



# **STUDENTS' HAND BOOK**

## **ACADEMIC YEAR 2007/2008**



**Faculty of Management and Commerce**  
**South Eastern University of Sri Lanka**  
**University Park**  
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**Sri Lanka**

Compiled and Edited by:

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Information contained in this Hand Book is accurate as at 21<sup>st</sup> November 2008. The Faculty of Management and Commerce reserves the right to change any information given here in as it considers appropriate, without prior notice.

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## **FACULTY MISSION**

**“The mission of the Faculty of Management & Commerce is to provide a 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”**

## Message from the Vice-Chancellor

I am honoured to issue this message of greetings for the Students' Hand Book 2008 of the Academic year 2007 / 2008 to be published by Faculty of Management and Commerce.

I have been observing for the past five years this faculty is moving towards the direction of growth and expansion in full satisfaction. This faculty is to be improved according to the Master Plan and the Corporate Plan 2006 – 2015 of South Eastern University of Sri Lanka.

Already this faculty has launched a new degree programme in Management and Information Technology and also intent to offer to master degrees MBA and EMBA which cater the job markets. Sample survey indicates percentage of employability of South Eastern University of Sri Lanka is almost equal to the reputed Universities in Sri Lanka.

I appreciate the efforts put in by the Dean, Academics of Faculty of Management and Commerce to prepare this informative material as an annual feature to provide necessary information for the students to prepare their paths of their academic life in this University for their future prosperity.

I wish new entrance all the success and pray for their prosperous future.

Dr. A.G.Husain Ismail  
Vice-Chancellor  
South Eastern University of Sri Lanka  
Olivil.

## Message from the Dean

I am pleased in happiness as I issue this message of felicitation for the Hand Book 2008 to be released for the academic year 2007/2008 of Faculty of Management and Commerce, South Eastern University of Sri Lanka.

I welcome this annual feature of publication interval the knowledge about the academic system of this Faculty, to the students for their awareness and for their progressive strength according to their aptitude and also helps the academics and staff to carry out the annual academic activities designed for the year 2008 / 2009.

I am very glad to bring out the fact that this Faculty of Management and Commerce has been moving on the path of progressive it was started functioning in 1995. In spite of the various short falls in the physical facilities and academic strength due to its location suddenly in remote and isolated region.

The modern system of Higher Education has been the main concern of the academic staff, to ensure quality of education to enhance the capacity and capability of the students to have power, strength and energy in their professional career in the future. New syllabus are designed, convention is rescued periodically to meet the needs of the global markets. Now the Faculty consists of a dynamic team of well qualified senior academic staff to undertake any new challenges in term of teaching and research according to the trends of the modern world.

Besides the Faculty has introduced B.Sc. (ITMS) course for which about 60 students are admitted concentrate on facilitating the students to have Information technology skills for private and public sector. This Hand book would be on useful guideline to the students to select their courses. Beside the Faculty of Management and Commerce also is to start job oriented course under 10 year Academic plan 2006-2015 approved by the higher authorities.

And also I wish to express my gratitude to each member of the Faculty and I highly appreciate Assistant Registrar and the staff for completing the Hand Book 2008.

I also wish to thank the Vice Chancellor and Administrative staff of this University for motivating and facilitating the Faculty of Management & Commerce to release the Hand Book 2008 successfully.

Dr. K. Ishaq,  
Dean,  
Faculty of Management and Commerce  
South Eastern University of Sri Lanka  
Oluvil.



## **1.0 Introduction**

### **1.1 The South Eastern University of Sri Lanka**

This South Eastern University of Sri Lanka has a historical record of two phases. Originally, it was ceremonially inaugurated as the South Eastern University College, Sri Lanka, on 23-10-1995 with the Director, Mr.M.L.A.Cader at Addalaichenai, Government Teachers' Training College Compound. Then it was raised to the status of the National University, and named as the South Eastern University of Sri Lanka with Mr.M.L.A.Cader as its founder Vice Chancellor with effect from 15 May 1996. In May 1998, this university was geographically shifted from Addalaichenai to Oluvil site.

This University started functioning with 1992/1993 academic year batch of 33 students who have finished their 1<sup>st</sup> year course of studies at Eastern University. Of these, 31 of them were admitted to the Faculty of Management & Commerce, and only 2 were to the Faculty of Arts & Culture. Then in Dec. 1995, 91 students and 108 students belonging to 1993/1994 academic year 1994/1995 academic year respectively were admitted to follow 1<sup>st</sup> year course of studies.

The salient feature of the academic activities of this university is the adoption of semester system that ensure intensive teaching practices with specific syllabus for specified period of learning.

In 1997, The Faculty of Applied Science was started at Sammanthurai where Affiliated University College was located.

Today this South Eastern University of Sri Lanka is one of the fifteen universities of the nation with a students population of about 1474.

### **1.2 The Faculty of Management and Commerce**

#### **1.2.1 Evolution:**

The noteworthy feature of the Faculty of Management and Commerce (FMC) is that it was started with its academic work at the very beginning itself with four academic staff and thirty one students of whom nineteen for commerce and twelve for management stream with the objectives of offering degrees in Business Administration and Commerce. Additionally in view of the demands of the Graduate Services in the field of Marketing and Accounting & Finance, the faculty recognized the necessity of offering a special degree in Marketing and Accounting & Finance. As a result the special degree program in Marketing and Accountancy was started in 1999 and offered for final year students who were trained at Academic Program Centre (APC) in Colombo and were given professional training in their special field at private and public organizations. Later on this Faculty of Management and Commerce having come to understand the necessity of the specialization programme it changed its policy to admit the students for specialization programmes at the 2<sup>nd</sup> year itself and the same specialization programmes were offered in 2001.

The Faculty of Management and Commerce has two departments namely Department of Management and Department of Accountancy and Finance from its inception. The year 2002 marked a turning point in the history of the Faculty of Management and Commerce. It finalized a plan for restructuring, which had been working since 1995. The restructuring plan resulted in the formation of six academic units which function under the above two departments, offering six undergraduate degree programmes. These units are oriented as service units. A service unit is a unit which is identified with a specific functional area of business, whose staff members are solely from that specific area of expertise, and which offers courses solely from its own area of expertise for all the degree programs offered by the Faculty of Management and Commerce. All degrees are offered by the Faculty of Management and Commerce and each unit will serve the needs of all the degree programs by offering courses from its functional area. It is intended to convert these units into departments in near future.

From academic year 2007 / 2008, all seven degree programmes offered by the faculty are conducted at Oluvil campus at the same time professional training programmes for the final year students in their special field are being given at private and public sectors in this region.

To ensure the quality of our graduates, Faculty of Management and Commerce has been maintaining linkage with the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura on exchanging of the services of expertise frequently.

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

### 1.2.2 Organizational Structure

The Faculty of Management & Commerce is organized under the Dean. The Dean's office coordinates all academic and administrative activities within the Faculty of Management & Commerce. There is a Head for each academic department that comes under the faculty. In addition, the faculty has seven units that come under the departments. In addition, ELTU (English Language Teaching Unit) and Computer Unit also serve the FMC. The Heads of the departments report to the Dean.

(See Table I: Departments and Units in the FMC)

(See Figure 1: Organizational Structure of the FMC)

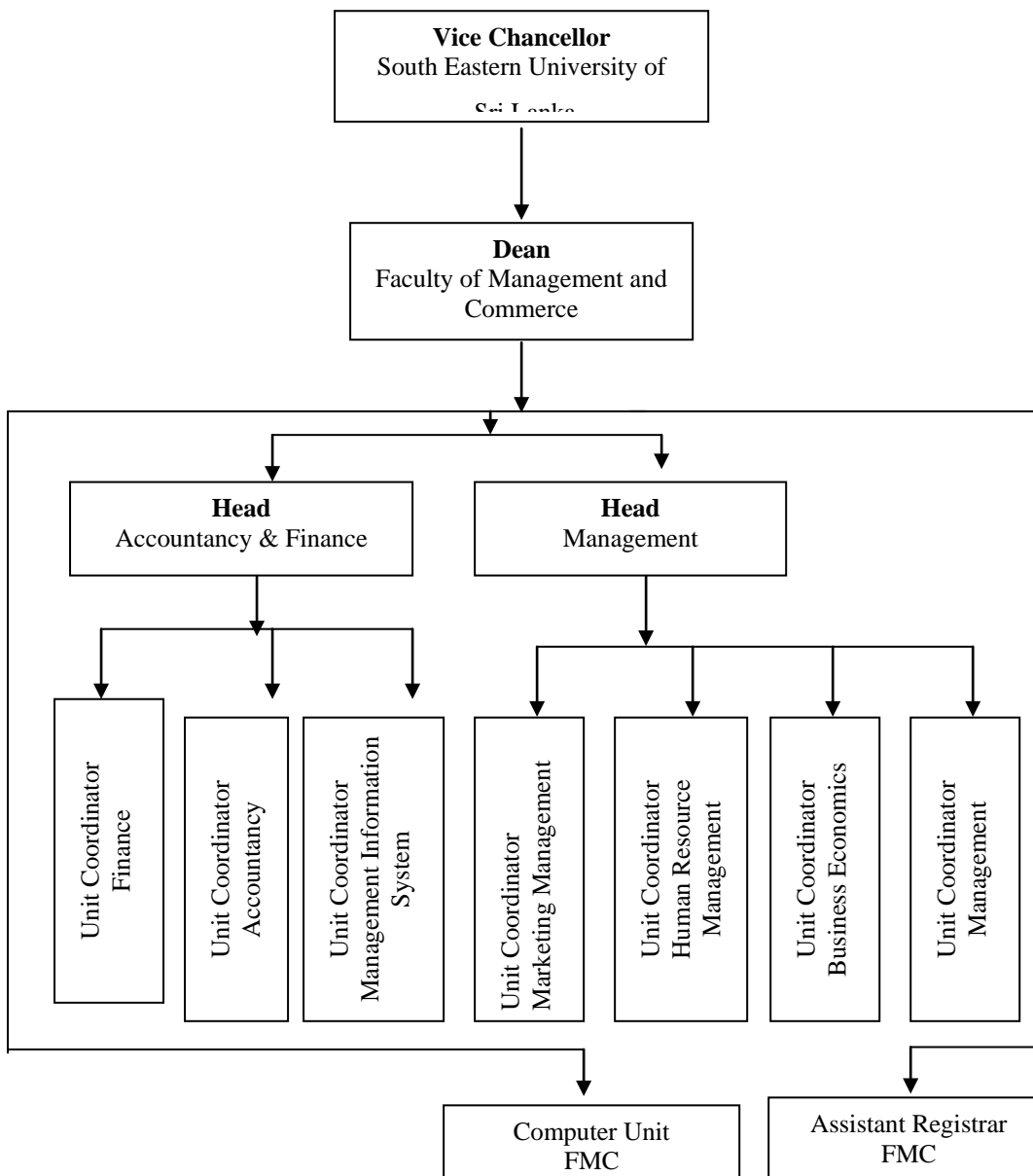
**Table I**

**Departments and Units in the Faculty of Management and Commerce**

<b>Academic Departments</b>		<b>Code</b>
<b>Department of Management</b>	Marketing Unit Human Resource Management Unit Business Economics Unit Management Unit	<b>MKM HRM BEC MGT</b>
<b>Department of Accountancy &amp; Finance</b>	Accountancy Unit Finance Unit Management Information System Unit	<b>ACC FIN MIS</b>

**Figure I**

**Organizational Structure of the  
Faculty of Management and Commerce**



## **2.0 General Information**

### **2.1 Admission to the Faculty:**

Admission of students to the Faculty of Management and Commerce is done by the University Grants Commission (UGC). The policies, procedures and requirements for the admission of students to the Faculty of Management and Commerce each year are determined by the UGC in keeping with the admission policy of the Government. The allocation of students to the Faculty of Management and Commerce is also made by the UGC.

### **2.2 Registration**

All students selected for admission to the Faculty of Management and Commerce are required to register themselves with the Faculty of Management and Commerce before commencing their course of study each academic year.

### **2.3 Effect of Registration**

Any student who complete registration and thereby becomes a registered student of the Faculty of Management and Commerce is bound by the By – Laws, Rules & Regulation of the South Eastern University of Sri Lanka and is forbidden to register for any undergraduate course in any other universities in Sri Lanka.

### **2.4 Academic Degree Programs**

At present the Faculty of Management and Commerce offers special degrees in Business Administration, Commerce, Marketing, Accounting, Finance, Information System and Human Resource Management.

#### **2.4.1 Duration of Degree Programs**

The minimum period of study for completion of a special degree is four years of full time study for the award of a special degree offered by the Faculty of Management and Commerce. The maximum period of study for completion of a special degree is seven years.

### **2.5 Course Identification**

Each course unit is identified by an alpha – numeric course code of three alphabets and four numerals. The three alphabets indicate the subject unit, which offers the course. The first digit indicates the year of study and can take the value of 1, 2, 3, or 4. The second digit signifies the semester. The third and fourth digits indicate the serial number of the course assigned by the respective units. For example, ACC 1201 indicates a first year course (first digit) in the Semester - II. It is offered by the Accounts Unit (ACC) and represents the first of the sequence of courses taught by that unit.

#### **2.6 Common Core and Elective Course Units**

The students of all special degree programs are required to complete course units and dissertation during their four year period of study: The total number of credit points required for graduation is 130.

##### **2.6.1 Common Core:**

Common core units are course units, which are compulsory for a given degree programme. For example: Cost Accounting is a common core unit for the BBA special degree programme.

##### **2.6.2 An Elective:**

An elective course unit can be any course unit other than common core units. An elective course unit may be from any approved area of study, other than the common core units. For example, a student specializing in Marketing can take a course offered by the Information System Department as an elective. All degree programs require a minimum of six credit points of elective course units.

### 3.0 Structure Of Degree Programmes

#### 3.1 The First Two Year Common Program

All students enrolled in the first year are required to follow a common curriculum in the first two year of study. Table – 2 shows the curriculum of the first two year common program.

