

Detailed Course Outlines 2021

Department of Business Administration

Faculty of Management Studies and Commerce

University of Sri Jayewardenepura

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B.Sc. Business Studies (General) External Degree Detailed Course Outlines

Department of Business Administration

Faculty of Management Studies and Commerce

University of Sri Jayewardenepura

Prepared by the Department of Business Administration

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Curriculum Structure of the Degree

Course Code	Course Title	Contact Hours	Notional Hours	Credits
Year 1 – Semester I				
BSE 1401	Principles of Management	30	200	4
BSE 1402	Economics for Managers	30	200	4
BSE 1403	Quantitative Techniques for Managers	30	200	4
BSE 1404	Business Communication	30	200	4
Year 1 – Semester II				
BSE 1405	Developing Managerial Competencies	30	200	4
BSE 1406	Information Technology for Managers	30	200	4
BSE 1407	Business Law	30	200	4
BSE 1408	Accounting for Managers	30	200	4
Year 2 – Semester I				
BSE 2401	Organisational Behaviour	30	200	4
BSE 2402	Human Resource Management	30	200	4
BSE 2403	Marketing Management	30	200	4
BSE 2404	Operations Management	30	200	4
Year 2 – Semester II				
BSE 2405	Managing for Productivity and Quality	30	200	4
BSE 2406	Financial Management	30	200	4
BSE 2407	Business Information Systems	30	200	4
BSE 2408	Entrepreneurship	30	200	4
Year 3 – Semester I				
BSE 3401	Business Ethics and Corporate Social Responsibility	30	200	4
BSE 3402	Operations Research	30	200	4
BSE 3403	Digital Business	30	200	4
BSE 3404	Development Economics	30	200	4
Year 3 – Semester II				
BSE 3405	Strategic Management	30	200	4
BSE 3406	Organisational Change and Development	30	200	4
BSE 3407	International Business Management	30	200	4
BSE 3408	Human Resource Development	30	200	4
Total		720	4800	96

BSE 1401: Principles of Management		
Academic Year and Semester:	Year I – Semester I	
Course Status:	Core	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours-Lectures	Self-Learning
	30 hours	170 hours

Course Description

Contemporary world of work is chaotic more than ever, hence the organisations are required to utilise their scarce resources productively to achieve their end goals and solve the societal issues. Consequently, understanding ‘Management’ and its role in organisations and society is indispensable. In this context, this introductory course aims to provide the students—the prospective managers—with a comprehensive understanding on fundamental management concepts, theories and functions of management, which are essential to shape and drive contemporary business organisations for superior performance while ensuring corporate social responsibility. Thereby, the Course enables students to equip themselves with a profound knowledge and management skills vis-à-vis planning, organising, leading, controlling, organisational decision making and managing the intricate relationship between business and its environment.

Intended Learning Outcomes

At the end of the Course the participants, being active members in the learning process, will be able:

ILO 1 – To understand the nature of Organisation, basic concepts of Management and its role in organisations and society,

ILO 2 – To examine the intricate relationship between business and its environment,

ILO 3 – To explain the process of Management and to deeply analyse management practices of the organisations, and

ILO 4 – To craft solutions for the organisational and societal problems in a productive manner while making timely decisions for the sustenance and growth of organisations.

Course Content

Session 01-Topic	Introduction to Organisations and Management	ILO 1 ILO 3
Sub Topics	Introduction to Organisations, Introduction to Management, who is a manager? Types of managers, Managerial skills and roles	
Recommended Readings	Robbins, S. P., & Coulter, M. (2012). <i>Management</i> (11th ed.). Chapter 01. New Jersey: Prentice Hall.	
Session 02-Topic	Evolution of Management Thought	ILO 1 ILO 3
Subtopics	Classical approach to Management, Behavioural approach, Management Science approach, Systems approach, Contingency approach, Japanese approach	
Recommended Readings	Daft, L. R. (2010). <i>New era of management</i> (9th ed.). Chapter 02. Boston: Cengage Learning.	
Session 03-Topic	Organisation and Its Environment	ILO 1 ILO 2 ILO 3
Subtopics	Organisational environment, Stakeholders, Moral responsibility	
Recommended Readings	Robbins, S. P., & Coulter, M. (2012). <i>Management</i> (11th ed.). Chapter 02, 03 & 05. New Jersey: Prentice Hall.	
Session 04-Topic	Decision Making and Problem Solving	ILO 1 ILO 2 ILO 3 ILO 4
Subtopics	Define decisions and decision making, Types and conditions of decision making, Decision making models, Personal decision styles, Group decision making techniques	
Recommended Readings	Daft, L. R. (2010). <i>New era of management</i> (9th ed.). Chapter 08. Boston: Cengage Learning.	
Session 05-Topic	The Process of Planning	ILO 1 ILO 2 ILO 3 ILO 4
Subtopics	Define planning, Importance of planning, Planning process, Levels of planning in an organisation, Types of plans	
Recommended Readings	Griffin, R.W. (2016). <i>Fundamentals of Management</i> (8th ed.). Chapter 03. Boston: Cengage Learning.	
Session 06-Topic	Organising and Organisational Design	ILO 1

Subtopics	Define organising, Importance of organising, Organising process, Basic elements of organising, Basic forms of organisational design	ILO 2 ILO 3 ILO 4
Recommended Readings	Griffin, R.W. (2016). <i>Fundamentals of Management</i> (8th ed.). Chapter 06. Boston: Cengage Learning.	
Session 07-Topic	Leading	
Subtopics	Define leadership, Leadership and sources of power, Trait approach, Behavioural approach, Contingency approach, Trends in contemporary leadership studies	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Daft, L. R. (2010). <i>New era of management</i> (9th ed.). Chapter 14. Boston: Cengage Learning.	
Session 08-Topic	Motivating People	
Subtopics	Define motivation, Importance of motivation, Theories of motivation	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Griffin, R.W. (2016). <i>Fundamentals of Management</i> (8th ed.). Chapter 10. Boston: Cengage Learning.	
Session 09-Topic	Communication in Organisation	
Subtopics	Define communication, Role of communication, Process of communication, Forms of communication, Communication channels, Overcoming the barriers for effective communication	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Daft, L. R. (2010). <i>New era of management</i> (9th ed.). Chapter 16. Boston: Cengage Learning.	
Session 10-Topic	Organisational Control	
Subtopics	Define controlling, Importance and purpose of controlling, Process of controlling, Types of control, Behavioural implications of control and how to overcome them	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Griffin, R.W. (2016). <i>Fundamentals of Management</i> (8th ed.). Chapter 14. Boston: Cengage Learning.	

Recommended Readings:

Daft, L. R. (2010). *New era of management* (9th ed.). Boston: Cengage Learning.

Griffin, R.W. (2016). *Fundamentals of Management* (8th ed.). Boston: Cengage Learning.

Robbins, S. P., & Coulter, M. (2012). *Management* (11th ed.). New Jersey: Prentice Hall.

Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2009). *Management* (6th ed.). New Delhi: Pearson.

Additional Readings:

Certo, S. C., & Certo, S. T. (2012). *Modern management: Concepts and skills* (12th ed.). New Jersey: Prentice Hall.

Drucker, P. (2010). *The Practice of management*. New York: HarperCollins.

Jones, G., George, M. J., & Hill, L. W. C. (2000). *Contemporary management*. New York: McGraw Hill Higher Education.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows:

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The students will meet the facilitator once a week and each session will comprise of assigned readings, lectures, student-led discussions, case studies, and student presentations.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Dr.M.D.Pushpakumari	Ms.L.K.B.M. Jayasekera
Dr.G.D.V.R.Senadheera	Ms.T.P.G.P.C. Alwis
Dr.P.D.H.D.Gunatilake	Ms.V.H. Samarasinghe
Dr.M.W.Kalyani	Mr.M.M.N. Chathuranga
Dr.A.L.Kotuwege	Ms.M.A.K.U.Madhuwanthi
Ms.J.S.Senevirathna	Ms.L W H K Bandara
Ms.W.B.M.P.N.Weerasekara	

BSE 1402 Economics for Managers

Academic Year and Semester:	Year I – Semester I	
Course Status:	Core	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours-Lectures	Self-Learning
	30 hours	170 hours

Course Description

Main objective of this course is to provide students with a basic understanding about economic concepts and applications. The Course consists with two parts—viz. Microeconomics and Macroeconomics. Theories of demand and supply, consumer behaviour, production, cost of production and market structures are discussed under Microeconomics. Determination of national income, aggregate demand and supply, fiscal and monetary policy, inflation, and unemployment are discussed under Macroeconomics. At the end of the Course, students will gain a basic understanding about economic concepts and applications of those concepts in managerial decision making.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process will be able to:

ILO 1- understand the nature of economic environment and comprehend the importance of economics in managerial decision making

ILO 2- understand basic concepts and theories of microeconomics necessary to make firm level decisions

ILO 3- get a comprehensive knowledge about market mechanism and role of price as an invisible hand

ILO 4 - understand the way that the consumer behaviour shapes the consumer law of demand

ILO 5 - get a compressive knowledge on production and cost of production in both short and long run

ILO 6 - understand macroeconomic environment, main macroeconomic variables, and macroeconomic issues

ILO 8 - gain knowledge on main macroeconomic economic policies

Course Content

Session 01-Topic	Nature and scope of economics	ILO 1 ILO 2
Sub Topics	Scarcity and Resource allocation Importance of Economics in Managerial Decision Making Different economic systems (Capitalist, Socialist and Mixed economic systems)	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 01 and 02. Stamford, Cengage Learning.	
Session 02-Topic	Theory of Consumer Behaviour	ILO 2 ILO 3
Subtopics	Theory of Demand Theory of Supply Determination of Market Price Government intervention in the Market Estimation of Demand	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 04 to 06. Stamford, Cengage Learning.	
Session 03-Topic	Elasticity	ILO 2 ILO 3
Subtopics	Price Elasticity Income Elasticity Cross-Price Elasticity	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 05. Stamford, Cengage Learning.	
Session 04-Topic	Theory of Consumer Behaviour	ILO 3 ILO 4
Subtopics	Theory of Utility Indifference Preference Analysis	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 21. Stamford, Cengage Learning.	
Session 05-Topic	Theories of Production and Cost	ILO 2 ILO 5
Subtopics	Theory of Production Theory of Cost of Production	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 13. Stamford, Cengage Learning.	
Session 06-Topic	Market Structures	ILO 3
Subtopics	Perfect Competition	

	Monopoly Monopolistic Competition Oligopoly	
Recommended Readings	Mankiw, N.G. (2015). Principles of Microeconomics. 07 th Ed. Chapter 14 to 17. Stamford, Cengage Learning.	
Session 07-Topic	Macroeconomic Goals and Issues	ILO 6
Subtopics	Introduction to Macroeconomics Macroeconomic Goals Macroeconomic Issues Main Macroeconomic Indices	
Recommended Readings	Gordon, Robert, G. (2012). Macroeconomics. 12 th Ed. Chapter 02. Pearson publication.	
Session 08-Topic	National Income Accounting Identity	ILO 6)
Subtopics	Circular Flow of Income Main Macroeconomic Variables (Consumption, Investment and Savings) Income-Expenditure Model	
Recommended Readings	Gordon, Robert, G. (2012). Macroeconomics. 12 th Ed. Chapter 03. Pearson publication.	
Session 09-Topic	Aggregate Demand, Supply and Economic Policies	ILO 6 ILO 7
Subtopics	Aggregate Demand Aggregate Supply Fiscal and Monetary Policy Effects of Economic Policy Changes	
Recommended Readings	Gordon, Robert, G. (2012). Macroeconomics. 12 th Ed. Chapter 08. Pearson publication.	
Session 10-Topic	Macroeconomic Issues	ILO 7
Subtopics	Inflation Unemployment Business Cycle	
Recommended Readings	Gordon, Robert, G. (2012). Macroeconomics. 12 th Ed. Chapter 09 and 10. Pearson publication.	

Recommended Readings

Mankiw, N.G. (2002). Principles of Microeconomics. 07th Ed. Chapter 14 to 17. Stamford, Cengage Learning.

Gordon, Robert, G. (2012). Macroeconomics. 12th Ed. Chapter 04. Pearson publication.

Additional Readings:

Dornbusch, R and Fischer S. (1982). Macroeconomics. 13th Ed. New York. McGraw Hill.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department.

Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Dr. (Mrs.) Dinesha Siriwardhane

BSE 1403 Quantitative Techniques for Managers		
Academic Year and Semester:	Year I– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course introduces students to basic principles, laws and rules of mathematics and statistics that are necessary to develop an overview of application capabilities of quantitative methods in the field of Business Management. The focus of the Course is on developing the skills and perspectives of using quantitative techniques to solve business problems. The Course covers some major topics in mathematics, such as Basic Algebra, Functions, Differentiation, Integration and Mathematics of Finance. Also, it provides an introduction of the fundamental concepts and methods of Business Statistics, including Descriptive Statistical Techniques, Probability Distributions and two important data analysis techniques, Correlation and Regression Analysis.

Intended Learning Outcomes

It is expected that at the end of the course the participants, being active members in the learning process:

ILO1-understand and use equations, formulae, and mathematical expressions and relationships in a variety of contexts

ILO 2-apply the knowledge in mathematics and statistics in solving business problems

ILO 3- demonstrate mathematical skills required in mathematics intensive areas in commerce such as Economics and Finance

ILO 4-identify and use correct statistical technique to analyse data

ILO 5-demonstrate critical thinking, modelling, and problem-solving skills in a variety of contexts

Course Content

Session 01-Topic	Algebra	ILO
Subtopics	Algebraic expressions Arithmetic operations in algebraic expressions Factorization	ILO 1 ILO 2

	Fractions Equations (Linear Equations, Quadratic Equations, Systems of Equations) Applications of equations	
Recommended Readings	Clendenen, G., &Salzman, S.A. (2015). Business Mathematics. 13 th Edition (Global edition). Pearson Education. Chapter 04.	
Session 02-Topic	Functions	ILO 1
Subtopics	Introduction to the function Formulation of linear and quadratic functions Applications of functions in Business and Economics	ILO 2 ILO 3
Recommended Readings	Himonas, A., & Howard, A. (2003). Calculus, Ideas and Applications. John Willey & Sons, Inc. Chapter 0.	
Session 03-Topic	Differentiation	ILO 1
Subtopics	Introduction to differentiation Basic rules for differentiation Successive differentiation Relative maximum and relative minimum points of a function Applications of differentiation	ILO 2 ILO 3
Recommended Readings	Himonas, A., & Howard, A. (2003). Calculus, Ideas and Applications. John Willey & Sons, Inc. Chapter 3 and 4.	
Session 04-Topic	Integration	ILO 1
Subtopics	Introduction to Integration Indefinite integration Properties of integration Rules of integration The definite integration Applications of integrations in business and economics	ILO 2 ILO 3
Recommended Readings	Himonas, A., & Howard, A. (2003). Calculus, Ideas and Applications. John Willey & Sons, Inc. Chapter 5 and 6.	
Session 05-Topic	Mathematics of Finance	ILO 1
Subtopics	Interest Investment Appraisal Annuities Amortization	ILO 2 ILO 3
Recommended Readings	Clendenen, G., &Salzman, S.A. (2015). Business Mathematics. 13 th Edition (Global edition). Pearson Education. Chapter 9, 10 and 11.	
Session 06-Topic	Meaning and Scope of Statistics	ILO 4
Subtopics	Definition of statistics	

	Applications in statistics Types of statistics Limitations of statistics	
Recommended Readings	Sharpe, N.R., De Veaux, R.D., & Velleman, P.F. (2015). Business Statistics. Pearson Education. Chapter 01.	
Session 07-Topic	Presentation of Data	ILO 4
Subtopics	Presentation of categorical data Presentation of quantitative data	
Recommended Readings	Sharpe, N.R., De Veaux, R.D., & Velleman, P.F. (2015). Business Statistics. 2 nd edition. Pearson Education. Chapter 02 & 03.	
Session 08-Topic	Summary Measures	ILO 4 ILO 5
Subtopics	Measures of central tendency Measures of dispersion Skewness	
Recommended Readings	Berenson, M.L., Levine, D.M., & Szabat, K.A. (2015). Basic Business Statistics and Concepts and Applications. Thirteenth Edition. Pearson Education. Chapter 03.	
Session 09-Topic	Probability distribution	ILO 4 ILO 5
Subtopics	Binomial distribution Poisson distribution Normal distribution	
Recommended Readings	Sharpe, N.R., De Veaux, R.D., & Velleman, P.F. (2015). Business Statistics. Pearson Education. Chapter 06.	
Session 10-Topic	Correlation and Regression Analysis	ILO 4 ILO 5
Subtopics	Scatter diagrams Coefficient of correlation Simple linear regression Coefficient of determination	
Recommended Readings	Sharpe, N.R., De Veaux, R.D., & Velleman, P.F. (2015). Business Statistics. Pearson Education. Chapter 04.	

