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Our Vision

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

Our Mission

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



About **the University**

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

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

At present South Eastern University of Sri Lanka is one of the National Universities with a student's population about 2650 internal and 7000 external. There are five faculties and fifteen academic departments with all facilities.





Message from
The Vice Chancellor

It gives me great pleasure in extending the message of greetings on the release of "Postgraduate Hand Book 2014/15".

I am fully aware that Faculty of Management and Commerce (FMC) has been rendering yeoman services not only to young graduates but also to the adult students in enhancing their educational background in all aspects.

South Eastern University of Sri Lanka which was established in 1995 with the vision to bring quality Higher Education to the door steps of the people of the region has now a student population of about 2650 internal and 7000 external. There are five faculties and fifteen academic departments with all facilities.

I am very much happy indeed to note that our academics are now working right round the clock to bring all positive changes in the field of higher education that will enable our students to meet the needs of the modern society. Keeping this idea in mind several courses are now being introduced such as MBA and PGDM for higher positioned officials and professionals of this region and suburbs. They are very much attracted by our programs and are expressing their gratitude to us for opening the gates for gaining and sharing knowledge to develop further to meet the need of the modern society. This shows the significant role played by our energetic team of the FMC in particular and the University as a whole.

The Engineering faculty is now established and the academic activities have now commenced. This is another milestone as far as the SEUSL is concerned. Our sincere thanks are due to His Excellency the President, Mahinda Rajapaksa, Hon. Minister of Higher Education S.B. Dissanayake and the University Grants Commission for their valuable efforts in this regard. I hope with this courage, confidence, commitment and devotion, this University will go forward march to earn its name and make this as an International reputed one. May the Almighty give all of us the strength and courage to make this goal a reality.

I wish the Faculty of Management and Commerce every success in all its endeavors and constructive measures.

Dr. SM. Mohamed Ismail
Vice Chancellor



Faculty of
Management and Commerce

Mission of the Faculty

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

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

The Faculty of Management and Commerce has two departments and two units namely Department of Management and Department of Accountancy and Finance, MIS Unit and Postgraduate Unit.

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



Message from
The Dean

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

The Faculty of Management & Commerce currently has two departments and two units namely Department of Management, Department of Accountancy & Finance, MIS Unit and Postgraduate Unit.

The global knowledge economy emphasizes the necessity of that continuing education and practical exposure for people who want to acquire skills for value-added and more secured jobs. In line with this requirement, the Faculty of Management and Commerce developed the PGDM / MBA program especially for the professionals and Executives seeking enhancement in their career. This, in fact, leads students from multi disciplines to earn management education. This is one of the major steps towards extending its research for the regional and national development. These postgraduate courses provide them with a strong foundation on which to build rewarding and successful professional careers.

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

Mrs. Sareena UMA Gaffoor
Dean
Faculty of Management and Commerce





Postgraduate Unit

Introduction

The Faculty of Management and Commerce is committed to pursue excellence in teaching and research in the field of Business Management. As a growing faculty, University Grants Commission (UGC) has given its approval to offer Master of Business Administration (MBA) and Postgraduate Diploma in Management (PGDM) in order to meet the higher educational needs of people in the country and to ensure an educationally qualified, skillful manpower available for the industries, for a better working environment and a societal growth. MBA program is developed specially for professionals and executives seeking to further enhance their knowledge, skills and competencies for career advancement.

Coordinator

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



Message from
The Coordinator

I am very much delighted to welcome to a recognized MBA degree program offered by the Faculty of Management and Commerce (FMC) of the South Eastern University of Sri Lanka (SEUSL)

South Eastern University MBA degree Program commenced in 2010 and it will take its fourth intake in January 2014. Our present MBA students are from diverse career paths. The program is structured to allow you to continue working in full-time employment while studying part-time, connecting your learning to current global, international and organizational issues. Ideally suited to you if you are unable to take significant time out of the workplace to study and it is very convenient and flexible. As the management is very keen on timely completion of program our postgraduates program have been very successful with three previous batches and reached to the end as scheduled and the program were run very smoothly free from any interruption.

The MBA has an innovative two year program that combines the practice and theory of management in a package giving graduates sufficient skills and experience to apply what they have learned in the program when faced with the responsibility of managing people and organizations. We want to impact, in a significant way on your approach to management and decision making, with curricula adapted to the needs of the changing and challenging environment. The research work is an integral part of the Masters programs and is closely supervised by faculty members. Students are encouraged to complete an industry–based dissertation that is directly or indirectly relevant to their work.