Table – 2  
Curriculum of the Two Year Common Programme

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - I Semester - I	ELU1101	GELT- I	90	3
	COU1101	Introduction to Information Technology	45	3
	MGT1102	Business Mathematics	45	3
	BEC1101	Micro Economics	45	3
	MGT1101	Management and Entrepreneurial Skills	45	3
	SCII101	Basic Science	45	3
Year - I Semester - II	ELU1202	GELT-II	60	2
	COU1202	Computer Literacy and Basic Applications	60	4
	MGT1203	Business Statistics	45	3
	BEC1202	Macro Economics	45	3
	CGU1201	Introduction to career Guidance	30	2
	ACC1201	Financial Accounting	60	4

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year – II Semester - I	MGT2104	Introduction to Tourism	45	3
	SOC2101	Introduction to Social Harmony and peace building	30	2
	ELU2103	Business English	45	3
	ACC2102	Cost and Management Accounting	60	4
	HRM2101	Organizational Behaviour	45	3
	MIS2104	Management Information System	45	3
Year - II Semester - II	MGT2207	Commercial and Industrial Law	45	3
	MGT2211	Operations Management	45	3
	MKM2201	Marketing Management	45	3
	FIN2201	Financial Management	45	3
	HRM2202	Human Resource Management	45	3
	MGT2206	Business Communications	45	3

### 3.2 Pre – Requisites for Admitting Students to Specialization Degree Programmes

The Faculty of Management and Commerce offers seven special degree programs. Selecting two of them (BBA & BCOM) is made at university entrance and the selecting other five programs is made after the first two year common program of study described in the Table – 2.

For the Special Degree Programs in the concentration area of Marketing, Accounting, Finance, Information System and Human Resource Management, regardless of the medium whether Tamil or English students are selected on the basis of the performance in the first two year common program.

The Faculty of Management and Commerce offers a four-year degree programs leading to the award Honours Degrees of Bachelor of Business Administration (BBA Special), Bachelor of Commerce (B.Com Special), BBA or B.Com (Marketing Special), BBA or B.Com (Accounting Special), BBA or B.Com (Finance Special), BBA or B.Com (Information System Special) and BBA or B.Com (Human Resource Management Special). Degrees, BBA (Special) or B.Com (Special) are conducted in both mediums. However, all other Special Degree Programs are conducted only in English medium.

Table - 3

**Required Subjects for Selection to Specialization Courses**

Specialization Courses	subjects					
	GELT – I or GELT – II or Business English	Marketing Management	Financial Accounting or Cost and Management Accounting	Introduction to Information Technology or Computer Literacy and Basic Application	Financial Management	Human Resource Management
<b>Marketing Management</b>	≥C+	≥B				
<b>Accounting</b>	≥C+		≥B			
<b>Information System</b>	≥C+			≥B		
<b>Finance</b>	≥C+				≥B	
<b>Human Resource Management</b>	≥C+					≥B

- ◆ ≥ C+ ( Scored “C+” or higher )
- ◆ ≥ B ( Scored “B” or higher )

### 3.3 Degree Programme Structure for Year III and IV

Table - 4

#### BBA / BCOM (Information System Specialization) Degree Programme Structure for Year III and IV

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year – III Semester – I	MIS3101	Computer Software and Applications	45	3
	MIS3102	System Analysis and Design	45	3
	MIS3103	Visual Programming	45	3
	MGT3105	Quantitative Techniques for Management	45	3
	Elective *		45	3
	ACC3104	Advanced Financial Accounting		
	ACC3103	Computer Application for Accounting		
Year – III Semester – II	MIS3205	Mathematical Programming	45	3
	MIS3212	Statistical Analysis for Management	45	3
	MIS3206	Data Base Design and Development	45	3
	MIS3209	Web based Applications	45	3
	Elective *		45	3
	ACC3207	Computerized Accounting System		
	BEC3203	Business Economics		
Year – IV Semester – I	MIS4107	Software Engineering	45	3
	MIS4110	Information and Communication Network	45	3
	MIS4113	Advanced Relational Database Management System	45	3
	MIS4108	E – Commerce	45	3
	MGT4112	Strategic Management	45	3
Year – IV Semester – II	MIS4214	Information Technology Management	45	3
	MIS4211	Information System Application & Development Project		10

Table - 5

**BBA / BCOM (Marketing Specialization)**  
**Degree Programme Structure for Year III and IV**

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - III Semester - I	MKM3103	Marketing Environment	45	3
	MKM3104	Marketing Information System	45	3
	MKM3106	Business to Business and Service Marketing	45	3
	MGT3105	Quantitative Techniques for Management	45	3
	Elective *		45	3
	ACC3104	Advanced Financial Accounting		
	ACC3105	Auditing		
Year - III Semester - II	MKM3202	Consumer Behaviour	45	3
	MKM3207	Brand Management	45	3
	BEC3203	Business Economics	45	3
	MKM3209	Sales Management	45	3
	Elective *		45	3
	MIS3212	Statistical Analysis for Management		
	MGT3210	Small Business Management & Entrepreneurship		
Year - IV Semester - I	MKM4108	Marketing Research	45	3
	MKM4105	Marketing Communication Strategy	45	3
	MKM4110	International Marketing	45	3
	MIS4108	E-Commerce	45	3
	MGT4112	Strategic Management	45	3
Year - IV Semester - II	MKM4211	Strategic Marketing Management	45	3
		Research or 4 Months Practical Training Report		10



Table - 6

**BBA / BCOM (Finance Specialization)**  
**Degree Programme Structure for Year III and IV**

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - III Semester - I	ACC3104	Advanced Financial Accounting	45	3
	MGT3105	Quantitative Techniques for Management	45	3
	FIN3102	International Finance	45	3
	FIN3103	Advanced Corporate Finance	45	3
		Elective *	45	3
	ACC3106	Taxation		
	ACC3103	Computer Application for Accounting		
Year - III Semester - II	BEC3203	Business Economics	45	3
	FIN3204	Bank Management	45	3
	ACC3207	Computerized Accounting System	45	3
	FIN3205	Financial Reporting	45	3
		Elective *	45	3
	MIS3212	Statistical Analysis for Management		
	MGT3210	Small Business Management & Entrepreneurship		
Year - IV Semester - I	ACC4108	Public Accounting and Finance	45	3
	FIN4106	Investment Analysis and Portfolio Management	45	3
	FIN4108	Financial Statement Analysis	45	3
	MGT4112	Strategic Management	45	3
	MIS4108	E-Commerce	45	3
	FIN4207	Valuation Theory and Applications	45	3
Year - IV Semester - II		Research or 4 Months Practical Training Report		10

Table – 7

**Bachelor of Business Administration (Specialization)  
Degree Programme Structure for Year III and IV**

<b>Year / Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Contact Hours</b>	<b>Credit Points / Hours</b>
<b>Year - III Semester - I</b>	MGT3105	Quantitative Techniques for Management	45	3
	ACC3104	Advanced Financial Accounting	45	3
	ACC3105	Auditing	45	3
	ACC3106	Taxation	45	3
		Elective *	45	3
	ACC3103	Computer Application for Accounting		
<b>Year - III Semester - II</b>	MIS3101	Computer Software and Applications		
	MGT3208	Total Quality Management	45	3
	MKM3202	Consumer Behaviour	45	3
	BEC3203	Business Economics	45	3
	MGT3210	Small Business Management & Entrepreneurship	45	3
		Elective *	45	3
	ACC3207	Computerized Accounting System		
	FIN3204	Bank Management		
<b>Year - IV Semester - I</b>	FIN4106	Investment Analysis and Portfolio Management	45	3
	MIS4108	E-Commerce	45	3
	MGT4112	Strategic Management	45	3
	MGT4113	Project Management	45	3
	MGT4109	Organizational Change and Development	45	3
<b>Year - IV Semester - II</b>	MGT4214	Contemporary Issues in Management	45	3
		Research or 4 Months Practical Training Report		10

Table - 8

**Bachelor of Commerce (Specialization)  
Degree Programme Structure for Year III and IV**

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - III Semester - I	MGT3105	Quantitative Techniques for Management	45	3
	ACC3105	Auditing	45	3
	ACC3106	Taxation	45	3
	ACC3104	Advanced Financial Accounting	45	3
		Elective *	45	3
	ACC3103	Computer Application for Accounting		
Year - III Semester - II	MIS3101	Computer Software and Applications		
	MGT3208	Total Quality Management	45	3
	BEC3203	Business Economics	45	3
	ACC3207	Computerized Accounting System	45	3
	ACC3209	Accounting Theory & Standard	45	3
		Elective *	45	3
	MIS3212	Statistical Analysis for Management		
MGT3210	Small Business Management & Entrepreneurship			
Year - IV Semester - I	FIN4106	Investment Analysis and Portfolio Management	45	3
	FIN4109	Financial Services Institutions	45	3
	MGT4112	Strategic Management	45	3
	BEC4104	International Environment of Business	45	3
	MIS4108	E-Commerce	45	3
Year - IV Semester - II	ACC4210	Strategic Management Accounting	45	3
		Research or 4 Months Practical Training Report		10

Table – 9

**BBA / BCOM (Accounting Specialization)**  
**Degree Programme Structure for Year III and IV**

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - III Semester - I	ACC3104	Advanced Financial Accounting	45	3
	ACC3105	Auditing	45	3
	ACC3106	Taxation	45	3
	MGT3105	Quantitative Techniques for Management	45	3
		Elective *	45	3
	MIS3101	Computer Software and Applications		
	ACC3103	Computer Application for Accounting		
Year - III Semester - II	ACC3207	Computerized Accounting System	45	3
	ACC3209	Accounting Theory and Standard	45	3
	FIN3205	Financial Reporting	45	3
	BEC3203	Business Economics	45	3
		Elective *	45	3
	MIS3212	Statistical Analysis for Management		
	MGT3210	Small Business Management & Entrepreneurship		
Year - IV Semester - I	ACC4108	Public Accounting and Finance	45	3
	FIN4106	Investment Analysis and Portfolio Management	45	3
	MGT4112	Strategic Management	45	3
	MIS4108	E-Commerce	45	3
	FIN4108	Financial Statements Analysis	45	3
Year - IV Semester - II	ACC4210	Strategic Management Accounting	45	3
		Research or 4 months Practical Training Report		10

Table – 10

**BBA / BCOM (Human Resource Management Specialization)  
Degree Programme Structure for Year III and IV**

Year / Semester	Course Code	Course Title	Contact Hours	Credit Points / Hours
Year - III Semester - I	BEC3105	Labour Economics	45	3
	HRM3103	Labour Law and Industrial Relations	45	3
	HRM3104	Human Resource Planning and Staffing	45	3
	MGT3105	Quantitative Techniques for Management	45	3
		Elective *	45	3
	ACC3104	Advanced Financial Accounting		
	ACC3103	Computer Applications for Accounting		
Year - III Semester - II	HRM3205	Human Resource Development	45	3
	HRM3206	Performance Appraisal	45	3
	HRM3207	Management of Employee Health and Safety	45	3
	HRM3208	Compensation Management	45	3
		Elective *	45	3
	MIS3212	Statistical Analysis for Management		
	BEC3203	Business Economics		
Year – IV Semester – I	HRM4109	International Human Resource Management	45	3
	HRM4110	Work Psychology and Counseling	45	3
	HRM4111	Human Relations	45	3
	MGT4112	Strategic Management	45	3
	HRM4112	Total Quality and Human Resources	45	3
Year – IV Semester – II	HRM4213	Issues in Advanced HRM	45	3
		Research or 4 months Practical Training Report		10

## 4.0 Evaluation Policies

### 4.1 Semester System

The FMC operates on Semester System. Each academic year consists of two Semesters, each of fifteen weeks duration.

### 4.2 Examinations

Each course requires a final examination at the end of each semester. In addition, the courses incorporate continuous evaluations. The method of continuous evaluation may include mid-semester examinations, case studies, presentations, tutorials and group assignment etc. and the marks scored from these continuous evaluations are added to the examination performance of the student at the end of each semester. A student will be eligible to sit the semester examination only if he or she has 80% attendance at lecture and continuous evaluations.

- (i) Usually all written paper examinations are held within the two-week assessment process at the end of each semester. Examinations are held in two daily sessions commencing 9.00 am and 2.00 pm. The examination timetable is placed on the notice board about two weeks prior to the assessment period. Students are required to show their record book/ identity card at the examination venue.
- (ii) Students who arrive late but not later than 30 minutes will be allowed to sit the examination, but will not be granted extra time. Those who arrive more than 30 minutes late should report to the Registrar's Office.
- (iii) A student will not be permitted to sit an examination unless the Head/ Heads of the relevant Department/ Departments shall have certified that he/ she has completed the courses of study for the examinations by attending at least 80% of the total number of lectures, tutorials, practical classes and other forms of instruction in the subject matter of each paper for that examination.

However, under exceptional circumstances, consideration shall be given to candidates, if the reason for absence is illness, supported by a Medical Certificate from Government Medical Officer, or any other valid reason supported by documentary evidence, provided the student has attended at least 65% of lectures, tutorials, practical classes and other forms of instruction in the subject matter of each paper for that examination.

- (i) Unless the Senate decides otherwise, a candidate shall present himself/ herself for each examination on the first occasion on which the examination is held after the completion of course of studies for the examination.
- (ii) Unless the Senate decides otherwise, a candidate will be deemed to have sat any examination whether he/ she actually appeared for the examination or not.
- (iii) No examination conducted by the University will be repeated. If a student fails an examination 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.
- (iv) A candidate who is unable to sit an examination due to ill health should notify the Registrar immediately in writing or by telegram. Telegrams should be confirmed in writing by registered post within a period of 48 hours. A Medical Certificate should be submitted without delay from or through the University Medical Officer.
- (v) Such candidates should appear for the said examination when it is held 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. In the case of Practicals, the candidate may be allowed to sit for Practical Examination at the end of the Course Units. Such marks will be considered as of a first attempt.
- (vi) **Special repeat examination will not be conducted. (vide: Decision of the Senate at its 65<sup>th</sup> & 66<sup>th</sup> meetings held on 29/12/2005 & 21/02/2006)**

### 4.3 Credit Hours

The unit of measure for academic credit purposes is the credit point. One credit point is normally equivalent to one hour of classroom work per week per semester. Most courses meet for three lecture hours a week and have an academic credit value of three credit points. On that basis, the number of credit points given for a particular course is indicated in the following Table.

**Table – 11**

**Relationship between Contact Hours and Credit Points**

No of Contact Hours Per Week	No of Credit Points
1	1
2	2
3	3
4	4

#### 4.4 Students' Course Load

Typically, a student is required to take six taught courses per semester in the first two years. Each of the two semesters in the first two year common programme is designed to carry 18 credit points. During the next two years, the number of credit points per semester may vary among programmes. However, the total credit points required to earn a degree is 130.

#### 4.5 Grading Scale

Students' performance is graded on a Grade Point Scale, which ranges from **A+** (excellent) to **F** (fail). The grading scale is shown in Table – 12

**Table - 12**

**Grading Scale**

Ranges of Marks	Grade	Grade Points	Interpretation
85 – 100	A+	4.00	Excellent
70 – 84	A	3.67	
65 – 69	A-	3.33	
60 – 64	B+	3.00	Good
55 – 59	B	2.67	
45 – 54	C+	2.33	Average
40 – 44	C	2.00	
35 – 39	D+	1.67	Poor passing
30 – 34	D	1.00	
00 – 29	F	0.00	Fail

#### 4.6 Grade Point Average

Grade Point Average (GPA) is the credit-weighted arithmetic mean of the grade points. i.e, the GPA is determined by dividing the total credit – weighted grade points value by the total number of credits.