Recommended Readings

Clendenen, G., & Salzman, S.A. (2015). Business Mathematics. 13th Edition (Global edition). Pearson Education.

Trivedi, k., & Trivedi, C. (2011). Business Mathematics. Dorling Kindersley (India) Pvt.Ltd., License in Pearson Education in South Asia.

Himonas, A., & Howard, A. (2003). Calculus, Ideas and Applications. John Willey & Sons, Inc.

Sharpe, N.R., De Veaux, R.D., & Velleman, P.F. (2015). Business Statistics. Pearson Education.

Berenson, M.L., Levine, D.M., & Szabat, K.A. (2015). Basic Business Statistics and Concepts and Applications. Thirteenth Edition. Pearson Education.

Additional Readings:

Islam, S. M. S. (2004). Business Mathematics. Abir Publications.

Weiers, R.M. (1994). Introduction to Business Statistics (Second Edition)

Course Materials and Information:

The Department will upload learning materials relating to each session to the LMS. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Mr. L.H.T. de S. Wickramasuriya

Mr. S. R. Ginige

BSE 1404 Business Communication		
Academic Year and Semester:	Year I– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours - Lectures	Self-Learning
	30 hours	170 hours

Course Description

BSE 1404 is an elementary course on Business English which aims to develop the English language skills of the undergraduates as well as to equip them with knowledge and skills related to Business English. It contains course units on grammar review, basic communication skills, composition and reading skills, which set a firm foundation to the study of language, as well as units covering areas of Business English such as business correspondence, every day business communication, report writing (short information only reports), and presentation skills. A unit on business jargon has also been added to familiarize students with the present business context of the world.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process will be able to:

ILO 1- use English language in a considerably grammatical and accurate manner in writing and speaking

ILO 2- compose memos, emails, formal letters, reports, and other business-related documents for a given context

ILO 3- conduct successful presentations and meetings

ILO 4- use English more appropriately and with greater confidence, both in personal life and in the business context

ILO 5- engage more effectively and efficiently in business communication (in English) in the organizational context

ILO 6-read and demonstrate good comprehension of academic and text in academic and professional field.

ILO 7- produce coherent and unified paragraphs with adequate support and detail.

Course Content

Session 01-Topic	Grammatical Foundation I (Review)	ILO1
Subtopics	Parts of speech Tenses- present, past, future Sentence structures Making questions and negation	
Session 02-Topic	Grammatical Foundation II (Review)	ILO1
Subtopics	Active voice and passive voice Conditionals Reported speech, Prepositions, and articles	
Session 03-Topic	Basic Aspects of Communication	ILO 4 ILO 5
Subtopics	Greeting others Agreeing and disagreeing Asking for and giving advice and opinions Giving instructions	
Session 04-Topic	Composition	ILO 2
Subtopics	Describing graphs Writing paragraphs	ILO 7
Session 05-Topic	Business Correspondence	ILO 2
Subtopics	E-mails, Letters of inquiry, request, complaint, and apology Cover letters	
Session 06-Topic	Everyday Business Communication	ILO 3
Subtopics	Memos, Notices, Meetings: writing minutes, negotiating, meeting etiquette Telephone etiquette	ILO 4 ILO 5
Session 07-Topic	Report Writing (Information-only reports/short reports)	ILO 2
Subtopics	Structure of reports Language in report writing	
Session 08-Topic	Presentation Skills	ILO 3
Subtopics	Structure of a presentation Paralinguistic features associated with presenting Visual aids	
Session 09-Topic	Reading Skills	ILO 6
Subtopics	Scanning, skimming, inferring Reading comprehension	
Session 10-Topic	Business Jargon	ILO 4
Subtopics	Business related vocabulary Business idioms and expressions	

Recommended Readings

Guffey, M.E. and Loewy, D. (2019). Essentials of Business Communication. Cengage Learning; 11th edition.

Bovee, Courtland L.; Thill, John V. (2018) Business Communication Today. Global Edition.

Bradbury, A. (2000). Successful Presentation Skills. Kogan Page: UK.

Mary, M. and Lynn, R. (2002). Guide to Presentations. Peterson Education: New Jersey.

Raymond, M. (2000). Murphy's English Grammar. A Self-study Reference and Practice Book for Intermediate Students of English with answers: 3rd Edition. Cambridge University Press.

Timothy, R. F (2002). Business English: Better business writing

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the EDECU. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr. Ms. Mufeeda Irshad

BSE 1405 Developing Managerial Competencies		
Academic Year and Semester:	Year I– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours- Lectures	Self-Learning
	30 hours	170 hours

Course Description

Managerial competencies facilitate managers to effectively perform their multiple roles in the organizations. Thus, developing managerial competencies is vital for the survival and sustain of organizations. Nevertheless, the prospective managers, who are undergraduates possessing the managerial competencies is essential. This skill-oriented course focuses on developing competencies that are vital to the success of managers in the World of Work. The Course encourages students to critically reflect on and assess their current level of ‘managerial competencies’. As well facilitate them to develop those competencies in order to develop them as self-reliant managers. The Course content includes the key areas of managerial competencies along with the personal qualities such as values, attitudes and believes and thereby facilitates them to develop their personality.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- To identify the strengths, weaknesses, and potential career paths in terms of opportunities and threats.

ILO 2- To identify and develop interpersonal skills and effective communication skills to become successful manager by inculcating them to work successfully in the world of business; and

ILO 3- To develop and reflect a visionary life.

Course Content

Session 01-Topic	Introduction to Managerial Skills and Developing Self-Awareness	ILO 1 ILO 3
Sub Topics	What is University. Who is an undergraduate?	

	<p>The importance of learning this course.</p> <p>Application of SWOT analysis to identify strengths and weaknesses of personal and potential career paths</p> <p>Identify industry opportunities and threats to personal and potential career paths</p> <p>Aligning with the SWOT analysis to develop strategies</p>	
Session 02-Topic	Learning and Listening	ILO 2
Subtopics	<p>What is learning?</p> <p>What is listening?</p> <p>Listening as an effective learning tool</p> <p>Effective listening</p> <p>Improving listening skills</p>	ILO 3
Session 03-Topic	Building relationships through effective communication I	ILO 2
Subtopics	<p>What is communication?</p> <p>Why is communication important for managers?</p> <p>What is managerial communication?</p> <p>Oral and written communication</p>	ILO 3
Session 04-Topic	Building relationships through effective communication II	ILO2
Subtopics	<p>Modes of oral communication</p> <p>Non-verbal communication</p> <p>Barriers to communication</p> <p>Culture and communication</p> <p>Preparing, presenting, and using Power Point; as an effective presentation aid</p>	ILO 3
Session 05-Topic	Facing Interviews	ILO 2
Subtopics	<p>What is an interview? /Purpose of interview</p> <p>Types of interviews</p> <p>Awareness and preparation</p> <p>Frequently asked questions; interview questions</p> <p>What are the interviewer's concerns while interviewing you?</p>	ILO 3
Session 06-Topic	Managing Conflicts and Negotiations	ILO 2
Subtopics	<p>Understanding conflicts in organizations</p> <p>Sources/causes of conflict</p> <p>Functional and dysfunctional conflicts</p> <p>Types/ Levels of conflict</p> <p>Conflict Management modes</p> <p>Conflict resolution strategies</p> <p>Negotiation as an effective conflict resolution strategy</p> <p>Negotiation skills</p>	ILO 3
Session 07-Topic	Time Management	ILO 3

Subtopics	What is time management Time management techniques Benefits of time management Consequences of failing to manage time effectively	
Session 08-Topic	Managing stress at workplace	ILO 2
Subtopics	What is stress? What is workplace stress? Sources of workplace stress Benefits and drawbacks of stress Levels of stress Stress management techniques	ILO 3
Session 09-Topic	Fostering Effective Teams and Teamwork	ILO 2
Subtopics	The purpose and the importance of fostering teamwork The factors influencing teamwork and its effectiveness Approaches to improve team effectiveness Essential skills for teamwork Benefits of teamwork	ILO 3
Session 10-Topic	Fieldwork (data collection and analysis)	ILO 2
Subtopics	What does fieldwork mean for you? What are population, sample, sampling, sampling methods, gathering, and generating data, Techniques of generating and gathering data, and translating data into information; and Practice of SPSS software.	ILO 3

Recommended Readings

Ashley, A. (2003). Oxford Handbook of Commercial Correspondence, UK: Oxford University Press

Comfort et. al., (2002). Speaking effectively developing speaking skills for business English, Cambridge: Cambridge University.

Cottrell, S. (2010). Skills for success personal development and employability, Hampshire: Palgrave Macmillan.

Hegde, Y. S., & Krishna, R. (1993). The A to Z of Management Skills, New Delhi: USBPD.

Kaputa, C. (2016). Graduate to a Great Career, Boston: Nicholas Brealey Publishing.

Pachter, B. & Cowie, D. (2017). The Communication Clinic, New York: McGraw-Hill.

Rue, L. W., & Byars, L. L. (2005). Management: Skills and Application (11th Ed.) Boston: McGraw Hill.

Whetten, D.A., &Cameron, K.S. (2011). Developing Management Skills, New Jersey: Prentice Hall.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Prof. (Ms.) Rupika Senadheera
Dr. (Ms.) Ayesha Kotuwage
Ms. Anuruddika Jayathilaka
Mr. Tharindu Perera

BSE 1406 Information Technology for Managers		
Academic Year and Semester:	Year I– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours- Lectures	Self-Learning
	30 hours	170 hours

Course Description

In order to thrive in today's business goals, organizations must deal effectively with intense global competition, and an increasingly rapid pace of change. Information technology and information systems provides essential tools that enable managers and functional specialists in all functional areas to solve increasingly complex problems and to capitalize on opportunities that contribute to the success of the organization. This course provides essential theoretical foundation to use information systems to master their jobs and to help ensure the success of their organization.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO1: Understand the information systems and components of information systems.

ILO2: Identify the trends of computer hardware and software

ILO3: Describe the role of a database management systems

ILO4: Understand the computer networks, Internet, and importance of information systems security.

ILO5: Understand the Business processes, information systems development process and peoples who create and use of information systems.

ILO 6: Explain the concept of globalization and Digital Divide

ILO 7: Understand the Ethical and legal issues and trends in information systems

Course Content

Session 01-Topic	What is an information system?	ILO
Subtopics	Define an information system Basic history of information systems	ILO 1
Recommended	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang,	

Readings	And James Smith (2019). Information Systems for Business and Beyond, Chapter 01, Open Textbooks	
Session 02-Topic	Hardware and Software	ILO 2
Subtopics	Digital Devices Tour of a PC Input and Output Other Computing Devices Types of Software Applications for the Enterprise Mobile Applications Cloud Computing Software Creation Open-Source Software	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 02 and 03, Open Textbooks	
Session 03-Topic	Data and Databases	ILO 3
Subtopics	Data, Information, and Knowledge Big Data Databases Business Intelligence	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 04, Open Textbooks	
Session 04-Topic	Networking and Communication	ILO 4
Subtopics	Introduction The Internet and the World Wide Web Key terms associated with networking technologies Organizational Networking	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 05, Open Textbooks	
Session 05-Topic	Information Systems Security	ILO 4
Subtopics	Introduction Tools for Information Security Access Control Mobile Security	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business	

	and Beyond, Chapter 06, Open Textbooks	
Session 06-Topic	Business Processes	ILO 5
Subtopics	What Is a Business Process? ERP Systems Business Process Re-engineering	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 08, Open Textbooks	
Session 07-Topic	The People in Information Systems	ILO 5
Subtopics	Introduction Creators of Information Systems Organizing the Information Systems Function	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 09, Open Textbooks	
Session 08-Topic	Information Systems Development	ILO 5
Subtopics	Systems Development Life Cycle Rapid Application Development Programming Languages	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 10, Open Textbooks	
Session 09-Topic	Globalization and the Digital Divide	ILO 6
Subtopics	Globalization & The Global Firm The Digital Divide	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 11, Open Textbooks	
Session 10-Topic	The Ethical and Legal Implications of Information Systems	ILO 7
Subtopics	Information Systems Ethics Legal Implications of Information Systems	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 12, Open Textbooks	
Session 11-Topic	Trends in Information Systems	ILO 7
Subtopics	Current trends in information systems Impacts of changes in technology on society and culture	
Recommended Readings	Bourgeois, David Bourgeois, Joseph Mortati, Shouhong Wang, And James Smith (2019). Information Systems for Business and Beyond, Chapter 13, Open Textbooks	

Additional Readings:

Deborah Morley; and Charles S. Parker, “Understanding Computers: Today and Tomorrow” (15th Edition)

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, and case studies. 30 hours

Assessment Methods:

Students’ performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr. C Ranil Peiris

Mr P H A B Shantha

BSE 1407 Business Law		
Academic Year and Semester:	Year I– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours- Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course provides undergraduates with a comprehensive understanding of the legal framework within which a business must operate in Sri Lanka. For this purpose, it includes an overview of some of the core areas of law applicable to business and commerce such as Contract Law, Delict/ Tort Law, Corporate Law, and Property Law. Further, it aims to familiarize students with the legal issues arising out of some of the most common instruments, concepts, and processes involved in carrying out any form of business. The course addresses this under topics such as Negotiable Instruments, Agency, Sale of Goods, Insurance, Leasing, Hire Purchase, and Loans. The course will also equip students with a basic understanding of some of the latest developments in the field through a discussion of emerging trends in business law such as ICT Law, Distance Selling, ECommerce, Business Ethics, and the impact of Environmental Law. This is a comprehensive course designed to prepare students when facing various legal hurdles in their future professional lives.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1 - Gain a sound understanding of the basic legal concepts relating to business law.

ILO 2- Identify the legal rules and constraints imposed on conducting business.