The main values of SEUSL MBA are excellence, teamwork, dedication, practical relevance and commitment to innovation. We would like our students to share these values and see themselves as our partners in a constantly developing world-class management faculty.

Intellectual capital is the biggest asset of FMC of SEUSL. FMC has an excellent panel of lecturers who offer a stimulating and challenging learning experience. It is further strengthened by the visiting faculty consisting of academia and industry.

In line with its mission of transforming professionals into industry leaders, our MBA students were given

a unique learning experience and opportunity to attend a foreign residential workshop. Participants have been given the opportunity to meet business industry leaders and share best practices. Our students have been fortunate enough to listen to very good resource personnel who provided some important and mind triggering information. SEUSL MBA program provide personal development opportunities to support individuals' development of management capability and capacity to work in and lead teams in different situations.

Faculty of Management and Commerce provides an Excellent Student supportive study environment such as computer laboratory and the library. Students are provided with individual assistance on their dissertations. Furthermore, students will have access to a range of University services including access to online research databases.

Our commitment to our students starts with their enrollment but does not end with their graduation. As our graduate, you will always enjoy the professional and personal support of the growing SEUSL MBA family as its alumni. With a growing alumni network and with special events, you will maintain contacts with fellow alumni and faculty members.

Investing in an MBA is a strategic decision for your career. Our MBA program is also very affordable. Our current students and faculty, invite you to join the leaders of tomorrow by enrolling in SEUSL MBA program today. As the coordinator of the MBA Program, I look forward to having you as part of our family.

Mrs. F. Hansiya A Rauf
Coordinator



Academic Direction

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

The Board of Management

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

The Board of Study

The Board of Study of the Postgraduate Program shall ensure the smooth functioning of the Postgraduate Program. It shall also monitor and control the academic activities of the Postgraduate Program.



Entry Requirements

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

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

or

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

or

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

or

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

or

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

or

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



Selection Procedure for Admission

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

Duration of the Program

- PGDM program shall be deemed to be a fulltime one year degree program. It shall extend over two semesters of the program.
- The MBA Program shall be deemed to be a fulltime two years Program. It shall extend over four semesters of the program.
- Fulfilled all the requirements listed in the requirements for award of MBA degree within a maximum of 5 academic years from the academic year of original registration in the University other than approved postponement under the medical ground or approved extensions for any special suspensions and such suspensions are applied when a student needs to interrupt studies, for example, as a result of health or finance problems or employment or research opportunities. Such expansions can be allowed for a maximum of 3 years and these extensions may involve payment of additional fees.

  Request for Extension must be made on the relevant form available at the Postgraduate Unit of the Faculty of Management and Commerce and should be accompanied by any relevant supporting documents, such as medical evidence or correspondence.
- Duration of a semester shall be 26 weeks of academic work including semester end examination.
- Lectures and seminars shall be conducted in two groups.
  - Group 1: Weekdays: 09:30 - 16:30
  - Group 2: Weekends: 08:30 - 16:30 and if required on weekdays after 16:30
- Group 1 shall be conducted only if there are required number of registered students.
- Residential Workshops will be conducted on weekdays.



Venue

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

Medium of Instruction

The medium of instruction shall be English.



Program Structure

Preliminary Course

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

Table-1: Courses offered in the Preliminary

Course Code	Course Title	Lecture Hrs
MBAP101	Basic Computer Skills Literacy	20
MBAP102	Introduction to Accounting	20
MBAP103	Elementary of Economics	20
MBAP104	Basic Mathematics and Statistics	20

First Year Common Program

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

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

Course Code	Course Title	Credit Point
MBA51013	Quantitative Methods for Decision Making	3
MBA51023	Managerial Organization	3
MBA51033	Marketing Management	3
MBA51043	Management Information Systems	3
MBA51053	Managerial Accounting	3
	Total credits	**15**

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

Course Code	Course Title	Credit Point
MBA52063	Human Resource Management & Development	3
MBA52073	Managerial Economics	3
MBA52083	Strategic Management	3
MBA52093	Financial Management	3
MBA52103	Managerial Communication	3
	Total credit	**15**

Second Year

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

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

Course Code	Course Title	Credit Point
MBA61012	Human Behavior in Organizations	2
MBA61023	Operations Management	3
MBA61032	Research Methods in Management	2
MBA61041	Residential Workshop on Special Topics	1
	Credits to be earned from Elective courses	4
	Total credit	**12**