The formula for GPA calculation is given below.

$$\text{GPA} = \frac{\sum_{i=1}^N (\text{Credit Hours}) \times (\text{Grade Points per Hour})}{\sum_{i=1}^N (\text{Credit Hours})}$$

where,  $i$  = course number and  $N$  = the total number of courses considered  
 The maximum possible GPA is 4.00 while the minimum is 0. Table – 13 illustrates the calculation of the GPA of a hypothetical student at the end of the first semester of the first year of the degree programme.

**Table – 13**  
**Illustration of GPA Calculation**

Course Code	Grade	Credit Point / Hour	Grade Points per Hour	No. of Grade Point Values Earned = Credit Points / Hours X Grade Points per Hour
ELU1101	A	3	3.67	11.01
COU1101	B	3	2.67	8.01
MGT1102	C	3	2.00	6.00
BEC1101	B+	3	3.00	9.00
MGT1101	A+	3	4.00	12.00
SCII101	C+	3	2.33	6.99
		<b>18</b>	<b>17.67</b>	<b>53.01</b>

$\text{GPA} = \frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Points / Hours}}$ $= \frac{53.01}{18} = *2.94$ <p>* Decimal beyond two places are truncated, not rounded, in computing the GPA.</p>
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#### 4.7 Duration of the Examinations

Each subject will have semester – end final examination. The duration of the examination can vary depending on the Credit Points for each subject. On that basis, the duration of the examination for a particular subject is indicated in Table – 14.

**Table - 14**  
**Relationship between Credit Points and Duration of the Examination**

Credit Point Given for Particular Subject	Duration of the Examination(Hours)
2	2
3	3
4	4

Students will be admitted to the final examination and repeat the examination only if they have complied with the attendance requirements and other regulations specified by the respective instructor, department, the faculty and the university.

#### 4.8 Completion of Degree

##### 4.8.1 Requirements for Graduation

In order to graduate with a bachelor's degree from the Faculty of Management & Commerce, a student shall have,

- (i) Completed a minimum of 130 Credit points hours, and
- (ii) Earned a minimum GPA of not less than 2.00 for each semester, and



- (iii) A minimum overall GPA of 2.00 for the entire degree programme, and
- (iv) No fail grades (**F**), and
- (v) No more than one poor grade (**D+** or **D**) per semester, and the total number of poor grades should not exceed 06 for the entire degree programme, and
- (vi) Fulfilled all the requirements in (i) through (v) above within a maximum of 7 academic years from the academic year of original enrollment in the university other than approved medical withdrawal.

## **4.9 Award of Classes**

### **4.9.1 Award of First Class**

A student shall meet all the following requirements in order to be awarded a degree with first class standing.

- (i) The student shall have earned an overall GPA in the 3.33 – 4.00 ranges in the entire degree programme.
- (ii) The student shall have earned grades of **A+** or **A** in at least half of the courses in the degree programme.
- (iii) The student shall have earned no grades below **C**.
- (iv) The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved medical withdrawal.

### **4.9.2 Award of Second Class (Upper Division)**

A student shall meet all the following requirements in order to be awarded a degree with a Second Class (Upper Division) standing.

- (i) The student shall have earned an overall GPA of 3.00 or above in the entire degree programme.
- (ii) The student shall have earned grades of **B** or Better in at least half of the courses in the degree programme.
- (iii) The student shall have earned no grades below **C**.
- (iv) The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved medical withdrawal.

### **4.9.3 Award of Second Class (Lower Division)**

A student shall meet all the following requirements in order to be awarded a degree with a Second Class (Lower Division) standing.

- (i) The students shall have earned an overall GPA of 2.67 or above in the entire degree programme.
- (ii) The student shall have earned grades of **B** or Better in at least half of the courses in the degree programme.
- (iii) The student shall have earned no grades below **C**.
- (iv) The student shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved medical withdrawal.

## **5.0 DETAILS OF SYLLABI**

### **5.1 DEPARTMENT OF MANAGEMENT**

#### **5.1.1 MANAGEMENT UNIT**

##### **MGT1101 - MANAGEMENT AND ENTREPRENEURIAL SKILLS**

The objective of this course is to enlighten the students' knowledge and skills in fundamentals of management so as to identify and to apply the theories of management in related subject and practical issues.

This course focuses on the General Management as an Introductory Concept: Management – Introduction, Development of Major Management Theories, Modern Approaches to Management; Organizational Planning: The Nature and Purpose of Planning, Organizational Objectives, Strategic Planning, Managerial Decision Making; Organizing for Efficiency: The Nature and Purpose of Organizing, Organizational design, Organizational Development; Staffing – Management of Human Resources: The Staffing Function, career Planning; The Directing Function: The Directing and Leading Function, Motivation, Managerial Communication and Information Technology; and Principal of Controlling: Foundation of Controlling, Control Techniques, Entrepreneurial Skills and Related Issues: An Introduction, the contents of Entrepreneurship, the energizer of Small Business.

##### **MGT1102 - BUSINESS MATHEMATICS**

The object of this course is to provide an understanding in Business Mathematics and to provide adequate knowledge in this field required for having skill in Problem Solving in day-to-day life in the Modern World. It is also relevant to the Social needs and applicable to decision making situation in Business Management.

The course contents includes, Indices; Logarithms; Solutions of Quadratic & Simultaneous Equation; Functions of Graphs; Arithmetic & Geometric Progression; Simple & Compound Interest; Elementary Trigonometry; Sets; Calculus; Matrix Algebra.

##### **MGT1203 – BUSINESS STATISTICS**

The objective of this course is to provide a basic understanding in statistical methods, which are useful tools for analytical purposes; it is also applicable for logical reasoning to make decisions, forecasts in Business activities for the purpose.

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, Index Numbers and Quality Controls.

##### **MGT2104 - INTRODUCTION TO TOURISM**

The objective of this course is to introduce the students to the realities about tourism and its impact on economic, social, cultural and physical environment; to understand the aspects of the development and operation of tourism and provide students the basic knowledge and skills required for an effective approach to development and control of the tourism sector.

The course includes Nature and Scope of Tourism, Importance of Tourism, Leisure and Recreation, Leisure and Recreational Activities Including Factors Affecting Leisure Activities, Tourism, Domestic Tourism, Inbound and Outbound Tourists, Excursionist, Visitors, Travelers; History and Development of Tourism in the Primitive Society, Industrial Evolution and Modern Limits, Current State of Tourism and Tourist Industry, Structure and Organization of Tourist Industry; Hotel Industry; The Types of Tourism, Evaluation of Tourism, Tourism Products and Tourism Organizations.

##### **MGT3105 - QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

This course is designed to equip the students with knowledge and skills in quantitative techniques that will enable them to analyze problems for more effective decision making and obtaining better results.

Introduction; Linear programming; Transportation Problem and Assignment Problem; Network Analysis; PERT/CPM, Project Crashing; Inventory Control Model; Queuing Theory; Decision Theory.

### **MGT2206 – BUSINESS COMMUNICATIONS**

The objective of this course is to teach effective communication skills vital for success in business.

An overview of Communication in Business; The Nature and Implications, The Process of Communication, The Communication Barriers; Strategies for Written Communication; Business Letters, Memorandum, Circulars, Direct Marketing Letters and Briefs, Reports, Press Releases, Advertising and Telesales Scripts, Job Descriptions and Advertisements; Strategies for Oral Communication: Listening, Non Verbal Communication, Presentation and Speeches, Visual Communication & Statistical Information, Effective Use of Telephone; Career Strategies; Self Assessment, Strategies in Getting Interview, Job interview, Interviewing and Interviewer; Strategies for Today's Business Climate and Information Technology; Word Processing and Data Based Documents, Electronic Media, Power Point Presentation.

### **MGT2207 – COMMERCIAL AND INDUSTRIAL LAW**

The objective of this course is to familiarize the students with the legal environment in which business organizations operate.

Introduction; The Nature of Law; Elementary Jurisprudence; The Sources of Law in Sri Lanka; The Legal System; Law in Society; The Law of Contract; Formation, Operation, Validity, Enforcement and Discharge of Contract; Sale of Goods; Hire Purchase Agreements; Law of Business Organization; Company Law, Legal Nature of Partnership and Companies; Law of Trusts; Law Relating to Banking and Insurance, Agency; Obligations or Principle and Agency Interest and Visages Third Parties; Industrial and Labour Legislation, Collective Bargaining (Its Scope and Relevance) Conciliation and Arbitration; Payments of Gratuity; Workmen's Compensation; Factory Legislation.

### **MGT3208 – TOTAL QUALITY MANAGEMENT**

The objective of this course is to provide the students a clear understanding of Total Quality Management in the organizational context, to provide a broad understanding of quality and make the students aware of the modern concepts and techniques of TQM.

Understanding of Quality: Quality and Competitiveness, Understanding and Building the Quality Chains, Managing process, Quality Starts with "Marketing", Quality in all Functions; The Role of the Quality Systems; Planning for Quality, Flow Charting, Detailed Flow Process Charts and Flow Diagrams, Planning for Purchasing, Planning for Just In Time (JIT) Management System Design and Contents; Why a Documented System? Quality System Design, Quality System Requirements, The Quality System Documentation, Implementation of the System; TQM – The Tools and the Improvement Cycle; Measurement of Quality, Measurement and the Improvement Cycle, The Metrics and the Processes, The Implementation of Performance Measurement Systems, Bench Marking; Cost of Quality; Cost Effective Quality Management, Data and Sources, Assumptions and Risks and Benefits, The Process Model for Quantity Costing, Managing the Quality Cost System; Tools and Techniques for Quality Improvement; A Systematic Approach, Some Basic Tools and Techniques; TQM – The Implementation; Communication for Quality and Implementation of TQM, Communicating the Total Quality Strategy, Type of Communication, Methods of Communication for Quality Improvement, Training for Quality Planning the Implementation of TQM; Introduction to ISO 9000 series; Quality Assurance.

### **MGT4109 - ORGANIZATIONAL CHANGE AND DEVELOPMENT**

This is an intermediate level course that focuses on the fundamental of managing change for the organizational development. It covers Concepts and Misconceptions of OD Systems, Future Socks and Change Management, Change Agency – Entry and Intervention, Developing Change Agent / Client Relationship Motivation of the Client System, Strategy of Intervention, OD Intervention Techniques, Laboratory Learning and Other Techniques the Managerial Grid Methodology, Team Building and Intervention, Inter Group Intervention and System Wide Interventions.

### **MGT3210 – SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP**

The objective of this course is to provide the students with a theoretical and practical knowledge of small business enterprises and related issues.

Nature of Entrepreneurship and Small Business; Needs, Motives and Objectives of Small Business; Types of Small Business Enterprises in Sri Lanka; Characteristics of Small Business Enterprises; Personal Requirements for Small Business and Ways to Enter the Small Business; Selecting the Type of Business and Establishing a New Business, Investigating Alternatives: Opportunity identification and Project Selection; Business Planning, Project Financing and Feasibility Studies, Estimating Costs and Preparing Budgets, Source of Finance; Managing Small Business Enterprises, Small Business Marketing, Marketing Policies and Strategies, Market Research, Pricing and Promotion; Human Resource Management in Small Business Enterprise, Selecting, Training and Development of People, Motivation, Legal Aspects of Human Resource Management; Quality Management and Operational Process.

### **MGT2211 - OPERATIONS MANAGEMENT**

The objective of this course is to provide the operations management basis needed to meet managerial challenges of today's business environment.

Introduction to Operations Management; Meeting the competitive challenge in operation; Product Design & Process Selection; Forecasting; Capacity & Facility Planning; Layout Planning; Job Design & Work Measurements; Scheduling & Aggregate Production Planning; Inventory Control Applications; Material Requirement Planning; Material Management & Purchasing; Managing for Quality; Just in Time Production Systems; Conversion Process in Change & Business Process Reengineering.

### **MGT4112 – STRATEGIC MANAGEMENT**

The objective of the course is to identify and analyze the strategic issues in organizations, to understand the importance of strategic management of the success of the enterprise, to understand the issues in implementing the chosen strategy and experience teamwork and situational behaviour in the organizations.

This course includes, Introduction to Strategic Management- Evolution of strategic management, Vision, Mission, Objectives and Strategies; Strategic Management Process- Levels of Strategies; Value of Strategic Management; Social Responsibilities in the Organization; The Organization and Its Environment-Internal Environment Analysis, External Environment Analysis, SWOT Analysis; Alternative Strategies- Selection of Strategy Process, BCG Matrix, Nine Cell Matrix; Strategic Implementation- Control of Strategy.

### **MGT4113 - PROJECT MANAGEMENT**

This course provides the students with an advanced knowledge and skills in project management and its applications in major project based organization. The course covers the Process of Project Formulation, Identification of Project Attributes, Identification Project Outcome, Cost Calculation, Methods of Appraisal, and Project Feasibility Studies. The Computer Programmes that Handle Critical Path and Slack Time Calculation and the Development of the Computer System Capable of Handling Cost Estimates Budget Control Resource Allocation and Time Scheduling with respect to CPM and PERT are also dealt in the course.

This course include, Introduction; Purpose of this Document, What is a Project?, What is Project Management?, Relationship to other Management Disciplines, Related Endeavors, The Project Management Content; Project Phases and the Project Life Cycle, Project Stakeholders, Organizational Influences, Key General Management Skills, Socioeconomic Influences, Project Management Process; Project Process, Process Groups, Process Interactions, Customizing Process Interactions, Project Interaction Management; Project Plan Development, Project Plan Execution, Overall Change Control, Project Scope Management; Initiation, Scope Planning, Scope Definition, Scope Verification, Scope Change Control, Project Time Management; Activity Definition, Activity Sequencing, Activity Duration Estimating, Schedule Development, Schedule Control, Project Cost Management; Resource Planning, Cost Estimating, Cost Budgeting, Cost Control, Project Quality Management; Quality Planning, Quality Assurance, Quality Control, Project Human Resource Management; Organizational Planning, Staff Acquisition, Team Development, Project Communication Management; Communication Planning, Information Distribution, Performance Reporting, Administrative Closure, Project Risk Management; Risk Identification, Risk Quantification, Risk Response Development, Risk Response Control, Project Procurement Management; Procurement Planning, Solicitation Planning, Solicitation, Source Selection, Contract Administration, Contract Close-out.