ILO 3- Understand how legal concepts are applied in order to run a smooth and efficient business.

ILO 4- Actively engage in preventing or resolving potential legal issues that may arise when making business decisions so as to avoid unnecessary litigation

Course Content

Session 1-Topic	Introduction to Business Law, Legal System and Court System of Sri Lanka	ILO 1
Subtopics	Definition of Law General Classification of Legal Subjects Overview of the Legal System of Sri Lanka The Court System Sources of Business Law The Constitution and Business Alternative Dispute Resolution Mechanisms	
Recommended Readings	Cooray, L.J.M. An introduction to the Legal system of Sri Lanka Weeramantry, C.G. Invitation to the Law	
Session 2-Topic	Basics of Contract Law	ILO 1
Subtopics	Agreements vs Contracts Elements of a Valid Contract Formation of a Contract Operation of a Contract Terms of a Contract Termination of a contract Remedies Under Contract Law	
Recommended Readings	Wickrema Weerasooriya A Textbook of Commercial Law (Business Law) (The Postgraduate Institute of Management 2010) ISBN- 97895589691 13 Law of Contract, Volume I and II by R. K. Bangia	
Session 3-Topic	Law of Delict/Tort	ILO2
Subtopics	Contractual Obligations vs. Delictual Obligations difference in Liability: Delict vs. Criminal Law vs. Contract Law Business-related Torts Negligence Duty of care Vicarious Liability Management and Delict Consumer Protection Law	
Recommended Readings	Mckerron, RG, The Law of Delict	
Session 4-Topic	Law Relating to the Sale of Goods	

Subtopics	Contract of Sale Other Supply Contracts Classification of Goods Formation of a Contract of Sale Passing of Property Implied Terms in the Sale of Goods Exemption Clauses Remedies Available to a Seller/Buyer	
Recommended Readings	Atiyah, Sale of Goods, 11 th Ed, 2005 (UK) Sale of Goods Ordinance No. 11 of 1896	
Session 5-Topic	The Law of Agency	ILO2
Subtopics	The Agency Relationship Classification of Agents Creation of Agency Authority of Agents Contracts Made by Agents Legal Liability Under the Law of Agency Rights and Duties of Principals and Agents Termination of Agency	ILO 1
Session 6-Topic	Partnership Law	ILO2
Subtopics	Partnerships as a Form of Business Organization Creation of a Partnership Operation of a Partnership Rights and Duties of Partners Dissolution of a Partnership	ILO3
Recommended Readings	Partnership Act of 1890 Wickrama Weerasooria, A Textbook of Commercial Law (Business Law) (The	
Session 7-Topic	Company Law	ILO3
Subtopics	The Concept of Corporations Classification of Companies Incorporation and Related Matters Promoters, Prospectus, and Pre-Incorporation Contracts Articles of Association Capital, Shares, and Debentures Rights and Obligations of Shareholders Rights and Obligations of Directors	

	Majority Rule and Minority Protections Company Meetings Winding Up	
Recommended Readings	Companies Act No. 7 of 2007 Arittha Wikramanayake, Company Law in Sri Lanka, 2007	
Session 8-Topic	Law Relating to Negotiable Instruments	ILO4
Subtopics	The Legal Nature of Negotiable Instruments The Banker-Customer Relationship Common Law Privileges of Banks Cheques vs Bills of Exchange Advantages of Using Cheques as Means of Payment Crossing on Cheques Antedated and Post-dated Cheques Legal Restrictions to the Payment of Cheques by Banks Law applicable to Credit Cards Bills of Exchange Promissory Notes	
Recommended Readings	Bills of Exchange Ordinance No. 25 of 1927	
Session 9-Topic	Law Relating to Insurance, Leasing, Hire Purchase, and Loans	ILO2 ILO3 ILO4
Subtopics	The Legal Nature of Insurance Classification of Insurance Elements of an Insurance Contract Insurable Interest Utmost Good Faith Material Facts Non-Disclosure Benefits of Leasing Types of Leasing Leasing Act Hire Purchase as a Sales Contract Rights and Duties of the Owner and Hirer The Legal Nature of Loans Mortgages Guarantors Lending Institutions Collateral Common Law Privileges of Guarantors	

	Recovery of Loans Parate Execution by Financial Institutions	
Recommended Readings	Debt Recovery (Special Provisions) Act, No. 2 Of 1990 Recovery of Loans by Banks (Special Provisions Act, No. 4 Of 1990	
Session 10- Topic	Environmental law	ILO2 ILO3 ILO4
Subtopics	Environment and Environmental Law Ambit of Environmental Law The Impact of Environmental Law on Business and Commerce National and International Sources of Environmental Law Important Principles of Environmental Jurisprudence Sustainable Development Precautionary Principle Polluter Pays Principle Common but Differentiated Principle Intergenerational Equity Public Trust Doctrine Remedies Available Under Environmental Law	

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned readings, lectures, student -led discussions, case studies, industry resource person and student presentations. 30 hours.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr. Thusitha B. Abeysekara
Mr M.A. Nihal Chandrathilake

BSE 1408 Accounting for Managers		
Academic Year and Semester:	Year I– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours- Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course covers the fundamental theoretical and practical aspects of Financial Accounting and Cost and Management Accounting. Therefore, the Course aims to give an understanding of the application of the concepts and techniques of both Financial Accounting as well as Cost and Management Accounting vis-à-vis business decision making. Under this course, students are provided opportunities to gain awareness about the accounting process, preparation of financial statements of business entities, including limited liability companies, controlling cost elements, decision making and performance management systems. Furthermore, at the end of the Course, recent trends in Financial Accounting and Cost and Management Accounting are emphasised.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Demonstrate an understanding on the Fundamentals of Financial Accounting and Management Accounting

ILO 2- Prepare the Financial Statements for companies and group of companies

ILO 3- Analyse the financial strengths and weakness based on ratio analysis

ILO 4- Discuss the nature and role of management accounting in the business environment

ILO 5- Explain and apply costing and management accounting techniques for the businesses

ILO 6 – Apply budgeting techniques for planning and controlling

Course Content

Session 1-Topic	Introduction to Accounting	ILO
Subtopics	Definitions-Stakeholders of Business Organizations Branches of Accounting	ILO 1

	General and Specific Purpose Financial Statements Elements of Financial Statements Components of Financial Statements Conceptual framework and Regulatory framework	
Recommended Readings	International Accounting Standard Board, (2018), Conceptual Framework for Financial Reporting, IASB, London Melville, A., (2017), Chapter 1 and 2, International Financial Reporting: A Practical Guide, 6 th Ed., Pearson Publication Wijewardena, H., (2009), Chapter 1, Financial Accounting in Sri Lanka, 2 nd Ed, Sarasavi Publishers	
Session 2-Topic	Accounting Process	ILO 2
Subtopics	Accounting Process Accounting concepts (part I) Accounting Equation Books of Prime Entry Ledger Accounts Trial Balance Financial Statements of a sole trader	
Recommended Readings	Wijewardena, H., (2009), Chapter 2,3 and 4, Financial Accounting in Sri Lanka, 2 nd Ed, Sarasavi Publishers	
Session 3-Topic	-Preparation of Financial Statements with Adjustments for Companies	ILO 2
Subtopics	Accounting concepts (part II) Period end adjustments Statement of Profit or Loss and Other Comprehensive Income Statement of Changes in Equity Statement of Financial Position Financial reporting and recent trends (self -studies)	
Recommended Readings	LKAS 1 – Presentation of Financial Statements LKAS 2- Inventory LKAS 8 - Accounting Policies, Changes in Accounting Estimates and Errors LKAS 10 – Events after the Reporting Period LKAS 16 – Property, Plant and Equipment SLFRS 16 - Leases LKAS 37-Provisions, Contingent Liabilities and Contingent Assets Melville, A., (2017), Chapter 3,4,5,9,10 and 12, International Financial Reporting: A Practical Guide, 6 th Ed., Pearson	

	Publication	
Session 4-Topic	Cash Flow Statement and Ratio Analysis	ILO 2
Subtopics	Cash Flow Statement Interpretation of financial information through ratios Profitability Ratios Liquidity Ratios Efficiency Ratios Leverage Ratios Investor Ratios	ILO 3
Recommended Readings	LKAS 7 – Statement of Cash Flows Melville, A., (2017), Chapter 16 and 22, International Financial Reporting: A Practical Guide, 6 th Ed., Pearson Publication	
Session 5-Topic	Introduction to the Consolidated Financial Statements	ILO 2
Subtopics	Background and definitions Consolidated Statement of Financial Position Consolidated Statement of Profit or Loss and Other Comprehensive Income	
Recommended Readings	SLFRS 3 – Business Combinations SLFRS 10 – Consolidated Financial Statements Melville, A., (2017), Chapter 18 and 19, International Financial Reporting: A Practical Guide, 6 th Ed., Pearson Publication	
Session 6-Topic	Introduction to Cost and Management Accounting	ILO 4
Subtopics	Introduction-Decision making process Changing competitive business environment Cost Concepts and Classification Introduction to cost and cost terminology Cost classification	
Recommended Readings	Drury, C. (2018), Chapter 1 and 2, Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning	
Session 7-Topic	Cost Assignment	ILO 5
Subtopics	Cost assignment process Classification of costing systems (Direct and Absorption costing systems) Traditional costing system Plant wide rate Two stage allocation process for traditional costing system Activity Based Costing (ABC) system	

Recommended Readings	Drury, C. (2018), Chapter 3 and 11, Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning	
Session 8-Topic	Cost-Volume-Profit (CVP) Analysis and Short-term Decision Making	ILO 5
Subtopics	Introduction to CVP analysis Mathematical approach to CVP analysis Graphical approach to CVP analysis Multi product CVP analysis Short term decision making Marginal costing and management decisions in short run Acceptance of a special order Dropping a loss-making product Make or buy decisions	
Recommended Readings	Drury, C. (2018), Chapter 8, Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning	
Session 9-Topic	Capital Budgeting	ILO5 ILO6
Subtopics	Stages of capital budgeting Classification of capital budgeting techniques Non discounted cash flow methods Pay-back period (PB) Accounting rate of return (ARR) Discounted cash flow techniques Discounted pay-back period Net present value (NPV) Internal rate of return (IRR) Qualitative factors	
Recommended Readings	Drury, C. (2018), Chapter 13, Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning	
Session 10-Topic	Budgeting	ILO5 ILO6
Subtopics	Different purposes of budgeting Stages in the budgeting process Preparation of functional budgets, cash budget and master budget Different types of budgeting (Activity based budgeting (ABB), zero based budgeting, computerized budgeting)	
Recommended Readings	Drury, C. (2018), Chapter 15, Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning	
Session 11-	Trends in Management Accounting (Self-studies)	ILO1

Topic		ILO5
Subtopics	Just in time system (JIT) Kaizen costing Total quality management (TQM) Activity based management (ABM) Lean production Business process reengineering (BPR) Life-cycle costing Target costing	ILO6
Recommended Readings	Drury, C. (2018), Cost and Management Accounting, 10 th Edition, Delhi, Cengage Learning Horngren, C (2013), Introduction to Management Accounting, London, Prentice-Hall	

Recommended Readings

Wijewardena, H., (2009), Financial Accounting in Sri Lanka, 2nd Ed, Sarasavi Publishers
Melville, A., (2017), International Financial Reporting: A Practical Guide, 6th Ed., Pearson Publication
Drury, C. (2018), Cost and Management Accounting, 10th Edition, Delhi, Cengage Learning
Horngren, C (2013), Introduction to Management Accounting, London, Prentice-Hall
Relevant Sri Lanka Accounting Standards (referred with the respective sessions)

Additional Readings:

Langfield-Smith, K (2012), Management Accounting, Australia, McGraw – Hill
Companies Act No.7 of 2007

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned readings, lectures, student -led discussions, case studies, industry resource person and student presentations. 30 hours.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Dr. (Ms.) D N Samudrage
Mr. P D C Udayashantha
Mr. H M R W Herath

2401 Organisational Behaviour		
Academic Year and Semester:	Year 2– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Study of organisational behaviour enables managers to understand, predict and influence the behaviour of individuals and groups in organisations. Hence, this course provides students with necessary knowledge and skills to understand and evaluate individual, group and organisational processes. It covers a wide breadth of concepts, principles and theories in relation to human behaviour at work under the themes and topics, such as perception, motivation, learning, behaviour modification, group dynamics, stress and conflict management, leadership, organisational culture and organisational change and development. Each topic builds upon previous topics by starting at the individual level, then moving onto a group level, and finally adopting an organisation-wide level of analysis. The Course also focuses on the ongoing and upcoming trends in the field of Organisational Behaviour

Intended Learning Outcomes

At the end of the course, the participants who are being active members in the learning process will be able to.

ILO 1- Understand why people behave differently.

ILO 2- Understand the complexities in managing group behaviour in organisations.

ILO 3- Discuss the potential effects of organisational-level factors, such as structure, culture, leadership, and change, on organisational behaviour

ILO 4- Improve the ability to interact with and manage people.

ILO 5- Understand how to ensure individual as well as organisational well-being

Course Content

Session 01-Topic	An Overview of the Field of Organizational Behavior (OB)	ILO
Sub Topics	Definitions of OB, Importance of Studying OB, OB as a Multidisciplinary Discipline, Challenges for Contemporary Business Organisations	ILO 1 ILO 4 ILO 5
Recommended Readings	Chapter 1, Luthans, F. (2015). <i>Organizational behaviour: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 02-Topic	Individual Differences at Work: Perception, attitudes	ILO 1 ILO 4 ILO 5
Subtopics	Why do People Behave Differently, The Meaning of Perception, Process of Perception, Factors affecting Social Perception, Attitudes, Components of Attitudes, Barriers to Change Attitudes, Strategies to Change Attitudes.	
Recommended Readings	Chapter 5, Luthans, F. (2015). <i>Organizational behaviour: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 03-Topic	Individual Differences at Work; Personality and Values	ILO 1 ILO 4 ILO 5
Subtopics	The Meaning of Personality, Determinants of Personality, Trait, Type and Psychoanalytic Theories of Personality, Personality and Organisational Life, Values, Typologies of Values, Impact of Values on Organisational Behaviour.	
Recommended Readings	Chapter 5, Luthans, F. (2015). <i>Organizational behaviour: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 04-Topic	Motivation	ILO 1 ILO 4 ILO 5
Subtopics	Drives and Needs, Contemporary Theories of Motivation (Content theories and Process Theories), Organisational Justice, Motivation and Managing People	
Recommended Readings	Chapter 6, Luthans, F. (2015). <i>Organizational behaviour: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 05-Topic	Group Behaviour at Work	ILO 2 ILO 4 ILO 5
Subtopics	Nature of Workgroups, Types of Groups, Factors affecting for Effectiveness of Groups and Teams, Dysfunctional Outcomes of Groups, Team Decision Making and Problem Solving, Communication in Work Teams	
Recommended Readings	Chapter 11, Luthans, F. (2015). <i>Organizational behaviour: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	

Session 06-Topic	Organisational Culture	ILO 3
Subtopics	The Meaning of Culture, National Culture and Organisational Culture, National Cultural Models, Impact of National Culture on Organisational Culture, Elements of National Culture and Organisational Culture, Characteristics of Organisational Culture, Functional and Dysfunctional Aspects of Organisational Culture, Creating, Sustaining and Managing an Organisational Culture	ILO 4 ILO 5
Recommended Readings	Chapter 16, Robbins, S.P., & Judge, T.A. (2013). <i>Organizational behavior</i> (15th ed.). New Jersey: Prentice Hall.	
Session 07-Topic	Organisational Power and Politics	ILO 2
Subtopics	What is Power and How it Matters at Work, The Relationship between Dependency and Power, Bases of Power, Organisational Politics, Strategies to Wield Political Power in the Organisations	ILO 4 ILO 5
Recommended Readings	Chapter 10, Luthans, F. (2015). <i>Organizational behavior: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 08-Topic	Leadership	ILO 3
Subtopics	Nature of Leadership, Different Approaches to Leadership (Behavioural, Contingency and Transformation Approaches), Leadership Styles in Contemporary Organisations and New Dimensions in Leadership (Cross Cultural and Gender Issues in Leadership).	ILO 4 ILO 5
Recommended Readings	Chapter 13, Luthans, F. (2015). <i>Organizational behavior: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 09-Topic	Conflicts and Stress at Work	ILO 2
Subtopics	The Meaning of Conflict, Causes of Conflicts, Types of Conflicts, Consequences of Conflicts, Managing Conflicts Effectively. The Meaning of Stress, Sources of Stress and Consequences of Stress, Stress and Organisational Performance, Stress Management and Coping Strategies	ILO 4 ILO 5
Recommended Readings	Chapter 9, Luthans, F. (2015). <i>Organizational behavior: An evidence-based approach</i> (13th ed.). New York: McGraw–Hill Companies Inc.	
Session 10-Topic	Organisational Change and Development	ILO 3
Subtopics	Meaning of Organisational Change and Development,	ILO 4

	Approaches to Organisational Change (Planned and Emergent), Change Management Models, Resistance to Change, Strategies to Overcome Resistance	ILO 5
Recommended Readings	Chapter 1, Burns, B. (2009). <i>Managing change: A strategic approach to organisational dynamics</i> . New Jersey: Pearson.	