Elective course

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

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

Course Code	Course Title	Credit Point
MBA61052	Business Law	2
MBA61062	E-Commerce	2
MBA61072	Marketing Communication Strategy	2
MBA61082	Performance Appraisal Management	2
MBA61092	International Financial Management	2
MBA61102	Bank Financial Management	2
MBA61112	Financial Econometrics	2
MBA61122	Advanced Corporate Finance	2
MBA61132	Project Management	2

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

Course Code	Course Title	Credit Point
MBA62141	Seminar in Management	1
MBA6215	Thesis Viva	 15
	Credits to be earned from Elective course	2
	Total credits	**18**

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

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

Course Code	Course Title	Credit Point
MBA62162	Investment and Portfolio Management	2
MBA62172	Strategic Management Accounting	2
MBA62182	Strategic Human Resource Management	2
MBA62192	Service and Corporate Marketing	2

All courses offered in Semester I and II in the First year are compulsory for all students enrolled for PGDM and MBA degree programs.

The courses offered in the second year are only for MBA degree program. There are compulsory and elective courses in the 2nd Year. Students shall take four compulsory courses including residential workshop and another two courses from elective given in Table-5 in Semester I. In total 12 credits are to be earned by the students in the first semester. In the semester II, student shall attend the Seminar in Management and another one course from the elective given in Table-7 and submit a Dissertation. Hence the students should earned 18 credits at the Semester II of the second year.

The Senate shall have the power, on the recommendation of the Board of Study and the Faculty Board, to change, or modify course structure, their syllabuses as well as the number, structure and rubric of question papers in courses leading to the award of the PGDM / MBA Degree at any time.

The Senate reserves the right, on the recommendation of the Board of Study and the Faculty Board, not to offer any of the above elective courses in a particular semester.

PGU will limit the number of elective courses offered during the semesters based on the preference and the numbers of students wish to register for the specific courses.



Examinations of the Program

The Written Examination and the Continuous Assessment for any Course shall take the following form:

(a) For each Course other than seminars and residential workshop, there shall be a written open or closed book End of Semester Examination of 2 or 3 hours' duration consisting of compulsory and/or selective questions as specified in the question paper. The question paper will carry a maximum score of 100 marks.

(b) There shall also be a Continuous Assessment which may include individual and/or group, mid semester tests, quizzes, term papers, reports, and presentations. The Continuous Assessment shall carry a maximum of 100 marks.

(c) For the final grading of the Course, the End of Semester Examination and the Continuous Assessment are evaluated as follows:

End-of-Semester Examination:	**50%**
Continuous Assessment:	**50%**

(d) Student should earn minimum 50% in both course examination and assessment to pass a course. For example if a student gets 35% marks from continuous assessment and 75% marks from the written examination and in total the candidate gets more than 50% marks, but fails the subject because of less than 50% of marks in continuous marks.

(e) Assessments with regard to seminars and workshops shall be evaluated based on participation.

- Performance of students in each course shall be graded and point value shall be assigned as given in Table 1.

Table 1: Grade and Point Value			
Range of Marks	**Grade**	**Grade Points**	**Interpretation**
85-100	A+	4.00	Excellent
75-84	A	3.67	Very Good
70-74	B+	3.33	Good
65-69	B	3.00	Average
60-64	C+	2.67	
50-59	C	2.50	
00-49	W	0.00	Weak

Transcript shall include Semester and Cumulative GPAs and the Formula for GPA calculation shall be:

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

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

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

a. followed at least 80 percent of the classes held;

b. registered with the Examinations Branch of the University for the examination he/she intends to sit.

c. certified by the Coordinator that the candidate has completed the course of studies leading to the examination by attending the required proportion of lectures, tutorial classes and other forms of instructions in each course;

d. the student registration continues to be in force: and

e. the candidate's application for entry to the examination has been accepted.

Re-sitting the Examination

a) If a student scores a weak (W) pass from a course or was unable to sit the examination due to ill health or any other valid reason acceptable to the Senate, he or she will be required to sit for such examination, when it is conducted during the next academic year.

b) A candidate who is unable to sit an examination due to ill health should notify the Coordinator immediately in writing or by telegram. Telegrams should be confirmed in writing by registered post within a period of 48 hours. A valid Medical Certificate should be submitted within one month.

c) Such candidates should appear for the said examination when it is held in the following academic year and depending on the circumstances and at the discretion of the Senate, the candidate may be treated as appearing for the first time.

d) In such situation of repeating a course, repeat fee as prescribed from time to time has to be paid by the student.

e) A candidate shall be allowed to repeat a course only a maximum of three attempts during the stipulated period. However, Exceptional cases may be taken into consideration by the senate on the recommendation of the faculty board.