### **MGT4214 – CONTEMPORARY ISSUES IN MANAGEMENT**

This course is intended to provide an intermediary level of understanding on contemporary management ideologies and their socio-political and historical underpinning.

The course is conceptually divided into three interrelated sections: Thoughts: Factory-ization of Society; Taylorism, Fordism and Sloanism, Humanizing the Factory; Human Relation Movement, Contextualizing the Factory; System theory, Culture, Politics, Gender and Media reality, Revisiting the Factory-ization; Japanization and modern

productivity movement, total factor productivity, Emerging Trends: Socio-political and philosophical underpinnings of modernistic organizations; Socio-political and philosophical trends towards post-modernistic organizations – globalizations, post-modernism and chaos theory; Post-Modernistic Forms of Organizations; Imagination, Learning Organizations, Virtual organizations and self evolving organizations, Transforming organizations; roles of transformational, charismatic and visionary leaders, Issues: Importing alien management wisdom; Divided knowledge in undivided practice; Theory and practice: Is there a gap?; What we lack: managers, leaders or followers; Articulated feudalism and articulated post-modernism; Politicization, government and governance of business.

## **5.1.2 MARKETING UNIT**

### **MKM2201 – MARKETING MANAGEMENT**

The objective of this course is to provide the students with an understanding of the fundamental aspects of marketing with its development and its changing role within a variety of organizations.

The nature and scope of marketing; The marketing environment; Strategic Planning; Marketing Information System; Market Segmentation and Target Market Strategies; Consumer Buying Behaviour; Product Decision; Pricing Decision; Distribution Channels and Logistic Management; Integrated Marketing Communication Strategy; Advertising, Sales Promotion and Public Relations; Personnel Selling and Sales Management; Service Marketing; The Global Market Place.

### **MKM3202 – CONSUMER BEHAVIOUR**

The objective of this course is to provide the students with an understanding of the complexity of consumer needs and the wide range of social, cultural & economical factors, which influence consumer behaviour.

Introduction to Consumer behaviour; Consumer Research, Consumer as an Individual; Consumers in their Social and Cultural Settings; Consumer's Decision – Making Process; Consumer Behaviour and Society.

### **MKM3103 - MARKETING ENVIRONMENT**

The objective of this course is to explore how the activities of the organization are structured to identify marketing role within those structures and to recognize the different types of the organization which operates in the domestic and global environment.

This course includes Introduction to Organizational Goals Growth and Structure, The Micro Environment; The Nature of the Micro Environment, The Micro Economic Environment, The Legal Environment, The Social Responsibility of the Organization; The Macro Environment, Introduction to Macro Environment, The Political Environment, The Macro Economic Environment, Macro Economic Objective and Policy, Demography Society and Technology, The Global Environment; International Trade, Global Operations,

### **MKM3104 – MARKETING INFORMATION SYSTEM**

The objective of this course is to provide an understanding of the role which marketing information systems plays in the various activities of marketing, specially in the planning and forecasting of marketing.

Concepts and Components of Marketing Information System; Developing Marketing Information System; Nature of Information for Marketing and Sales; Internal Record System; the Role of Management Accounting in the MKIS; Sales Reporting System; Interpretation of Financial Statement; Marketing Research Applications; Marketing Research System; Marketing Decision Support System; Marketing Information System & Technology; Forecasting Information.

### **MKM4105 - MARKETING COMMUNICATION STRATEGY**

The objective of this course is to enable the students to build a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the Marketing communication process.

Definition of Marketing Communication Strategy; Models of Communication and Behaviour; Consumer and Organization Responses; Finding Opportunities; Segmentation, Targeting and Positioning; Promotional Strategy Formulation; Determining Promotional Budgets; Media Decisions; Using External Agencies; Integrating the Marketing Communication Programme; Successful Communication Strategy; Geographical and Cultural Differences; International Advertising Agencies; Long Term Effectiveness; Legal, Ethical and Technological Issues.

### **MKM3106 - BUSINESS TO BUSINESS AND SERVICE MARKETING**

The objective of this course is to cover the basic functions of Business to Business and Service Sector Marketing, to provide an understanding of the management process in the Business to Business and Service Marketing and to make a special attention on domestic situations of B to B & Service Marketing activities for the successful operations.

Introduction to Business to Business Marketing; Marketing Environment for B to B Marketing; Understanding the Market for B to B Marketing; B to B Marketing Mix; Introduction to Service Marketing; The Marketing Mix for Service Marketing; Service Marketing Management; The Scope and Range of Service Marketing; The Service Economy; Classification of Service; The Development of Service Marketing; International Service Marketing; Understanding the Market for Service; Organization for Service Marketing; The Role of Marketing in the Service Organization; Marketing Planning for Service; Service Quality.

### **MKM3207 – BRAND MANAGEMENT**

The objective of this course is to understand the process in the design & development of a product, analyze the impact of changes in products and product design in relation to the commercial environment, understand the product branding process and identify the role & responsibilities of product and brand management.

New Product Development; the Process; Creativity and Innovation; Recognition of Organizational Champions; Product Life Cycle and Its Concepts; Alternative New Product Strategies; Product Policy Formulation; Corporate Product Strategy; Demand and Sales Revenue Analysis; Test Marketing, Scanning and Testing Process; The New Rules of Brand Management; Understanding Branding Process and Brand Identity; Sustaining Brands Long Term; Brand Extension; Multi Brand Portfolios; Handling Name Changes and Brand Transfers; Decline, Aging and Revitalization; How Consumers Choose Brands.

### **MKM4108 - MARKETING RESEARCH**

This course imparts basic knowledge and understanding to the undergraduates about the nature and scope of marketing research and its role in designing and implementing successful marketing programmes. The course will also provide a conceptual framework for conducting marketing research a basic understanding about marketing research process and how research and statistical tools could be used in marketing research.

This course includes; Introduction, Application for Marketing Research, Research Objectives and Plans, Research Design, Experimental Design, Specifying Data and Acquisition Methods, secondary Data, Basic Concept of Measurement and Scaling, Questionnaire Design, The Sampling Procedure and Selection, Probability Sampling Method, Sampling Size Design, Field Procedures, Data Presentation and Processing, Data Analysis and Interpretation, Analysis of Differences, Analysis of experiments, Investigation of Association, Presentation of Research Finding, and Follow thoughts, Managing Marketing Research and ethical issues in Marketing Research.

### **MKM3209 - SALES MANAGEMENT**

The objective of this course is to understand the importance of selling and sales operations in marketing management, to analyze and explore the sales functions in the wider commercial environment and to identify the role and responsibilities of Sales Manager in terms of good management of human and physical resources.

Development and Role of Selling in Marketing, Sales Strategies, Sales Techniques, Sales force Management, Sales Ethics, Sales Forecasting, Sales Budget Preparation, International Sales Management, Managing the Sales Office.

### **MKM4110 - INTERNATIONAL MARKETING**

The objective of this course is to provide an in – depth knowledge and understanding of the theory and key concepts of international Marketing including strategies under different types of economic organizations and market situations.

International Strategic Analysis; the Development of International Trade, The Environment of International Trade, Competing in the Global Market, Culture; Buyer and Organizational Behaviour, Researching and Analyzing Overseas Markets, International Strategic Planning; Going international Planning for International Marketing, Market Entry Methods, Organizing for International Marketing; International Strategy Implementation and Control; International Product Management; Standardization and Differentiation, International Pricing Decisions, International Marketing Communications, International Distribution and Logistics, International Marketing of Services, Control Issues in International Marketing.

## **MKM4211 – STRATEGIC MARKETING MANAGEMENT**

The objective of this course is to enable the students to develop a sound theoretical and practical understanding of marketing planning and control, to enable student to understand the theoretical concepts, techniques and models that underpin the marketing planning process and enable students to justify their strategic decision and recommendation.

Market Led Approach to Planning; Adopting a Market Led Orientation, The Strategic Marketing Process; Analysis; External Analysis, Internal Analysis; Techniques for Analysis and Strategy Development; Techniques for Developing a Future Orientation Auditing Tools; Strategy Formulation and Selection; The Strategic Intent, Approaches to Creating Strategic Advantage, Developing a Specific Competitive Position, Strategic Marketing Plans; Implementation and Control; Key Elements of Implementation, Key Element of Control.

### **5.1.3 HUMAN RESOURCE MANAGEMENT UNIT**

#### **HRM2101 – ORGANIZATIONAL BEHAVIOUR**

The objective of the course is to provide a conceptual and practical knowledge in understanding prediction and control of human behaviour in organization with a view to achieve organizational goals effectively and efficiently.

This course focuses on What is Organizational Behaviour; Foundation of Individual Behaviour; Perception and Individual Decision Making; Values; Attitudes; and Job Satisfaction; Basic Motivation Concepts; Motivation from Concepts to Application; Foundations of Group Behaviour; Understanding Work Teams; Communication; Leadership; Power and Politics; Conflict, Negotiation and Inter Group Behaviour; Foundation of Organization Structure; Work Design; Human Resource Policies and Practices; Organizational Culture.

#### **HRM2202 – HUMAN RESOURCE MANAGEMENT**

The objective of this course is to improve the students' knowledge of the different functions of Human Resource Management. This course stresses the importance of Human Resource Management for a typical business organization. Students will get an opportunity to learn to systematically organize human resource function in an organization.

Human Resource Management and the Effects of Environmental Changes on Organizational Culture and Structure; The Effect of Technological Changes on Quality and Quantity of Manpower Needs, Human Resource Problems, Reward of Human Resource Management Instrument (Manpower Planning Performance Appraisal, Compensation Systems), Assessment and Development of the Quality of Human Resource. Selection, Recruitment, Training of Human Resources.

#### **HRM3103 – LABOUR LAW AND INDUSTRIAL RELATIONS**

This course has two modules focusing on Labour Law and Industrial Relations. The objective of Labour Law modules is to provide an adequate knowledge of and skills in various legal aspects that affect HRM in organizations with special reference to employment law of Sri Lanka. The content includes all the laws that are

effective in Sri Lanka. The objective of second module is to provide a general understanding of theory and practice of Industrial Relations (IR) with special reference to Sri Lanka. The topics include concept of IR; IR system, theories of IR; trade unions; unionization; workers' participation in trade union activities; workers participation; joint consultation; collective bargaining; and enhancement of IR in Sri Lanka.

### **HRM3104 – HUMAN RESOURCE PLANNING AND STAFFING**

This specialized course provides a deep knowledge of human resource planning and staffing in organizations while developing relevant skills and right attitudes. Major topics include job analysis for selection purposes; forecasting future demand for human resources; estimation of human resource supply; calculation of net employee requirements; strategies in human resource surpluses and shortages; recruitment theory and practice; selection process; development and use of written tests; constructing objective test items; use of commercial tests; constructions and uses of essay-type tests and performance tests; interviews in selection; evaluating training and experience; character evaluation in selection; medical tests in selection; internal staffing theory and practice; and hiring and induction.

### **HRM3205 – HUMAN RESOURCE DEVELOPMENT**

The main objective of this specialized course is to impart both conceptual understanding and job-oriented practical understanding with regard to development of Human Resources at work. It focuses on a systematic and scientific approach to the analysis and handling of issues in Human Resource Development (HRD) with especial reference to organizational context (micro level). Major HRD topics include learning, induction, training, development, careers and career planning, and preparing people for change. Some macro level issues of HRD are also covered.

### **HRM3206 – PERFORMANCE APPRAISAL**

This is a specialized course that aims at providing a systematic and rational understanding of employee Performance Appraisal (PA), both conceptual understanding and job-oriented practical understanding. The focus is on the analysis and handling of issues in PA in systematic and scientific way. Course contents are; HRM and PA; Definition, Nature and Importance of PA; Purpose of PA; PA as a process; PA Policies; PA Criteria and Standards; Methods of PA; PE Form and Procedure; Training of Appraisers; PA Feedback; Review and Renewal of PA system, Some Issues of PA such as maintaining documentation, minimizing appraiser errors, group evaluation, top management support, strategic issues etc.; Expatriate PA; Development of a Dynamic PA System; Performance Management; Sri Lankan PA Practices; and the future of PA and trends in PA.

### **HRM3207 – MANAGEMENT OF EMPLOYEE HEALTH AND SAFETY**

This is a specialized course providing a deep conceptual understating as well as a material practical understating with regard to employee health and safety management that is a very important HRM function. Course contents includes major topics such as occupational health and safety in organization; hazards to health and safety; occupational accidents; occupational diseases; occupational stress; legislation on occupational health and safety; notification of industrial diseases and accidents; fitness for work; strategies for improvement; legislation relating to workmen's compensation; organizing and staffing for health and safety; and assessment of health and safety management.

### **HRM3208 – COMPENSATION MANAGEMENT**

This is a specialized course whose objective is to provide a systematic and rational approach to the analysis and handling of issues in Compensation Management (CM) with special reference to Sri Lanka. It focuses on three major areas of CM, i.e., pay management, incentives management and welfare administration. Major topics include the basis of CM; job evaluation; pay surveys; job pricing; individual pay adjustments; performance-related pay; various incentive plans; principles of welfare administration; and various benefit programmes.

### **HRM4109 – INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

This course is about HRM in international perspective. It focuses on the study of international aspects of HRM in a systematic way. Course contents are: Overview of IHRM; Internationalization and HRM; International



HRM Approaches; Expatriate Failure; Management of Expatriates; Expatriate Recruitment & Selection; Expatriate PA; Expatriate Training and Development; Expatriate Reward Management; and International Labour Relations.

### **HRM4110 – WORK PSYCHOLOGY AND COUNSELING**

This specialized course aims at providing conceptual and practical knowledge, skills and appropriate attitudes in respect of work psychology and counseling. Topics include meaning and scope of work psychology; principles; applications of work psychology; individual differences; perception; fatigue, monotony and boredom; reduction of fatigue and monotony; social psychology at work (nature, scope, development, methods, socialization, the behaviour of working groups etc.); introduction to counseling; a model; counselor's attitudes (respect, genuineness, concreteness, empathy, self-disclosure); confrontation and immediacy; counseling process; becoming yourself; personal adjustment; self-actualization; super ego and conscience; professional ethics; group counseling; and special areas in counseling.

### **HRM4111 – HUMAN RELATIONS**

The objective of this course is to provide a systematic and rational knowledge of basic concepts and major topics in human relations in organizations while developing relevant skills within participants. The contents of this course include human needs, motivation; motivation theories and models; employee morale; communication; leadership; group dynamics; conflicts and their resolution; positive political skills development; cross-cultural relations and diversity; customer satisfaction; ethical behaviour; and religious behaviour.