Recommended Readings

Luthans, F. (2015). *Organizational behavior: An evidence-based approach* (13th ed.). New York: McGraw–Hill Companies Inc.

Robbins, S.P., & Judge, T.A. (2013). *Organizational behavior* (15th ed.). New Jersey: Prentice Hall

Additional Readings:

Burns, B. (2009). *Managing change: A strategic approach to organisational dynamics*. New Jersey: Pearson.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

Classroom Discussions, Individual Classroom Activities, Group Activities, Case Studies, Analysis of Videos

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Dr M.D. Pushpakumari	Ms T.P.G.P.C. Alwis
Dr P.D.H.D.Gunatilake	Mr M.M.N. Chathuranga
Dr M.W.Kalyani	Ms M.A.K.U.Madhuwanthi
Dr K.A.S.K.Kariuapperuma	Ms L W H K Bandara
Ms W.B.M.P.N.Weerasekara	

BSE 2402 Human Resource Management		
Academic Year and Semester:	Year 2– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Human resources are an imperative in achieving the goals and objectives of any organization. Therefore, managing and monitoring human resources is vital for the smooth functioning of any organization to build and maintain competitive advantage. As such Human Resource Management (HRM) is a fundamental function of any organization to identify the theory and practice of managing human resources through introduction to HRM, HR Department, job design, job analysis, human resource planning, recruitment, selection, hiring, induction, performance evaluation, training and development, pay management, welfare management, management of employee movements, discipline management, grievance handling and labour relations. Therefore, this course provides knowledge and understanding about the nature and theoretical foundations of HRM with special orientation to the practical applications of HRM in a dynamic commercial world.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1-Describe the main concepts relating to HRM

ILO 2- Understand the process, policies, and practices of HRM.

ILO 3- Analyse HRM related problems.

ILO 4-Able to understand how to manage human resources in an organization

Course content

Session 1-Topic	Introduction to HRM-Organization of the HR Department	ILO 1
Sub Topics	Define HRM Describe the generic purpose, strategic goals & objectives of HRM HRM model Responsibility of HRM	

	<p>The role of HRM professionals</p> <p>Significance of HRM</p> <p>Reasons for separate HR department for an organization</p> <p>Bases for organizing HR Department</p> <p>Staffing the HR department.</p>	
Recommended Readings	<p>Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i>. Colombo: Author Publication; Chapter 1 and 2</p> <p>Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 1 and 2</p>	
Session 2-Topic	Job Design (JD) and Job Analysis (JA)	ILO 1
Subtopics	<p>Define of JD</p> <p>Significance of JD</p> <p>Techniques of JD</p> <p>Elements of JD</p> <p>Trade-offs between efficiency elements and behavioural elements</p> <p>Define of JA</p> <p>Purposes of JA</p> <p>JA process</p> <p>Problems with JA</p>	ILO 2
Recommended Readings	<p>Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i>, Colombo: Author Publication; Chapter 3 and 4</p> <p>Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 3 and 4</p>	
Session 3-Topic	Human Resource Planning (HRP) -Recruitment	ILO 1
Subtopics	<p>Define HRP</p> <p>Significance of HRP</p> <p>HRP process</p> <p>Define Recruitment</p> <p>Significance of Recruitment</p> <p>Recruitment Process</p>	<p>ILO 2</p> <p>ILO 3</p>
Recommended Readings	<p>Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i>, Colombo: Author Publication; Chapter 5 and 6</p> <p>Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 5 and 6</p>	
Session 4-Topic	Employee Selection	ILO 1
Subtopics	Define Selection	

	Significance of Selection Selection Method Selection Process	ILO2 ILO3 ILO4
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management, Colombo: Author Publication; Chapter 7</i> Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 7: McGraw–Hill Companies Inc.	
Session 5-Topic	Hiring & Induction -Employee Movement	ILO 1
Subtopics	Define Hiring Hiring Process Probationary Period Define Induction Importance of Induction Induction Process Types of Employee Movements Define Promotions, Transfers and Layoffs Methods of Promotions, Transfers and Layoffs Promotion Criteria Types of Transfers Reasons for Layoffs	ILO 2 ILO 3 ILO 4
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management, Colombo: Author Publication; Chapter 8 and 12</i> Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 8,9 and 16	
Session 6-Topic	Performance Evaluation (PE)	ILO 1
Subtopics	Define PE Purposes of PE Process of PE Evaluator error	ILO 2 ILO 3 ILO 4
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management, Colombo: Author Publication; Chapter 9</i> Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 10 and 17	
Session 7-Topic	Training and Development (T&D)	ILO 2
Subtopics	Define T & D Difference between T & D	ILO 4

	Benefits of T & D Training Cycle/T Process T methods Define Learning Learning curves Learning principles Management obsolescence	ILO 5
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i> , Colombo: Author Publication; Chapter 11 Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 11.	
Session 8-Topic	Pay Management and Employee Welfare Administration	ILO 1
Subtopics	Define Pay and pay management Objectives of Pay management Significance of Pay management Equity issues in Pay management Factors affecting to pay Pay Management Process Definition of Welfare Principles of Welfare Administration Classification of Welfare Employee Welfare activities	ILO 2 ILO 3 ILO 4
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i> , Colombo: Author Publication; Chapter 10 and 15 Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 13 and 14.	
Session 9-Topic	Management of Discipline and Grievance Handling	ILO 1
Subtopics	Define Discipline and Discipline Administration Importance of Discipline Administration Types of Discipline, The hot-stove rule, Sandwich Model progressive Discipline Disciplinary offences and penalties Domestic Investigation Define Grievance Significance of Grievance Handling Causes of Grievances	ILO 2 ILO 3 ILO 4

	Methods of Grievance Settlement Identify employee grievances Principles of Grievance Settlement Procedure Strategies to solve Grievances	
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i> , Colombo: Author Publication; Chapter 13 and 16 Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 18 and 19	
Session 0-Topic	Labour Relations (LR) and Revision	ILO 1
Subtopics	Define LR, Personal Relations and Industrial Relations Objectives of LR Significance of LR LR system Trade Unions Reasons for employees join with Trade Unions Advantages and Disadvantages of Trade Unions Collective Bargaining Types of Collective bargaining Collective Bargaining process Joint Consultation Revision	ILO 2 ILO 3
Recommended Readings	Opatha, H.H.D.N.P. (2013). <i>Sewa Mandala Kalamanakaranaya (Personnel Management)</i> , Colombo: Author Publication; Chapter 17 Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo; Chapter 20.	

Recommended Readings

Opatha, H.H.D.N.P. (2013). *Sewa Mandala Kalamanakaranaya (Personnel Management)*, Colombo: Author Publication
Opatha, H.H.D.N.P. (2009). Human Resource Management, Colombo.

Additional Readings:

Armstrong M. (2014) Handbook of Human Resource Management Practice, Philadelphia, PA: Kogan Page Ltd.
Ivancevich, J.M. (2008), Human Resource Management, New Delhi: Tata McGraw Hill. Publishing Company Limited.
Mathis, R.L. and Jackson, J.H. (2000): Human resource management. 9th ed. Cincinnati,

Ohio: South Western College Publishing
Dessler, G. Human Resource Management ,16th Edition, Pearson)

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

Classroom Discussions, Individual Classroom Activities, Group Activities, Case Studies, Analysis of Videos

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Prof. (Mrs) Geetha Tharanghanie	
Dr. Dinoka Perera	

BSE 2403 Marketing Management		
Academic Year and Semester:	Year 2 – Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Marketing Management is a central part of overall business of an organisation which is essential to develop the right marketing strategies over time blend with other disciplines in order to create, design, deliver, communicate, and sustain the customer value. Hence, business success often depends on marketing ability and marketers strive to find creative new opportunities and solutions amid at competitive challenges in highly dynamic business environment. Therefore, Marketing Management course provides students with a basic and intermediary level of knowledge and understanding about the nature and the scope of Marketing Management using practical applications in both the Sri Lankan and Global contexts. It focuses on discussing key marketing concepts, theories, principles, and applications in the area of marketing management. Further, the course provides an understanding on trends and new developments in the area of marketing. Thus, after successfully completing the course, students should be able to understand key marketing functions within organizations, identify problems faced by them and suggest relevant marketing strategies.

Intended Learning Outcomes

After successfully completing this course, students should be able to:

ILO 1 Define Marketing, Marketing Management, and marketing concepts

ILO 2 Describe Marketing Process

ILO 3 Recognize the role and importance of marketing in the present business context

ILO 4 Identify key marketing environments, their influences, and new trends.

ILO 5 Discuss the influence of key stakeholders to the marketing functions

ILO 6 Explain marketing strategies and tactics.

ILO 7 Use the knowledge of marketing strategies to make appropriate recommendations for entities.

ILO 8 Assess the ethical aspects in marketing

ILO 9 Demonstrate communication, negotiation, analytical, teamwork, leadership skills and creativity

Course Content

Session 01-Topic	Introduction to Marketing	ILO
Subtopics	Define Marketing and Marketing Management Process, The role and the scope of marketing, Core concepts of Marketing	ILO 1 ILO 2
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 01. Pearson.	ILO3
Session 02-Topic	Marketing Management Orientations	ILO 1
Subtopics	Introduction to Marketing Orientations, Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept	ILO3
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 01. Pearson.	
Session 03-Topic	Analysing the Marketing Environment	ILO3
Subtopics	Approaches to Identify Marketing Environment, The Microenvironment, Microenvironment, Scanning marketing environment.	ILO4 ILO5
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 03. Pearson.	
Session 04-Topic	Managing Marketing Information to Gain Customer Insights	ILO5 ILO4
Subtopics	Marketing Information and Customer Insights, Assessing Marketing Information Needs, Developing Marketing Information, Analysing and Using Marketing Information	
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 04. Pearson.	
Session 05-Topic	Consumer Markets and Consumer Buyer Behaviour	ILO5
Subtopics	Define Consumer Buyer Behaviour, Model of Consumer Behaviour, The Buyer Decision Process, Characteristics Affecting Consumer Behaviour, Consumer Buying Roles	ILO4
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 05. Pearson.	
Session 06-Topic	Customer-Driven Marketing Strategy: Creating Value for Target Customers	ILO 3 ILO 5
Subtopics	Designing a Customer-Driven Marketing Strategy, Market Segmentation, Market Targeting, Differentiation and Positioning	ILO 6 ILO 7
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 07. Pearson.	
Session 07-Topic	Products, Services and Brands: Building Customer Value	ILO6

Subtopics	Define Product, Customer Value hierarchy, Product and Service Decisions	ILO7
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 08. Pearson.	
Session 08-Topic	Pricing: Understanding and Capturing Customer Value	ILO 4
Subtopics	Define Price, Considerations in Setting Prices, Major Pricing Strategies, Other Internal and External Considerations Affecting Price Decisions, New-Product Pricing Strategies, Price adaptation strategies	ILO 5 ILO 6 ILO 7
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 10 & 11. Pearson.	
Session 09-Topic	Marketing Channels: Delivering Customer Value	ILO 4
Subtopics	Supply Chains and the Value Delivery Network, The Nature and Importance of Marketing Channels, Channel Behaviour and Organization, Channel Design Decisions, Channel Management Decisions	ILO 5 ILO 6 ILO 7
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 12. Pearson.	
Session 10-Topic	Communication Customer Value: Integrated Marketing Communications Strategy	ILO 4 ILO 5
Subtopics	The Promotion Mix, Integrated Marketing Communications, Communication Process, Steps in Developing Effective Marketing Communication, Shaping the Overall Promotion Mix	ILO 6 ILO 7 ILO 8
Recommended Readings	Kotler, P., & Armstrong, G. (2014). Principles of Marketing (15th edition) In Chapter 14. Pearson.	

Recommended Readings

Principles of Marketing by Philip Kotler and Gary Armstrong, 15th edition, Pearson

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Additional Readings:

Marketing Management by Philip Kotler and Kevin Lane Keller, 15th edition, Pearson

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Prof. (Mrs) D.S.R Samarasinghe

Ms. V.G. Pavani Lakshika

BSE 2404 Operations Management		
Academic Year and Semester:	Year 2 – Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course introduces students to key concepts, principles, and design techniques in the field of Operations Management. It aims to cultivate a general understanding of the field as a whole by discussing the interactions and relationships with parallel management activities, operations strategy and competitiveness, product design and process selection, total quality management, capacity management, layout planning, job design, work measurements, supply chain management and inventory control. These operations functions will be discussed in the light of both production and service organisations.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Understand the importance of OM as a major function in organizational structure and identify objectives and characteristics of operations decisions.

ILO 2- Demonstrate operations system design decisions which include design the product, plan the process, select the location, and organize the layout, design jobs and work of any production or service delivery unit.

ILO 3- Demonstrate ability to plan, schedule and control of production and operations functions in both manufacturing and service organizations.

ILO 4- Apply suitable techniques for forecasting demand, managing the inventory, and managing quality.