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

a) The date for the submission of the Thesis shall be announced by the Coordinator at the end of the first Semester of second year and shall not exceed more than three months after the completion of second year second semester examination. Exceptional cases will be considered by the Faculty Board on case by case basis.

b) The Thesis shall carry a maximum mark of 100. The minimum mark to be obtained by a student to pass the Thesis is 50% of the total marks.

c) The Thesis shall be assessed by two independent examiners and a viva voce examination.

d) The Board for the viva voce examination shall comprise of the two examiners, the Supervisor, Dean of the Faculty, and Coordinator of the Program.

e) The performance of the candidate at the viva voce examination shall be marked out of 100 marks.

f) Those who secure at least a combined average of 50% of marks allocated for the evaluation by the two examiners and the viva voce examination shall be deemed to have passed the Thesis.

g) Students those who secure at least a combined average of 50% marks allocated for the evaluation by the two examiners will be called for viva voce examination.

h) A student who fails to secure 50% marks at the evaluation by the two examiners shall be directed to resubmit the dissertation once more within a specific period. The re-submission date will be considered as the effective date of the degree in this instance.

i) If the student fail to secure 50% marks at the viva voce examination shall be requested to have a viva voce again after major correction within a specified period.



Options Available in the Program

- Those who registered for PGDM, after successfully completing the Postgraduate Diploma in Management shall continue for MBA degree program, if they wish under the following conditions:

  a) The candidate has to surrender the certificate for Postgraduate Diploma in Management.

  b) The candidate has to register for MBA.

  c) The candidate has to take all the courses offered at 1st and 2nd semester of the second year and attend the seminars, workshops.

  d) In order to fulfill the requirements for MBA degree program, they shall submit the Thesis.

  e) The student shall pay the fees as specified by the University to proceed for MBA degree program.

- Likewise, those who registered for MBA shall have the option to exit with the PGDM after successfully completing the one year program.

- Credit Transfer and Exemption Policy:

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

  1. Principally the maximum credits for work done before joining the SEUSL will be considered only up to 50% of the courses of each semester (except for Research Methodology) of the postgraduate program to which the application is being made.

  2. The course work being sought for credit transfer should have been completed at a recognized higher educational institution (recognized by the UGC) at a postgraduate level. As such a lower level degree course is non transferable to higher level degree program (eg. such as a course done at Undergraduate level is not transferable to Master degree program).

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

- ➢ The applications for the credit transfer need to be submitted by the student on supported by the following documents.
    - The course outline of the course that was completed in an University/Institution and which is being nominated for credit transfer.
    - The course contact hours and credit weight along with the relevant grades.
- ➢ Conditions for Course and grade Transfer
    - If the course content is similar to the course content at SEUSL to the extent of a minimum of 75%, the course credit will be considered for transfer.

      And
    - A minimum of 60% marks are required for a course to be considered for transfer.
- ➢ The grade transfer will only be for the purposes of determining the clear standing of the student in the course but will not be a part of the GPA calculation. The credit of the transferred courses will be awarded to the student but it will not affect the GPA earned by the student at the SEUSL. As such Grades from other institutions are not included in the calculation of SEUSL grade point average.
- ➢ All prospective transfer students must complete SEUSL MBA entry requirements.
- ➢ Any applications other than specified above will be reviewed individually by the board of study of the postgraduate program, faculty board and the senate of the SEUSL.

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

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



Award of the Degree

1. No student shall qualify for the award of the postgraduate Diploma in Management, unless the student has

    a) Earned 30 credit points from courses

    b) A cumulative GPA of not less than 2.50 for any of the entire program

    c) Earned a GPA not lower than 2.50 for any of the courses

2. No students shall qualify for the award of the Master of Business administration unless. the student has

    a) Earned 45 credit points from courses. seminars and workshops

    b) Earned 15 credit from the thesis

    c) A cumulative GPA of not less than 2.50 for any of the entire program

    d) Earned a GPA of not less than 2.50 for any of the courses. The thesis considered for the calculation of cumulative GPA for the entire program.

Facilities Available in the Program

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













Course Description

MBAP101:
Basic Computer Skills Literacy

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

MBAP102:
Introduction to Accounting

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

MBAP103:
Elementary of Economics

The objective of this course is to introduce micro and macro economic theory with some policy applications. This course mainly concentrates to establish fundamental ideas of economics to students. It covers areas such as Ordinal and Cardinal Theories of Consumer Behaviour; Revealed Preference Theory; Theory of Production; Analysis of Costs of Production; Market Structures and Business Decisions including Perfect Competition; Monopoly; Monopolistic Competition; Oligopoly and Duopoly. Macro Economics Objectives; Macro Economic Variables; Keynsian 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.