### **HRM4112 – TOTAL QUALITY AND HUMAN RESOURCES**

The objective of this course is to provide a systematic and rational knowledge of basic concepts and principles and major topics in total quality and human relations in organizations while developing relevant skills within participants. The contents of the course include meaning of quality; importance of quality; Total Quality Management (TQM) and the evolution of TQM, benefit of TQM; quality costing; some common failings of senior management; motivating managers to accept and promote TQM; managing the process of organizational change; team building for quality; involvement at work; the Japanese approach to TQM; and HRM and TQM.

### **HRM4213– ISSUES IN ADVANCED HRM**

This is an advanced level course of HRM. The course aims at providing an in-depth knowledge as well as skills in some selected issues in HRM. The selected issues include management of employee absenteeism, management of employee turnover; employee empowerment; measurement of HRM effectiveness; HRM audit; employee discipline management; collective bargaining; linking HRM with strategy, and some international comparisons in HRM.

## **5.1.4 BUSINESS ECONOMICS UNIT**

### **BEC1101 - MICRO ECONOMICS**

The objective of this course is to introduce micro economic theory with some policy applications. This course will provide some basic understanding of microeconomics to students. This course mainly concentrates to establish fundamental ideas of economics to students.

This course includes Introduction to Micro Economics; 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.

### **BEC1202 – MACRO ECONOMICS**

The objective of this course is to introduce macro economic theory with some policy applications. This course will provide some basic understanding of macroeconomics to students. This course mainly concentrates to establish fundamental ideas of economics to students.

This course includes Introduction to Macro Economics; 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; Introduction to IS-LM Analysis.

### **BEC3203 – BUSINESS ECONOMICS**

The objective of this course is to provide an understanding of the key concepts of business economics relevant to the needs of day to day business activities and as a foundation for optimal decision making.

This course includes Introduction to Business Economics; Demand Forecasting; Pricing Policies; Theory of Consumer Behaviour; at the Market- revealed Performance Theory and choice; The Analysis Production Function; The Input- Output Analysis; The Competitive Market Environment; The Introduction to General Equilibrium; Profit Maximization; IS-LM Framework and Macro Economic Policies; The Exchange Rate Determination Bop & Small Open Economy with Mundell – Fleming Model Analysis; Foreign Direct Investment & Multinational Companies; Theory of Technology- Based; Technological change and industrial innovation;; Trends in Economy of Sri Lanka.

### **BEC4104 – INTERNATIONAL ENVIRONMENT OF BUSINESS**

The objective of the course is to provide the students with sufficient knowledge about International Trade Theories and the changing features of business environment due to the impact of information Technology and Scientific advancement. Also to provide necessary information and skills in applying these theories with the new business tactics and methodology in the various process involving the development of Sri Lankan economy in the context of Global Trade.

Introduction to International Economics; Theories of International Trade; Theory of Comparative Advantages, Heckscher-Ohlin Theory of Trade, Harberler's Trade Theory; Trade Theory of Factor- Price Equalization; Trade Theory of PLC; Terms of Trade; Different Types of Terms of Trade, Importance of Terms of Trade; International and Regional Trade Agreements; GATT, SAPTA, PTA, EEC, ASEAN, UNCTAD; Foreign Trade and Economic Development Special Reference to Sri Lanka; Current Trends of Foreign Trade, in Development Special Reference to Sri Lanka; Current Trends of Foreign Trade, Role of Foreign Trade in Development; Tariff Policy; International Monetary Organizations; IBRD, IMF, ADB, IFC etc; International Monetary and Liquidity Problems; International Capital Flow and Foreign Direct Investment (FDI); Globalization.

### **BEC3105 – LABOUR ECONOMICS**

This is a course whose focus is macro level being a special field of economics. The course aims at imparting knowledge, developing skills and attitudes in respect of economics of labour. The major topics include introduction and overview; the theory of individual labour supply; labour force participation rates and hours of work; labour quality; the demand for labour; wage determination and resource allocation, labour unions and collective bargaining, the economic impact of unions; government and the labour market; mobility, migration, and efficiency; labour productivity; labour's share of the national income; employment and unemployment; inflation- the role of labour markets; labour in the communist economy; and special labour issues in Sri Lanka.

## **5.2 DEPARTMENT OF ACCOUNTANCY & FINANCE**

### **5.2.1 ACCOUNTANCY UNIT**

#### **ACC1201 - FINANCIAL ACCOUNTING**

The objective of this course is to provide the knowledge required for the understanding of basic accounting process and preparation of financial accounts, and to provide a more comprehensive knowledge of financial accounting such as company accounts and miscellaneous accounts.

Company Accounts: Company Acts and Special Features; Issue of Shares and Redemption of Preference Shares; Issue and Redemption of Debentures; Preparation Of Final Accounts; Investment Accounts; Accounting Concepts, Container Accounts; Value Added Statement; Farm's Account; Contract Accounts; Preparation of Cash Flow Statement; Accounts for Lease.

#### **ACC2102 – COST AND MANAGEMENT ACCOUNTING**

The objective of this course is to provide the students with an in depth knowledge and understanding of the principles and techniques of costing and their application to the needs of different organizations.

Introduction to Cost Accounting and Management Accounting - Cost Classification; Material cost, Inventory Control, Methods of Valuing Material Issues; Labour cost - Methods of Remuneration; Overheads - Classification, Allocation of Overheads Using Traditional Costing Techniques and Activity Based Costing; Costing Methods - Job, Batch, Process and Contract Costing; Marginal Costing - Break Even Analysis, Break Even charts, Limiting Factor & Decisions about Alternatives; Relevant Costing; Budgets - Preparing Functional and Flexible Budget, Responsibility of Accountants and Performance measurements, Standard Costing and Variance Analysis; Cost Allocation and Pricing; Capital Budgeting, Managerial Accounting and External Reporting, Analysis of Financial Statements, the Role of Accounting in Decision Making and Management Process and Accounting Information.

#### **ACC3103 - COMPUTER APPLICATIONS FOR ACCOUNTING**

This is a specialized course that deals with selected spreadsheet applications related to accounting.

The course covers Micro Programming Preparation of Income Statements, Bank Statement, Budgeting, Investment Analysis, Financial Statement Analysis, Cost Accumulation and Apportionment, Case flow Analysis, Depreciation Analysis, Inventory Analysis, Purchasing Analysis, Final Accounts, Capital Budgeting, Cost Volume Profit Analysis using charts, Variance Analysis, Introduction to Computerized Accounting Using Small Business Packages MYOB.

#### **ACC3104 – ADVANCED FINANCIAL ACCOUNTING**

The objective of this course is to provide the knowledge required for the understanding of Advanced Accounting Process and Preparation of Final Accounts and to provide a comprehensive knowledge of company accounts, consolidated accounts and branch accounts and to develop skills needed to understand and prepare various financial statements.

Accounting for Reduction of Capital, Reconstruction and Reorganization, Amalgamation of Companies, Liquidation of Companies; Hire Purchase Accounts; Use of Computers in Accounting; Consolidated Accounts: Holding Company, Subsidiary Company, Sub Subsidiary Company, Associate, Investment Accounting; Branch Accounts: Local Branch and Foreign Branch.

#### **ACC3105 - AUDITING**

The objective of this course is to test the knowledge and skills of the theories as well as the practical aspects of Auditing.

General Principles of Auditing; Definition, Need for Audit, Scope and Limitation, Techniques of Audit, Type of Audit, Qualification; Internal Control; Introduction, Types of Internal Control, Internal Check, Auditing Working Papers, Sri Lanka Auditing Standards, International Auditing Guidelines; Practical Auditing; Audit Programme, Vouching, Verification of Assets and Liabilities, Auditing of Limited Liability Company;

Appointment, Qualification, Duties & Responsibilities, Auditor General; Appointment, Qualification, Duties and Responsibilities, Auditing Practice, Problems and Case Decision, Investigation of Accounts; Computerized Auditing.

### **ACC3106 - TAXATION**

The objective of this course is to provide a basic understanding of taxation and to provide a comprehensive knowledge in tax calculation.

Income Tax; Theory of Taxation, Taxation of Companies, Partnership and Individuals; Legal Procedures; Tax Administration; Pay Tax; Payment and Recovery of Tax; Self – Assessment; Recovery of Tax in default; withholding taxes on dividends, Interest, Rent, Royalty etc. GST & VAT.

### **ACC3207 - COMPUTERIZED ACCOUNTING SYSTEM**

The objective of this course is to provide the students with knowledge and skills required for the use of computers for accounting in the modern business environment, using popular financial software available at present, and enable them to use the computer as an effective tool for accounting and decision making, compared to the manual system.

Introduction to CAS; Main Functions involved in the Financial Software; Electronic Calculation for Accounting Activities; Budget Preparation; Break Even Analysis; Creating Business Chart; Analyzing Internal Rate of Return and Net Present Value; Introduction to Double Entry Financial Packages; Main Menu Systems of the Package; Chart of Accounts; Generate Number Code for the Accounts; Moving Toward the General Ledger; Entering Journal Entries and Transaction; Set Up the Activity Reports, Manufacturing and Profit and Loss Account and Balance Sheet; Clearing Suspense Accounts and Audit of the Account Applied in the Package.

### **ACC4108 - PUBLIC ACCOUNTING AND FINANCE**

This course imparts knowledge on Public Sector Accounting and Finance. Topics covered; Constitutional Provisions and Parliamentary Control, Objectives and Functions of the Finance and Treasury Revenue and Expenditure Formats, Authority for Expenditure, Financial Planning and Budgeting, Estimates Relating to Advance Accounts, Foreign Aide Accounting, Government Expenditure, Government Accounting, Delegation of Financial Functions, Procurement Procedure, Responsibilities of Accounting Officers and Chief Accounting Officers, Role of the Auditor General and Parliamentary Select Committee.

### **ACC3209 – ACCOUNTING THEORY AND STANDARD**

The objective of the course is to provide a basic knowledge of accounting concepts and Sri Lanka Accounting Standards and provide a comprehensive knowledge in the application of selected Sri Lanka Accounting standards.

Introduction to Accounting Theory and Standards; Concepts in Accounting; Sri Lanka Accounting Standards; Stock Valuation Methods and Problem; Depreciation Methods and Problems; Cash Flow Statements; Income Value Measurement During the Period of Changing Price Levels; Applications of Current Cost Accounting; Accounting for Foreign Transactions; Users of Financial Statements.

### **ACC4210 – STRATEGIC MANAGEMENT ACCOUNTING**

The objective of the course is to provide a basic knowledge of strategic management and to provide a comprehensive knowledge in preparing information for strategic management and to introduce the latest management accounting techniques.

Appraising the Environment; Impact on the Organization of Changing National and International Influences, Impact of International Market Integration on the Transfer of Goods, Services and Labour; Establishing the Corporate Objectives; Organizational Mission, Aims, Goal and Objectives, Long Term (Strategic) and Short Term (Operational) Objectives, Quantitative and Qualitative Evaluation, Application of Decision Theory, Problems of Achieving Balances, Growth and Development, Internal and External Factors Affecting Decisions; Implications of Short Term; Position Appraisal and Analysis; Identifying the Organization's Strengths and

Weaknesses, Opportunities and Threats, Identification and Quantification of the Planning Gap, Closing the Planning Gap Through the Identification and Evaluation of Alternative Courses of Action, Improved Efficiency; Improved Product(s) or Service(s), Introducing New Products; Entering New Market, Merging or Acquiring with Other Organizations, Use of Alternative Strategies, Quality as a Strategic Variable, Its Implementation and Management, Performance of Cost, Profit and Investment Centre Using Financial and Non – Financial Measures, Impact of Changing Price Levels on Current Performance and Future Projections, Strategic Management of Market Mergers, Acquisitions and Divestments.

## **5.2.2 FINANCE UNIT**

### **FIN2201 – FINANCIAL MANAGEMENT**

This course aims to provide students with an understating of financial management of corporate organization. The course will also equip students with conceptual and analytical skills, and knowledge of different financial tools necessary to make sound financial decisions. And students will be exposed to key financial issues faced by financial managers of corporations.

The main topics covered in this course are the corporate Objectives and the Role of Financial Management, Capital market: An Overview, The Time Value of Money, The Valuation of Long-Term Securities, Cost of capital, Risk and Return, Financial and Profit Analysis; Analysis of Financial Statements: Fund and Cash flow Analysis, Ratio Analysis, Operating and Financial Leverage: Cost-Volume-Profit Analysis, Capital Budgeting; Alternative investment Criteria, Capital Budgeting Techniques, Working Capital Management; Accounts receivable management, Inventory Management, Short term financing, Capital Structure and Dividend Policy and Intermediate and Long term financing.

### **FIN3102 - INTERNATIONAL FINANCE**

This is a specialized course that deals with international issues of financial management. 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.

### **FIN3103 - ADVANCED COOPERATE FINANCE**

This course is a continuation of FIN 2201 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.

This course covers Capital Markets, Implication of asset pricing models for corporate financing decisions, Advanced topics in capital budgeting, Mergers and Other Forms of Corporate Restructuring, Capital Structure and value of the firm: The Modigliani-Miller Theorem; Taxes and Bankruptcy, Raising capital: Other considerations, Long-term debt and lease financing, Common and preferred stock financing, Valuation of Financial Options, Convertible warrants, The Information Conveyed by Financial Decisions, Corporate Financial Strategy.

### **FIN3204 - BANK MANAGEMENT**

This is an advanced course that deals with the concepts and techniques of management of a commercial bank.

This course covers the Current Structure of Banking and Regulations, Understanding Bank Financial Statements, Measuring Return and Risk in Banking, Evaluation of Bank Performance, Ascertain Liability Management, Managing the Loan Portfolio, Interest Margin and Sensitivity Management, Measuring and Managing Interest Rate Risk and International Banking. The students will be exposed to the analysis of commercial bank in Sri Lanka and some case studies.

### **FIN3205 - FINANCIAL REPORTING**

This course deals with advanced financial accounting techniques and addresses reporting issues associated in the publication of financial statement of companies with the focus on the accounting for group of companies.

The major topics includes the Financial Reporting Environment and International Issues, Fix Assets (Tangible and Intangible), Accounting for Taxation in Company Accounts of Balance Sheet Financing, Consolidated Accounts; Complex Groups Changes in the Composition of a Group, Consolidated Case Flow Statement, Reporting Financial Performance, and Preparation Additional Reports.

#### **FIN4106 – INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

This course introduces theoretical and empirical foundations of management of investment in financial assets. The focus will be on portfolio and capital market theory, asset valuation and asset allocation with particular reference to equity securities.