Course Content

Session 01-Topic	Introduction to Operations Management Operations Strategy & Competitiveness	ILO 1
Sub Topics	OM in the Organizational Chart Operations Management Defined The Operations Manager and the Management Process Operations Function and its Environment Historical Development of the Field OM in the Organizational Chart Operations Management Defined The Operations Manager and the Management Process Operations Function and its Environment Historical Development of the Field	
Recommended Readings	Chapter 1 of CHA Chapter 2 of CHA	
Session 02-Topic	Product Design & Development Process Selection – Manufacturing Product and Process Design in Services	ILO 2
Subtopics	The Product Development Process Techniques for improving the Design Process Standardization Robust Design Modular Design Product Life Cycle Process Flow Structures Product - Process Matrix Process Flow Design Break-Even Analysis Nature and Importance of Services Different types of Service Qualities Service Design and Development Sequence Classification of Services Service-System Design Matrix Service Blue Printing	
Recommended Readings	Chapter 3 of CHA Chapter 7 of CHA Chapter 9 of CHA	
Session 03-Topic	<i>Forecasting in Operations</i>	ILO 4

Subtopics	Demand Management Forecasting Methods Delphi Method Forecast Errors	
Recommended Readings	Chapter 18 of CHA	
Session 04-Topic	Quality Management Capacity Planning	ILO 2
Subtopics	The Meaning of Quality Cost of Quality Quality Gurus Total Quality Management (TQM) Identifying Quality Problems and Causes Quality Standards and Awards Quality Management in Services Success & Failure Stories of TQM Measuring Capacity Definitions of Capacity Measures of System Effectiveness Important Capacity Planning Concepts Capacity Planning Adjusting Capacity to Meet the Demand	ILO 4
Recommended Readings	Chapter 12 of CHA Chapter 5 of CHA	
Session 05-Topic	Facilities Planning and Location Layout Planning	ILO 2
Subtopics	Issues in Facility Location Plant Location Methods Factor Rating Systems Centre of Gravity Method Objectives of Layout Planning Basic Production Layouts Product Layout & Process Layout Assembly Line Balancing Group Technology (Cellular Layout) Fixed-Position Layout Project Layout Designing Service Layouts	
Recommended Readings	Chapter 15 of CHA Chapter 8 of CHA	

Session 06-Topic	Job Design and Work Measurements Production Planning	ILO 2 ILO 3
Subtopics	Job Design Effective Job Design Job Designing Approaches Work Methods Work Measurement & Standards Wage Payment Overview of Operations Planning Activities Aggregate Production Planning Aggregate Production Planning Techniques	
Recommended Readings	Chapter 11 of CHA Chapter 19 of CHA	
Session 07-Topic	Production Scheduling	ILO 3
Subtopics	Master Production Schedule Order Scheduling Mass Production Scheduling Scheduling of Services	
Recommended Readings	Chapter 22 of CHA	
Session 08-Topic	Material Requirements Planning Systems	ILO 3
Subtopics	Advantages of an MRP System A Simple MRP Example Purposes, Objectives and Philosophy of MRP Material Requirements Planning Structure Enterprise Resource Planning	
Recommended Readings	Chapters 17 & 21 of CHA	
Session 09-Topic	Inventory Management Supply Chain Management	ILO 3 ILO 4
Subtopics	Definition of Inventory Purposes of Inventory Inventory Costs Inventory Systems Fixed Order Quantity Model Fixed-Time Period Models What is a Supply-Chain? Supplier Identification	

	Purchasing Supply Chain Strategies Logistics Networks	
Recommended Readings	Chapter 20 of CHA Chapters 14, 15 & 16 of CHA	
Session 10-Topic	Just- In- Time Production	ILO 3
Subtopics	JIT Logic JIT: Just –In –Time Waste (Fujio cho) Group Technology Push Vs. Pull Scheduling Kanban Production Control System Limitations of JIT	
Recommended Readings	Chapter 14 of CHA	

Recommended Readings:

Chase R. B., Shankar R., Jacobs F.R., *Operations and Supply Chain Management*, 14th Edition, McGraw Hill 2014. (CHA)
Amarasena S.M., *Operations Management* 5th Edition 2020

Additional Readings:

Russell, Roberta S, Taylor, Bernard W., *Operations management*, 7th Edition, John Wiley, 2011
Geary J., *How to be a Chief Operating Officer: 16 Disciplines for Success*, Kindle Direct Publishing 2017
Stevenson W.J., *Operations Management*, 13th Edition, McGraw Hill 2018

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Ms. Gauri Prabhani Madhusanka

BSE 2405 Managing for Productivity and Quality		
Academic Year and Semester:	Year 2 – Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Maintaining high level of productivity and quality in a contemporary business organisation is a key factor of its success. Thus, a comprehensive knowledge on productivity and quality management is essential for future managers. This course aims to provide students with a comprehensive knowledge and practical application of productivity and quality as the main pillars of success for contemporary business organisations. The Course provides integrated comprehensive knowledge about productivity and quality and how to improve them continuously with various improvement methods, techniques, and practices. The Course will be taught in two sections, namely managing productivity, and managing quality.

Intended Learning Outcomes

At the end of the Course the participants, being active members in the learning process, will be able:

ILO 1. Define, describe, and explain different concepts and terms relating to Productivity and Quality.

ILO 2. Elaborate and critically discuss various models, theories and relationships between Productivity and Quality.

ILO 3. Diagnose problems and suggest solutions for issues relating to Productivity and Quality.

ILO 4. Apply modern Productivity and Quality improvement techniques in any organizational setting.

ILO 5. Apply modern Productivity and Quality improvement techniques in students' personal, household and university settings

Course Content

Session 01-Topic	Introduction, Importance and Evolution of the Concept of “Productivity	ILO 1
Sub Topics	Definition and the evolution the concept of productivity and quality Importance of the productivity and quality	
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	
Session 02-Topic	Measures of Productivity and Productivity Benchmarking	ILO 1 ILO 2
Subtopics	Single factor productivity measure Multiple factor productivity measure Total factor productivity measure Total Productivity Index	
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	
Session 03-Topic	Techniques, Concepts and Tools to improve Productivity, Preparing a Productivity Improvement Plan (PIP)	ILO 1 ILO 2
Subtopics	Techniques to improve productivity Concept to improve Productivity Tools to improve productivity	
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	
Session 04-Topic	Introduction, Importance and Evolution of the Concept of “Quality	ILO1 ILO 2 ILO 3
Subtopics	Evolution of the concept of quality Importance of the concept of quality Quality management systems	
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	
Session 05-Topic	Measuring Quality, Cost of Quality, Quality Management Systems, and the Concept of Total Quality Management (TQM)	ILO 1 ILO 2 ILO 3
Subtopics	Total quality management Cost of quality Factors effecting quality	
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	

Session 06-Topic	The relationship between Corporate Leadership, Culture and Productivity.	ILO 1
Subtopics	Cost leadership and impact on productivity. Cultural impact on productivity	ILO 2 ILO 3
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	ILO 4
Session 07-Topic	Identification and Solving Productivity (Efficiency and Quality) Problems	
Subtopics	Efficiency related problems Quality related problems Problem solving approaches Process of problem solving	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Fundamentals of total quality management JJ Dahlgaard, GK Khanji, K Kristensen - 2008	
Session 08-Topic	Service Quality	
Subtopics	Define service quality Concept of service quality Factor that impact on service quality and the impart of service quality	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Service quality: Research perspectives B Schneider, SS White	
Session 09-Topic	New trends, Techniques, in Productivity and quality	ILO 1
Subtopics	Technology impact on productivity Global approach that Recent industrial developments in productivity	ILO 2 ILO 3 ILO 4
Session 10-Topic	Issues in relating to productivity and steps taken by the government to improve productivity in Sri Lanka	ILO 1 ILO 2
Subtopics	Government Authorities Role of the government in improving productivity	ILO 3 ILO 4

Recommended Readings:

Dahlgaard, J. J., Khanji, G. K., & Kristensen, K. (2008). Fundamentals of total quality management. Routledge.

Schneider, B., & White, S. S. (2004). Service quality: Research perspectives. Sage

Additional Readings:

Journal and Newspaper articles on Productivity and Quality

Online and offline lesson materials (<http://lms.sjp.ac.lk/mgmt/course/>)

Materials published by the National Productivity Secretariat -Ministry of Productivity Promotions (<http://www.nps.lk>)

Radio talks and Television programs on Productivity and Quality

Materials published by the Sri Lankan Standard Institution (<http://www.slsi.lk>)

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department.

Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows:

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The students will meet the facilitator once a week and each session will comprise of assigned readings, lectures, student-led discussions, case studies, and student presentations.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Mr. Pradeep Kumara
Mr. Thushara Dassanayake
Ms. Pivindi Alwis

BSE 2406 Financial Management		
Academic Year and Semester:	Year II– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course provides an introductory level understanding of major concepts and techniques in Financial Management. The content of the Course covers an introduction to Financial Management, financial environment, analysis and interpretation of financial statements, time value of money, financial security valuation, risk and return, cost of capital, capital budgeting, capital structure, dividend policy and working capital management.

Intended Learning Outcomes (ILO)

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Understand the importance of financial management as a key management function in the business organizations,

ILO 2- Describe the financial environment in which a business organization operates

ILO 3- Explain the concept of time value in financial decision making

ILO 4- Understand the nature of the relationship between Risk and Return and their importance in decision making

ILO 5- Have sufficient knowledge about the capital budgeting process, working capital management and the capital structure of a firm

Course Content

Session 01-Topic	Introduction to Financial Management	ILO
Subtopics	What is Finance Role of a Finance Manager Major decisions in Finance Goal of the firm Separation of Ownership and Management Agency Relationship and agency problems	ILO 1
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 1</i>	

Session 02-Topic	Time value of Money	
Subtopics	Defining the Concept of Value Compounding and Discounting of cash Flows Different types of cash Flows Present Value and Future Value of Single and Multiple Cash Flows	
Session 03-Topic	Ordinary Annuity and Annuity Due, Differed Annuity and Perpetuities Applications in Finance	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 3</i>	
Session 04-Topic	Rates of return and Risk	
Subtopics	Rate of return of an asset, Annual rate of return, Average rate of return, Rate of return for a holding period Risk of rate of return Expected return and risk, Portfolio risk and return Covariance, correlation, and diversification Portfolio expected return and standard deviation, Diversification, Systematic and unsystematic risk	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 12, 13</i>	
Session 05-Topic	Valuation of Assets	
Subtopics	Sources of long-term finance Types of bonds and characteristics of bonds Valuation of zero-coupon bonds, coupon bonds and perpetual bonds Different types of shares and their valuation One period dividend valuation model dividend Discount model Other approaches to equity valuation	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 7,8</i>	
Session 06-Topic	Capital Budgeting	
Subtopics	Importance of capital Budgeting Classification of Capital Budgeting Projects Capital Budgeting Process Different Techniques of Capital Budgeting	
Recommended	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate</i>	

Readings	<i>Finance</i> , 11 th Edition, 2008. <i>Chapter 9</i>	
Session 07-Topic	Cost of Capital	
Subtopics	Different sources of finance cost of debt, cost of equity, cost of preference shares, cost of retained earnings The importance of the cost of capital Weighted average cost of capital	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 15</i>	
Session 08-Topic	Leverage and Capital Structure	
Subtopics	Capital structure Business risk and Financial risk Degree of Operating Leverage (DOL) Degree of Financial Leverage (DFL)	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 17, 18</i>	
Session 09-Topic	Working capital Management	
Subtopics	Concepts of working capital Management Determinants of working capital	
Recommended Readings	Ross, Westerfield and Jordan, <i>Fundamentals of Corporate Finance</i> , 11 th Edition, 2008. <i>Chapter 19</i>	
Session 10-Topic	Review and Revision Session	

Recommended Readings

Ross, Westerfield and Jordan, *Fundamentals of Corporate Finance*, 11th Edition, 2008.

Additional Readings:

Pandey I.M., *Financial Management*, 11th Edition, reprinted 2006.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Professor. (Ms.) R. P. C. R. Rajapakse	
Dr. P. A. N. S. Anuradha	

BSE 2407 Business Information Systems		
Academic Year and Semester:	Year II– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Information technology has changed from a minor corporate support function to a primary driver of corporate profitability. Information technology is fundamentally changing the businesses and the way they operate. Production, distribution, and control of information has become the primary driver of today's economy where information systems play a critical role. Integrated systems such as Enterprise Resource Planning (ERP) systems have become the primary source of information for most of the organizations. Therefore, understanding the use of such integrated systems and the effects of information technology and information systems to individuals, businesses, and the society are of paramount importance. This course is aimed at providing hands on experience on the use of ERP systems and insight and knowledge on the effect of different technologies and systems on individuals, businesses, and the society. Special attention is drawn as to how organizations can use these technologies and systems to optimize its performance and gain competitive advantage, while mitigating the risks associated with them. The course will equip the students with essential knowledge and exposure related to the use of technologies and systems so that they would become effective business managers and leaders in today's technology rich organizations.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process, are able to:

ILO 1- recognise the importance of management information systems and examine how they can be used by organizations to gain competitive advantage.

ILO 2 - explain the different tools used by organizations to generate business intelligence.

ILO 3 - examine different collaboration tools used by organizations to facilitate effective collaboration among teams and manage other tasks.

ILO 4 - identify the use of different enterprise systems by organizations to improve different processes.

ILO 5 - assess the use of social media by organizations to support marketing and revenue generation activities.

ILO 6 - evaluate various information systems security issues faced by organizations and propose solutions to safeguard them.

ILO 7 – recognise the process of information systems development and compare different system development methods.

Course Content

Session 1-Topic	The Importance of Management Information Systems (MIS)	ILO
Sub Topics	<p>The Importance of Management Information Systems (MIS)</p> <p>Why is introduction to MIS the most important class in the business school?</p> <p>How will MIS affect me?</p> <p>What is MIS?</p> <p>How can you use the five-component model?</p> <p>What is information?</p> <p>What are necessary data characteristics?</p>	ILO 1
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 1. Pearson.	
Session 2-Topic	Processes, Organizations, and Information Systems	ILO1
Subtopics	<p>What are the basic types of processes?</p> <p>How can information systems improve process quality?</p> <p>How do information systems eliminate the problems of information silos?</p> <p>How do CRM, ERP, and EAI support enterprise processes?</p> <p>What are the elements of an ERP system?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 8. Pearson.	
Session 3-Topic	Processes, Organizations, and Information Systems (Cont....) and Strategy and Information Systems	
Subtopics	<p>What are the challenges of implementing and upgrading enterprise information systems?</p> <p>How do inter-enterprise solve the problems of enterprise silos?</p> <p>How does organizational strategy determine information systems structure?</p> <p>What five forces determine industry structure?</p> <p>How does analysis of industry structure determine competitive strategy?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 8 & 2. Pearson.	
Session 4-Topic	Strategy and Information Systems	ILO1
Subtopics	How does competitive strategy determine value chain	

	<p>structure?</p> <p>How do business processes generate value?</p> <p>How does competitive strategy determine business processes and the structure of information systems?</p> <p>How do information systems provide competitive advantages?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 2. Pearson.	
Session 5-Topic	Business Intelligence Systems	ILO2
Subtopics	<p>How do organizations use business intelligence (BI) systems?</p> <p>What are the three primary activities in the bi process?</p> <p>How do organizations use data warehouses and data marts to acquire data?</p> <p>How do organizations use reporting applications?</p> <p>How do organizations use data mining applications?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 3. Pearson.	
Session 6-Topic	Business Intelligence Systems & Collaboration Information Systems	ILO2 ILO3 ILO4
Subtopics	<p>How do organizations use big data applications?</p> <p>What is the role of knowledge management systems?</p> <p>What are the alternatives for publishing BI?</p> <p>What are the two key characteristics of collaboration?</p> <p>What are three criteria for successful collaboration?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 3 & 7. Pearson.	
Session 7-Topic	Collaboration Information Systems	ILO3 ILO4
Subtopics	<p>What are the four primary purposes of collaboration?</p> <p>What are the requirements for a collaboration information system?</p> <p>How can you use collaboration tools to improve team communication?</p> <p>How can you use collaboration tools to manage shared content?</p> <p>How can you use collaboration tools to manage tasks?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 7 & 9. Pearson.	
Session 8-Topic	Social Media Information Systems	ILO 5
Subtopics	<p>What is a social media information system (SMIS)?</p> <p>How do SMIS advance organizational strategy?</p>	

	<p>How do SMIS increase social capital?</p> <p>How do (some) companies earn revenue from social media?</p> <p>How do organizations develop an effective SMIS?</p> <p>What is an enterprise social network (ESN)?</p> <p>How can organizations address SMIS security concerns?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 9 & 10. Pearson.	
Session 9-Topic	Information Systems Security	ILO 6
Subtopics	<p>What is the goal of information systems security?</p> <p>How big is the computer security problem?</p> <p>How should you respond to security threats?</p> <p>How should organizations respond to security threats?</p> <p>How can technical safeguards protect against security threats?</p> <p>How can data safeguards protect against security threats?</p> <p>How can human safeguards protect against security threats?</p> <p>How should organizations respond to security incidents?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 10. Pearson.	
Session10-Topic	Information Systems Development	ILO 7
Subtopics	<p>How Are Business Processes, IS, and Applications Developed?</p> <p>How Do Organizations Use Business Process Management?</p> <p>How Is Business Process Modelling Notation (BPMN) Used to Model Processes?</p> <p>What Are the Phases in the Systems Development Life Cycle (SDLC)?</p> <p>What Are the Keys for Successful SDLC Projects?</p> <p>How Can Scrum Overcome the Problems of the SDLC?</p>	
Recommended Readings	Kroenke, D.M. & Boyle, R.J. (2019). Using MIS. Chapter 12. Pearson.	