MBAP104:
Basic Mathematics and Statistics

The object of this course is to provide an understanding in Basic Mathematics and statistics and to provide adequate knowledge in this field

required for having skill in Problem Solving in day-to-day life in the Modern World. This course covers Indices, Logarithms, Solutions of Quadratic & Simultaneous Equation, Functions of Graphs, Arithmetic & Geometric Progression, Simple & Compound Interest, Elementary Trigonometry; Sets, Calculus, Matrix Algebra, Introduction to the Types of Data and Data Collection; Data Presentation Methods, Measure of Central Tendency; Measures of Variability, Probability, Permutation and Combination, Random Variable Sampling Theory, Sampling Distribution; Estimation, Hypothesis Testing, Correlation and Regression, Times Series.

MBA51013:
Quantitative Methods for Decision Making

The aim of the course is to provide a comprehensive knowledge and skills in quantitative techniques that will enable the managers and executives to learn techniques of operations research and resources management and their application in decision making in the management.

This course covers Probability theory, Regression Analysis, Hypothesis Testing, Linear Programming, Transportation Problem, Assignment Problem, Network Analysis: PERT/CPM, Decision Theory, Queuing Theory, Inventory Control.

MBA51023:
Managerial Organization

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

MBA51033:
Marketing Management

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

MBA51043:
Management Information Systems

The objective of this course is to give students a broad understanding about management of information system and their use in organizations. The contents of this course are Organizations, Management, and the Network Enterprise; Information Technology Infrastructure; Organizational and Management Support Systems for the digital firm; Building and Managing Information Systems.

MBA51053:
Managerial Accounting

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

MBA52063:
Human Resources Management and Development

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

MBA52073:
Managerial Economics

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

MBA5208:
Strategic Management

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

MBA52093:
Financial Management

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

MBA52103:
Managerial Communication

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

MBA61012:
Human Behavior in Organizations

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

MBA61023:
Operations Management

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

MBA61032:
Research Methods in Management

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

MBA61041:
Residential workshop on Special Topics

It will be organized residential workshops at hotels in Colombo or other cities. These workshops provide an opportunity the students to improve soft skills.

MBA61052:
Business Law

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

MBA61062:
E-Commerce

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

MBA61072:
Marketing Communications Strategy

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

MBA61082:
Performance Appraisal Management

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

MBA61092:
International Financial Management

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

MBA61102:
Bank Financial Management

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

MBA61112:
Financial Econometrics

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

MBA61122:
Advanced Corporate Finance

This course is a continuation of MBA 5211 Financial Management and is designed to provide

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

MBA61132:
Project Management

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

MBA62141:
Seminar in Management

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

MBA6215:
Thesis

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

MBA62162:
Investment and Portfolio Management

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

MBA62172:
Strategic Management Accounting

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

MBA62182:
Strategic Human Resource Management

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

MBA62192:
Service and Corporate Marketing

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



Examinations Rules and Punishments

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

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

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

Rules pertaining to the Conduct of Examinations:

- Candidates shall be present at the Examination Hall at least 15 minutes before the commencement of each paper and shall enter the Hall only when they are requested to do so by the Supervisor.
- On the admission to the Examination Hall, the candidates shall occupy the seats allocated to them.
- No candidate shall have in his person or in his clothes or on the admission card, time table and record book or on any other object that is permitted to be brought to the examination hall. Any notes, signs, diagrams of formula or any other unauthorized materials, books, notes, parcels, file covers, bags etc. which the candidate has brought with him should be kept at a place indicated by the Supervisor or invigilator.
- No candidate shall be admitted to the examination hall after the expiry of half an hour from the commencement of the examination nor shall a candidate be allowed to leave the hall until half an



hour has elapsed from the commencement of the examination or during the last 15 minutes of the paper.

- A candidate shall bring into the examination hall his Student Record Book or his University Identity Card which should bear the candidate's photography and his signature duly certified by the Registrar or the Authorized officer. If there is a discrepancy between the names indicated in the Record book or the Identity Card and the name under which the candidate appears for the examination the candidate shall produce a certificate endorsed by the Registrar to the effect that both names refer to one and the same person. In the absence of the above proof of identity a candidate may produce his or her National Identity Card or a recently taken photography duly certified by an authorized person.

- A candidate may be requested by the Supervisor to declare any items in his or her possession or person.

- No candidate can either lend or borrow any material from any other candidate or attempt to communicate in any manner with another candidate or copy from the script of any other candidate. No candidate shall attempt to help another candidate or conduct him / her negligently so that another candidate has the opportunity of copying.

