

Student Handbook 2021

**Department of Business Administration
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura**

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ISBN

B.Sc. Business Studies (General) External Degree Student handbook

**Department of Business Administration
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura**

Handbook prepared by the Department of Business Administration

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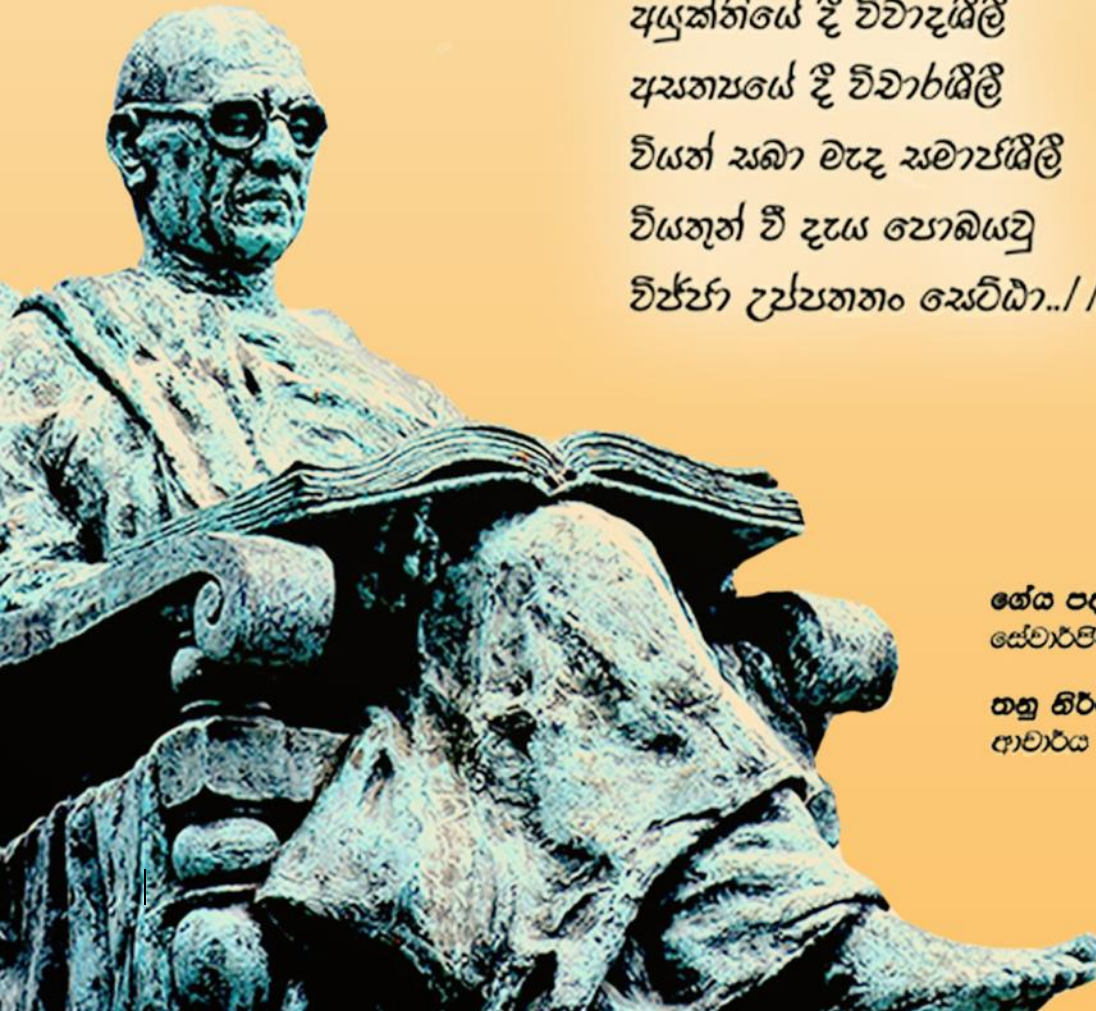
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The vision of the University of Sri Jayewardenepura:

‘Prosper Lives through Education’ founded upon the tenet Vija Uppatam Settha (“Among all that arise knowledge is the greatest”)

The mission of the Faculty of Management Studies and Commerce (FMSC) is:

To be the prime center of excellence in Management Education in South Asia We are committed to shaping the minds and hearts while strengthening the hands of value-centered future leaders who will make a global impact.

Core Values

The FMSC is committed to pursuing the mission, which embodies the following six core values that are aligned with the vision of the university.

Wisdom:

Encouraging the best use of knowledge and experience to make sound decisions and exercise good judgment while being wise in conduct.

Morality:

Inculcating ethical and moral values while developing a profound character informed by reason, intuition, heart, and spirit.

Excellence:

Fostering a culture of commitment to achieve the highest standards and deliver results beyond expectations.

Diversity:

Accommodating diverse voices and multiple perspectives while ensuring serious and disciplined behavior that commands equality and respect for others.