Recommended Readings

David M. Kroenke and Randall J. Boyle, "Using MIS", 11th Edition, Pearson, 2019

Additional Readings:

Course materials and case studies uploaded to the LMS.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr K M S D Kulathunga

BSE 2408 Entrepreneurship		
Academic Year and Semester:	Year II– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Entrepreneurship, in essence, has proven to be of utmost importance in these turbulent environmental conditions. Where traditional managerial methods have shown to be ineffective, the need for individuals who are willing to go beyond the traditional norms has been greatly emphasized across industries in the present. Entrepreneurship has shown to be useful not only in new ventures but also within organizations in the form of intrapreneurship that would help such organizations redefine their managerial strategies to match with the contemporary environment. Therefore, the rising need to develop such knowledge and skills among individuals must be noted.

With that intent, this course is designed to provide the necessary foundation for the participants to develop entrepreneurial competencies, attitudes and business management skills that would result in the launch of successful businesses and the efficient management of existing business ventures to compete on a global scale. This course hopes to do this with topics including the definition of entrepreneurship, the evolution of the concept of entrepreneurship, significance of entrepreneurship as a tool for socio-economic development, approaches to entrepreneurship, business entrepreneurship, corporate entrepreneurship, social entrepreneurship and other forms of entrepreneurship, creativity and innovation, opportunity identification and exploitation and new venture creation. Apart from the formal lectures the knowledge delivery will be further facilitated through written reports, presentations, group work, and experience sharing sessions.

Intended Learning Outcomes

It is hoped that at the end of the course, the participants, being active members in the learning process will be able to:

ILO 1: Analyse and discuss the meaning of entrepreneurship

ILO 2: Understand the implications and importance of Entrepreneurship

ILO 3: Understand and explain concepts, techniques, and approaches of entrepreneurship

ILO 4: Differentiate between the different types of Entrepreneurs

ILO 4: Comprehend the concept of ‘Entrepreneurial Mindset’

ILO 5: Develop a sound knowledge of Opportunities and Environmental Sensitivity

ILO 6: Understand how to develop a viable Business Model

Course Content

Session 1 Topic	Introduction to the Course	ILO 1
Subtopics	Course Description, Learning Objectives, Assessment Methods and Readings:	
Recommended Readings	The Course outline	
Session 02 Topic	Introduction to Entrepreneurship	ILO 1
Subtopics	Definitions of Entrepreneurship Evolution of Entrepreneurship Functions & Roles of Entrepreneur Myths about Entrepreneurship	
Recommended Readings	Lecture Material	
Session 03 Topic	Significance of Entrepreneurship	ILO 2
Subtopics	Significance of Entrepreneurship: To an Individual To an Organization To a Nation As a tool of alleviation of poverty and Socio-Economic Development	
Recommended Readings	Survey of Entrepreneurship in Higher Education in Europe by the European Commission Entrepreneurship Education at School in Europe by European Commission Lecture Material	
Session 04 Topic	Concepts of Entrepreneurship	ILO 1 ILO 2 ILO 3
Subtopics	Challenging the Status quo Dare to be Different Thinking out of the box Creativity and Innovation Risk-taking Opportunity identification and Exploitation Resource Combination Social Wellbeing	
Recommended Readings	Lecture Material	
Session 05 Topic	Dimensions of Entrepreneurship	ILO 3 ILO 4
Subtopics	Entrepreneurs vs. Managers Entrepreneurs vs. Businesspersons Entrepreneurs vs. Self-Employees	

	Business Entrepreneurs Corporate Entrepreneurs/Intrapreneurs Social Entrepreneurs Women Entrepreneurship	
Recommended Readings	Rich Dad Poor Dad (Robert T. Kiyosaki) Banker to the Poor (Alan Jolis and Muhammad Yunus) Lecture Material	
Session 06 Topic	Developing the Entrepreneurial Mindset	ILO 4
Subtopics	Self Confidence Self Esteem and Self Efficacy Optimism Internal Locus of control	
Recommended Readings	Fred Luthans, Organizational Behaviour, 2012 Lecture Material	
Session 07 Topic	Developing the Entrepreneurial Mindset	ILO 4
Subtopics	Being Visionary Proactivity	
Recommended Readings	Fred Luthans, Organizational Behaviour, 2012 Lecture Material	
Session 08 Topic	Creativity and Innovation	ILO 4
Subtopics	Defining Creativity and Innovation, Types of Innovations, Processes of Innovation, Innovations as a source of Competitive Advantage Obstacles for Creativity	
Recommended Readings	Zimmerer & Scarborough (pp. 41-74) Burns (pp. 55-91) Lecture Material	
Session 09 Topic	The Opportunity: Creating, Shaping, Recognizing & Seizing	ILO 5
Subtopics	Environmental Analysis What is an Opportunity? Types of Opportunities, Opportunity vs. an Idea Factors Influencing Opportunity Exploitation, Determinants of Opportunity Identification, Opportunity Evaluation, Opportunity Exploitation	
Recommended Readings	Zimmerer & Scarborough (pp. 69-70) Kuratko & Rao (pp. 115-118) Hisrich et al. (pp. 131-150)	

	Lecture Material	
Session 10 Topic	New Venture Creation	ILO 5 ILO 6
Subtopics	Introduction to SMEs Business Start-up Process Business Model Development	
Recommended Readings	National Policy Framework Lecture Material	

Recommended Reading

Kuratko, DF & Rao, TV 2012, *Entrepreneurship a south - Asian perspective*, Cengage learning, Delhi, India.

Additional Readings:

Baron, RA & Shane, SA 2008, *Entrepreneurship-A Process Perspective*, 2nd Edn, Melissa Acuna publishers, China.

Burns, P 2007, *Entrepreneurship and small business*, 2nd Ed, Palgrave Macmillan, Houndmills.

Butler, JE 2003, *New perspective on women entrepreneurs*, Information Age Publishing, Greenwich.

Fielden, SL & Davidson, MJ 2005, *International handbook of women and small business entrepreneurship*, Edward Elgar, USA.

Hisrich, RD, Petters, MP & Shephers, DA 2013, *Entrepreneurship*, 9th Ed, McGraw Hill, Boston.

Zimmerer, TW, Scarborough, NM & Wilson, D 2009, *Essentials of entrepreneurship and small business management*, 5th Ed, PHI Learning, New Delhi.

Udayanga, S 2004, *Kalamanakaranaya Saralawa (Sinhala)*, 2nd Edition

Course Material Information

Learning materials relating to each session will be uploaded to the LMS by the Department.

This, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows:

URL	http://leaernext.sjp.ac.lk/
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Teaching/Learning Methods

The course plans to achieve pre-determined objectives through a diverse set of activities such as:

Lectures and classroom activities

Audio and video films

Oral and written presentations

Entrepreneur interviews / Resource Persons

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Dr. M.V.S.S Udayanga
Mr. Dhanuka Perera

BSE 3401 Business Ethics and Corporate Social Responsibility		
Academic Year and Semester:	Year III– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course explores business ethics and corporate social responsibility from a multidisciplinary and multi – stakeholders’ perspective. Business ethics and corporate social responsibility are become core disciplines in the global business education. Ethical issues of business organizations are naturally embedded and graduates who do not have an adequate knowledge of business ethics and corporate social responsibility would find it difficult cope with ethical issues in organisations. Thus, graduates in field of Business Management should have an adequate knowledge of Business Ethics and CSR to cope with ethical issues in organisations. In this context, this course seeks to enhance students’ knowledge about understanding and applying concept of ethics and corporate social responsibility from social economic and environmental perspectives and it is vital to the contemporary organisations and their success. Given context, the course comprises two major themes: business ethics and corporate social responsibility and it provide direction throughout the semester. Because of they have become core disciplines in the global business education. This course will discuss how organisations should respond to the role of ethical behaviour and social and environmental responsibilities. This course would persuade the students to critically think, analyse and evaluate the organizational context and identifying ethical issues and recognizing the approaches available to resolve them.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- learn the nature of business ethics and CSR in the local and global business environment and understand the historical and philosophical bases of business ethics and social responsibility.

ILO 2 - understand the practical implications of ethical behaviour and CSR decisions adapted

by organisations from the stakeholder perspective.

ILO 3 – increase their awareness of the challenges of being ethical and socially responsible.

ILO 4 - develop critical thinking via the application of concepts and theories to the real-world scenarios.

ILO 5 - realise the importance of Business Ethics and Corporate Social Responsibility for businesses that operate in a competitive business environment.

Course Content

Session 01-Topic	- Introduction to Organisation and Management	ILO
Sub Topics	Introduction to Ethics, Defining ethics and Business, The business and Society relationship, Objectives of business ethics, Benefits of Business Ethics	ILO 1 ILO 2 ILO 3
Recommended Readings	Business Ethics- 3 rd edition, 2014 Laura P. Hartman, Joseph DesJardins, Chiris MacDonald	
Session 02-Topic	Philosophical Ethics and Business	ILO 2
Subtopics	Ethical relativism, Utilitarianism, Egoism, Deontology, Virtue ethics	ILO 3 ILO 4 ILO 5
Recommended Readings	Business Ethics- 3 rd edition, 2014 Laura P. Hartman, Joseph DesJardins, Chiris MacDonald	
Session 03-Topic	Employees and Business Ethics	ILO 2
Subtopics	Agency relationship, Professional ethics, Whistleblowing, Insider trading, Discrimination, Sexual harassment	ILO 4 ILO 5
Recommended Readings	DesJardins, J., 2011	
Session 04-Topic	Consumers and Business Ethics	ILO 2
Subtopics	Ethical issues in marketing, Ethical responsibility for products, Ethics, and price, Ethical promotion	ILO 3 ILO 4
Recommended Readings	DesJardins, J., 2011	
Session 05-Topic	Corporate Culture and Ethical Leadership	ILO 3
Subtopics	Defining ethical leadership, Requirements for ethical leadership, Benefits of ethical leadership, Ethical leadership, and organizational culture, Managing ethical conflict, Leader follower relationship	ILO 4 ILO 5
Recommended Readings	Business Ethics, 10 th edition O C Ferrell, John Fraedrich, Linda Ferrell. 2015	
Session 06-Topic	Corporate Social Responsibility (CSR); an Introduction,	ILO 1

	Organisation, and its Stakeholders	ILO 2
Subtopics	Definitions, Theoretical Models, Key characteristics, Stakeholder, Stakeholder Theory, Stakeholder Theory and Profit Maximization, Stakeholder Management CSR in Sri Lankan context	ILO4 ILO 5
Recommended Readings	Definitions, Theoretical Models, Key characteristics, Stakeholder, Stakeholder Theory, Stakeholder Theory and Profit Maximization, Stakeholder Management CSR in Sri Lankan context	
Session 07-Topic	Corporate Governance and Sustainability Reporting	ILO 4
Subtopics	Corporate Governance (CG), Sustainability Reporting (SR), Relationship between CG and SR	ILO 5
Recommended Readings	O. C. Ferrell, John Fredric and Carbondale Linda Ferrell Business Ethics Ethical Decision Making and Cases 10 th Edition	
Session 08-Topic	Developing and effective ethics programme	
Subtopics	Responsibility of corporations, code of conduct, Ethics training and communication, Managing and controlling ethics program	
Recommended Readings	O. C. Ferrell, John Fredric and Carbondale Linda Ferrell Business Ethics Ethical Decision Making and Cases 10 th Edition	
Session 09-Topic	Is Corporate Social Responsibility a rhetoric today? A critical view on CSR	ILO 3 ILO 4
Subtopics	CSR	ILO 5
Recommended Readings	Corporate social responsibility and rhetoric: Conceptualization, construction, and negotiation. In Ø. Ihlen & R. L. Heath (Eds.), Handbook of organizational rhetoric and communication Malden, MA: Wiley-Blackwell	
Session 10-Topic	Globalisation, Its Impacts on Social Wellbeing and Social Responsibility of Multinationals in Global South.	ILO 4 ILO 5
Subtopics	Definitions, Positive impact of globalization, Negative impact of globalization, Criticisms on International Organizations	
Recommended Readings	Desjardins, J., 2011, Reed, A., 2002.	

Recommended Readings

Laura P. Hartman, Joe Desjardins and Chris MacDonald Business Ethics Decision Making for Personal Integrity and Social Responsibility 3rd Edition

O. C. Ferrell, John Fredric and Carbondale Linda Ferrell Business Ethics Ethical Decision Making and Cases 10th Edition

Desjardins, J., 2011, Introduction to business Ethics

Additional Readings:

Pullen, A. and Rhodes, Carl. (eds) 2015. The Routledge Companion to Ethics, Politics and Organizations. New York, Routledge Publication.

Archie B. Carroll and Ann K Buchholtz (3rd edition) 2014, The Business & Society Relationship

Christian A Cornard, Business Ethics. A Philosophical and Behavioural Approach

Jennings, M.M., 2009. Cases in Business Ethics. New Delhi, Cengage learning India (Pvt)

Ltd. Shaw, W.H., 1999. Business Ethics. Canada, Wadsworth Publishing Company

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Dr G.D.V.R.Senadheera	
Ms W.B.M.P.N.Weerasekara	
Ms V.H. Samarasinghe	

BSE 3402 Operation Research		
Academic Year and Semester:	Year III– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course introduces key concepts, principles and techniques of Operations Research that are essential to make better decisions to the students. Major topics covered in this course are Linear Programming, Transportation Model, Assignment Model, and Network Analysis. The basic objective of this course is to provide the participants with a conceptual and practical knowledge of important Operations Research (Management Science) topics and concepts that are useful for real world management decision making. This course emphasises on the conceptual understanding and practical use of Operations Research techniques rather than memorisation of the mechanics of solution procedures.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Develop a general understanding of the Operational Research (OR) approach to decision making.

