled to a refund of any fees paid to the University on any ground.

Unique Learning Opportunities





CONTACT DETAILS

Coordinator

Postgraduate Unit
Faculty of Management and Commerce
South Eastern University of Sri Lanka
University Park
Olivil # 32360
Sri Lanka

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Dean

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