Accountability:

Holding oneself accountable for one’s own actions to have a sense of responsibility with unreserved commitment

Freedom of Intellectual Thought:

Nurturing minds by promoting academic freedom, creativity, innovation, critical inquiry, and intellectual discourse

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Message from the Vice Chancellor- University of Sri Jayewardenepura



It is with great pleasure as the Vice-Chancellor of the University of Sri Jayewardenepura that I convey this message to all the readers of the prospectus of B.Sc. Business Studies (General) External Degree Program. As you have gained admission to one of the most prestigious state universities in Sri Lanka, I would like to express my heartfelt congratulations to you for this achievement, and I hope you will make the best of this opportunity. The prestige and the recognition received by the University of Sri Jayewardenepura locally and internationally is due to the work of internal and

external graduates who perform well in their respective fields.

The Faculty of Management Studies and Commerce is one of the largest faculties in the University system. This faculty is recognized as the pioneer in management education in Sri Lanka. The Faculty is known to produce top-notch graduates who can adapt to the changing dynamics of the world around us.

The newly established B.Sc. Business Studies (General) External Degree programme is structured adhering to the current market changes and the demands of the industry. A three-year degree is a challenging undertaking, and it is best to face these challenges with the courage to excel. To face these challenges successfully, the University and the External Degree and Extension Course Unit (EDECU) will provide all the necessary support.

As an external undergraduate you are an integral part of our prestigious university. I hope you will work hard and be committed to achieving success in your life. On a final note, let me wish you all the best for your academic endeavours and with the knowledge that you gain from this course, I hope that you will become a distinguished and valued citizen of our great nation.

Senior Prof. Sudantha Liyanage

Vice Chancellor

University of Sri Jayewardenepura

Message from the Dean- Faculty of Management Studies and Commerce



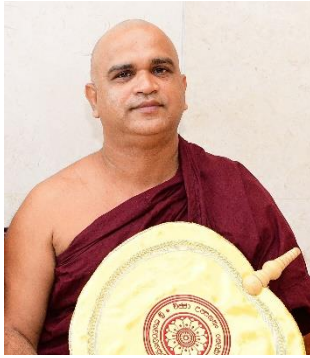
It gives me great pleasure, as the Dean of the Faculty of Management Studies and Commerce (FMSC), to issue this message for publication in the Student Handbook of the External Degree Programmes conducted by the University of Sri Jayewardenepura. Being the pioneering Management Faculty in the country, the FMSC takes pride in introducing management education to the entire university system and the nation, and therefore earning the name as the Centre of Excellence in Management Education in Sri Lanka. Our Faculty is also the first and foremost choice of the students who aspire to pursue their higher education in the discipline of management after the Advanced Level examination. However, due to a limited number of internal placements, only a few students are fortunate to realize their dream of continuing their education at the premier management faculty in Sri Lanka.

However, in order to accommodate you who have been deprived of pursuing your higher education as an internal student due to limited opportunities, the university has opened up the faculty to you to realize the dream of obtaining a highly recognized degree and thus becoming a truly qualified management graduate. Our External Degree Programmes are open not only to students who have studied in the Commerce stream but also to students from other streams such as Bioscience, Mathematics, Arts etc. Moreover, it is with immense pleasure that I would like to mention that our faculty consists of the best academic staff with the highest qualifications in the field of management studies among all the universities in Sri Lanka and as students you are fortunate to acquire the knowledge from them.

It is my sincere wish that you will be able to successfully complete your higher education with us and walk away as a graduate of this prestigious Faculty that has rendered an unparalleled service to the country for over 50 years in generating knowledge and scholarship in a multitude of disciplines in the field of management. Therefore, I sincerely hope that you, as a future graduate of this faculty, will uphold your duty to uplift the lives of the people of this country who have made sacrifices to support your education and I shall wish you strength and courage towards this end.

Prof. P. D. Nimal
Dean
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

Message from the Director- External Degrees and Extension Courses Unit (EDECU)



First, I warmly welcome all of you to the External Degrees and Extension Courses Unit of the University of Sri Jayewardenepura- the proud forerunner of the legacy of its founders – Most Venerable Hikkaduwe Sri Sumangala Nayaka Thero and Most Venerable Welivitiye Sri Soratha Maha Thero.

In fact, you have started to follow one of the reputed external degree programmes offered by the Faculty of Management Studies and Commerce through the department of business administration at the time when there is an increasing need for skilled graduates in the field of business studies. After completion of this degree programme, I am sure that you would be able to serve the nation as quality decision makers and entrepreneurs who trained by adhering to the University’s Vision; “Prosper Lives through Education”.

As the management body of your degree programme, EDECU pay attention to three main areas today: – streamlining the degree programmes to cater to current market demand, expediting the process to enable students to complete their degrees within a fixed time frame, and adhering to the best practices of online teaching and evaluation during the COVID 19. With the blessings of these endeavors, in the upcoming three years, you will get the fullest support of distance education with a range of teaching aids such as on-site lectures, online lectures, and recorded video lectures prepared by an expert panel of lecturers, in addition to the Learning Management System (LMS).

So, I kindly request you to continue your studies with us and to get the opportunities made available to obtain a recognized degree from an internationally renowned state university at a minimum cost.

I wish you all success!

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Ven. Prof. Pinnawala Sangasumana
Director
External Degrees and Extension Courses Unit

Message from the Head- Department of Business Administration



First and foremost, I would like to welcome and congratulate all the students who have been enrolled to read the B.Sc. Business Studies (General) External Degree. We, the Department of Business Administration have earned popularity and recognition from its inception and it is leading to create quality and versatile management graduates who are capable to cater to the emerging demands of the dynamic world of work. During the forty years journey as a department, we could produce thousands of Graduates who can contribute to the nation with their knowledge, wisdom, competencies, and virtues which were modelled through our teaching, learning, and students' activities. Our graduates are rendering their service as managers and administrators in the public and private sector organizations, as reputed entrepreneurs, and even as well-known members of the parliament. Therefore, we have a proud legacy with a remarkable history that compels us to continue it to the future as well.

The contemporary business world constantly requires managers who are competent to make successful decisions in the ever-changing business environment. Today, the business environment is very complex, and it has different organizational and social actors who have different stakes in the organization. Therefore, B.Sc. Business Studies (General) External Degree is aimed to develop potential managers who can lead the World of Work while being socially and ethically responsible towards society. Throughout this degree program, we expect that the undergraduates will improve their knowledge, skills, and personality to effectively play the role of a manager in the present-day business context.

Further, it is my utmost duty to pay due respect to those who developed and supported to implementation of this valuable degree program. I would like to express my sincere gratitude to the President of the University Grants Commission, Vice-Chancellor of the University of Sri Jayewardenepura, Dean of the Faculty of Management Studies and Commerce, all the academic, and non-academic members of the department of Business Administration, and all the other administrative parties who supported to offer the B.Sc. Business Studies (General) External Degree program.

As the Head of the Department of Business Administration, I wish you all the best to complete this degree program as a priceless achievement in your life.

Dr. Kalyani Kariyapperuama
Head, Department of Business Administration
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

Message from the Registrar- University of Sri Jayewardenepura



It is with great pleasure that I send a message to the prospectus of the External Degree Courses, which is prepared for new undergraduates enrolled in the B.Sc. Business Studies (General) External Degree Program for the year 2021.

On behalf of the university administration, I would like to appreciate your decision to pursue higher education, enrolled as an External Degree Candidate at the University of Sri Jayewardenepura which is one of the top state universities in the country. We view it as your confidence in our university's high-quality study programmes and excellent management.

You will be provided with valuable, quality education through seminars conducted by our own academic staff in order to provide same level of education which is given to our internal students. In addition to that, you will be provided with library facilities, study area, recreation area and any other resources in our new building complex to give you a sense of the true university environment.

The university administration is dedicated to providing a quick service to you from the time of your registration till you complete your degree, with the help of new technology and friendly service.

On behalf of the University administration, I wish you all the best for your academic endeavours.

A. B. Weliwita
Registrar
University of Sri Jayewardenepura

University of Sri Jayewardenepura

The Vidyodaya Pririvena which was established in 1883 by the Venenerabale Hikkaduwe Sri Sumangala Thero at Maligakanda was transformed into University status in 1959 under the University Act No.45 of 1958 and named it as Vidyodaya University of Ceylon. 1978, The name was changed as University of Sri Jayewardenepura (USJ) due to the fact that Sri Jayewardenepura received the status of the administrative capital of Sri Lanka. Present location of the University is at Gangodawila, Nugegoda. At present USJ has Eight Faculties which makes the university of Sri Jayewardenepura University as the largest university in Sri Lanka. The Main purpose of the University is to create a valuable Sri Lanka citizen through teaching and researching. Today USJ is one of the leading Universities of the nation and is not second to any local or international university in terms of knowledge creation and ability of making a complete person which is nurtured in both materiality and the spirituality.



Faculty of Management Studies and Commerce

The Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura (USJ) is a pioneering faculty in the field of Management with a proud history of more than 60 years. The FMSC had successfully guided more than 50000 students towards success path during her victory's history. Due to the contribution of the FMSC in developing the management education in Sri Lanka through its up to date programmers, today it is considered as the Center of Excellence in Management Education of Sri Lanka.

Contribution of the FMSC in creating high quality intellectual is immense. A graduate from the FMSC is not only qualified in academic sphere, but also compromised of practical knowledge and first -rate values. In order to enhance the quality of the graduates the university work closely linked to that of industrial, commercial and academic establishments locally and internationally. Our students are exposed to nearly 12 degree programmes with more than 60 subjects. On the other hand, rigorous research activities are promoted by the university of enhance the innovative and intellectual stimulation. Besides, the FMSC facilities its students to enhance valuable skills, including communication skills, teamwork skills, leadership skills and soft skills required to build an eminent citizen.



B.Sc. Business Studies (General) External Degree Programme

Department of Business Administration
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

1. Introduction

The Department of Business Administration is the pioneer in Business Management Education in the University System of Sri Lanka. Since its establishment in 1980, the Department remains the largest academic department of the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura.

The Department offers a globally competitive four-year special degree in Business Management, B.Sc. Business Administration (Special) Degree, and a three-year external degree, B.Sc. Business Studies (General) External Degree.

The curriculum of the B.Sc. Business Studies (General) External Degree is designed to develop potential managers who can lead the World of Work while being socially and ethically responsible towards the society.

2. Degree Program Expected Learning Outcomes

- Provide a study programme that offers high quality learning opportunities, in line with the University's Vision, Mission, Values and Policies while keeping its students abreast of on-going developments in the broad area of Business Management.
- Provide support for students to develop interdisciplinary knowledge and analytical entrepreneurial, technical and transferable skills that allow students to holistically understand organisations and their environment to effectively realise the corporate end-results.
- Provide support for students to develop their knowledge and competencies and to keep their enthusiasm in lifelong learning.
- Deliver the programme through class-room interaction and innovative Learning Management Systems (LMS) to make sure the effectiveness of teacher-learner activities.

3. Eligibility Criteria

In order to be admitted to the Degree Programme an applicant:

- shall have at least three (3) C passes obtained at single sitting of G.C.E. Advanced Level Examination including at least one of the subjects in the following subject list:
 - Accounting
 - Business Statistics
 - Business Studies
 - Combined Mathematics Economics
 - Higher Mathematics
 - Information and Communication Technology
 - Mathematics

- shall have passed the Selection Test conducted by the Department, and
- shall not be less than 18 years of age and not more than 35 years of age at the time of closing applications.

4. Student Enrolment

The Department will enrol students through a competitive selection test. However, the maximum enrolment shall not exceed two hundred fifty (250) students.

5. Structure of the Degree Programme

B.Sc. Business Studies (General) External Degree is a general degree that comes under SLQF Level – 5. It consists of ninety-six (96) credits/four thousand eight hundred (4,800) notional hours and is designed and implemented under six (06) semesters that fall under three (03) academic years.

6. Curriculum Structure of the Degree Programme

Curriculum of the Degree consists of ninety-six (96) credits/four thousand eight hundred (4,800) notional hours that fall under six (06) semesters within a period of three (03) academic years (see Table 6.1). As such, each semester of the Degree consists of four (04) courses with four (04) credits.

Table 6.1: Curriculum Structure of the Degree Programme

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

6.2 Pedagogical Approach and Semester Structure of the Degree Programme

Since B.Sc. Business Studies (General) External Degree is an external degree programme the Department does not offer and conduct any formal lectures and/or tutorial sessions on the subjects/courses offered in the Degree. Instead ‘self-directed learning’ of students is encouraged and facilitated. However, as part of this learning process the Department will conduct a seminar series in each semester of the Degree Programme.

7. Duration of the programme

- Minimum duration: Three (03) years.
- Maximum duration: Seven (07) years. As such, students shall complete the Degree within a period of no more than Seven (07) consecutive years.

8. Medium of the programme

As per students’ preference the Degree will be offered in both Sinhala and English languages from the First Year to the Third Year. however, Students will not have the option of changing the medium within the course of the degree programme.

9. Programme Fee

Programme fee of the Degree will be LKR 185,000.00 which should be paid either in full amount or on instalment basis (see Table 9.1). The amount will cover registration fee, seminar fee and examination fee—other than re-registration fee and examination fee for repeat examinations—of the Programme.

Table 9.1: Payment on Instalment Basis

Instalment	Amount (LKR)
1st Instalment (at registration) (Course fee + Registration fee)	75,000.00
2nd Instalment (end of the first year Semester 1) Before the Start of Year 1 semester 1 examination payment should be made)	60,000.00
3rd Instalment (end of the Year 1 Semester 2.) Before the start of the Year 1 Second Semester Examination)	50,000.00
Total	185,000.00

10. Evaluation of Student Performance and Grading System

Evaluation of student performance of the Degree may consist of both continuous assessment and end-semester examination whenever necessary. However, continuous assessment shall not exceed one-fifth or twenty (20) percent of the overall assessment of any course of the Degree. Student performance shall be evaluated in accordance with examination regulations and by-laws of the EDECU, Faculty and the University and shall be graded on 12-point scale which ranges from E to A+ (see Table 10.1).

Table 10.1: Grading Scale

Range of Marks	Letter Grade	Grade Points
85-100	A+	4.00
70-84	A	4.00
65-69	A-	3.70
60-64	B+	3.30
55-59	B	3.00
50-54	B-	2.70
45-49	C+	2.30
40-44	C	2.00
35-39	C-	1.70
30-34	D+	1.30
25-29	D	1.00
00-24	E	0.00

10.2. Guidelines for the Calculation of Grade Point Average

The Grade Point Average (GPA) is a numerical representation of a student's overall academic achievement. The GPA is the quotient obtained by dividing the total number of grade points earned by the total number of credit hours in which a student receives a 'letter' grade. Decimals beyond two places are truncated, not rounded, in computing the grade point average.