ILO 2- Identify and develop operational research models from the verbal description of the real system.

ILO 3- Understand the mathematical tools that are needed to solve optimization problems.

ILO 4- Understand the basic ideas behind each analytical tool, which is important for the reality check and sensitivity analysis of the obtained solution.

Course Content

Session 01-Topic	-Introduction of Operations Research	ILO
Subtopics	Defining of Operations Research (OR), Emergence of OR, Historical Development of OR. Modelling in OR, Role of OR	ILO 1
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 01., Prentice-Hall of India Private Ltd.	

	Amarasena S.M., (2015) Operations Research, Chapter 01.	
Session 02-Topic	Linear Programming	ILO 2
Subtopics	Introduction of LP, The models, and its applications,	
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 02., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 02.	
Session 03-Topic	-Linear Programming	ILO 3
Subtopics	Solution methods; Graphical Solution Method. Simplex solution methods using Excel Solver	
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 02., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 02	
Session 04-Topic	Linear Programming	ILO 3
Subtopics	Special cases of LP and Duality and post optimality (sensitivity) analysis and computer application	ILO 4
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 02., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 02.	
Session 05-Topic	Transportation Model	ILO 3
Subtopics	Introduction to Transportation Problem, Balanced and unbalanced problems, Initial solution methods; North-West Corner Rule, Least cost Method, Vogel's approximation Method (VAM)	
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 03., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 03.	
Session 06-Topic	Transportation Model	ILO 3
Subtopics	Optimal solution methods; Steppingstone Method, MODI Method. Special considerations in solving Transportation problems and computer application	ILO 4
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 03., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 03.	
Session 07-Topic	Assignment Model	ILO 3
Subtopics	Introduction to Assignment Model Solution methods; Linear Programming, The Hungarian method, Applications and Special cases of Assignments problem	ILO 4
Recommended	Taha, H. A. (2006) Operations Research, Chapter 04., Prentice-	

Readings	Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 04.	
Session 08-Topic	Dynamic Programming	ILO 1
Subtopics	Introduction of Dynamic Programming Identify Characteristics of Dynamic Programming Application of Dynamic Programming	ILO 3 ILO 4
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 07., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 07.	
Session 09-Topic	Net Work Models	ILO 1
Subtopics	Introduction of Network Analysis Modelling with Networks; Shortest Route problem,	
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 08., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 08.	
Session 10-Topic	Net Work Models	ILO 3
Subtopics	Project crashing	ILO 4
Recommended Readings	Taha, H. A. (2006) Operations Research, Chapter 08., Prentice-Hall of India Private Ltd. Amarasena S.M., (2015) Operations Research, Chapter 08.	

Recommended Readings

Operations Research – An introduction, Eight Edition, H. A. Taha, 2006, Prentice-Hall of India Private Ltd.

Quantitative Methods for Management, K.R.M.T. Karunaratna, 1995.

Operations Research, Sudath Manjula Amarasena, 4th Edition, 2015

Additional Readings:

Quantitative Techniques in Management, N. D. Vohra, 1999, Tata McGraw- Hill Publishing Company Ltd

Management Science, Sang M. Lee, Laurance J. Moore, Bernard W. Taylor., Brown Company 1981.

An Introduction to Management Science: Quantitative Approaches for Decision Making, David K. Anderson, Dennis S. Sweeney, and Thomas A. Williams.

An Introduction to operational Research, L.R. Kothari.

Principles of Operations Research for Management, Frank S. Budnick, Dennis Mcleavey, and Richard Mojena.

Quantitative models for Management, K. Roscor Davis, Patrick G. Meckwown.

An Introduction to Management Science, Sang M. Lee, Dryden Press 1983.

Operations Research, P. K. Gupta, 1999

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by Professor T. S. M. Amarasena

BSE 3403 Digital Business		
Academic Year and Semester:	Year III– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

This course is intended to equip the students, who are going to be future managers, with required knowledge and skills to help them navigate their organization towards digital business. A key feature of this course is to identify and review key management decisions required by organizations to transform it to a digital business. The course will also highlight the process through which those decisions are taken. Students will also learn how to enhance the competitiveness of an organization by deploying innovative digital technologies throughout an organization and beyond, through links to partners and customers and promotion through digital media.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process, are able to:

ILO 1 - explain the value of a digital business, the opportunities available for a digital business and the factors affecting the transformation of a present organization into a digital business.

ILO 2 - develop suitable digital business strategies for an organization.

ILO 3 - demonstrate how to manage important processes of a digital business such as procurement and marketing and the relationships with suppliers and customers.

ILO 4 - conceptualize the process of managing a digital transformation process of an organization

Course Content

Session 01-Topic	Introduction to digital business and e-commerce	ILO
Sub Topics	The impact of the digital communications on traditional businesses What is the difference between digital business and e-commerce?	ILO1

	Digital business opportunities Barriers to the adoption of technology by digital business stakeholders Barriers to consumer digital adoption	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 1. Pearson	
Session 02-Topic	Opportunity analysis for digital business and e-commerce	ILO 1
Subtopics	Digital marketplace analysis A process for digital marketplace analysis Location of trading in the marketplace	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 2. Pearson	
Session 03-Topic	Opportunity analysis for digital business and e-commerce & Key issues in the digital environment	ILO 1
Subtopics	Business models for e-commerce Social factors Legal & ethical factors Economic factors Political factors Technology Factors Cultural Factors Factors affecting e-commerce buying power Privacy and trust in e-commerce	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 2 & 4. Pearson	
Session 04-Topic	Key issues in the digital environment & Digital business strategy	ILO 1 ILO 2
Subtopics	Environmental and green issues related to Internet usage Taxation Economic and competitive factors Technological innovation and technology assessment What is digital business strategy?	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 4 & 5. Pearson	
Session 05-Topic	Digital business strategy	ILO 2

Subtopics	Strategic analysis Strategic objectives Strategy definition	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 5. Pearson	
Session 06-Topic	Digital business strategy & Supply chain and demand	ILO 2
Subtopics	Strategy implementation What is supply chain management? Options for restructuring the supply chain	ILO 3
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 5 & 6. Pearson	
Session 07-Topic	Supply chain and demand	ILO 3
Subtopics	Using digital business to restructure the supply chain What is e-procurement? Drivers of e-procurement Barriers and risks of e-procurement adoption Implementing e-procurement The future of e-procurement	ILO 3
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 6. Pearson	
Session 08-Topic	Digital marketing & Customer relationship management	ILO 3
Subtopics	What is digital marketing? Digital marketing planning Situation analysis Objective setting Strategy Tactics Actions Control What is e-CRM? Conversion marketing	ILO 3
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 7 & 8. Pearson	
Session 09-Topic	Customer relationship management	ILO 3
Subtopics	The online buying processes	

	Customer acquisition management Customer retention management Customer extension Technology solutions for CRM	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 8. Pearson	
Session 10-Topic	Managing digital transformation	ILO 4
Subtopics	The emergence of digital transformation as a discipline Understanding the reasons for digital transformation The framework for digital transformation	
Recommended Readings	Chaffey, D., Hemphill, T. & Edmundson-Bird, D. (2019). Digital Business and E-commerce Management. Chapter 10. Pearson	

Recommended Readings

Dave Chaffey, Tanya Hemphill, & David Edmundson-Bird, “Digital Business and E-commerce Management”, 7th Edition, Pearson, 2019

Additional Readings:

Course materials and case studies uploaded to the LMS.

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students’ performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr K M S D Kulathunga

BSE 3404 Development Economics		
Academic Year and Semester:	Year III– Semester I	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Development issues and problems are different from one case to another and they are more complex in nature. Therefore, students should understand the conventional development principles as well as unconventional approaches to address them. The course starts with an introduction to economic development with special emphasis on the nature & importance of Development Economics, traditional measures of economic growth, new economic views of development, Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs). Then the course extends its scope to comparative development concepts, classical theories of economic growth & development, contemporary models of development & underdevelopment, crucial development problems such as poverty, income inequality, urbanization and rural-urban migration and skilled migration. Thus, at the end the students will be able to critically evaluate the development policies especially in developing countries.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process, are able to:

ILO 1- To understand the nature & importance of Development Economics

ILO 2- To analyse theoretical and empirical issues in economic growth and development.

ILO 3- To review development and underdevelopment in both domestic and international contexts, stressing the increasing interdependence of the world economy in different areas.

ILO 4- To understand and analyse the contemporary issues related to population growth, education and health, and migration.

ILO 5- To critically evaluate the development policies especially in developing countries and particularly in developed countries

Course Content

Session 01-Topic	Introducing Economic Development	ILO
Sub Topics	Meaning and the importance of Development Economics Traditional and new economic view of Development	ILO 1
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 01. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 02-Topic	Development Goals	ILO 1 ILO 2
Subtopics	The Millennium Development Goals The Sustainable Development Goals	
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 01. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 03-Topic	Comparative Development of Developing Countries	ILO 2
Subtopics	Developing world and Structural Diversity of Developing economies Common Characteristics of Developing economies,	
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 02. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 04-Topic	Developed and Developing World	ILO 2 ILO 3
Subtopics	How developing countries differ from Developed countries	
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 02. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 05-Topic	Classical Economic Development Theories	ILO 3
Subtopics	Rostow's Stages of Growth Harrod-Domar Growth Model Structural Change Models	
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 03. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 06-Topic	Other Economic Development Models	ILO 3
Subtopics	The International-Dependence Revolution The Neoclassical Counter revolution	
Recommended	Todaro M. P., and Smith S. C. (2014). Economic Development.	

Readings	Chapter 03. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 07-Topic	Poverty, Inequality, and Development	ILO 3
Subtopics	Meaning of Poverty, Inequality, and Development Economic Characteristics and range of policy options	ILO 5
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 05. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 08-Topic	Population Growth	ILO 3
Subtopics	Population growth and quality of life Population growth in the past, present and future	ILO 4
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 06. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	ILO 5
Session 09-Topic	Education and Health	ILO 3
Subtopics	Role of education and health, Joint investment for development Human capital approach and child labour, and Gender Gap Education system and health system and development • Policies for health and education	ILO 4 ILO 5
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 08. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	
Session 10-Topic	Migration and development	ILO3
Subtopics	Theory of Rural-Urban migration Migration and employment strategy	ILO4 ILO 5
Recommended Readings	Todaro M. P., and Smith S. C. (2014). Economic Development. Chapter 07. 12th Edition, Pearson Education Limited, Essex CM20 2JE: England	

Recommended Readings

Todaro M. P. and Smith S. C., 2014, Economic Development, 12th Edition, Pearson Education Limited, Essex CM20 2JE, England

Additional Readings:

Millennium Development Goals, 2017

Sustainable Development Goals, 2019

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department.

Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Dr. (Mrs.) P. Priyantha Lalanie

BSE 3405 Strategic Management		
Academic Year and Semester:	Year III– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

The aim of this course is to provide students with a broad understanding of the process of Strategic Management, and its related issues, relevant concepts, theories and principles that would enhance skills and abilities of students in managing organisations in dynamic and competitive business environment. Knowledge about Strategic Management is necessary for all managers working in any organisation. It integrates and synthesises the knowledge of various business functions and disciplines in order to manage organisations holistically and to understand how such organisations could gain, retain and sustain competitive advantages through effective formulation, implementation and reviewing and controlling of successful strategies.

Intended Learning Outcomes

At the end of the course, the participants who are being active members in the learning process will be able to.

ILO 1 – Discuss different practices, concepts, models, theories and approaches of Strategic Management and the importance of Strategic Management.

ILO 2 - Explore the nature of business environment and its impact on organisations.

ILO 3 – Examine the bases of formulating strategies and making the right strategic choices.

ILO 4 - Comprehend the implementation process of strategies for the success of organisations.

ILO 5 - Understand the review and controlling process of implemented strategies

Course Content

Session 01-Topic	Introduction to Strategy and Strategic Management, Strategic Planning and Strategic Thinking	ILO
Sub Topics	Definitions of Strategy, Organizational Strategy and Strategic Management, Features of a Successful Strategy, Origin of Strategy, Indented Strategies and Emergent Strategies, Dimensions in Strategic Management, Strategic Planning, Strategic Thinking	ILO 1
Recommended Readings	Chapter 01-Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe Mintzberg H, (1987) The Strategy Concept I: Five Ps for Strategy, <i>Californian Management Review</i> , 30(01), 11-24 https://doi.org/10.2307/41165263 Mintzberg H and James A. W (1985) Strategies, Deliberate and Emergent, <i>Strategic Management Journal</i> , 6(03), 257-272	
Session 02-Topic	Setting the Strategic Direction	ILO 1
Subtopics	Strategic Management Process, Strategic Pillars, Industry Foresight, Vision, Mission, Goals and Objectives	
Recommended Readings	Hamel, Gary; and Prahalad, C K. (1995), Seeing the Future First, <i>Executive Excellence</i> , 12,15-16 James C. Collins and Jerry I. Porras (1996) Building your Company's Vision, <i>Harvard Business Review</i>	
Session 03-Topic	Understanding the Strategic Position through External Environment; Global, Societal and Industry Analysis	ILO 1 ILO 2
Subtopics	Importance of Strategic Analysis, Elements of External Environment, Frameworks of External Environment Analysis,	
Recommended Readings	Chapter 02 Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 04-Topic	Understanding the Strategic Position through Internal Environment Scanning; Resources, Capability and Core Competency Analysis	ILO 1 ILO 2
Subtopics	Importance of Internal Environment, Resources, Competencies and Strategic Capabilities, Organizational Knowledge, Learning Organisations, Managing Strategic Capability and Value Chain	
Recommended Readings	Chapter 03-Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	

Session 05-Topic	Understanding the Stakeholder Expectations and Requirements; Corporate Governance, Corporate Social Responsibility and Business Ethics	ILO 1 ILO 2
Subtopics	Definitions of Stake Holders, Nature of Stake Holders, Stakeholder Mapping, Corporate Governance, Corporate Social Responsibility, Business Ethics	
Recommended Readings	Chapter 04 -Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 06-Topic	Formulating Strategies at Corporate Level	ILO 1 ILO 3
Subtopics	Strategic Choices, Directional Strategy, Portfolio Strategy and Parenting Strategy	
Recommended Readings	Chapter 07-Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 07-Topic	Formulating Strategies at Business Level	ILO 1 ILO 3
Subtopics	Strategic Business Units, Foundations of Business Level Strategies, Cost Leadership, Differentiation and Focus Strategy, Strategic Clock and Hybrid Strategies	
Recommended Readings	Chapter 06: -Kevan, S. Patrick, R., Richard, W., Duncan & A.,Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 08-Topic	Evaluation and Selection of Strategic Options	ILO 1 ILO 3
Subtopics	Definitions of Evaluation, Evaluation Criteria: Suitability, Acceptability and Feasibility, Evaluation Tools for Each Criteria, Qualitative Factors	
Recommended Readings	Chapter 10 -Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 09-Topic	Strategy Implementation	ILO 1 ILO 4
Subtopics	Definitions, The Implementation Problems and Issues, Planning for Strategy Implementation, 7s Framework, Strategy and Structure, Strategy and Culture, Successful Implementation of Strategy	
Recommended Readings	Chapter 12 Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe	
Session 10-Topic	Strategy Review and Control	ILO 1

Subtopics	Definitions, Process of Review and Control, Hierarchy of Control, Types of Control, Financial and Non-Financial Corporate Performance Measures, Balanced Score Card, Strategic Audit	ILO 5
Recommended Readings	Chapter 11 Capon, C (2008) Understanding Strategic Management. FT Prentice Hall	

Recommended Readings

Kevan, S. Patrick, R., Richard, W., Duncan & A., Gerry J (2020) Exploring Strategy, Text and Cases, 12th Edition, FT Prentice Hall Europe

Additional Readings:

Wheelen, T., & Hunger, J. (2012). Strategic Management and Business Policy: Toward Global Sustainability, 13th Edition. Prentice Hall Europe. ISBN 10: 0-13-215322-X or ISBN 13: 978-0-13-215322-5

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

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Teaching/Learning Methods:

Classroom Interactive Lectures, Online Interactive Lectures, Case Studies, Group Discussions, Video, and student presentations.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Dr M.D.Pushpakumari
Dr K.A.S.K.Kariuapperuma

BSE 3406 Organisational Change and Development		
Academic Year and Semester:	Year III– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

Present day environment is a turbulent one and to cope with it change has become an inevitable feature of organisational life. Globalisation, information technology and managerial innovations are some of the major environmental changes that demand organisations to change. Against this backdrop, for survival and growth managing change is becoming an essential managerial skill in contemporary work organisations and Organisation Development (OD) plays a significant role in guiding organisations to introduce change interventions. OD aims at increasing organisational effectiveness and makes use of behavioural science knowledge to introduce change as planned interventions to organisational strategies, structures, and processes. This course is an attempt to deliver the theoretical underpinnings of OD to develop an understanding of an approach that attempts to increase organisational effectiveness through planned change efforts.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Gain knowledge of the historical evolution of the field of organizational development and change.