- Candidates shall write only on the writing paper issued during the current paper on that particular date and session.

- Examination stationary (i.e. writing paper, graph paper, drawing paper, ledger paper, precise paper etc.) will be supplied as and when necessary. No sheet of paper or answer book supplied to a candidate may be torn, crumpled, folded or otherwise mutilated. No papers other than those supplied to him / her by the Supervisor / invigilator shall be used by candidates. Log tables or any other material provided shall be used with care and left behind on the desk. All materials supplied, whether used or unused, shall be left behind



on the desk and not removed from the examination halls.

- Every candidate shall enter his / her Index Number on the answer book and every continuation sheet, before using such answer book or continuation sheet. No candidate shall write his/her name or any identifying mark on the answer script. Any candidate who inserts on his script an Index Number other than his / her own is liable to be regarded as having attempted to cheat.

- All calculations and rough work shall be done only on paper supplied for the examination and shall be cancelled and attached to the answer script. Such work should not be done on admission cards, time table, question papers, record books or on any other paper. Any candidate who disregards these instructions runs the risk of being considered as having written notes or outline of answers with intention of copying.

- Every candidate shall conduct himself/herself in the examination hall and its precincts so as not to cause disturbance or inconvenience to the Supervisor or his staff or to other candidates. In entering and leaving the hall, he/she shall conduct himself/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct.

- No candidate shall submit a practical or field book dissertation or project study or answer script which has been done wholly or partly by anyone other than the candidate himself / herself.

- Candidates shall bring their own pens, ink, mathematical instruments, drawing instruments, erasers, pencils and calculator. No candidate shall bring a programmable calculator into the examination.

- No person shall impersonate a candidate at the examination nor shall any candidate allow himself / herself to be so impersonated by another person.

- The supervisor/invigilator is empowered to require any candidate to make a statement in writing on any matter which may have arisen during the course of the examination and such statement shall be signed by the candidate. No candidate shall refuse to make such a statement or to sign it.

- The foregoing examination offences may be broadly classified as follows:

  - ⇦ Possession of unauthorized documents and removal of examination stationary.
  - ⇦ Disorderly conduct of a grave nature.
  - ⇦ Copying.
  - ⇦ Attempting to obtain or obtaining improper assistance or cheating.
  - ⇦ Impersonation.
  - ⇦ Aiding and abetting in the commission of these offences.

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

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



Punishments for Examination Offences

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

Note:

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

Re-scrutiny Policy:

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

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

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

- Any student desirous of getting his/her answer script(s) scrutinized may apply on the prescribed form available at the Postgraduate Unit. However, this application should be made within two weeks from the release of the results.

- Scrutiny will be restricted to:
  - Checking of total marks on the answer script & rectification of any discrepancies found as a result of such scrutiny.
  - Marking of any question found unmarked & rectification of the total.

- Scrutiny fee as prescribed from time to time has to be paid.

- The following procedures for re-checking of answer script(s) are to be followed.
  - Any student desires of getting his/her answer script (s) re-checked can apply on the prescribed form available with Postgraduate Unit.
  - Re-checking of answer script(s) shall be conducted by two senior academics who are in the relevant field but other than the examiner who had marked the answer script(s).
  - Photocopies of answer script(s) (with no information of the student's identity) shall be provided to the examiners for re-checking along with the answer key provided by the first examiner. The grading by two examiners will be averaged for final grading.
  - After re-checking of answer script(s), the decision of the University shall be final and unchangeable. The grading after re-checking shall supersede the earlier result. Re-scrutiny shall be done only once for a course.

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

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

Teaching Faculty

Core Faculty

Mrs. F. Hanziya A. Rauf
BBA (Hons) (UJFN), MBA (USJP)
Senior Lecturer
Department of Management

Mr. Rauf. A.L.A
BBA (Hons) (UJFN), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Accountancy and Finance

Mr. Amjath. M.B.M
B.Com. (Hons) (EUSL), M.Sc. (Russia)
Senior Lecturer
Department of Accountancy and Finance

Mrs. Sulaiha Beevi Athambawa
BBA (Hons) (UJFN), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Mr. Hussain Ali. M.A.M
BBA (Hons) (UJFN), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Dr. Jahfer. A
B.Com. (Hons) (UCBO), M.Sc. (Mgt) (USJP), Ph.D. (YNU-Japan)
Senior Lecturer
Department of Accountancy and Finance

Dr. Gunapalan. S
BBA (Hons) (UJFN), M.Com (UKLN), Ph.D. (Ind)
Senior Lecturer
Department of Management