The formula for GPA calculation is given below

GPA = $\frac{\text{Total number of Grade Point Values Earned}}{\text{Total number of Credit Hours}}$

$$GPA = \frac{\sum_{i=1}^N (\text{Credit Hours})_i \times (\text{Grade Point})_i}{\sum_{i=1}^N (\text{Credit Hours})_i}$$

where, i = course number, and N = the total number of courses considered

10.3 End-Semester Examinations and Continuous Evaluation

10.3.1 Unless otherwise approved by the EDECU, Study board, Faculty Board, Management Committee and the Senate, each course requires a final examination at the end of each semester. The duration of the examination can vary depending on the requirements for each course. Normally, they are of three-hour duration.

10.3.2 In addition, each course may carry a continuous evaluation component. The method of continuous assessments may include term and research papers, case studies, presentations, practical reports, critical incidents, skill builders, class participation etc.

10.3.3 The overall grade for a course is based on the performance of all graded assessments for that course.

10.3.4 Unless the Senate decides otherwise, a candidate shall present himself/herself for each examination on the first occasion on which the examination is held after the completion of the course of studies for the examination.

10.3.5 Students who fail to sit for an examination without authorization or without good cause shall be given a symbol of 'AB' (Absent) for that examination. This symbol is equivalent to a failing grade (E).

10.4 Guidelines for the Calculation of Final Marks for the Courses

10.4.1 The end-semester examination may carry a weight of 100% or not less than 80% of the final marks assigned to a course. Any exceptions to the above shall be approved by the EDECU, Study board, Faculty Board, Management Committee and the Senate.

10.4.2 If any course decides to have a continuous assessment, the continuous assessment component may carry a weight of not more than 20% of the final mark assigned to a course. This may comprise marks from one or more of the continuous assessment modes, such as mid-semester examinations/tests/quizzes, term and research papers, case studies, presentations, practical reports, skill builders, and class participations.

10.4.3 When a candidate has not completed all the continuous assessments required for a course; the final marks shall be calculated based on the total marks allocated for the continuous assessments. For example, in a situation where 10 marks have been allocated for each of the 2 continuous assessments scheduled and the candidate has completed only 1 continuous assessment and earned 8 marks his/her final marks for the continuous assessments for that course shall be 8/20.

10.4.4 If a course has mid-semester examinations/tests/quizzes (one day exam) instead of continuous assessments, the mark obtained for the examinations/tests/quizzes will be treated as the continuous assessment mark.

10.4.5 A student who gets absent for the mid semester examinations/tests/quizzes (one day exam) with valid reasons given in Section 10.6 will be given the opportunity to do the examinations/tests/quizzes or the continuous assessment in the succeeding academic year. If the absence is without a valid reason the student will be given a “00” (Zero) mark.

10.4.6 Students those who have re-sit for a course, due to Failing a course or being absent without valid reasons, are not allowed to re-sit for the mid semester examinations/tests/quizzes. The final mark for the course is calculated using the final examination mark with 100% weight, but the maximum is 40%. Refer Section **10.8.3**

10.5 Passing or Failing a Course

A candidate shall be deemed to have passed in a course if he/she obtains an overall average (weighted average marks of continuous assessment (if a course decides not to give continuous assessments this will not be considered) and end-semester examination) of 40% or above for that course.

10.5.1 If a candidate is absent for the end-semester examination or mid semester examination, the following symbols will be indicated appropriately.

10.5.1.1 Absent due to medical reason, which has been approved by the Senate, will be given the symbol of "MC" (Medical). Refer Section **10.6.1**.

10.5.1.2 Absent due to valid reasons, which have been approved by the Senate, will be given the symbol of "DFR" (Deferred). Refer Section **10.6.2**.

10.5.1.3 Absent without valid reasons will be given the symbol of "AB" (Absent).

10.6 Valid Reasons for Absence from an Examination

Excuse will be granted only if the absence is due to a grave cause, such as the student's serious ill health, or death of some member of the immediate family or any other cause which is accepted by the EDECU, Study board, Management Committee and approved by the Senate. If excuse is granted to a student, he/she can sit the examination on the next immediate occasion with privileges i.e. without any restriction of marks.

10.6.1 A candidate who is absent at examinations due to medical reasons shall submit a medical certificate obtained from a Government Registered Medical Officer. This must be submitted to the Senior Assistant Registrar of the EDECU within two weeks after holding the examination for the particular paper to be presented to the Study Board, Faculty Board

and the Senate for approval. In that event, the student will receive a symbol of 'MC' for that course.

10.6.2 Absence of a candidate from an examination on account of bereavement in the family (death of Parent brother or sister, and if married, spouse or child) will be excused if approval is obtained from the EDECU, Study board, Management Committee and the Senate by submission of the death certificate and appropriate proof of relationship. In that event, the student will receive a symbol of 'DFR' for that course.