The investment Environment; Real versus Financial Assets, Financial Markets and its Functions, Characteristics of Financial Markets, Primary versus secondary markets, Portfolio Management: Introduction and Overview; Efficient Capital Markets; Definition of Market Efficiency, Sufficient Conditions, Forms of Market Efficiency, Empirical Evidence, Portfolio and Capital Market Theory & Applications; Markowitz Portfolio Theory, Asset Pricing Models, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Model (APT), Fundamentals of Fixed income securities; Basic Features of a Bond, Types of Bonds, Valuation of Bonds, Computing of Bond Yields, Risk of bond investments, Analysis of Equity Securities, Determination of Portfolio Policies, Portfolio Performance Evaluation, Alternative Investment Opportunities : Options and Futures

#### **FIN4207 - VALUATION THEORY AND APPLICATION**

This is an advanced course on the theory and practice of valuation of business and equities.

The major areas of coverage includes Free Cash Flow Valuation Dividend Discount Models, Price/Earnings Multiple Method, Price/ Book Value, Method, Price/Sales Method, Price/EBITDA Method, Valuation of Acquisitions and Take Over, and Special Cases of Valuation.

#### **FIN4108 - FINANCIAL STATEMENT ANALYSIS**

This course investigates the use of Financial Statements from the point of view of the users and the producers of these statements. Users include investors, financial analysts and creditors who have to assess the information content and the time series properties of accounting income numbers and the predictive value of accounting data regarding the value of the firm, security risks, security returns and financial distress.

Introduction; Accounting Cycle, Financial Statement; The Raw Data of Analysis; Ratio Analysis; Profitability Liquidity, Solvency, Integrated; EPS and Adjustment, Accounting Research; Analysis of Inventory; Methods of Valuing Stock; Conversion of One Method to the Other, Accounting standards in Sri Lanka; Analysis of Long Lived Assets; Capitalizing Vs Expensing, Depreciation Methods Analysis of Fixed Assets, Impairments Analysis of Taxes, Accounting for Taxes, Differed Taxes.

#### **FIN4109 - FINANCIAL SERVICE INSTITUTION**

The objective of this course is to provide the students an understanding of the practice & laws relating to banking with special reference to Sri Lanka.

Banking System in Sri Lanka, Financial System in Sri Lanka, History of Banking in Sri Lanka, Role of the Commercial and Development Banks; Banker; Banking Business; Customer of a Bank, Bank Customer Relationship, Banker's Liability, Banker's Secrecy, Customer's Duty to the Bank, Termination of the Bank Customer Relationships; Negotiable instrument Concept of Negotiable Instrument, Legal Nature of the Negotiable Instrument, Sri Lanka Bills of Exchange Ordinance No.: 25 of 1927, Types of Negotiable Instruments, Bills of Exchange, Parties to Bills of Exchange, The Law Relating to Cheques, promissory Notes, Legal Aspect of Bank Lending and Securities; Paying and Collecting Banker; Modern Development in Banking; Practical Problems and Case Studies with Solutions.

## **5.2.3 MANAGEMENT INFORMATION SYSTEM UNIT**

### **MIS3101 - COMPUTER SOFTWARE AND APPLICATIONS**

The objective of this course is to provide a clear and straightforward approach to the computer software and application software.

The course consists of two modules; One theoretical module and two practical modules. The theoretical module provides a comprehensive knowledge on the basic two types of software, application software and system software, used in a computer system. The practical components of this course basically aim at two aspects. First MS-ACCESS will be used to provide necessary knowledge on the use of databases and database management. Second MS-POWERPOINT will be taught in order to develop the ability to create presentation.

### **MIS3102 - SYSTEM ANALYSIS AND DESIGN**

The objective of this course is to analyze of an existing system and design a new system. This course introduces skills that students will meet to work in a highly competitive computer integrated business environment. The course provide the students with the skills to identify business problems which may be sought by technology based solution determine requirements for information system solution and develop detailed design which form the basis for implementing system.

Major topics covered in this course includes; Software Development Life Cycle, Analysis of Existing System and New System Requirements Gathering and Specification, Strength and Weaknesses of Different Approaches, Analysis Techniques, Communication with Users, Notation and Tools and System Documentation.

### **MIS3103 - VISUAL PROGRAMMING**

The objective of this course is to create visual graphical user interface. This course provides an introductory level treatment of major concepts in visual programming. It will be backed by the supplementary understanding of procedural programming techniques, which are useful for understanding the event driven object oriented programming (OOP) languages such as Visual Basic and Java.

### **MIS2104 – MANAGEMENT INFORMATION SYSTEMS**

The objective of the course is to make the students aware of the importance of Information Technology in managerial decision – making. Aspects of major concern are conceptual foundation of information system and information systems development.

An overview of Information Technology, Information System and Management Information System, Information System Concepts and Fundamentals, Information Requirements for Modern Data Collection, Designing Information Outputs: A User Orientation; An Overview of Modern Data Processing Resources and Methods of Processing; An Introduction to Computer Hardware and Software; Input, Output Devices, Storage Media, Computer Processing and Data Transmission, Principles of Programming, Elements of Software Development; System Analysis; System Fundamentals, General System Design and Detail System Design and System Evaluation, System Implementation, Control of an Implemented System; Feedback Loops and Timing of Control Actions; Types of Control Systems; Data Base Management System; Data Base Concept, Coding Sorting, and Searching Data, Types of Data Organization – Physical and Logical; File Storage and Processing Considerations; Behavioural Aspects of Information Technology; Levels of Management and Information Systems, Ethics in Information System; E – Business and Its Impacts in Information System; An Introduction to Accounting Information System; Computerized Accounting System.

### **MIS3205 - MATHEMATICAL PROGRAMMING**

This course is designed to prepare undergraduate level students specializing in the field of Information Technology to gain higher level competency essential to Mathematical Programming techniques to a wider range of practical situations covering various discipline of management. Major topic covers the course includes;

Advance Topics in Leaner Programming, Integer Programming Dynamics (Multi Stage Programming), Decision Theory and Games with Management Application.

### **MIS3206 - DATABASE DESIGN AND DEVELOPMENT**

This is a specialized course in Database Design and Development. The course consists of two modules. Module – 01 is theoretical and covers importance of the databases to different user group, database development process, different modeling techniques and database designs and development and accessibility, data / database administration and data warehousing. Module – 02 the practical component, covers the usage of structured query languages. (SQLs) on different database platforms.

### **MIS4107 - SOFTWARE ENGINEERING**

This is a specialized course on Software Engineering that focuses on the Principals of Software Engineering, with an emphasis on the practical aspects of constructing large-scale software system.

This course covers; Introduction to Software Engineering, Software Process, Software Requirement, Analysis and Specification, Software Design, Coding, Testing, Software Maintenance, Computer Aided Software Engineering (CASE), Software Quality. Introduction to Object Oriented Software Engineering.

### **MIS4108 - E-COMMERCE**

This course will provide Theoretical and Practical Knowledge about E- Commerce that how it works, what are the important parts of the E-Commerce and also how to implement internet security over the internet.

The major topics covered in this course includes; Introduction to E-Commerce and E-Business, E-Commerce Technologies, Marketing strategy on the Web, Search Engine and Portals, Comparing Web Technologies, Internet Security and the E-Payment System; Basic Practical Knowledge about Web Technologies, Introduction to Hypertext Mark-up Language (HTML 4.0), Micro soft Front Page (Forms, Frames) and Client Side Scripts, and Server Side Scripts. Introduction to Active Server Pages (ASP 3).

### **MIS3209 - WEB BASED APPLICATIONS**

The objective of this course is to create professional Web based applications. This is a specialized course that provides a comprehensive theoretical and practical knowledge in the area of Web based applications.

The course consists of two modules. Module – 01 is theoretical and covers the Basic Concepts of Internet Communication, Web Enable Search Tools, Scripts and Programming Languages and Hyper Text Markup Language (HTML). This course is primarily designed to give an in-depth coverage of Web Based Applications Development Using Java. Module – 02 the practical component, involves the Design and Development of Effective Web Pages and Web Based Applications.

### **MIS4110 - INFORMATION AND COMMUNICATION NETWORK**

This is an advance level course that deals with the modern network technologies in common use today.

The course focuses on the Communication Technology, Communication Standard and the Importance of Inter Connecting Network of Different Standard. This course also provides the essential knowledge to make informed decisions regarding the selection purchase installation and maintenance of local and wide area networks.

### **MIS4211 - INFORMATION SYSTEM APPLICATION AND DEVELOPMENT PROJECT**

This is a specialized course available only to the students who are specializing in the field of Information System. This course provides an opportunity for students to apply their conception knowledge into practice. Each student is required to select an application project from private or public sector organization. Each student has to develop a comprehensive application package or submit a project record based on the type of application project they select. The application package or project report should meet the expectation of the relevant organization. Each student will be assigned a supervisor from the department.



## **MIS3212 – STATISTICAL ANALYSIS FOR MANAGEMENT**

This is an introductory level course that deals with the fundamental concepts, principles and methods of business statistics.

Its major topics include collection and representation of data, frequency distributions, basic measurements of central tendency and variability, theoretical distributions, sampling procedures, estimation and hypothesis testing, analysis of variance, regression analysis, time series analysis and basic non-parametric techniques.

## **MIS4113 - ADVANCED RELATIONAL DATABASE MANAGEMENT SYSTEM**

The objective of this course is to provide a strong background and understanding of relational databases, Procedural Language (PL/SQL), Advanced PL/SQL, Database Transaction & Recovery, Database Security and Data Warehousing & Data Mining. Hands-on training will be provided to use PL/SQL to manipulate the database. The participants will learn the PL/SQL syntax, and functionalities. In addition to this Database Designing techniques will be taught using Developer kits and Database Languages.

This course includes Introduction to PL/SQL & Variable Declaration in PL/SQL; Writing Executable Statements in PL/SQL; Interacting with the Oracle Server; Writing Control Structures; PL/SQL Cursors; Exception Handling; Database Triggers; Database Transaction & Recovery Process; Database Security; Client Server Computing; Distributed Database; Data warehousing & Data mining.

## **MIS4214 – INFORMATION TECHNOLOGY MANAGEMENT**

This is an advanced course, which deals with the management of information technology. In addition to the theory, special attention will be paid for case studies with the aim of discussing issues of information technology (IT).

The course covers managing information resources and technologies, global information technology management, planning for business change with IT, implementing business change with IT, security and control issues in information technology system, and ethical and societal changes of information technology.

## **5.3 ENGLISH LANGUAGE TEACHING UNIT**

### **ELU1101 GENERAL ENGLISH LANGUAGE TEACHING - I**

The overall aims are that the students should produce and be able to correct sentences so as to indicate control of the structures, they should be able to read and understand narrative and descriptive passages up to a vocabulary of 3000 words at an average reading speed of 200 wpm, students should be able to communicate confidently in English, students should be able to write narratives and descriptions clearly and succinctly, and present and develop arguments coherently and concisely, and they should be able to translate letters, memos, messages, notices, reports etc. from Tamil to English

This course includes, Grammar-Sentence Structure, Word Classes, Articles, Tense; Reading- Extracts from texts, Stories/ Poems, Sales Literature, Catalogues, Bibliographies, Indexes, Dictionaries, Encyclopedias; Writing- Maintaining a Diary, Routine, Description of People, places, objects, Expanding Sentences, Paragraph Writing, Replying Telephone Messages, Filling Forms, Informal Letters, Formal Letters, Short Reports; Oral & Listening- Describing people, place, objects, Narrating Story, Interpreting a Table, Presenting facts, data, and information, Describing one's experience, Enacting a dialogue, Enacting a telephone conversation, Listening to short / long conversations, Listening to mini talk/ lecture; Translation From Tamil to English.

### **ELU1202 GENERAL ENGLISH LANGUAGE TEACHING - II**

The overall aims are that the students should produce and be able to correct sentences so as to indicate control of the structures, they should be able to read and understand narrative and descriptive passages up to a vocabulary of 3000 words at an average reading speed of 200 wpm, students should be able to communicate confidently in English, students should be able to write narratives and descriptions clearly and succinctly, and present and develop arguments

coherently and concisely, and they should be able to translate letters, memos, messages, notices, reports etc. from Tamil to English

This course includes, **Grammar- Tenses (contd.), Passive Sentences, Modal verbs, Revision; Reading- Selected Passages, Pamphlets / brochures, Stories/ Poems; Writing- Interpreting Tables, Short account of one's experience, Invitation, Notice, Personal notes/ messages, Rules/ Instruction, Writing from outlines, Writing a story, Informal and Formal letters, Short reports; Oral & Listening- Picture description, Interpreting charts, Narrating one's experience, Interview, Reporting Events, incidents, Problem solving, Enacting a dialogue, Enacting a telephone conversations, Listening to short/ long conversations, Listening to mini talk / lecture; Translation- From Tamil to English**

### **ELU2103 – BUSINESS ENGLIS**

The aim of this course is to develop the four skills of Language along with the structure of English.

Grammar; Phrases/clauses, Reported Speech, Conditionals, Infinitive, participle, gerund, Revision, Reading; Extract and passages from texts, newspaper articles, business magazines etc on the following disciplines: Marketing, Accounting, Management, Banking, Writing; Notice with agenda, Minutes, Formal letters / Business letters, Reports, Memo, Sales Literature, Advertisements, Interpreting charts, Summaries, CV / Resumes, Oral & Listening; Deliver short speech: welcome speech, vote of thanks etc., Presenting and expressing views, Oral Presentation, Conducting Meetings, Enacting a dialogue, Enacting a telephone conversation, Discussion, Listening to mini talks, lecturers, broadcasts, commentaries, announcements.

## **5.4 COMPUTER UNIT**

### **COU1101 – INTRODUCTION TO INFORMATION TECHNOLOGY**

**The objective of the course is to make the students aware of the importance of the IT and giving basic understanding of concepts and applications of IT.**

The Course consists of three modules. Module 01 covers the important of the IT, IT in Sri Lanka, the evolution of computers and the generation of the computers. Module 02 covers Introduction to Computer Hardware: Basic Computer Organization, CPU, Computer Memory, Storage Devices and Input Output devices; Module 03 covers about Data Communications and Computer Networks: Introduction to Internet and E-Mail, Basic elements of Communications, Introduction to Local Area Network and Wide Area Network.

### **COU1202 – COMPUTER LITERACY AND BASIC APPLICATIONS**

The objective of the course is to provide the students a good understanding of the fundamentals of Computer Skills and gain knowledge to handle various software Packages.

The course consists of three Units. Unit – 01 covers the Introduction to Computer Software, Classifications of Software: System Software, Computer Codes and Operating systems. Unit – 02 covers Application Software: Computer Languages, Word Processing, Spreadsheet Application Functions and PowerPoint Presentation. Unit – 03 covers about Database management System: Defining a Database, Database Management System Characteristics, Records, and Fields in DBMS

## **5.5 UNITS OTHER THAN THE FACULTY UNITS**

### **SOC2101 – INTRODUCTION TO SOCIAL HARMONY AND PEACE BUILDING**

This course explores theories that define and explained social harmony, peace and cooperation. The relationship between harmony and conflict are close, and one is defined in part by the absence of the other. This course will therefore include consideration of how certain processes associated with conflict may promote either. It will also consider the conflict and conflict resolution.

This course include Introduction to social harmony, Religion and social harmony, The promise of peace, the problems of war, peace movements, The meanings and reasons for war, Negative and positive peace, Ethnic Conflict, Conflict and conflict resolution, Conflict prevention, National Integration and Role of civil society in peace building.

## **CGUI201 – INTRODUCTION TO CAREER GUIDANCE**

The objective of this course is to give the students the importance of career opportunities available to them and to take efforts to train them in the spheres of employment that they wish to select and to prepare them for their future prospects.

This course include Career expectations; Business, Politics, Job abroad, Job counseling, Curriculum Vitae; Order, Target, Emphasis, Approval, Covering, Skills to develop; Answering Technique, Musical, Linguistic, Mathematical, General knowledge, Sports, Science & Technology, World affairs, Sri Lankan studies, Types of jobs available; Government, Private, Overseas, Self employment, Industries, Business, Entrepreneurship, Information about the job offering places; List, Structure, Management, Attributes, Incentives, Work load, Higher Studies; In Higher Educational Institutes, Locally and abroad, Research and development, Professional courses, Leadership training; Social mobilization, Orator, “be a leader”, Meetings, Discussion, Good presentation, Time Management; Time consciousness, Time discipline, Promptness, Task management, Letter writing; For available jobs in government, Private & Non-governmental organizations (NGO), Communication; Direct, Interpersonal, Group & mass communication, Confidential, Languages, Personality development; Positive, Daring, Optimistic, Administration, Friendly, Evidence of suitability; Testimonial, Recommendation, Works experience, Relationships, English and Computer proficiency; Global employable capacity, Data base; Computerized Data base of the students profile, Subject combination and that the employers’ requirements information service, Networking, Jobs net, Internet, Direct access, Trace study; To find out the useful subject combinations for instant job opportunities by experts in different field, Field Visit; To Government / Private / NGO / Industries / Factories, to study the jobs opportunities.

## **SCII101 – BASIC SCIENCE**

The objective of this course is to offer the non-science students a purview of science, technology and development to face the Science based challenges in the world and to stand by his / her own knowledge in science while pursuing their own field of studies.

This course include Pure Science: Biological; Origin of life, Cell, Evolution, Organ System, Biodiversity, Classification, Physiology of Plants and Animals, Food and Nutrition, Human Reproduction, Chemical; Atoms, Molecules, Elements, Chemical Reactions, Solid, Liquid, Gases, Solvent, Solution, Oxidation, Reduction, Acids, Alkalies, Metal and nonmetals, Physical; Temperature, Heat, Conduction, Convection Radiation, Pressure, Light, Sound, Magnetism, Electricity, Radiation, Applied Science: Environmental Science; Function, Role, Effect, Natural Resources, Conservation of the environment, Environmental Pollution and Management, Sustainable Agriculture; Management of Soil, Water, Crop, Pests, Pathogens, Animal husbandry, Machinery, Organic agriculture, Medical Science; Diseases, Prevention, Medico-physics technology, Family Planning, Test tube babies, STD, AIDS, Cancer, Therapy, Biotechnology; Genetically modified food, Cloning, Better plants animals and microbes, Science & Technology: Mechanical; Force, Work, Power, Simple machine, Buildings, Bridges, Roads, Energy, Biology, Windmill, Solar energy, Renewable & nonrenewable energy system, General Technology; Manufactory, Industry, Transmission, Electrics, Radio, T.V., Chemical Technology; Transmission, Receivers, Electronics, TV, Radio, Telephone, Wireless, Computer Technology; Computer, Internet, E-Mail, Tec

## UNIVERSITY STAFF

### 6.1 The Officers of the University

#### **Vice Chancellor**

Dr.A.G.Husain Ismail B.Ed.(Hons.)(Ceylon), M.A.(Colombo), Ph.D.(Colombo)

#### **Dean, Faculty of Management and Commerce.**

Dr.K.Ishaq B.Com.(Hons.)(Jaffna), M.Com.(Kerala), Ph.D.(South Africa)

#### **Dean, Faculty of Arts and Culture**

Mr.S.M.Aliff B.A.(Hons.)(Peradeniya), M.Phil.(Peradeniya)

#### **Dean, Faculty of Applied Science**

Mr.A.M.Rasmy B.Sc.Agric.(Peradeniya), M.Sc.(Peradeniya), M.Sc.(NUS)

#### **Dean, Faculty of Islamic Studies and Arabic Language**

Mr.M.S.M.Jalaldeen B.A.(Hons.)(Peradeniya), M.Phil.(Peradeniya)

#### **Actg. Registrar**

Mr.M.F.Hibathul Careem

B.Sc.(Hons.)(EUSL), M.Sc.(Peradeniya), Dip. in Comp., PGDM(OUSL)

#### **Actg. Librarian**

Mr.M.M.Rifaudeen B.Sc.Agric.(Hons.)(EUSL), M.L.S.(Colombo), ASLLA

#### **Bursar**

Mr.A.Gulam Rasheed ACMA (Lond.)

### 6.2 The University Council

#### **Ex – Officio Members.**

#### **Chairman.**

#### **Vice – Chancellor**

Dr.A.G.Husain Ismail B.Ed.(Hons.)(Ceylon), M.A.(Colombo), Ph.D.(Colombo)

#### **Dean, Faculty of Management and Commerce**

Dr.K.Ishaq B.Com.(Hons.)(Jaffna), M.Com.(Kerala), Ph.D.(South Africa)

#### **Dean, Faculty of Arts and Culture**

Mr.S.M.Aliff. B.A.(Hons.)(Peradeniya), M.Phil.(Peradeniya)

#### **Dean, Faculty of Applied Sciences**

Dr.A.M.Rasmy B.Sc.Agric.(Hons.)(Peradeniya), M.Sc.(Peradeniya), M.Sc.(NUS)

#### **Dean, Faculty of Islamic Studies and Arabic Language**

Mr.M.S.M.Jalaldeen B.A.(Hons.)(Peradeniya), M.Phil.(Peradeniya)

#### **Members appointed by the Senate**

Dr.F.C.Ragel B.Sc.(Hons.)(EUSL), Ph.D.(Witwatersrand)

Members appointed by the UGC.

Prof.(Ms.) Uma Coomaraswamy

Prof. Thilak Hettiarachchy

Dr.S.L.Riyas  
Mr.Sunil Kannangara.  
Mr.M.M.Abul Kalam  
Mr.Y.M.Anver Siyath  
Mr.L.R.S.Bandara  
Mr.Anver M. Mustapha

**Secretary:**

Mr.M.F.Hibathul Careem - Actg. Registrar

### 6.3 THE UNIVERSITY SENATE

Dr. A.G.Husain Ismail - Vice-Chancellor (Chairman)  
Dr. K.Ishaq - Dean Faculty of Management & Commerce  
Mr. S.M.Aliff - Dean Faculty of Arts & Culture  
Mr. A.M. Rasmy - Dean Faculty of Applied Science  
Mr. M.S.M.Jaladeen - Dean Faculty of Islamic Studies & Arabic Language  
Mr. M.B.M Amjath - Head Dept. of Accountancy & Finance  
Ms. Sulaiha Beevi AB - Head Dept. of Management  
Ms. S. Rahila Ziyath - Head Dept. of Languages  
Mr. K.M.M Faleel Haque- Head Dept. of Social Sciences  
Dr. (Mrs.) M.I.S.Safeena - Head Dept. of Biological Sciences  
Dr. N.W.B Balasooriya - Head Dept. of Physical Sciences  
Dr. P. Elango - Head Dept. of Mathematical Sciences  
Mr. S.M.M Mazahir - Head Dept. of Islamic Studies  
Mr. I.L.M.Mahir - Elected Member / FAC  
Mr. K. Raguparan - Elected Member / FAC  
Dr. F.C. Ragel - Elected Member / FAS  
Dr. R. Senthilnithy - Elected Member / FAS  
Mr. A.B.M Aliyar - Elected Member / FIA  
Mr. M.H.M.Nairoos - Elected Member / FIA  
Mr. M.A.M.Hussain Ali - Elected Member / FMC  
Mr. Dr. A. Jahfer - Elected Member / FMC

**Secretary:**

Mr. M.F.Hibathul Careem - Actg. Registrar

### 6.4 THE FACULTY BOARD OF THE FMC

Dr.K.Ishaq - Dean (Chairman)  
Mr. MBM Amjath - Head / Dept. of Accountancy & Finance  
Mrs.Sulaiha Beevi Athambawa - Head / Dept. of Management  
Mrs.F.H.Abdul Rauf - Senior Lecturer  
Mr.A.L.Abdul Rauf - Senior Lecturer  
Mr.MAM. Hussain Ali - Senior Lecturer  
Dr.A.Jahfer - Senior Lecturer  
Mr.S.Gunapalan - Senior Lecturer  
Mrs.S. Safeena M.G.Hassan - Senior Lecturer  
Mrs.Sareena UMA Gaffoor - Senior Lecturer  
Mr.MIM.Hilal - Senior Lecturer

Mr.AMM.Mustafa	- Senior Lecturer
Mr.K.M.Mubarak	- Senior Lecturer
Mrs.Salfiya UA Jaleel	- Senior Lecturer
Mrs.AM.Inun Jariya	- Senior Lecturer
Mr.A.Jamaldeen	- Lecturer
Mr.ALMA.Shameem	- Lecturer
Mr.A.Haleem	- Lecturer
Mr.M.B.M.Ismail	- Lecturer
Mr.M.B.M.Irshad	- Lecturer
Mr.MH.Thowfeek	- Lecturer (Prob.)
Mr.MCA.Nazar	- Lecturer (Prob.)
Mr.T.L.Sakeer Ussain	- Educational Assistant
<b>Mr. ALM Ayoobkhan</b>	<b>- Instructor in Computer Technology</b>

**Appointed External Members:**

Mr.A.M.Kamaldeen  
Mr.A.L.Natheer  
Mr.S.M.Kaleel

## 6.5 ACADEMIC HEADS OF THE FACULTY OF MANAGEMENT & COMMERCE

**Dean**

Dr. K. Ishaq B.Com.(Hons.)(Jaffna), M.Com.(Kerala), Ph.D.(South Africa)

**Head, Department of Management**

Mrs.Sulaiha Beevi Athambawa BBA(Hons.)(Jaffna), M.Sc.(Management)(SJP)

**Head, Department of Accountancy & Finance**

Mr. M.B.M. Amjath B.Com.(Hons.)(EUSL), M.Sc.(Russia)

## 6.6 ACADEMIC STAFF OF THE FMC

### 6.6.1 DEPARTMENT OF MANAGEMENT

Name and Qualification		Research Interest
	<p><b>Dean</b> Mr. ABM. Amjath Senior Lecturer Gr. II B.Com.(Hons) (EUSL), M.Sc (Russia) E-Mail:<a href="mailto:amjathmb@seu.ac.lk">amjathmb@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Auditing &amp; Taxation</li> </ul>
<b>Department of Accountancy &amp; Finance</b>		
	<p><b>Head</b> Dr. A. Jahfer Senior Lecturer Gr. II B.Com (Hons) (Col), MSc (SJP), PhD (YNU- Japan) E-Mail:<a href="mailto:jahfer@seu.ac.lk">jahfer@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Finance</li> </ul>
	<p>Mr. ALA. Rauf, Senior Lecturer Gr. II B.BA (Hons) (Jaffna), M.Sc (SJP) * ON SABBATICAL LEAVE E-Mail:<a href="mailto:alarauf@seu.ac.lk">alarauf@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Accountancy &amp; Finance</li> </ul>
	<p>Dr. K. Ishaq, Senior Lecturer Gr.II B.Com (Hons) (Jaffna), M.Com (Kerala) PhD (RSA) * ON SABBATICAL LEAVE E-Mail:<a href="mailto:drkishaq@seu.ac.lk">drkishaq@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Strategic Marketing, Globalization, Global Marketing, Cost accounting and its application</li> </ul>
	<p>Mr. A. Jamaldeen Lecturer B.Com (Hons) (Jaffna), M.Com (Kerala) E-Mail:<a href="mailto:abajamal@seu.ac.lk">abajamal@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Career Guidance , Tourism Management</li> </ul>

	<p>Mrs. AM. Inun Jariya Senior Lecturer Gr.II BBA (Hons) (SEUSL), MBA (Col) E-Mail:<a href="mailto:inunjariya@yahoo.com">inunjariya@yahoo.com</a> URL:</p>	<ul style="list-style-type: none"> <li>Accountancy and Finance</li> </ul>
	<p>Mr. MCA. Nazar Lecturer (Probationary) B.Com (Hons) (Col) E-Mail:<a href="mailto:mcanazar@seu.ac.lk">mcanazar@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>Accountancy and Finance</li> </ul>
	<p>Mr. A. Haleem Lecturer B.Com (Hons) (SEUSL) E-Mail:<a href="mailto:ahaleem@seu.ac.lk">ahaleem@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>Computerized Accounting System &amp; IT</li> </ul>
	<p>Mr. ALM. Ayoobkhan Instructor in Computer Technology B.Com (SL), MSc (Com.Sci)-PAK E-Mail:<a href="mailto:ayoob@seu.ac.lk">ayoob@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>E-Learning, M-Learning, Web Technologies &amp; RDBMS</li> </ul>
	<p>Mr. S. Sabraz Nawaz Assistant Lecturer in MIS (Temp.) BBA (Hons) (Spl in IS) (SEUSL), MCP E-Mail:<a href="mailto:sabraz@seu.ac.lk">sabraz@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>Programming, RDBMS, &amp; E-Commerce</li> </ul>
	<p>Mr. M. Murshitha Assistant Lecturer in MIS (Temp.) BBA (Hons) (Spl in IS) (SEUSL) E-Mail:<a href="mailto:murshitha@seu.ac.lk">murshitha@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>SAD, IT &amp; Accounting</li> </ul>
<p><b>Department of Management</b></p>		



	<p><b>Head</b>  Mrs. MAC. Sulaiha Beevi  Senior Lecturer Gr.II  BBA (Hons) (Jaffna), MSc (SJP)  E-Mail:<a href="mailto:macsulai@seu.ac.lk">macsulai@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> </ul>
	<p>Ms. F. Hanzuya Abdul Rauf  Senior Lecturer Gr.I  BBA (Jaffna), MBA (SJP)  * ON SABBATICAL LEAVE  E-Mail:<a href="mailto:fharauf@seu.ac.lk">fharauf@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Human resource management</li> <li>• Tourism Management</li> </ul>
	<p>Mrs. S. Safeena MG. Hassan  Senior Lecturer Gr.II  BBA (Hons) (EUSL), MSc (SJP)  E-Mail:<a href="mailto:sssmghfa@seu.ac.lk">sssmghfa@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Management</li> </ul>
	<p>Mr. MAM. Hussain Ali  Senior Lecturer Gr.II  BBA (Hons) (Jaffna), MSc (SJP)  E-Mail:<a href="mailto:hussainm@seu.ac.lk">hussainm@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> </ul>
	<p>Mr. S. Gunapalan  Senior Lecturer Gr.II  BBA (Hons) (Jaffna), M.Com (Kelaniya)  E-Mail:<a href="mailto:sgunapalan@seu.ac.lk">sgunapalan@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Small Business and Entrepreneurship</li> </ul>
	<p>Mr. MIM. Hilal  Senior Lecturer Gr.II  BCom (Hons) (SEUSL), M.Com (Kel)  E-Mail:<a href="mailto:mujahidh@seu.ac.lk">mujahidh@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Marketing Management, Service Quality</li> </ul>
	<p>Mr. ALMA. Shameem  Senior Lecturer Gr.II  BBA (Hons) (SEUSL), MBA (Col)  E-Mail:<a href="mailto:alma_shameem@seu.ac.lk">alma_shameem@seu.ac.lk</a>  URL:</p>	<ul style="list-style-type: none"> <li>• Marketing Management</li> </ul>

	<p>Mrs. Sareena UMA Gaffoor Senior Lecturer Gr.II BBA (Hons) (Jaffna) E-Mail:<a href="mailto:agsareen@seu.ac.lk">agsareen@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Human Resource Management and Business Management</li> </ul>
	<p>Mr. KM. Mubarak Senior Lecturer Gr.II BCom (Hons) (SJP) E-Mail:<a href="mailto:kmmubarak@seu.ac.lk">kmmubarak@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Marketing Management</li> </ul>
	<p>Mrs. Salfiya UA. Jaleel Senior Lecturer Gr.II BBA (Hons) (SEUSL) E-Mail:<a href="mailto:salfiyau@seu.ac.lk">salfiyau@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Business Management</li> </ul>
	<p>Mr. MH. Thowfeek BBA (Hons) (SEUSL), MBA (MIS) -PK, PGD in MCMIS (NL) Lecturer (Probationary) (On Study Leave) E-Mail:<a href="mailto:thowfeek@seu.ac.lk">thowfeek@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• MIS / E-Commerce</li> </ul>
	<p>Mr. AMM. Mustafa Senior Lecturer Gr.II B.Econ (Hons) (SEUSL), MPhil (Pera) E-Mail:<a href="mailto:amustafa@seu.ac.lk">amustafa@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• International Trade</li> </ul>
	<p>Mr. MB. Mohamed Irshad Lecturer BBA (Hons) (SEUSL), MBA (SJP), CTHE (Col) E-Mail:<a href="mailto:mbmirshad@seu.ac.lk">mbmirshad@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Data Communication and Network Administration, Online Banking and e-Customer Relationship, and Professional Communication</li> </ul>
	<p>Mr. MBM. Ismail Lecturer BBA (Hons) (SEUSL), MBA (Col), CTHE (Col), SEDA (UK) E-Mail:<a href="mailto:mbmismail@seu.ac.lk">mbmismail@seu.ac.lk</a> URL:</p>	<ul style="list-style-type: none"> <li>• Customer perspective &amp; IT</li> </ul>



Mr. I. Raisal  
Lecturer (Prob) in Management  
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- Management, Economics



Mr. TL. Sakeer Ussain  
Education Assistant  
B.Sc.(Hons) (EUSL)  
[E-Mail:tsakeeru@seu.ac.lk](mailto:tsakeeru@seu.ac.lk)  
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- Mathematics & Statistics

## 6.7 Administrative and Non Academic Staff of the FMC



Mr. M. Nanthakumaar  
B.Sc.(Jaffna),M.A.(Kelaniya)  
Assistant Registrar  
Office of the Dean



Mr. M.C. Abdul Gaffoor  
B.A.(Peradeniya)  
Clerk Grade I  
Office of the Dean



Mr. A.M.Nazvi  
Computer Application Assistant  
Department of Management



Mrs. R. Ponnampalam  
Clerk Grade III  
Department of Management



Mrs.S.M.Kishora Jahan  
Clerk Grade III  
Department of Accountancy & Finance



Mr. T.L.Anver  
Office Assistant  
Department of Accountancy & Finance



Mr.T.Cader Mohideen  
Office Assistant  
Department of Management

**AUTHORITIES OF THE UNIVERSITY AND HIERARCHY****Minister of Higher Education:**

The minister shall be responsible for the administration of the Universities Act and for the general direction of University Education, in accordance with National Policy as determined by the cabinet of ministers, from time to time.

**University Grants Commission (UGC):**

UGC objected to plan and co-ordinate of Higher Education in accordance with National Policy. The allocation of funds to Higher Educational Institutes and monitoring of expenditure of each Higher Educational Institution, maintenance of high academic standards. The UGC consist of a Chairman, Vice Chairman and five other members, all of whom shall be appointed by the president for a term of five years.

**The Council:**

The Council of a University shall be the Governing Authority and the Executive Body of the University and shall exercise, perform and discharge the powers, duties and functions of the University.

The council shall consist of; The Vice – Chancellor, Deans of the Faculties two members elected by the Senate from among its members, persons appointed by the UGC. The Chairman of the Council shall be the Vice Chancellor who shall preside at all meetings of the council. If the Chairman is unable to preside at a meeting the meeting, shall be presided by a Dean of a Faculty, elected by the members present.

**The Senate:**

A University shall have a Senate which shall be the Academic Authority of the University. The Senate of the University shall consist the Vice – Chancellor, Deans of Faculties, the Rectors of each campus, Heads of the Departments of Study, Permanent professors of the Universities, The Librarian, two teachers, elected by the permanent teachers of the each Faculty of the University.

**The Vice – Chancellor:**

The Vice – Chancellor of a University shall be appointed by the president. The Vice – Chancellor shall be the principal Executive officer, Principal Academic Officer and the Principal Accounting Officer. The Vice – Chancellor shall preside at all meetings of the Council and Senate of the university and shall be responsible for the maintenance of discipline within a university.

**The Faculty Board:**

A Faculty Board shall exercise and perform to establish divisions, units, and subject to the control of the Senate, to regulate matters connected with teaching, examination and research in the faculty. The Chairman of the Faculty Board shall be the Dean. If the Chairman is unable to preside at a meeting, the members present shall elect a Head of a Department to preside at such meeting. The Faculty Board consist of the Dean of the Faculty, all permanent academic staff of the faculty including Professors, Associate Professors, Senior Lecturers and Confirmed Lecturers, two members elected by the Permanent Lecturers (Probationary) of the faculty from among their numbers, two students elected by the student, three persons not being members of the staff of the university elected by the Faculty Board from among persons of eminence in the areas of study relevant to the faculty.

**The Dean:**

The Dean shall be a full time officer of the university and the academic and administration head of that faculty. The Dean shall be elected by the Faculty Board from among the Heads of the Department of Study comprising such faculty.

**Department of Study:**

Departments of Study come under the purview of the relevant Faculty Board and are responsible for the development of teaching, research, examination and other relevant academic matters of the departments. Department of Study consists of Head, Lecturers and Non – Academic Staff in the Department.

**Head of the Department:**

**Appointed by the Council on the recommendations of the Vice – Chancellor, from among those in the department holding the rank of Professor, Associate Professor and Senior Lecturer. Responsible for the monitoring and supervision of teaching, research and other academic and administrative matters of the department.**

The Registrar:

The Registrar of a university shall be appointed by the Council. The Registrar shall be a full – time officer of the university and responsible for the custody of the records and the property of the university. The Registrar shall be the Ex - Officio Secretary of the Council and the Senate and responsible for the general administration of the university and the Assistant Accounting Officer of the university and the discipline of its – non – academic staff. The Registrar shall, subject to the direction and control of the Vice – Chancellor.

The Librarian:

Appointed by the Council subject to the direction and control of the Vice – Chancellor, The Librarian is responsible for the administration of the libraries in the university. The Librarian shall be a full time academic officer of the university and is an Ex – Officio member of the Senate.

**The Bursar:**

The Bursar is appointed by the Council. The Bursar shall, subject to the direction and control of the Registrar, have the custody of the funds of the university and be responsible for the administration of the finances of the university and maintain its accounts.

**Source :           Universities Act.**

## APPENDIX – II

### BY – LAW NO : 02 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: 07 of 1985 and approved by the University Council on 24-08-1996.

This By – Law may be cited as By – Law No : 02 and shall come into force on 15 July, 1996.

#### I.0 Rules Pertaining to the Conduct of Examinations:

- I.1 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.
- I.2 On admission to the Examination Hall, the candidates shall occupy the seats allocated to them.
- I.3 No candidate shall have in his/ her person or in his clothes or on the admission card, timetable, 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/ her should be kept at a place indicated by the Supervisor or Invigilators.
- I.4 No candidate shall be admitted to the examination hall after the expiry of half an hour from the commencement of the examination nor shall 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.
- I.5 A candidate shall bring into the examination hall his Student Record Book or his University Identity Card which should bear the candidate's photograph 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 identify a candidate may produce his National Identity Card or a recently taken photograph duly certified by an Authorized Person.
- I.6 A candidate may be requested by the Supervisor to declare any items in his possession or person.
- I.7 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 obtain help from another candidate or any other person. No candidate shall attempt to help another candidate or conduct himself negligently so that another candidate has the opportunity of copying.
- I.8 Candidates shall write only on the writing paper issued during the current paper on that particular date and session.
- I.9 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 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.
- I.10 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 name or any identifying mark on the answer script. Any candidate who inserts on his script an Index Number other than his own is liable to be regarded as having attempted to cheat.
- I.11 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.

- 1.12 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.
  - 1.13 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.
  - 1.14 Candidates shall bring their own pens, ink, mathematical instruments, drawing instruments, erasers, pencils and calculators. No candidate shall bring a programmable calculator into the Examination Hall.
  - 1.15 No person shall impersonate a candidate at the examination nor shall any candidate allow himself to be so impersonated by another person.
  - 1.16 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.
- 2.0 Procedure for Inquiry and Determination of Punishment due to those found guilty of Examination Offences:
    - 2.1 Examination offences shall be reported to the Registrar through the Supervisor of the relevant examination who shall place them for consideration by the Vice – Chancellor. The latter shall then appoint an Examination Offences Committee who will be required to inquire into the alleged offences. The findings of this committee will be reported to the Senate by the Vice Chancellor. The Senate, shall, after consideration of the Vice – Chancellor’s report, determine the punishments due to those found guilty of the examination offences.



### 3.0 Punishments for Examination Offences:

Type of Offences	Recommended Punishments
1. Name written on Answer Scripts	Written warning
2. Possession of bag etc. on or near desk	Written warning
3. Possession of unauthorized materials	
a. Use of cellular telephones at the Examination hall	Students should be informed to providing the electronic equipments which they needed for the examination. Students will not be allowed to bring the electronic equipments themselves. Cancellation of paper. If the same offence repeated cancellation of 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 they will not eligible for class awarding. And the committee should submit the report before releasing the particular semester examination results.
d. Notes found in bags or near desk relevant to examination paper	Cancellation of whole examination for two semesters. And not eligible for class awarding.
e. University based notes. Subjects based but not relevant to specific examination paper found on/ beside desk.	Warning for first offence. Cancellation of examination for repetition.
4. Copying at examination	Cancellation of whole examination for four semesters. Not eligible for class awarding.
5. Disruption of examination (Misconduct)	2-4 weeks out of bounds but student be allowed to sit the exam. Snr. Asst. Registrar/ Examination should be reported within a week about the incidents.
6. impersonation	If by a student, debarment for two years and to be referred to disciplinary action. If the student in final year, debarment period depends on duration on completion of degree program, anyway the maximum <b>two years whole examination</b> will be cancelled. If by an outsider, prosecution to be initiated.
7. Coping an assignment, project work	Assign zero marks and written warning and without continuous assessment marks students not allowed to sit for the exam. i.e. Cancellation for eligibility of examination.
a. If the marks allotted is less than 25% of the total marks	
b. If the marks allotted is more than 25% of the total marks	Cancellation of paper
8. Aiding and abetting	Cancellation of whole examination for four semesters.

Note :

- ❖ Punishment for person who allows himself to impersonation by another person.
- ❖ Students shall complete their work of study within 7 years period. But punishment shall not be affected entire period of work of studies.

- ❖ Punishment for any other type of offence not covered above may be decided by the Senate in keeping with the above.
- ❖ Amendments to the By – Laws may be made from time to time. Students are required to contact the Assistant Registrar – Students and Staffs Welfare or the Senior Student Counselor to ascertain the amended By – Laws.  
(Decision of the Senate at its 52<sup>nd</sup> meeting held on 24.06.2004)

**SOME USEFUL INFORMATION**

If you have any problems during your period of study you could contact the following persons:

<b>Nature of Problem</b>	<b>Whom to Contact</b>	<b>Division</b>
1. Registrations, Examination Results, Certificates, Identity Card	Senior Assistant Registrar / Examinations	Examination Branch
2. Hostel Facilities, Mahapola Scholarship, and Bursary Payments, Telephone / Intercom breakdown, Canteen Service, Bus, Auditorium Reservations for functions/ Seminars, Election for Students' Union	Assistant Registrar / Welfare	Students Welfare Branch
3. Counseling on Studies or Personal matters and Ragging problems	Senior Students' Counselor, Students' Counselor, FMC	Senior Students' Counselor Office
4. Career Guidance	Director / Career Guidance	Career Guidance Office
5. Change of Specialization Courses, Subject Registration Problems on lectures, medium, postponement of studies, submitting Medical Certificates, Request to sit examination, Study Tour, Field Trip, Seminar, Workshop etc. and Postponement of studies	Head / Department of Accountancy & Finance (For Commerce Students)  Head / Department of Management (For Management Students)	Department of Accountancy & Finance  Department of Management
6. Illness	University Medical Officer	Health Centre
7. Stationeries, Photo copies, Groceries etc.		Multi Shop
8. Problems at Hostel and Hostel Canteen	Sub – Warden / Men's Hostel Sub – Warden / Women's Hostel	