Mrs. S. Safeena MG Hassan
BBA (Hons) (EUSL), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Mrs. Sareena UMA Gaffoor
BBA (Hons) (UJFN), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Mr. Mubarak. K.M
B.Com. (Hons) (USJP) M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Dr. Hilal. M.I.M
B.Com. (Hons) (SEUSL), M.Com (UKLN), Ph.D. (CUSAT)
Senior Lecturer
Department of Management

Mr. Shameem. A.L.M.A
BBA (Hons) (SEUSL), MBA (UCBO)
Senior Lecturer
Department of Management

Mr. Mustafa. A.M.M
B.Econ. (Hons) (SEUSL), M.Phil. (UPDN)
Senior Lecturer
Department of Management

Mrs. Salfiya UA Jaleel
BBA (Hons) (SEUSL), M.Sc. (Mgt) (USJP)
Senior Lecturer
Department of Management

Mrs. Inun Jariya. A.M
BBA (Hons) (SEUSL), MBA (UCBO)
Senior Lecturer
Department of Accountancy and Finance

Mr. Nazar. M.C.A
B.Com. (UCBO), MBA (WUSL)
Senior Lecturer
Department of Accountancy and Finance

Mr. Haleem. A
B.Com. (Hons) (SEUSL), M.Sc. (UKLN)
Senior Lecturer
Department of Accountancy and Finance

Mr. Ismail. M.B.M
BBA (Hons) (SEUSL), MBA (UCBO)
Senior Lecturer
Department of Management

Mr. Irshad. M.B.M
BBA (Hons) (SEUSL), MBA (USJP)
Senior Lecturer
Department of Management

Mr. Thowfeek. M.H
BBA(Hons) (SEUSL), MBA (Hamdard, PK)
Senior Lecturer
Department of Management

Mr. Jamaldeen. A
B.Com. (Hons) (UJFN), M.Com. (Kerala)
Lecturer
Department of Accountancy and Finance

Mr. Raisal. I
B.Com. (Hons) (SEUSL), MBA (WUSL)
Lecturer
Department of Management

Visiting Faculty

From other faculties of the University

Dr. Jahufer. A
B.Sc. (Hons.) (UPDN), M.Sc. (UPDN), M.Phil. (UPDN), Ph.D. (XMU China)
Senior Lecturer in Statistics
Faculty of Applied Sciences

Dr. Elango. P
B.Sc. (Hons.) (EUSL), M.Sc. (Malaysia), Ph.D. (Aus)
Senior Lecturer in Mathematics
Faculty of Applied Sciences

Mr. Razmy. A.M
B.Sc. (Agric.) (Hons) (UPDN), M.Sc. (Singapore), M.Sc. (UPDN)
Senior Lecturer in Statistics
Faculty of Applied Sciences

Dr. Mohamed Ismail. S.M
M.Sc. (Donetsk), Ph.D. (Kiev)
Senior Lecturer in Economics
Faculty of Arts and Culture

Dr. Ahamed Lebbe. S.M
B.A. (Hons) (UPDN), M.Phil. (UPDN), Ph.D. (Ind)
Senior Lecturer in Economics
Faculty of Arts and Culture

From other Universities

Prof. Opatha. H.H.D.N.P
B.Sc. (B.Ad.) Sp (USJP), M.Sc. (B.Ad.), HRM (USJP), MBA (Birmingham), Dip PM&IR (Cambridge Coll), Dip Eng (CPM), PhD HRM (Utara), Doc HRM (IIU)
Professor of HRM
University of Sri Jayewardenepura

Prof. (Dr.) Velnampy. T
B.Com (Hons.), M.Phil., MA, Ph.D.
Professor
University of Jaffna

Dr. Azeez. A.A
B.Com (UPDN), MBA (UCBO), PhD (YNU, Japan)
Senior Lecturer in Finance
University of Colombo

Dr. Fazeela Ahzan
B.Com (UJFN), M.Com (India), PhD (Strathclyda-UK)
Senior Lecturer in Marketing
University of Colombo

Dr. Kajendra. K
B.Com (UJFN), MBA (India), M.Com (UKLN), PhD (India)
Senior Lecturer in Marketing
University of Colombo

Dr. Weerakoon Bandara
B.Sc. (Sp) (USJP), MBA (Col), PhD (AUEB)
Senior Lecturer in Finance
University of Sri Jayewardenapura

Dr. Ruwan Wickramarachchi
B.Sc. (Hons.), Ph.D.
Senior Lecturer
University of Kelaniya