10.7 Withdrawal for Medical Reasons

A student may withdraw from a course at any time during the semester on valid medical grounds with documentary proof. In that event, the student will receive a symbol of 'MC'. The student is required to follow the EDECU, Faculty and University guidelines in requesting a medical withdrawal. A student has to sit for that course in the subsequent year unless written approval is obtained for an extended time period on the basis of the medical condition.

10.8. Repeating a Course

10.8.1 A student who obtains a grade of 'D' or 'E' shall repeat that course by registering in that course in a subsequent semester.

10.8.2 A student who obtains a grade of 'C-' or 'D+' may repeat that course by registering in that course in a subsequent semester.

10.8.3 A candidate who repeats course/s of an examination shall not be eligible to obtain more than 40% (minimum mark given for a 'C' grade) for each of the course/s, which he/she has repeated irrespective of the actual marks obtained. The maximum grade given for a repeated course is C.

10.8.4 If the student obtains a lower grade at a repeat attempt than a grade received in earlier attempts, the better grade shall be retained.

10.8.5 Repeating continuous assessment of a course, Refer Section **10.4**, A candidate, who is absent with an acceptable reason in Refer Section **10.6** at a mid-semester examination/test/quizzes must be given another opportunity to undertake the said evaluation in the succeeding semester without any restriction of marks.

10.9 Repeating End-Semester Examination of a Course

10.9.1 No repeat examination will be conducted by the EDECU for end semester examination. If a student fails an examination or was unable to sit for the examination due

to ill health or any other valid reason given in Section **10.6** he/she has the opportunity to sit for such examination when it is conducted during the next academic year.

10.09.2 A candidate who is absent from end-semester examination with a valid reason given in Section **10.6** above and which has been furnished by the candidate and accepted by the EDECU, Study board, Management Committee and the Senate, has to be treated as if he/she has not used the initial opportunity. Such candidate has to sit for the end-semester examination of that course by registering in that course during the next academic year with privileges. Such candidate has to sit that course in the subsequent academic year unless a written approval is obtained for an extended time period on the basis of the valid reason.

10.10 Absentees at End Semester Examinations

A candidate who has been absent from a whole end-semester examination shall be treated as he/she has used an occasion, unless a valid reason has been furnished by the candidate and accepted by the EDECU, Study board, Management Committee and the Senate. A candidate with an accepted valid reason, is eligible to take the whole end-semester examination on the next immediate occasion and get grading for courses without any restriction. If a candidate avoids taking the whole end-semester examination on the next immediate occasion without furnishing a valid reason, it shall be treated as a used attempt.

11.1 Passing a Year of a Degree Programme

A candidate shall be deemed to have passed any year of the degree programme, if he/she has earned a minimum GPA of not less than 2.00 for the year and has no fail grades (D or E).

11.2 Passing Referred Subjects in Semester Examinations

A candidate who has failed to fulfil the requirements given in Section **11.01** above shall sit for failed course/s (all 'D' and 'E' grades) and pass those courses under the relevant restrictions given in Section **10.10** above. If a candidate has earned a GPA less than 2.00 s/he shall sit for the courses with C- and D+ and earn a minimum GPA of not less than 2.00, under the relevant restrictions given in Section **10.10** above.

11.3 Completion of Degree: Requirements for Graduation

A student who **has completed all** semesters of the three (03) academic years of the Degree with minimum Grade Point Average (GPA) of 2.0 and no more than six (06) C- or below within a period of no more than seven (07) consecutive years is entitled to earn the Degree.

- Completed the minimum number of semester hours prescribed for the relevant degree programme, and
- Earned a minimum GPA of not less than 2.00 for each year, and
- A minimum overall GPA of 2.00 for the entire degree programme, and
- No fail grades (D or E), and
- Fulfilled all the requirements given above, within a maximum of 7 academic years from the academic year of original enrolment in the University other than approved valid reason.

12. Awards of classes

First class standing

A student shall meet all the following requirements in order to be awarded the Degree with a First Class Standing:

- The student shall have earned an overall GPA of 3.70-4.00 range in the entire Degree programme.
- The student shall have earned grades of “A+” or “A” in at least half the courses in the Degree programme.
- The student shall not have earned grades below C.
- The student shall have earned passes for non-credit courses, if any.
- The student shall have fulfilled these requirements within three (03) academic years from the first academic year of registration other than approved valid reason.

Second class (upper division) standing

- The student shall have earned an overall GPA of 3.30 or above in the entire Degree programme.
- The student shall have earned grades of A- grade or better in at least half the courses in the Degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire Degree programme.
- The student shall have earned passes for non-credit courses, if any.
- The student shall have fulfilled these requirements within three (03) academic years from the first academic year of registration other than approved valid reason.

Second class (lower division) standing

- The student shall have earned an overall GPA of 3.00 or above in the entire Degree programme.
- The student shall have earned grades of A- grade or better in at least half the courses in the Degree programme.
- The student shall not have earned more than two poor grades (C- or D+) for entire degree programme.
- The student shall have earned passes for non-credit courses, if any.
- The student shall have fulfilled these requirements within three (03) academic years from the first academic year of registration other than approved valid reason.

13. Effective Date of the Degree

The effective date of the degree shall be the next date after the last date of the stipulated examination period on which the Year III Semester II Examination concludes.

14. Fallback Option of the Programme

Students who could not complete the Degree within a period of no more than Seven (07) consecutive years, but has earned not less than sixty (60) credits, including the successful completion of the Semesters I and II of the First Year and the Semester I of the Second Year of the Degree, are eligible to be awarded a Higher Diploma, entitled Advanced Diploma in Business Studies (ADBS), that comes under SLQF Level – 4.

15. Scholarships and Bursaries

The Department will offer a number of scholarships and/or bursaries for eligible applicants on merit basis and/or economic status of the applicants.

- Category 1: Top five performers of the Selection Test are entitled to a waiver of the course fee of the Degree.
- Category 2: Five students are entitled to a waiver of the course fee of the Degree based on their educational merits, selection test score and economic status.
- Category 3: Another five students are entitled to a waiver of fifty (50) percent of the course fee of the Degree exclusively based on their economic status.

However, awarding and/or continuation of the scholarships and/or bursaries will be subject to the following criteria.

- To be eligible to Category 2 and 3 above an applicant should be below twenty-three (23) years of age at the time of closing applications.
- No applicant is entitled to obtain more than one scholarship and/or bursary.
- Continuation of scholarships and/or bursaries is subject to the recipient's performance at the Degree Programme.

- Selection of suitable applicants for the scholarships and/or bursaries should be done by an ad-hoc committee comprising Coordinator of the Degree Programme, and two senior academic members of the Department appointed by Head of the Department of Business Administration and the Registrar of the University or any other administrative officer appointed by the Registrar of the University.

Decision taken by Head of the Department regarding awarding and/or continuation of the scholarships and/or bursaries in accordance with recommendation/s of the ad-hoc committee and rules and regulations of the University shall be final.

Annexure -Course Descriptions

BSE 1401: Principles of Management

This introductory course aims to provide students with a comprehensive understanding of the fundamental concepts, theories and functions of Management. The Course is designed around the thought that ‘Management is a process’ and facilitates students to be familiar with the key features of organisation and its environment. Therefore, the Course will equip students with a solid foundation of the process of management—planning, organising, leading, motivating, communication and control. Furthermore, it will discuss dynamics in contemporary business environment that have a direct and/or indirect effect on the role of Management in organisations. Thus, the successful completion of the Course will enable students to enhance their knowledge and skills vis-à-vis ‘Principles of Management’ and the role of Management in contemporary organisations.

BSE 1402: Economics for Managers

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.

BSE 1403: Quantitative Techniques for Managers

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 main 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.

BSE 1404: Business Communication

This is an elementary course which aims to improve professional communication in English. The Course focuses on vocabulary and phrases used in global business environment, as well as on grammar usage and the skills required to function in business. The Course content includes grammatical foundation, business correspondence, comprehension, trends and graphs descriptions, usage of business idioms and business report writing.

BSE 1405: Developing Managerial Competencies

This skills-oriented course focuses on developing competencies that are vital to the sustainable success of business managers in the World of Work. The Course encourages students to critically reflect on and assess their current level of ‘managerial competencies’ and facilitates them to develop those competencies, so as to develop them as self-reliant business managers. The Course content includes the key areas of managerial competencies, such as communication, leadership, teamwork, decision making, negotiation and conflict resolution.

BSE 1406: Information Technology for Managers

This is an introductory level course which provides basic concepts relating to information technology. The Course covers the major themes and topics of information technology, such as introduction to computers, computer hardware, computer software, computer networks, the Internet and the Web, information systems and systems development, e-commerce, database, computer security and privacy, intellectual property rights and ethics relating to use of information technology in business organisations.

BSE 1407: Business Law

This course is intended to provide students with the knowledge and understanding of the fundamental principles of Law with special attention to the legal concepts relating to the business world. The Course is structured under three themes—viz. Fundamental Principles of Law, Law of Obligations and Company Law. The basic principles of Business Law which are vital for day to day commercial actions and transactions including the new trends in business, such as Electronic Commerce, are part of the Course syllabus enabling students to acquire relevant basic legal knowledge of Business Law. Therefore, the Course aims to facilitate students to identify the legal theories, principles and the relevant laws in the field of

Business Management. Further, it facilitates students to solve the simple legal problems and to develop their critical thinking regarding the application of Business Law.

BSE 1408: Accounting for Managers

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.

BSE 2401: Organisational Behaviour

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 team 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.

BSE 2402: Human Resource Management

It is a fundamental truth that other resources make things possible but only human resources make things happen. As such, this course is about management of human resources in organisations, which is a major functional field of Business Management, and its objective is to give a rational and systematic understanding of theory and practice of Human Resource Management (HRM). Topics of the Course include introduction to HRM, HR Department, job design, job analysis, human resource planning, recruitment, selection, hiring, induction, performance evaluation, training and development, pay management, incentive management,

welfare management, management of employee movements, discipline management, grievance management, health and safety administration and labour relations. An elementary awareness with regard to new perspectives and approaches of HRM is expected, though the priority is given to the personnel functional perspective.

BSE 2403: Marketing Management

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, this course provides knowledge and understanding about the nature and theoretical foundations of Marketing Management with special reference to the practical applications of Marketing Management in a dynamic business world. The Course will cover four modules: understanding Marketing Management and analysing marketing opportunities, developing marketing strategies, planning marketing programmes and managing marketing efforts. After successfully completing this course, students should be able to understand the key concepts, principles and models used in the discipline of Marketing Management, identify the significance of choosing appropriate value for customers, and develop effective marketing strategies delivering and communicating desired value to target customers.

BSE 2404: Operations Management

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.

BSE 2405: Managing for Productivity and Quality

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.

BSE 2406: Financial Management

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.

BSE 2407: Business Information Systems

The role of information systems is critical for survival of contemporary organisations. Therefore, this course provides an overview of information systems used in contemporary organisations. It emphasises the business applications of information systems (IS) and information technology (IT) and their impact on organisations and business managers. The Course provides a diversity of technological, managerial and organisational knowledge required for business managers to lead, succeed, and optimise performance for today's technology rich organisations.

BSE 2408: Entrepreneurship

Entrepreneurship has become vitally important worldwide considering its contribution to socio-economic development via the process of creating new ventures and upgrading existing businesses through creative and innovative attempts that are associated with an educated risk. Thus, this course is designed to develop a solid theoretical foundation of Entrepreneurship among the future entrepreneurs and business leaders of the country. Accordingly, the Course intends to impart entrepreneurial competencies including required knowledge, skills and attitudes among students. It discusses the fundamentals of Entrepreneurship, difference and connection between entrepreneurship and intrapreneurship, the characteristics and behaviour of the entrepreneur and intrapreneur, their role as leaders in enterprises, the role of entrepreneurs in the economy, importance of creativity and innovation in entrepreneurial work, basic business functions in an entrepreneurial firm, the basic content of a basic business

plan, and contemporary issues related to Entrepreneurship. As such, this course inspires student to play an effective role as an entrepreneur or an intrapreneur through identifying opportunities and designing new or modernising existing artefacts while combining all other resources together to add value to the wider society.

BSE 3401: Business Ethics and Corporate Social Responsibility

Ethics and Corporate Social Responsibility (CSR) are core disciplines in the global business education. Thus, graduates in 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 ethics, particularly Business Ethics and CSR, which is vital to the contemporary organisations and their success. While emphasising the importance of Business Ethics and CSR in contemporary organisations, this course will discuss how organisations should respond to the role of ethical behaviour and social and environmental responsibilities. Further, it will examine how business organisations can manage their social impact and their relationships with stakeholders ethically as well as effectively.

BSE 3402: Operations Research

This course introduces key concepts, principles and techniques of Operations Research that are essential to make better decisions in organisations. As such, the basic objective of this course is to provide students with a conceptual and practical knowledge of the important topics and concepts of Operations Research (Management Science) that are useful for real world management decision making. Therefore, the Course emphasises on the conceptual understanding and practical use of Operations Research techniques rather than on memorisation of the mechanics of solution procedures. The Course covers major themes and topics of Operations Research, such as linear programming, transportation model, assignment model, dynamic programme and network analysis.

BSE 3403: Digital Business

This course aims to provide a comprehensive knowledge on two contemporary phenomena: e-business and e-commerce management. Students will learn how to enhance the competitiveness of an organisation by deploying innovative information and communication technology throughout an organisation and beyond it—through partners and customers. The Course will illustrate how electronic communication can be used to enhance all aspects of an

organisation's supply chain management. Further, the Course will focus on the knowledge and skills required by managers to drive their organisations into e-business and prosper through e-business.

BSE 3404: Development Economics

The main objective of this course is to provide students with a comprehensive knowledge of basic concepts of Development Economics and economic problems faced by Sri Lanka and other developing countries. The Course consists with four main parts, theories and models of economic growth and development, characteristics of developing nations, measurements of poverty, inequality and human development, and issues and challenges faced by developing countries. At the end of the Course, students will be able to acquire a comprehensive knowledge in Development Economics which is useful in business decision making.

BSE 3405: Strategic Management

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.

BSE 3406: Organisational Change and Development

Present day environment is a turbulent one and to cope with it change has become and 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.

BSE 3407: International Business Management

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.

BSE 3408: Human Resource Development

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 people in organisations by making organisations 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 organisation enabling students to develop appropriate HRD strategies in line with the goals of the organisation. As such, the Course will include topics related to design, development, implementation and evaluation of HRD programmes. Furthermore, it will cover various HRD interventions and themes, such as management development, coaching and mentoring, career planning and development and talent management with special reference to business organisations in Sri Lanka.

Inquires

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