ILO 2- Understand the nature of planned change, its concepts and practices, and the role of values in the organizational change process.

ILO 3- Discuss the process of change management with particular interest to the logic behind the stages of the process.

ILO 4- Develop diagnostic and analytical skills for dealing with complex organizational situations.

Course Content

Session 01-Topic	General Introduction to Organizational Change and Development	ILO 1
Sub Topics	Definitions of Organization Development (OD) History of Organization Development	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 01. USA: South-Western Cengage Learning.	
Session 02-Topic	The Nature of Planned Change The OD Practitioner	ILO 2
Subtopics	Theories of Planned Change General Model of Planned Change Definitions Organization Development Practitioner Competencies of an Effective Organization Development Practitioner	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 01 & 02. USA: South-Western Cengage Learning.	
Session 03-Topic	Entering and Contracting	ILO 4 ILO 3
Subtopics	Entering an OD Relationship Developing a Contract	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 04. USA: South-Western Cengage Learning.	
Session 04-Topic	Diagnosing Organizations	ILO 4 ILO 3
Subtopics	Open System Model for Diagnosing Diagnosing Organizational Systems, Groups and Jobs	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 05 & 06. USA: South-Western Cengage Learning.	
Session 05-Topic	Collecting and Analysing Information Feeding Back Diagnostic Information	ILO 4 ILO 3
Subtopics	Methods for Collecting Data Techniques for Analysing Data Determining the Content of The Feedback Characteristics of The Feedback Process	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 07 & 08. USA: South-Western Cengage Learning.	

Session 06-Topic	Designing Interventions Leading and Managing Change	ILO 4 ILO 3
Subtopics	Designing Effective Interventions How to lead and manage an organizational change	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 09 & 10. USA: South-Western Cengage Learning.	
Session 07-Topic	Human Process Interventions	ILO 4 ILO 3
Subtopics	Interpersonal and Group Process Approaches Organization Process Approaches	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 12 & 13. USA: South-Western Cengage Learning.	
Session 08-Topic	Techno Structural Interventions	ILO 4 ILO 3
Subtopics	Restructuring Organizations Employee Involvement	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 14 & 15. USA: South-Western Cengage Learning.	
Session 09-Topic	Human Resource Management Interventions Strategic Interventions	ILO 4 ILO 3
Subtopics	Performance Management Basic introduction to Strategic Change	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 17 & 20. USA: South-Western Cengage Learning.	
Session 10-Topic	Evaluating and Institutionalizing OD Interventions	ILO 4 ILO 3
Subtopics	Evaluating Organization Development Interventions Institutionalizing Organizational Changes	
Recommended Readings	Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). Chapter 11. USA: South-Western Cengage Learning.	

Recommended Readings

Cummings, T., & Worley, C. (2012). Organizational Development and Change (9th ed.). USA: South-Western Cengage Learning.

Additional Readings:

Kotter. J.P. (1996), *Leading Change*, Boston: Harvard Business School Press

HBR's 10 Must Reads on Change Management, Harvard Business School Publishing Corporation, India Gopson Papers Ltd, 2011

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by	
Dr P.D.H.D.Gunatilake	
Ms J.S.Senevirathna	
Ms L.K.B.M. Jayasekera	
Ms L W H K Bandara	

BSE 3407 International Business Management		
Academic Year and Semester:	Year III– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

In the present interdependent global context understanding of international business is essential for undergraduates in Business Management. Thus, this course is designed to disseminate the knowledge, skills and capabilities that are vital to comprehend global economic, political, social, and cultural atmosphere within which contemporary business organisations operate. The Course will facilitate students to gain deep insight into corporate and business level strategies of international firms and to assess the impact of government interventions on the firms. Therefore, the Course intends to prepare students to understand, formulate and implement strategies that enable their firms to operate and succeed in the international context.

Intended Learning Outcomes

At the end of the Course the participants, being active members in the learning process, will be able:

ILO 1: Identify the nature of international business and its importance in the present globalized world.

ILO 2: Discuss the nature of international business environment and its impact on the modern-day business organizations.

ILO 3: Discuss the different overseas strategies to effectively deal with global environmental influences.

ILO 4: Discuss the business functions performed by organizations involved in international business.

Course Content

Session 01-Topic	Introduction to International Business	ILO 1
Sub Topics	Globalization and international business How and why international business is different from domestic business	

Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 02-Topic	Evolution of International Business and International Organizations	ILO 1 ILO 2
Subtopics	History of international business Globalization Global institute and its impact on international business	
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 03-Topic	Understanding the Global Macro Environment and Globalization	ILO 1 ILO 2
Subtopics	The political environment The economic Systems International culture Effect of Globalization on Trade	
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 04-Topic	International Trade theories and Regional Economic Integration and Cooperative Arrangements	ILO1 ILO 2 ILO 3
Subtopics	Trade theories New trade theory Reginal economic integration	
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 05-Topic	Global Corporate Strategy	ILO 1 ILO 2 ILO 3
Subtopics	Identify and describe Global Corporate Strategy Identify various forms and modes of Overseas Expansion Evaluate Management Strategies that OCE's could adopt to establish their global presence	
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 06-Topic	Global Business Strategy	ILO 1 ILO 2 ILO 3 ILO 4
Subtopics	Identify and describe what is Global Business Strategy Describe various forms and modes of International Competitive Strategies Identify strategies to adopt to gain and sustain competitive advantages	
Recommended	Hill, C. W. L. (2010) International Business. New York:	

Readings	McGraw-Hill Irwin (10th Edition).	
Session 07-Topic	International Marketing Management	
Subtopics	Marketing Strategy Market Segmentation Marketing mix and international marketing tactics	ILO 1 ILO 2 ILO 3
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	ILO 4
Session 08-Topic	International Operations Management	
Subtopics	Explain the importance of production, logistics and outsource functions as central strategic decisions of an international business Explain the factors impacting the location decision of production facilities of an international business Explain the strategic role of the production facilities of an international business Discuss the factors influencing the make-or-buy decision of an international business Explain the methods in which globally dispersed supply chains can be coordinated	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 09-Topic	International Human Resource Management	
Subtopics	Strategic function of international HRM Recruitment and selection Training and development Understanding global human resource Expatriate management	ILO 1 ILO 2 ILO 3 ILO 4
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	
Session 10-Topic	International Finance Management	
Subtopics	Foreign direct investment in the world economy Evaluate the impact of foreign direct investment Financial tools and benefit for organizations	ILO 1 ILO 2 ILO 3
Recommended Readings	Hill, C. W. L. (2010) International Business. New York: McGraw-Hill Irwin (10th Edition).	ILO 4

Recommended Readings:

Hill, C. W. L. (2010). International Business. New York: McGraw-Hill Irwin (10th Edition).
•Hill, C. W. L. (2010). Global Business Today. New York: McGraw-Hill Irwin (10th Edition).

Additional Readings:

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2015). International Business: Environment and Operations. New Delhi: Prentice Hall (15th Edition).

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows:

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Teaching/Learning Methods:

The students will meet the facilitator once a week and each session will comprise of assigned readings, lectures, student-led discussions, case studies, and student presentations.

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by
Mr R.H.G.W.P. Kumara
Mr D.M.T.P.Dassanayake
Ms M.A.K.U.Madhuwanthi

BSE 3408 Human Resource Development		
Academic Year and Semester:	Year III– Semester II	
Course Status:	Core Subject	
Credits:	Four Credits (04)	
Hourly Breakdown Per Semester:	Direct Contact Hours Lectures	Self-Learning
	30 hours	170 hours

Course Description

In order to survive and thrive in a competitive business environment, employees in an organisation need to learn faster and creatively than its competitors and this can be successfully achieved through effective Human Resource Development (HRD) strategies. HRD is a key function that systematically leads to the growth and development of employees in organizations by making organizations effective. In this backdrop, this course aims to equip students to develop their reflective capabilities on HRD. Therefore, the main objective of this course is to explain and demonstrate the role of HRD in an organization enabling students to develop appropriate HRD strategies in line with the goals of the organization. As such, the Course will include topics related to design, development, implementation, and evaluation of various HRD interventions. Furthermore, this course will discuss systematic and rational approach to the analysis and handling of issues in HRD with special reference to Sri Lanka.

Intended Learning Outcomes

It is hoped at the end of the Course the participants, being active members in the learning process:

ILO 1- Understand the concepts, process, and practices of HRD

ILO 2- Handle common issues in HRD

ILO 3- Develop HRD interventions

ILO 4- Develop a career plan

Course Content

Session 01 & 2	Introduction to Human Resource Development	ILO 1 ILO 2
Sub Topics	Definitions of HRD Perspectives of HRD HRD as a profession	

	<p>Evolution of HRD</p> <p>Relationship between HRD and HRM</p> <p>Strategic HRD</p> <p>Role of HRD professionals</p> <p>Competencies of HRD professionals</p> <p>Challenges face by HRD professionals</p> <p>Significance of HRD</p>	
Recommended Readings	Chapter 1-Werner. J.M, DeSimone, R.L. (2012) <i>Human Resource Development: foundation, framework & applications</i> . Sixth Edition.	
Session 03-Topic	Assessing learning, training, and development needs	
Subtopics	<p>Definitions of training</p> <p>Significance of training</p> <p>Training as a systematic process</p> <p>Training needs</p> <p>Responsibility of need identification</p> <p>Levels of need identification</p> <p>Prioritization of needs</p> <p>Determine the objectives</p>	<p>ILO 1</p> <p>ILO 2</p> <p>ILO 3</p>
Recommended Readings	<p>Chapter 3</p> <p>Noe. R. A. (2012). <i>Employee Training and Development</i>. Tata McGraw- Hill Edition.</p>	
Session 04-Topic	Designing effective HRD programs	
Subtopics	<p>Design issues</p> <p>Learning and HRD</p>	<p>ILO 1</p> <p>ILO 2</p> <p>ILO 3</p>
Recommended Readings	Chapter 5-Werner. J.M, DeSimone, R.L. (2012) <i>Human Resource Development: foundation, framework & applications</i> . Sixth Edition.	
Session 05 Topic	Implementing effective HRD programs	
Subtopics	<p>Training & development methods</p> <p>The role of training and development methods in HRD</p> <p>Classifications of training & development methods</p> <p>Advantages, limitations and applications of training and development methods</p> <p>Examples on common skills training programs</p>	<p>ILO 1</p> <p>ILO 2</p> <p>ILO 3</p>
Recommended Readings	Chapter 6-Werner. J.M, DeSimone, R.L. (2012) <i>Human Resource Development: foundation, framework & applications</i> . Sixth Edition.	
Session 06-Topic	Training transfer	

Subtopics	Definitions of transfer of training Models of training transfer Barriers to transfer of training/ learning Strategies to enhance training/learning transfer	ILO 1 ILO 2 ILO 3
Recommended Readings	Chapter 5-Noe. R. A. (2012). <i>Employee Training and Development</i> . Tata McGraw- Hill Edition.	
Session 07-Topic	Evaluating HRD interventions & assessing the student's capability of design and development of HRD program	ILO 1
Subtopics	Evaluation and significance of it Evaluation frameworks Evaluation designs Examine students' ability to schedule a training program	ILO 2 ILO 3
Recommended Readings	Chapter 7-Werner. J.M, DeSimone, R.L. (2012) <i>Human Resource Development: foundation, framework & applications</i> . Sixth Edition.	
Session 08-Topic	Management development	
Subtopics	Definitions of management development Major components of management development Widely use management development practices in the world	ILO 1 ILO 2 ILO 3
Recommended Readings	Chapter 13-Werner. J.M, DeSimone, R.L. (2012) <i>Human Resource Development: foundation, framework & applications</i> . Sixth Edition.	
Session 09 -Topic	Career management	
Subtopics	Career in conventional and contemporary perspectives Career development Career patterns Career management & the responsibility of individual and organization in the career management Challenges in career management Examine students' ability to develop a career plan	ILO 1 ILO 2 ILO 4
Recommended Readings	Chapter 11 & 12-Noe. R. A. (2012). <i>Employee Training and Development</i> . Tata McGraw- Hill Edition.	
Session 10 -Topic	Talent management	
Subtopics	Talent and talent management Talent management practices The role of 9 box matrix in talent management Significance of talent management	ILO 1 ILO 2 ILO 3
Recommended Readings	Tansley, C (2011), What do we mean by the term 'talent 'in talent management? Industrial and Commercial training, Vol.43, Issue 5, pp 266-274.	

Recommended Readings:

Noe. R. A. (2012). *Employee Training and Development*. Tata McGraw- Hill Edition.

Werner. J.M, DeSimone, R.L. (2012) *Human Resource Development: foundation, framework & applications*. Sixth Edition.

Additional Readings:

Additional reading materials will be provided during the lectures

Course Materials and Information:

Learning materials relating to each session will be uploaded to the LMS by the Department. Thus, students are required to visit the system and follow the reading materials before attending lectures. Login details are as follows.

URL	http://learnext.sjp.ac.lk/
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Teaching/Learning Methods:

The course will meet once a week and each session will comprise assigned reading, lectures, student -led discussion, case studies, industry resource person and student presentations. 30 hours

Assessment Methods:

Students' performance in the Course will be evaluated based on an end-semester examination which carries a weight of 100%.

Course outline prepared by

Prof. (Mrs). Geetha Tharanghanie	
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