Dr. Chamli Pushpakumara
B.Sc. (Hons.), Ph.D.
Senior Lecturer
University of Kelaniya

Dr. Saman Dassanayake
Ph.D
Senior Lecturer in HRM
University of Colombo

Mr. Sivarajasingham. S
B.A. (UPDN), M.Phil. (UPDN)
Senior Lecturer in Statistics
University of Peradeniya

Administration

Mrs. Fariza Hassan
Assistant Registrar

Mr. Mohamed Rizan. M.Z
B.A. (SEUSL)
Computer Application Assistant

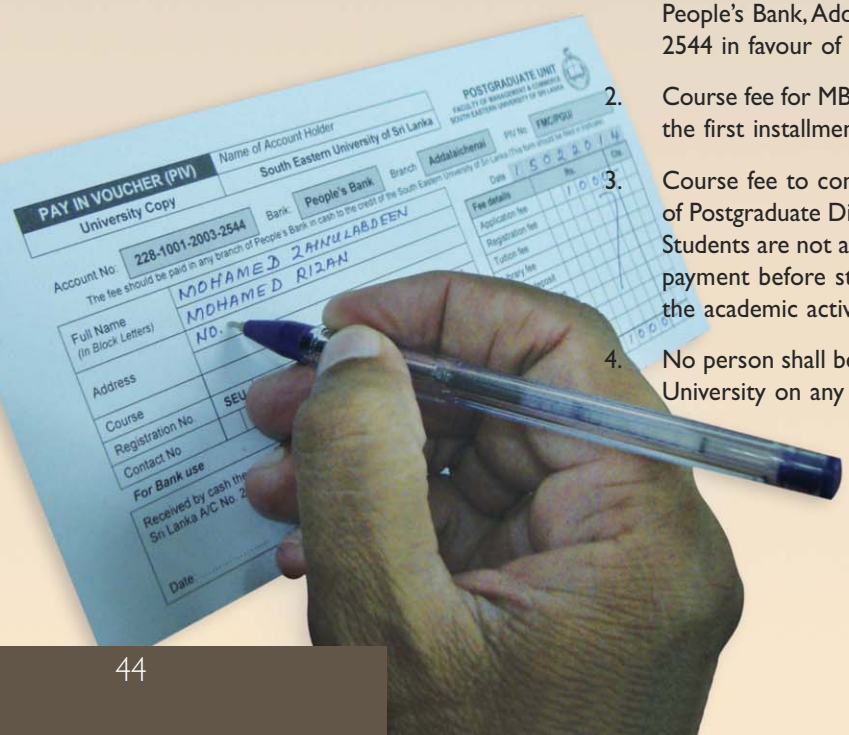
Mr. MT. Haroon Hassan
Office Assistant

Course Fee

	PGDM	MBA
Application processing fee	Rs.1,000.00	Rs. 1,000.00
Registration fee	Rs. 2,000.00	Rs. 3,000.00
Tuition fee	Rs. 150,000.00	Rs. 250,000.00
Library fee	Rs. 2,000.00	Rs. 4,000.00
Library deposit	Rs. 3,000.00	Rs. 3,000.00

Notes

1. Payments should be made using by pay-in-voucher of the People's Bank, Addalaichenai Branch, A/C No: 228-1001-2003-2544 in favour of the South Eastern University of Sri Lanka
2. Course fee for MBA shall be paid in two installments. However, the first installment should be minimum of Rs.150,000.00.
3. Course fee to continue the MBA after successful completion of Postgraduate Diploma in Management will be Rs.100,000.00. Students are not allowed to follow MBA unless they made this payment before starting the Semester – I of the 2nd Year of the academic activities.
4. No person shall be entitled to a refund of any fees paid to the University on any ground.



Unique Learning Opportunities















Contact Details

Coordinator

Postgraduate Unit
Faculty of Management and Commerce
South Eastern University of Sri Lanka
P.O. Box: 01
University Park
Oluvil # 32360
Sri Lanka

Telephone	+94 67 22 55392
Fax	+94 67 22 55392
Intercom	+94 67 22 55062 – 64 (Extension: 2088)
Email	combafmc@seu.ac.lk, combafmc@gmail.com
URL	www.seu.ac.lk

Dean

Faculty of Management and Commerce
South Eastern University of Sri Lanka
P.O. Box: 01
University Park
Oluvil # 32360
Sri Lanka

Telephone	+94 67 22 55069
Fax	+94 67 22 55069
Email	deanfmc@seu.ac.lk
URL	www.seu.ac.lk

Postgraduate Unit
Faculty of Management and Commerce



Notes: