



THE OPEN UNIVERSITY OF SRI LANKA

BMS

BACHELOR OF MANAGEMENT STUDIES (HONOURS)
DEGREE PROGRAMME

CURRICULUM 2018 - 2022

Table of contents

Section 1 – Introduction to the Study Environment	4
1.1 Open University of Sri Lanka	
1.2 The Study System	
1.3 Department of Management Studies	
Section 2 – introduction to BMS Degree Programme	7
2.1 Introduction and Rationale	
2.2 Aims and Objectives of the Higher Diploma/ Degree Programme	
2.3 Entry Requirements to HDIM/BMS level 3	
2.4 Programme Duration	
2.5 Medium of Instruction	
2.6 Lateral Entry to the Programme	
Section 3 – Programme Outcomes and Qualification Descriptors	10
3.1 Programme Outcomes	
3.2 Outcomes expected at the level of Higher Diploma	
3.3 Outcomes expected at the level of Bachelor’s Honors degree	
3.4 Qualification Descriptors – SLQF levels	
3.5 The Exit Learning Outcomes (ELO) of the BMS honors Degree Programme	
3.6 Mapping BMS Learning Outcomes with SLQF learning outcomes	
Section 4 – Programme Structure	13
4.1 Programme Summary	
4.2 Core Courses and Areas of Specialization	
4.3 Continuing Education Courses: Start @ OUSL	
4.4 Mode of Delivery	
4.5 Method of Evaluation	
Section 5 - Course Profiles	16
Section 6 - Course Objectives Mapped to SLQF Learning Outcomes	43
Section 7 - Distribution of Credits and Notional Learning Hours	55
Section 8 - Teaching Panel	56

Message from the Dean



**Dr. Shantha Abeysinghe,
Dean,
Faculty of Humanities and Social Sciences**

The Open University of Sri Lanka (OUSL) was established three decades ago as a major initiative by the state with the goal of opening higher educational opportunities for the people of Sri Lanka across the country. We were inspired by the philosophy of Open and Distance Learning (ODL) in achieving this goal; accordingly, OUSL has become the pioneer in delivering numerous academic programmes using ODL mode in Sri Lanka. Thus, we have provided access to higher education to a considerable majority of Sri Lankans. Further, OUSL opens numerous ways to any individual with the will of entering the higher education sector. Open access has transformed the delivery of higher education into your door step with the support of information technology. As academics of the Open University of Sri Lanka we strive to nurture twenty-first century skills in OUSL learners. These skills are very much connected with aspirations of professionals. We are mindful about the expectations of learner's specially in this rapidly changing world. I expect you to obtain maximum benefit from the Open University of Sri Lanka.

I believe successful completion of a nationally and globally accredited Bachelor of Management Degree programme will empower you and inspire many others to perform better in future.

Message from the Head



Dr. V. Sivalogathan
Head
Department of Management Studies

It is a great privilege for me to issue this message on the occasion of enrolling the new batch of student for the Bachelor of Management Studies (Honours) Degree Programme (BMS), offered by the Department of Management Studies (DMS), the Faculty of Humanities and Social Sciences of the Open University of Sri Lanka (OUSL).

The objective of the Department of Management Studies is to impart management knowledge for development of management skills and appropriate management attitudes. In pursuance of this broad objective the Department of Management Studies conducts a number of programmes of study ranging from Certificate in ESBM, Higher Diploma in Management, BMS (Hons) Degree, PGD in HRM, MBA in HRM, and CEMBA/CEMPA to the PhDs.

The BMS (Hons) degree programme is designed in a way to enrich you with all the essential knowledge required as a professional manager. While encouraging you to plan studies at your own pace, permitting to experience the open and distance learning through an appropriate mix of adult learning methodologies and rigorous training prepares you to be a management professional with high qualities.

We are devoting ourselves to cultivate talents, provide consultations and undertake researches in the field of management studies by adhering to the motto of the OUSL “Open Distance Learning through excellence, efficiency and equity in lifelong learning”. We are aiming at contribution academic knowledge to promote the renaissance of our mother Sri Lanka. My utmost desire is to see you becoming an outstanding professional manager with value to the nation. I wish the students of BMS (Hons) degree every success in your forthcoming academic programme.

Section 1 – Introduction to the Study Environment

1.1 Open University of Sri Lanka

The Open University of Sri Lanka (OUSL) was established in 1980 under the University Act No. 16 of 1978 and the OUSL Ordinance No 01 of 1990. It is therefore has the same legal and academic status as any other national university in Sri Lanka. The OUSL is the only recognized university in Sri Lanka, where one can pursue higher education solely by distance education techniques in keeping with the philosophy of OPEN & DISTANCE LEARNING (ODL). The OUSL is an attractive choice of study, especially for those employed. The current student population is around 35,000. The OUSL offer courses/programmes from the Foundation and Certificate level through Bachelors to Masters and PhD degrees. The structure of study programmes provide opportunities for those who complete one programme to progress up the ladder and further improve their educational qualifications. Education at OUSL is thus a life-long experience. The OUSL functions through a network of centres spread throughout the island. The Central Campus and the Colombo Regional Centre of the Open University are located in Nawala-Colombo and are easily accessible by road and railway. The academic departments of the University are grouped into five Faculties: Education, Engineering Technology, Health Sciences, Humanities & Social Sciences and Natural Sciences.

1.2 The Study System

The study system of the OUSL is based on distance learning methodologies. It is different to the conventional study system most of you are familiar with. Regular attendance at the University is not required and is therefore well suited for those of you who are employed or engaged with other commitments. Student learning is facilitated through carefully prepared printed course materials suitable for self-learning. Printed course material is supplemented with audio visual and online learning material. Student progress in courses is evaluated at different time intervals using a variety of assessment methods such as assignment tests and final examinations. Students should get register online for final examination.

1.3 The Department of Management Studies

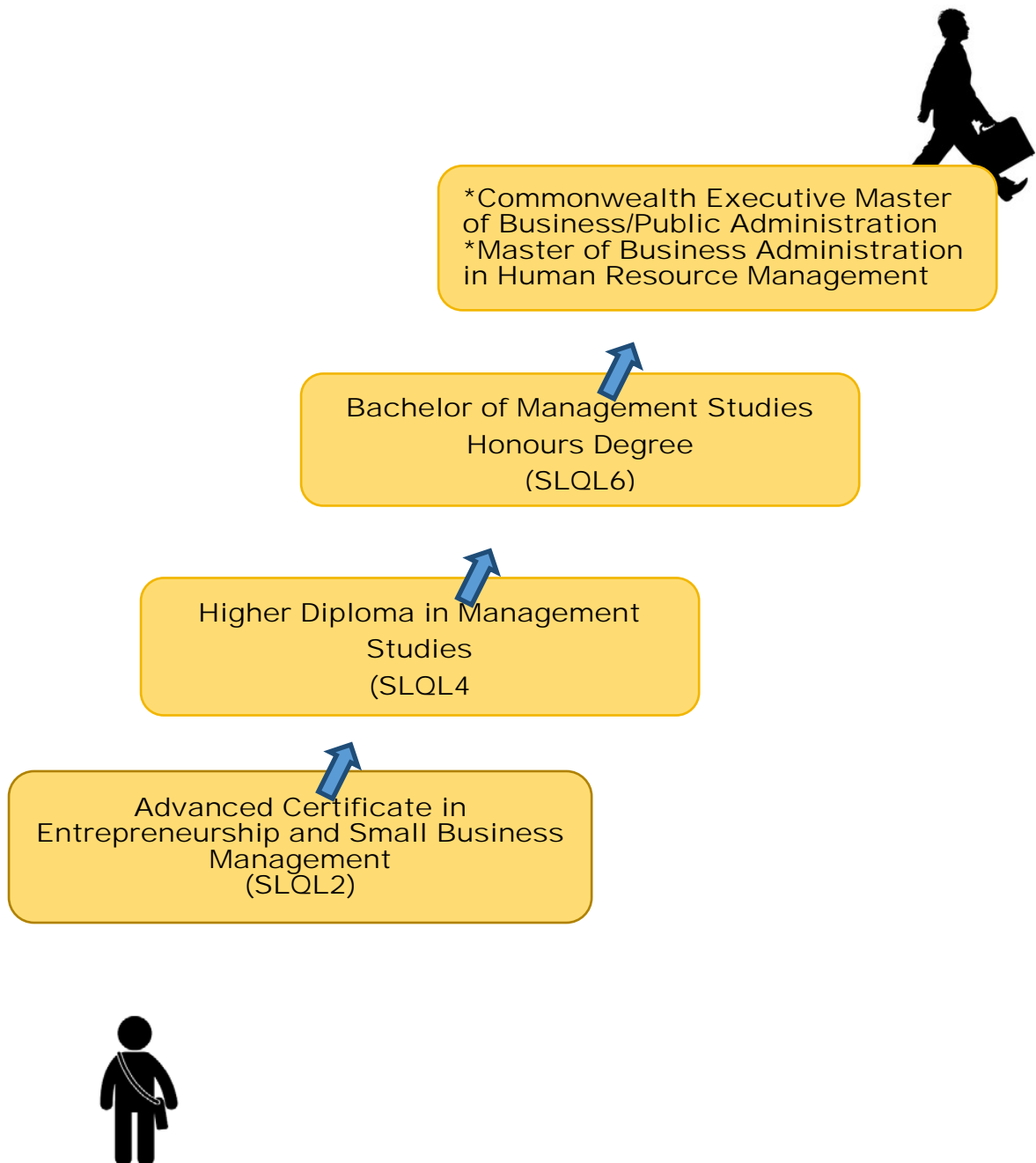
The Department of Management Studies comes under the Faculty of Humanities & Social Sciences. At present, it conducts four academic programmes. viz.,

- i. Advanced Certificate in Entrepreneurship and Small Business Management—one year duration (Sinhala, Tamil and English media).

The core purpose of the Department of Management Studies is to be a centre of excellence for continuous upgrading of the managerial skills through distance, open and continuing education in Sri Lanka. The Department is committed to achieve excellence in teaching, learning, training and research activities in order to meet the challenge of change.

- ii. Higher Diploma in Management/Bachelor of Management Studies Honours Degree – four year duration. After successful completion of the first two years of the degree candidates would be awarded with a Diploma in Management. These programmes are offered in English, Sinhala and Tamil media in the 1st and 2nd years.
- iii. Commonwealth Executive Master of Business Administration/ Commonwealth Executive Master of Public Administration- two year duration (English medium)
- iv. Master of Business Administration in Human Resource Management (MBA in HRM) - two year duration (English medium)

The ladder of Opportunities



Section 2 – Introduction to BMS Degree Programme

2.1 Introduction and Rationale

In our rapidly changing socio-economic environment, there is a growing demand for trained personnel in management of business and other managerial fields. Conceptually equipped, trained managers are increasingly in demand. The concerted national and international thrust towards international-demand-driven economic activities generates pressure for developing relevant human resources for the conduct of complex business management in local/foreign trade and commerce. However, due to a lack of adequate institutional arrangements and economic hardships, a large number of persons, particularly in outlying districts continue to miss the opportunity for gaining an education in management especially at the Degree level. There is also the need to cater to those in employments and to those who wish to further their education in management studies. The primary purpose of introducing the DIM/BMS Degree programme is to meet these felt needs of the country. Upgrading knowledge and skills in management is likely to improve the efficiency of performance of business and other organizations thus contributing to higher national productivity.

2.2 Aims and objectives of the Higher Diploma/ Degree programme

- a) to provide a vision of management to face the business challenges of the 21st century.
- b) to provide advanced knowledge and skills to those in need of training in management, at the degree level.
- c) to inculcate professional decision making capabilities.
- d) to expose students to concepts and principles of environmental, social and ethical issues and responsibilities in business.
- e) to address global issues of management in a changing international environment of business and commerce.

2.3 Entry requirements to HDIM/ BMS level 3

Be 18 years of age or above on the closing date of applications and possess any of the qualifications mentioned below:

- i. Any three passes in one sitting at the G.C.E A/L Examination.
- ii. Successful completion of any Foundation Programme conducted by the OUSL.
- iii. Any other equivalent qualification acceptable to the Senate of the OUSL.
- iv. Successful completion of the Diploma in Management conducted by the Department of Management Studies.
- v. Successful completion of the Certificate Programme in Entrepreneurship and Small Business Management (ESBM) conducted by the OUSL.

Applicants in categories (i), (ii) and (iii) will be subjected to a selection test administered by the Department of Management Studies if necessary.

2.4 Programme duration

The minimum duration to complete the Diploma in Management will be two (02) academic years. The minimum duration to complete the Bachelor of Management Studies (Honours) degree Programme will be four (04) academic years.

2.5 Medium of instruction

These programmes are offered in Sinhala, Tamil and English media in Level 3 and 4, and only in English in Level 5 and 6. However, the study material will only be provided in English medium.

2.6 Lateral entry to the programme

The Senate may grant exemptions to a student at SLQLevel 5 with recognition of previously obtained following qualifications and experiences to make a student for lateral entry of the programme. The total credit exemption so granted together with credit transfer, if any, shall not exceed half of the total credit requirement for the respective award. Candidates who have successfully completed the Diploma or higher stage of CMA of the SCMASL will be granted exemptions amounting to a maximum of sixty (60) credits at SLQLevel 3 & 4.



Section 3 –Programme Outcomes & Qualification Descriptors

3.1 Programme outcomes

Outcomes of the programme are expected to achieve at two levels; Higher Diploma level and Honors Degree level. According to the SLQF Qualification Descriptors following outcomes will be derived by the candidates those who successfully complete the required number of credits at the said two exit .

3.2 Outcomes expected at the level of Higher Diploma

The candidates, those who successfully complete SLQLevel 3 and SLQLevel 4 courses amounting to a total of sixty (60) credits with a GPA of not less than 2.00, may be awarded with the Higher Diploma in Management Studies.

After successful completion of SLQLevel 4 with sixty (60) credits, it is expected that the higher diploma holders will be able to effectively work in various fields at entry-level managerial positions.

3.3 Outcomes expected at the level of Bachelors Honours Degree

The candidates, who complete SLQLevel 3, SLQLevel 4, SLQLevel 5 and SLQLevel 6 courses shall be awarded the BMS (Honours) degree, if she/he has obtained at least C grades for all courses, which adding up to 120 credits and at least C grades for continuing education courses adding up to 21 credits and obtain a Grade Point Average (GPA) ≥ 2.00 .

After completing specified credits in SLQLevel 6 the degree holders will be prepared with comprehensive knowledge and skills related to the principles and practices necessary at managerial positions in contemporary organizations. This qualification ensures that the

holder is equipped with necessary skills in planning, organizing, directing and controlling of organizational resources and responding proactively to the changing societal role of managing organizations. This qualification further prepares students for postgraduate studies in broader disciplines of management. It also helps to consolidate and strengthen the student's knowledge, research capacity and skills, thus fostering high level of theoretical and professional engagement as well as high intellectual independence.

3.4 Qualification descriptors – SLQF Levels

Exit Levels of Bachelor of Management Studies (BMS)

SLQF LEVEL EXITS		
Qualification Type	HIGHER DIPLOMA IN MANAGEMENT STUDIES - LEVEL 4	BACHELOR OF MANAGEMENT STUDIES (HONOURS) – LEVEL 6
Purpose and Scope of Qualification	The purpose of this qualification is to provide the student with a basic knowledge in management to work in various fields at entry-level managerial positions. The qualification ensures the holder's managerial capacity with tools to foster rational decision making, and their ability to work with and through other people in any organizational setting.	This qualification prepares students with comprehensive knowledge and skills related to the principles and practices necessary at managerial positions in contemporary organizations. This qualification ensures that the holder is equipped with necessary skills in planning, organizing, directing and controlling of organizational resources and responding proactively to the changing societal role of managing organizations.
	This qualification empowers the holder with capabilities of acquiring further competencies which will enhance their capacity to bear more responsibilities in their careers.	This qualification prepares students for postgraduate studies in broader disciplines of management. It further helps to consolidate and strengthen the student's knowledge, research capacity and skills, thus fostering high level of theoretical and professional engagement as well as high intellectual independence.
	The total course requires 60 credits to offer Higher Diploma in Management.	The total course ensures 120 credits to offer honors degree in Management Studies.

3.5 The Exit Learning Outcomes (ELO) of the BMS Degree Programme

Programme Learning Outcome 1	Intellectual Skills
Programme Learning Outcome 2	Creativity and critical thinking
Programme Learning Outcome 3	Communication and social skills
Programme Learning Outcome 4	Leadership and managerial skills
Programme Learning Outcome 5	Information Usage and Management
Programme Learning Outcome 6	Ethics and attitudes
Programme Learning Outcome 7	Professionalism and vision for life

3.6 Mapping BMS Learning Outcomes with SLQF learning outcomes

SLQF Learning Outcomes	BMS Learning Outcomes
1. Subject/ Theoretical knowledge	Intellectual Skills (SLQF LO- 1)
2. Practical knowledge and Application	Intellectual Skills (SLQF LO- 1)
3. Communication	Communication and social skills (SLQF LO- 3)
4. Team work and Leadership	Leadership and managerial skills (SLQF LO- 4)
5. Creativity and problem solving	Creativity and critical thinking (SLQF LO- 2)
6. Managerial and Entrepreneurship	Leadership and managerial skills (SLQF LO- 4)
7. Information usage and Management	Information Usage and Management (SLQF LO- 5)
8. Networking and Social skills	Communication and social skills (SLQF LO- 3)
9. Adaptability and Flexibility	Professionalism and vision for life (SLQF LO- 7)
10. Attitudes, Values and Professionalism	Ethics and attitudes (SLQF LO- 6)
11. Vision for Life	Professionalism and vision for life (SLQF LO- 7)
12. Updating Self/ Lifelong Learning	Professionalism and vision for life (SLQF LO- 7)

Section 4 – Programme Structure

4.1 Programme Summary

The content and nature of each component shall be decided by the Department of Management Studies. The course work shall offer all core courses in SLQL 3 (30 credits), SLQL4 (30 credits) and SLQL 5 (30 credits), and fifteen(15) credits in compulsory courses and five (07) credits research project (compulsory) and ten (08) credits out of twenty (16) credits offered of his/her choice in SLQL 6.

Accordingly, the BMS Degree programme is structured to include the following components.

- ❑ Core Courses
- ❑ Areas of Specialization
- ❑ Research Project
- ❑ Continuing Education Courses

4.2 Core Courses and Areas of Specialization

Course Code	Course Title	Credits
<i>Core Courses</i>		

SLQLevel 3		
MSU3501	Management Theory and Practice	5
MSU3503	Marketing	5
MSU3504	Social Psychology in Organizations	5
MSU3505	Micro Economics	5
MSU3506	Financial and Cost Accounting	5
MSU3507	Quantitative Techniques for Management I	5
	Total for Level 3	30
SLQLevel 4		
MSU4504	Legal Environment in Business	5
MSU4505	Operations Management	5
MSU4506	Human Resource Management	5
MSU4507	Macro Economics	5
MSU4508	Money and Capital Markets	5
MSU4509	Computer Information Systems in Business	5
	Total for Level 4	30
SLQLevel 5		
MSU5504	Project Appraisal	5
MSU5505	Research Methodology	5
MSU5506	Organisational Behaviour	5
MSU5507	Managerial Economics	5
MSU5508	Financial Management & Managerial Accounting	5
MSU5509	Quantitative Techniques for Management II	5
	Total for Level 5	30
SLQLevel 6		
MSU6501	Strategic Management'	5
MSU6502	Operations Research	5
MSU6503	New Dimensions in Management	5
MSU6704	Research Project	7
reas of Specialization/Majors		
Marketing		
MSU6405	MCU4205 Advertising	4
MSU6406	MCU4206 International Marketing	4
OR		
Human Resources Management		
MSU6411	Motivation and Performance Appraisal in Organizations	4
MSU6412	Human Resource Training and Development	4
	Total for Level 6	30

The Research Project:

With respect to Research Project (MCU 6504) at level 6, a student has to use scientific method of research for the study, analysis and presentation of a research project on a management related problem from the respective area of specialization.

4.3 Continuing Education Courses : Start @ OUSL

Newly registered students of the Diploma in Management /Bachelor of Management Studies (Honours) Degree Programme should follow **Start @ OUSL** the compulsory programmes organized by the respective regional /study centres of the Open University of Sri Lanka. Modules of the Start@OUSL include English for General Academic Purpose(EGAP), and Information and Communication Technology (ICT) Skills. Students must complete this programmes during their academic period of four years. However rules and regulation applicable to these programmes might change time to time based on the decisions taken by the Open University of Sri Lanka.

4.4 Mode of Delivery

Teaching methodologies will include day schools, online content, where appropriate guest lectures/ video presentations and discussion classes.

4.5 Method of Evaluation

The performance of a student will be evaluated on the basis of two sets of criteria:

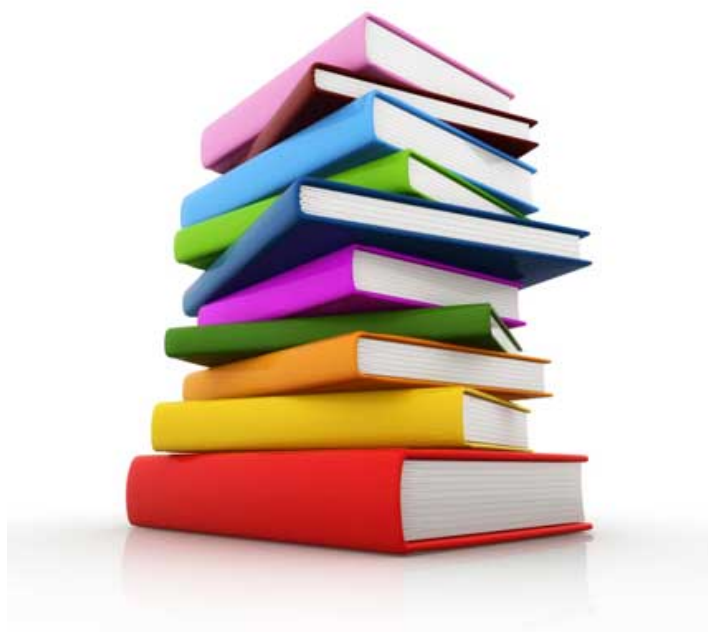
- a) Continuous Assessments
- b) Final Examination

Section 5 – Course Profiles

5.1 Introduction

Profiles of the courses mentioned in the above summary are separately profiled with Course Units indicating notional learning hours and assessment criteria.

Outcomes expected in all Modules/Units designed for the above mentioned courses are mapped with 12 SLQF Learning Outcomes and are elaborated in Section 6.



LEVEL 3: MSU3501 –MANAGEMENT THEORY AND PRACTICE–COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>One Study Block with 4Units</p> <ol style="list-style-type: none"> 1. Concepts and principles of management What is Management, Evaluation of Management Theory, Identifying the Basic Features of the Environment 2. Processes of management Why do We Plan Our Business Activities, How Do We Organise Our Business, How Do We Retain Our Workforce, How Do We Direct Our Employees Concept of Control 3. Important Concepts in Management Human factors and Motivation, Leadership Committees and Decision making Communication 4. New trends and Comparative Management Special features of management USA, Japan, China and Germany 			
Objectives	<ol style="list-style-type: none"> 1. Provide a comprehensive introduction to the key elements of the business organisation, and to competing theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management 2. Build a foundation of knowledge on the different theoretical approaches to management and decision making 3. Develop analytical skills to identify the links between the functional areas in management, organisations, management practices and the business environment. 			
Intended Learning Outcomes	<p>The students will be able to;</p> <ol style="list-style-type: none"> 1. Identify the fundamental concepts and principles of management 2. Have a brief idea about management theories and history thereof. 3. Elaborate on the functions of managers and understand what planning/ organising/ staffing/ leading/ co-ordinating/ controlling . 4. Evaluate alternative theories of management critically, recognising the centrality of decision making and strategic thinking to the managerial role and functions 5. Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment 6. Explore the impact of key environmental factors on decision making and organisational behavior 7. Evaluate the significance of contemporary issues in business and management. 8. Identify the New trends and Comparative Management 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 216 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	247 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. George R. Terry, Stephen G. Franklin, "<i>Principles of Management</i>", Delhi, A.L.T.B.S. Publishers & Distributors, Eighth Edition, 1997. 2. James A.F., R. Edward and Daniel R. Gilbert, Jr., "<i>Management</i>", Prentice Hall of India Private Limited, Sixth Edition, 1997. 			

LEVEL 3: MSU3503 –MARKETING –COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	Block 01 Unit 1 - What is Marketing Unit 2 - Marketing Environment Unit 3 - How Consumers Behave Unit 4 - Marketing Information Systems and Marketing Research Unit 5 - To whom to sell Block 02 Unit 6 - Product Unit 7 - Price and its Significance Unit 8 - How to deliver (Place) Unit 9 - Communicate with your customer			
Objectives	1. To identify the basics of Marketing and its evolution. 2. To understand the Marketing environment and its significance. 3. To identify factors influence in consumer behavior. 4. TO understand Marketing Information system and Marketing Research Process. 5. To learn Market Segmentation, Targeting and Positioning. 6. To understand Product in Marketing 7. To understand Price in Marketing. 8. To understand Distribution in Marketing. 9. To learn how to communicate with your customers.			
Intended Learning Outcomes	The Students will be able to; 1. Identify what is Marketing, application of marketing concepts and role of marketing Manager. 2. Analyze controllable and non-controllable variables of marketing environment. 3. Get better insight of consumer behavior 4. Apply marketing research process and decision making 5. Apply market segmentation targeting and positioning in real market place. better understanding of marketing mix and develop its' application			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. Philip Kotler, Kevin Lane Keller <i>Marketing Management</i> 13 Ed, (2009) 2. Philip Kotler, Jagdish N, Patric, <i>Legends in Marketing</i> , 7 Vol. Sage Publication (2012) 3. Viva, <i>Advanced Marketing and Sales</i> , ISBN 813091087 4. Peter M Chisnall, <i>Marketing Research</i> , ISBN 0077097513			

LEVEL 3: MSU3504 – SOCIAL PSYCHOLOGY IN ORGANIZATION –COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	Three Study Blocks with Three Units
-----------------------------	-------------------------------------

	<p>1. Introduction to Social Psychology in Organizations Introduction to Social Psychology in Organizations, Nature of Human Beings, Nature of Organizations, Group Processes</p> <p>2. Introduction to Socio Psychological Concepts and Theories Introduction to Communication, Concepts on Attitudes, Perception and Major Determinants of Perception, Personality Theories, Concepts of Motivation</p> <p>3. Introduction to Socio Psychological Practices and Behavioural Aspects in Organizational Settings Employee Training and Development, Employee Orientation, Job Stress its Effects and Managing Stress, Organizational Conflict and Methods for Managing Conflicts, Organizational Change and Development</p>			
Objectives	<p>1. To understand the basic concepts and principles of Social Psychology in Organizations.</p> <p>2. To make aware of how Social Psychology is used to identify and provide solutions for problems in Organizations.</p>			
Intended Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a general knowledge of theories, concepts, and findings in Social Psychology in Organizations. 2. Demonstrate knowledge of basic fundamentals of Social Psychology in Organizations. 3. Understanding of the nature of and the main influences on Social Psychological phenomenon in the business context. 4. To use critical thinking to evaluate and interpret evidence, and to apply psychological concepts and theories to individual, social, and cultural issues. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 216 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	247 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$</p> <p>Final Exam (FE) - $FE \geq 40$</p> <p>Final Score (Y) - If $FE < 40\%$, then $Y = FE$</p> <p>If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Newstrom John W, Organizational Behavior: Human Behavior at Work, (2014) McGraw-Hill Education 2. Robbins, S. P, Judge, T. A. and Vohra, N. (2012). Organizational Behaviour, New Delhi: Pearson. 3. Luthans, F. (2008). Organizational Behaviour (11th Ed.). New York: McGraw-Hill 4. Opatha, H.H. D.N. P., Organizational Behaviour. Colombo: Author Publication 5. Schermerhorn, J.R., Hunt, J.G. & Osborn, R. N. (2004). Core Concepts of Organizational Behaviour, New York: McGraw-Hill. 			

LEVEL 3: MSU3505 – MICRO ECONOMICS –COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>Volume 1 :</p> <p>1.0 Basic concepts in economics</p> <p>2.0 Demand analysis</p> <p>3.0 supply</p>
--------------------------	---

	4.0 price determination 5.0 Concept of elasticity 6.0 Income elasticity of demand and Cross Elasticity of Demand Volume 2: 7.0 Theory of consumer behavior 8.0 Theory of production 9.0 Cost analysis 10.0 Break even analysis Volume 3: 11.0 Market structure – An introduction 12.0 Perfect competition 13.0 Monopoly 14.0 Monopolistic competition 15.0 Oligopoly			
Objectives	1. To understand the basic concepts, Theories and models of microeconomics. 2. To explain how you could apply this knowledge for decision making in a business organization in order to use scarce resources efficiently and effectively			
Intended Learning Outcomes	The students will be able ; 1. To Understand the basic concepts in microeconomics. 2. To gain knowledge about how the price of a product is determined in the market 3. To identify different types of elasticities of demand for a product 4. To understand the meaning of the marginal utility analysis 5. To identify how the consumer equilibrium is achieved under the cardinal utility analysis. 6. To understand the meaning of indifference curve analysis 7. To identify how the consumer equilibrium is achieved under the indifference curve analysis 8. To understand the basic concept of production 9. To identify how to use resources efficiently in the short run 10. To identify how to use resources efficiently in the long run 11. To gain knowledge in relation to cost analysis. 12. To understand the different types of market structures and their characteristics To identify how the different decisions are made in each market structure			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. The micro economy today ,Bradley R Schiller , Tata-Mc Graw-Hill edition ,ISBN : 13:978-0-07-328712-1 2. Microeconomics principles and policy, 13 th edition, William J.Baumol & Alan S. Blinder ,ISBN-13:978-1305280618			

LEVEL 3: MSU3506 – FINANCIAL AND COST ACCOUNTING –COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	Three Study Blocks with 9 Units 1. Introduction to Accounting 2. Basic of Accounting 3. Book Keeping and Accounting
--------------------------	--

	4. Accounting Concepts 5. Accounting for Sole Proprietorship. 6. Accounting for Partnership. 7. Accounting for Limited Liability Companies 8. Introduction to Cost and managerial Accounting 9. Managerial Decision Making.			
Objectives	1. To understand the basic concepts, principles, and role of accounting, 2. To know how to solve the problems/question in mathematical approach.			
Intended Learning Outcomes	The students will be able to ; 1. Define financial, cost and management accounting. 2. Explain the role of accounting. 3. Explain the nature of the partnership. 4. Prepare the financial statement for a partnership. 5. Prepare financial statement for a company. 6. Prepare financial statement for a sole proprietorship. 7. Identify general features of LKAS. 8. Prepare operational budgets and master budget. 9. Identify usage of management accounting information for decision making.			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 222 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	253 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. M.C.Shukla, S.C.Gupta. Advanced Accounts. S.Chand and Company Ltd., Ram Nagar, New Delhi-110055. 2. M.Wilson. Advanced Accountancy. SCITECH Publications (INDIA) Pvt. Ltd. 3. B.K.Banerjee. Financial Accounting. (Concepts, Analyses, Methods and Uses.) PHI Learning Private Limited, New Delhi-110001. 4. Horngren, Charles T. Introduction to Financial Accounting, Prentice-Hall International 5. Pandey, I.M. (2010). Financial Management. (10th Ed). Modern printers, Delhi-110032 6. Robert Kaplan, Anthony Atkinson. Advanced Management Accounting, 3rd Edition. Pearson New International Edition.			

LEVEL 3: MSU3507 – QUANTITATIVE TECHNIQUES FOR MANAGEMENT 1—COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	1. Basic Mathematics Mathematical functions and expressions, Equations 2. Basic Statistics
--------------------------	--

	Introduction to Statistics, Sampling techniques, Data collection, Presentation of data, Measures for summarizing and describing data 3. Mathematical and Statistical applications in management Probability, Probability distributions, Basic calculus, Index numbers, interest rates, Present value			
Objectives	1. To understand the basic concepts in Mathematics and Statistics under business management context. 2. To explain how to solve the business problems using mathematical approaches			
Intended Learning Outcomes	The students will be able to ; 1. Determine the different mathematical functions that can be applied to obtain management decisions. 2. Discuss the scenarios where the mathematical and statistical knowledge can be applied in business management context. 3. Explain sampling and data collection methods used in business context. 4. Determine presentation methods to represent different types of data. 5. Apply the concepts of probability in business. 6. Apply the concepts of differentiation and integration in production management. 7. Apply the concepts of interest, annuities and index numbers in business decision making.			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 224 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	255 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. Chandan, J. S., Singh, J. and Khanna, K. K. (1996) <i>Business Statistics</i> . Vikas Publishing House Pvt Limited, New Delhi-110002, India 2. Chandan, J. S. (1998) <i>Statistics for Business and Economics</i> . Vikas Publishing House Pvt Limited, New Delhi-110002, India 3. Curwin, J. and Slater, R. (1999) <i>Improve Your Maths: A Refresher Course</i> . Thomson Learning 4. Riley, P. (2011) <i>Business Maths</i> . Viva Books Private Ltd., Daryagani, New Delhi-110002, India.			

LEVEL 4: MSU 4504 –LEGAL ENVIRONMENT IN BUSINESS – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	Block 1 Law of contract in relation to formation, termination, operation. Law of agency, Law relating to partnership, negotiable instruments and different types of instruments Block 2 Law of trademarks, Shareholder rights, The Acquisitions market, International Trade, foreign investments, Environmental Legislation affecting a business,
--------------------------	--

	Labor Relations and Law of Consumer Rights.			
Objectives	<ol style="list-style-type: none"> 1. To understand the different aspects of legal environment influence to business organizations and their operations. 2. To explain how learners could abide and honor to the different laws, concepts and practices associated with legal environment in business practically. 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Understand law of contract in relation to formation, termination and operation. 2. Understand Law of agency and partnership. 3. Explain different types of negotiable instruments 4. Explain law of trademarks and shareholder rights 5. Analyze law of consumer rights <p>Implement laws in relation to labour relations</p>			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Commercial Law, Dr. Wickrama Weerasooriya 2. Law of Contract, Weeramanthri 			

LEVEL 4: MSU4505 – OPERATIONS MANAGEMENT – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>Block 1 - Introduction to Operations Management: Units - Fundamentals of operations management, Operations strategy</p> <p>Block 2 - Designing Operations Systems Units - Product designing, Process designing, Location & layout decisions, Job designing</p> <p>Block 3 - Planning, Controlling & Improving Operations Systems</p>
--------------------------	---

	Units - Forecasting & capacity planning, Inventory management, Fundamentals of quality management			
Objectives	<ol style="list-style-type: none"> 1. To understand the basic concepts, models and theories of operations management. 2. To describe and analyze the operations function in real business organizations in light of theory and come up with suggestions to improve it for the betterment of the organization 			
Intended Learning Outcomes	<p>After completing the course students will be able to ;</p> <ol style="list-style-type: none"> 1. define and explain the operations function, transformation process, operations systems and operations management 2. describe the evolution of operations management and potential future trends 3. identify and explain the importance of operations function and management of it in organizational context 4. identify and explain the activities involved in designing operations systems as product designing, process selection, location and layout planning identify and explain the activities involved in planning, controlling & improving operations systems as forecasting & capacity planning, inventory management and quality management 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Russell, R. S., & Taylor, B. W. (2009). Operations management: Creating value along the supply chain. Hoboken, NJ: John Wiley & Sons. 2. Amarasena, S. M. (2014) Operations Management – Sankarya Kalamanakaranaya. Boralasgamuwa, CRC Press. 			

LEVEL 4: MSU4506 – HUMAN RESOURCE MANAGEMENT – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Introduction to Human Resource Management: What is HRM: the concept of HRM, its development, key processes and strategic role of HRM; How to procure HR: the designing and analyzing jobs and orient of new employees. 2. How to assess your staff and develop them: How to appraise and manage your staff performance; Training and Development: need assessment, development of training and development methods and evaluation of training; Planning and Development: the staff career.
--------------------------	--

	3. How to maintain the developed staff: Attractive rewards system: wage and salary system, welfare facilities; how to maintain employee relations; how to maintain industrial relations: the role of employees and employers, the rights and responsibilities of employers and employees; current HR issues: common issues and issues in small business sector.			
Objectives	1. To understand the basic concepts, models and nature of human resources management. 2. To explain how you could apply this knowledge at your work place in order to perform at optimum level in an organization.			
Intended Learning Outcomes	The students will be able to ; 1. Define Human Resource Management and Strategic HRM in an organization. 2. Identify different role of HR. 3. Do human resource planning by apply and analyze different job analysis. 4. Identify the stages in human recourse management process. 5. Develop training and development of employee. Understand attractive rewards system and maintain employee and employer relations.			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 216 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	247 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. Armstrong, M (2014) A Handbook of Human Resource Management Practice, London, Kogan Page. 2. Dessler, G (2014) Human Resource Management, India, Prentice-Hall.			

LEVEL 4: MSU4507 – MACRO ECONOMICS – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	1. Introduction to Macro Economics: What is Macro Economics, Macro Economic goals. Definitions of different Macro Economic Concepts, understanding Aggregate economic behavior. 2. Measuring National Income: Calculation of two, three and four sector National Income (Keynesian Model), understanding key concepts of National Income in relation to macro variables. Identifying the limitations of estimating National Income. 3. Describing the goods/product market and the money market: (IS/LM Frame Work) Defining the logical structure of IS/LM Model. Analyzing the policy implications using IS/LM Model. 4. Understanding the functions of money: Differentiating the money system from barter
---------------------------------	--

	<p>system. Understanding the intermediation role of the banks and banking system of Sri Lanka. Understanding how banks create money. Explaining how money and prices are related. Understanding how fiscal policy is used to achieve macro economic goals.</p> <p>5. Inflation : Defining Inflation, Understanding different theories of inflation. Analyzing possible inflationary situations in an economy. Understanding how to control inflation through fiscal/monetary policies. Understanding the short run relationship between unemployment and inflation.</p> <p>6. Defining the term Business Cycle and identifying its Characteristics: Examining the nature/behavioral patterns of a business cycle, Critically analyzing the theories of Business Cycle, Understanding about the measures that can control the business cycle.</p> <p>7. Unemployment: Defining concepts/terms in relation to unemployment. Identifying different types of unemployment. describe cost/benefits of unemployment. Understanding about the measures to reduce unemployment.</p> <p>8. Economic Growth and Development: Defining the terms "Economic Growth" and "Economic Development". Understanding the determinants of growth and productivity.</p>			
Objectives	<p>1. To understand the basic concepts, theories and models of macro economics.</p> <p>2. To learn how to analyse the impact of changes in leading macro economic variables.</p> <p>3. To apply this knowledge to make effective managerial decisions to enhance the performance and the competitiveness of business organizations.</p>			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Define, understand the basic concepts/theories of macro economics. 2. Gain knowledge on how to measure national income. 3. Describe goods/product market and money market. 4. Analyze policy implications using IS/LM framework. 5. Understand how fiscal policy can be used to achieve macro goals. 6. Understand nature/behavioral patterns of macro economic variables. 7. Understand how to control cyclical fluctuations in an economy. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$</p> <p>Final Exam (FE) - $FE \geq 40$</p> <p>Final Score (Y) - If $FE < 40\%$, then $Y = FE$</p> <p>If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Dornbush, R. , Fischer, S., Startz, R., <i>Macro Economics</i>, Tata McGraw Hill Education Pvt. Ltd, New Delhi, ISBN 13: 978-1-25-902760-4 2. Shapiro, E., <i>Macro Economic Analysis</i>, Galgotia Publication Pvt. Ltd. 3. Schiller, B.R., <i>The Macro Economy Today</i>, Tata McGraw Hill Education Pvt. Ltd., ISBN 13: 978-0-07-328711-9 			

LEVEL 4: MSU4508 – MONEY AND CAPITAL MARKETS – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>Unit-1 - Introduction to Financial Assets and Markets.</p> <p>Unit-2 - Market Classification and Trading Mechanics.</p> <p>Unit-4 - Fixed income Security Valuation.</p> <p>Unit-5 -Variable income Security Valuation.</p> <p>Unit-6 - Financial Intermediaries.</p> <p>Unit-7 - Investment companies and Mutual Funds.</p> <p>Unit-8 - Economic Theories to Explain Yield and Maturity.</p> <p>Unit-9 - Introduction to Foreign Exchange Market.</p> <p>Unit-10 - Introduction to Investment Theory</p>
Objectives	<ol style="list-style-type: none"> 1. To comprehend the basic concepts, models and nature money and capital markets. 2. To understand the operation of financial markets.

	<ol style="list-style-type: none"> To differentiate between money market and capital market and identify different types of financial instruments traded in the money and capital markets. To understand the role and the functions of financial intermediaries. To understand the role and the functions of central bank and other regulatory authorities in the financial system. 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> demonstrate an understanding of theoretical concepts and models of financial markets and identify the relevance and application of such in practice. have a better insight in to the different functions of a financial system and its operations. identify different component of financial system. Apply the competencies gained to value the fixed and variable income securities and interpret them in order to make sound investment decisions. demonstrate an understanding of the types of risk that an investor have to bare in financial markets. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 220 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	251 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> Peter S. Rose, Milton H. Marquis (2005) <i>Money and Capital Markets</i>, 9th Ed, Richard D Irwin. Frank K. Reilly F K , Brown K C (2011) <i>Investments Analysis and Portfolio Management</i>, 10 Ed, Cengage Learning <p>Sharpe W F, Alexander GJ, Bailey J V (1999) <i>Investments</i>, 6th Ed, Prentice Hall</p>			

**LEVEL 4: MSU4509 –COMPUTERS AND INFORMATION SYSTEMS IN MANAGEMENT–
COMPULSORY 05 CREDIT COURSE**

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Introduction to Computer systems: What is information and communication technology? Components of a computer and computer system. Peripherals of computer systems and their applications. Evolution of information systems and solutions for organizations 2. Computer software: Evolution of computer systems, software solutions at different managerial levels, enterprise level solutions, trends in software solutions 3. Data and information: Data and information, processing of data, composition of a data base, different types of databases, future trends, data and information as an asset, Ethical issues in data and information 4. Data Communication and applications based on networking: Computer communication, different types of networks, network structures, internet and the Internet, ecommerce, models of ebusiness, data security and safeguarding the systems. Ethical issues. 5. Organizations and strategic information systems Information for decision making, Data and information for strategic information. Information systems as a strategic partner for an organization, New developments in information systems 			
Objectives	<ol style="list-style-type: none"> 1. To understand the basic components of a computer system 2. To familiarize with the information systems and its applications at organization for the efficient management of organizations 3. To develop skills to call for appropriate solutions for the management of organizations. 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Understand the components of a computer system and its peripherals 2. Identify needs for ICT applications and solutions for different stages of management in the organizational hierarchy <p>To understand the why organizations need MIS and the effectiveness and efficiency of ICT solutions provided to his or her work environment</p>			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 216 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	247 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Laudon, K C, Laudon J P (2013) Essential of Management Information Systems, Pearson Education Limited, England. 2. Kroenke M D, (2014) Using MIS, Sixth Edition, Person Education Limited, England. 			

LEVEL 5: MSU5504 – PROJECT APPRAISAL – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>1. Introduction to Project Appraisal What is a project and what is project appraisal?; Project cycle and the elements of project cycle; identification of projects.</p> <p>2. Formulation of Projects for Non-financial Aspects Market analysis of projects (identification of consumer behavior, environment and target market segment); demand measurement and forecasting; technical analysis of project; managerial and institutional analysis of projects.</p> <p>3. Financial Appraisal of Projects Estimating total cost; financing a project and cost of financing; financial analysis, financial aspects including underlining concepts, assumptions; forecasted profit and loss account and proforma balance sheet and cash flow statements; ratio analysis and non-discounted tools of investment analysis; time preference of money and discounted tools of investment analysis;</p> <p>4. Project Appraisal in a Dynamic Business Environment Ranking projects under different circumstances; relationship among the projects and input constraints; Inflation accounting.</p>			
Objectives	<p>1. To explore the key components and techniques of project appraisal for social and commercial projects.</p> <p>2. To prepare the students with knowledge and confidence to formulate projects from beginning to end identify the different stages involved in project planning and different aspects of project appraisal.</p>			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> Understand the life cycle of a project, and skillfully map each stage in the cycle. Demonstrate effective project identification and formulation techniques that result in successful projects. Critically identify various aspects of project appraisal in an dynamic business environment To develop themselves in project planning activities that accurately forecast financial and non-financial aspects of project appraisal. Effectively manage the selection and initiation of individual projects and of portfolios of projects in the organization 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 220 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	251 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> Khatua, S., (2011), <u>Project management and appraisal</u>, Oxford University Press Sarda, D.P. (1983), <u>Handbook on project appraisal & follow-up: a practical guide</u>, 2nd rev. ed., Govind Prakashna, Bombay. Meredith, J.R., Mantel, S.J., (2011) <u>Project Management- A managerial Approach</u> , 8th Ed., John Willy & Sons Singapore Pte. Ltd. 			

LEVEL 5: MSU5505 – RESEARCH METHODOLOGY – COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Introduction to Business Research 2. Formulating the Research Topic 3. Critical Literature Review 4. Alternative Research Philosophies 5. Research Design 6. Research Ethics 7. Sampling Design 8. Data Collection 9. Data Analysis 10. Report Writing 			
Objectives	<p>The course explores a range of research methods which are used in business and management research. The course will describe the process of conducting research, from developing problem oriented literature reviews, formulating research questions, designing studies and the analysis of data. A key aim of the course is to prepare students for working on their dissertations in the final year.</p> <p>Further it aims for students to understand the basis upon which social scientific knowledge is erected and also to enable them to critique 'popular' knowledge.</p>			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Describe commonly used research processes in business and management research 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. Construct problem oriented literature reviews 6. Formulate meaningful research questions 7. Handle and evaluate a range of evidence 8. Be able to deduce arguments on the basis of data. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Saunders, M. et al. (2011) <i>Research Methods for Business Students</i>, 5th ed., Darling Kindersley India (pvt) Lit. India. 2. Bryman, A. and Bell, E. (2011) <i>Business Research Methods</i>, 3rd ed., Oxford University Press, New Delhi. 3. Kumar, R. (2011) <i>Research Methodology: A step-by-step guide for beginners</i>, 3rd Sage South Asian ed., Sage, New Delhi. 4. Sekaran, U. and Bougie, R. (2010) <i>Research Methods for Business: A skill Building Approach</i>, 5th ed. Wiley India, New Delhi 			

LEVEL 5: MSU5506 — ORGANIZATIONAL BEHAVIOUR - COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<p>Three Study Blocks with Three Units</p> <ol style="list-style-type: none"> 1. Introduction to the Study of Organizational Behaviour Development of Organizational Behaviour, Key Dimensions of Organizational Behaviour 2. Key Concepts and Theories of Organizational Behaviour Employee Motivation, Attitudes and Job Satisfaction, Learning Theories and Learning in Practice, Perception in Organizational Setting, Theories of Personality and Personality Dimensions, Organizational Stress 3. Behavioural Dynamics in Work Organizations Effective Communication, Leadership in Work Organizations, Group Behaviour and Work Performance in Organizations 			
Objectives	<ol style="list-style-type: none"> 1. To explore the key theoretical and practical aspects of Organizational Behaviour to practice management effectively in organizations. 2. To prepare the students with knowledge and confidence to have a predictive idea of the different dynamics regarding Organizational Behaviour. 			
Intended Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Recognize the key fundamentals of organizational behaviour. 2. Realize the importance of economic and ecological concerns and the humane aspects of business activities. 3. Critically identify various behavioural aspects of organizational citizens in a dynamic business environment. 4. To develop themselves in interpersonal activities that enables them to build healthy organizational behaviours as employees. 5. Effectively reach individuals, interactive teams and institutions with confidence in an organizational setting. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 216 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	247 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Robbins, S. P, Judge, T. A. and Vohra, N. (2012). Organizational Behaviour, New Delhi: Pearson. 2. Luthans, F. (2008). Organizational Behaviour (11th Ed.). New York: McGraw-Hill 3. Opatha, H.H. D.N. P., Organizational Behaviour. Colombo: Author Publication 4. Schermerhorn, J.R., Hunt, J.G. & Osborn, R. N. (2004). Core Concepts of Organizational Behaviour, New York: McGraw-Hill. 			

LEVEL 5: MSU5507 — MANAGERIAL ECONOMICS — COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Overview of managerial economics; The role of managerial economics in managerial decision making, Scope of managerial economics, theory of the firms. 2. Demand analysis; Determinants of demand, demand function, Demand curve, market demand, methods of forecasting demands, regression analysis, types of elasticity, calculation of elasticity coefficients, use of elasticity in decision making. 3. Production Theory and Analysis; Short run long run production theories, concept of return to scale, optimum expansion path, 4. Revenue analysis; Total revenue, average revenue and marginal revenue, derivation of revenue functions, relationship between TR, AR and MR, 5. Cost Theory and Analysis; Short run long run costs theories, Economies of scale, Break even analysis and operating leverage; Calculation of breakeven output, profit elasticity. 6. Market structure; Short run long run theories of four different markets; perfect competition, monopoly, monopolistic competition, oligopoly. 			
Objectives	<ol style="list-style-type: none"> 1. To impart adequate knowledge on theories and concepts of economics needed to make managerial decisions 2. To provide necessary exposure on practical applications enabling the students to apply the knowledge in relation to economics theories and concepts in solving managerial problems and arrive at optimum solutions. 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Describe the importance of managerial economics for decision makers in the modern day organizations. 2. Explain about various theories and concepts of economics and their interrelationships. 3. Apply the knowledge of theories and concepts of economics to solve organizational management problems. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 220 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	251 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Craig Petersen and Cris Lewis (2004) Managerial Economics, Pearson Education, Singapore. 2. Paul G. Keat, Philip K. Y. Young and Sreejata Banjeree(2008) Managerial Economics, <i>Economic Tools for Today's Decision Makers</i>, Dorling Kindersley, India. 			

**LEVEL 5: MSU5508 – FINANCIAL MANAGEMENT AND MANAGEMENT ACCOUNTING—
COMPULSORY 05 CREDIT COURSE**

Content (Modules/Units):	<ol style="list-style-type: none"> Overview of Management Accounting; Objectives of management accounting, role of management accountants, function of MA, differences among MA and other accounting branch. Cost Concepts and Costing Methods; cost object, direct, indirect and mix cost, cost behavior, relevant cost, available cost, sunk cost, opportunity cost and marginal cost, absorption costing and marginal costing Short Term Decision Making; CVP analysis and its applications. Make or buy decision, product ranking resource allocation etc. Overview of Financial Management; Objectives, functions, Role of Finance manager, Agency problem Valuation Concepts and Financial assets; Time Value of money; Present value, future value, annuities, Bonds and debentures, preference shares and equity shares, different valuation methods, Risk and return; Historical risk and return, expected risk and return of a single investment,, risk and return of portfolio. Investment Decisions; Non discounted investment criteria, discounted investment criteria, Cost of capital; cost of debt capital, cost of equity capital and weighted average cost of capital Working capital management; Management of cash, management of receivable, management of inventories. 			
Objectives	<ol style="list-style-type: none"> To equip students with basic concepts and techniques of management accounting with the focus on their use in organization To provide the students a good knowledge on concepts, theories and techniques of financial management enabling them to apply these in solving financial management problems. 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> Describe the role of MA in contemporary organization. Discuss the different cost elements and their application. Apply widely use MA techniques for evaluating short-term decision making options. Familiar with basic finance terminology and learn about essential theories concepts and techniques of modern finance. Apply those concepts and techniques to real world business situation. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 220 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	251 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> Drury, C (2007) Management and cost accounting, Thomson Learners, India. Stephen A Ross, Randolph W Westerfield Bradford D (2007) Fundamentals of Corporate Finance, Jordan, Macgraw-Hill, India. 			

**LEVEL 5: MSU5509 –QUANTITATIVE TECHNIQUES IN MANAGEMENT II —
COMPULSORY 05 CREDIT COURSE**

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Data Analysis Techniques Relationship among the Variables, Time Series Analysis, Linear Programming, Decision Theory 2. Statistical Testing Estimation of Parameters, One-Sample Hypothesis Testing, Two – Sample Hypothesis Testing, Chi Square Test, Analysis of Variance 			
Objectives	<ol style="list-style-type: none"> 1. To apply statistical concepts in business management context. 2. To analyse data using appropriate statistical methods 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Identify and explain the relationships between the variables. 2. Apply forecasting techniques for time series data. 3. Formulate managerial problems and solve the problems using mathematical models. 4. Apply appropriate statistical tests to draw conclusions for business problems. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 224 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	255 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Chandan, J. S., Singh, J. and Khanna, K. K. (1996) <i>Business Statistics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India 2. Chandan, J. S. (1998) <i>Statistics for Business and Economics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India 3. Riley, P. (2011) <i>Business Maths</i>. Viva Books Private Ltd., Daryagani, New Delhi-110002, India. 			

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Introduction to Strategic Management: What is strategy? The concept of practices of strategic management. Historical evolution of strategic management, Basic components of strategy formulation. Identification of vision, mission, goals, objectives and strategies. Strategic management process. Different levels of strategic decisions 2. Environmental Analysis: Environments of a business organization, Internal environmental analysis, external environment and external environmental factor analysis. 3. Formulating Strategies and Alternative Strategies: Carryout a SWOT analysis and develop a TOWS matrix, use of Grand Strategy matrix for alternative strategies. Appropriateness of alternate strategies; 4. Strategy Implementation, Evaluation and Review: Assessment of the present environment for strategy implementation, plan and execute changes needed for strategy implementation: structure, culture, styles, procedures, resources allocation, policies, procedures. Strategy evaluation process, tools of strategy evaluation. 5. Setting organization for strategic footing with Contemporary Scenario Challenges with globalization, Corporate social responsibility of an organization 			
Objectives	<ol style="list-style-type: none"> 1. To understand the basic concepts and nature of strategic management process. 2. To familiarize with the models used for analyzing the operating environment of an organization 3. To develop skills to formulate alternative strategies, evaluate and select strategies and make implementation plans 4. To explain how you could apply this knowledge at your work place for the development of your organization. 			
Intended Learning Outcomes	<p>The students will be able to;</p> <ol style="list-style-type: none"> 1. Define strategy, strategic management process and its components including the purpose of an organization, analyse organisational environment. 2. Identify the forces in environments within which the organization is operating in. 3. Identify and develop alternative strategies for the organization. 4. Evaluate alternative strategies and recommend suitable strategies for implementation. 5. Develop an implementation plan for selected strategy 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Wheelen, T L and Hunger, J D (2014) Concepts in Strategic Management and Business Policy Toward Global Sustainability, Pearson, Delhi. 2. David, F (2014) Strategic Maanagement, Prentice-Hall India. 			

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Introduction to Operations Research, 2. Linear Programming, 3. Transportation Models, 4. Assignment Models, 5. Inventory Control, 6. Queuing Theory, 7. Network Analysis, 8. Simulation 			
Objectives	To apply operations research concepts in business management context.			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Discuss the applications of operations research in management problem solving 2. Formulate managerial problems and solve the problems using mathematical models 3. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 224 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	255 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Chandan, J. S., Singh, J. and Khanna, K. K. (1996) <i>Business Statistics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India 2. Chandan, J. S. (1998) <i>Statistics for Business and Economics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India 3. Gupta, P. K. and H/ira, D. S. (2012) <i>Problems in Operations Research (Principles and Solutions)</i>. S. Chand & Company Ltd, Ram Nagar, New Delhi-110055, India. 4. Riley, P. (2011) <i>Business Maths</i>. Viva Books Private Ltd., Daryagani, New Delhi-110002, India. 			

LEVEL 6: MSU6503 – NEW DIMENSIONS IN MANAGEMENT → COMPULSORY 05 CREDIT COURSE

Content (Modules/Units):	<ol style="list-style-type: none"> 1. Gender, Work and Organizations 2. Knowledge Management in Organizations
-----------------------------	---

	3. International Business Management 4. Logistics and Supply Chain Management 5. Business Ethics 6. Nature, Business Organizations and Management			
Objectives	The historical evolution of the field of management reveals that it has undergone multiple waves of transformation. Similarly, the contemporary field of management is also evolving by incorporating the socio-cultural and socio-political changes in contemporary society, opening up new dimensions. Identifying and incorporating these new dimensions has become a prerequisite for undergraduates in business management, aiding their development as prospective managers. In this context, this advanced course seeks to provide its participants with an understanding of the current dimensions in management. Towards this end, the course will discuss the nature of these new dimensions, how these dimensions have influenced organizations and the field of management in general, and the ways and means of addressing and managing the opportunities/issues arising through these dimensions. By so doing, the course hopes to help participants mould themselves to become competent managers who will enhance the wellbeing of their organizations and the wider society.			
Intended Learning Outcomes	The students will be able to ; 1. To understand the new dimensions in management, 2. To critically observe and identify how these new dimensions influence organizations and management, 3. To explore ways and means of addressing and managing the opportunities/issues arising through these dimensions, and 4. To develop themselves in order to manage organizations effectively.			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 218 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	249 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	1. Gascoigne, C., Parrv, E., & Buchanan, D. (2015). Extreme work, gendered work? How extreme jobs and the discourse of 'personal choice' perpetuate gender inequality. <i>Organization</i> , 22(4), 457-475. 2. Tyler, M., & Cohen, L. (2010). Spaces that matter: Gender performativity and organizational space. <i>Organization Studies</i> , 31(2), 175-198. 3. Collinson, S., & Wilson, D. C. (2006). Inertia in Japanese organizations: Knowledge management routines and failure to innovate. <i>Organization Studies</i> , 27(9), 1359-1387. 4. Werr, A., & Stjernberg, T. (2003). Exploring management consulting firms as knowledge systems. <i>Organization Studies</i> , 24(6), 881-908. 5. Sehora, T. C., Rubach, M., & Cantril, R. (2014). Sainsbury's in Egypt. <i>Emerald Emerging Markets Case Studies</i> , 4(8), 1-27. 6. Safri, M. (2014). Mapping noncapitalist supply chains: Toward an alternate conception of value creation and distribution. <i>Organization</i> , 22(6), 924-941. 7. Deroy, X., & S. Clegg, (2011). When events interact with business ethics. <i>Organization</i> , 18(5), 637-653. 8. Rhodes, C. (2016). Democratic business ethics: Volkswagen's emissions scandal and the disruption of corporate sovereignty. <i>Organization Studies</i> , 37(10), 1501-1518. 9. Banerjee, S.B. (2003). Who sustains whose development? Sustainable development and the reinvention of nature. <i>Organization Studies</i> , 24(1), 143-180. 10. Milne, M. J., Kearins, K., & Walton, S. (2006). Creating adventures in wonderland: The journey metaphor and environmental sustainability. <i>Organization</i> , 13(6), 801-839.			

LEVEL 6: MSU6704 – RESEARCH PROJECT — COMPULSORY 07 CREDIT COURSE

--	--

Content (Modules/Units):	This course consists of three units Unit 01 Research Proposal 02 Conducting the research 03 Report Writing				
Objectives	This course will enable the student to develop the skill required to identify a management issue, scientifically analyze and interpret the findings.				
Intended Learning Outcomes	After the completion of the course the student should be able to: <ol style="list-style-type: none"> 1. identify a management issue from the selected specialization 2. scientifically analyze a management issue 3. interpret the findings after the analysis of a management issue 				
Hourly Breakdown	Face to face contact sessions (Day schools)	Research proposal (CAT)	Supervision Hours	Research Project	Total Hours
	3 x 6 hrs = 18 hrs	15 hrs	20 hrs	297 hrs	380 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - Research Proposal ≥ 40 Final Exam (FE) - OCAM ≥ 35 and Final Report ≥ 40 Final Score (Y) - $Y = FE$				
Recommended readings	Research Methods for Business Students, Mark Saunders, Philip Lewis, Adrian Thornhill, Financial Times Prentice Hall, 2009				

LEVEL 6: MARKETING SPECIALIZATION
MSU6405 – ADVERTISING → COMPULSORY 04 CREDIT COURSE

Content (Modules/Units):	<p>Volume one :</p> <p>What is Marketing ,Marketing mix, Promotion mix, Marketing Communication, Definition of Advertising ,Categories of Advertising ,Advertising history, Client -Agency and Media, Research in Advertising, The Development of Advertising strategy</p> <p>Volume two:</p> <p>Creative writing and implications, Copy writing and role of copy writer, the meaning of art in advertising ,Rolf of creative director and Production manager</p>			
Objectives	<ol style="list-style-type: none"> 1. To understand the basic concepts in advertising 2. To examine the role of advertising agency 3. To Evaluate the role of main players in advertising industry 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Define Marketing communication and Advertising 2. Understand different categories of Advertising 3. Identify the role of Client -Agency and Media 4. To explain the main concepts in Advertising 5. Understand the role copy writer and production manager 6. Explain how to develop the strategy of Advertising 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 169 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	200 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$</p> <p>Final Exam (FE) - $FE \geq 40$</p> <p>Final Score (Y) - If $FE < 40\%$, then $Y = FE$</p> <p>If $FE \geq 40\%$, then,</p> <p>$Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<ol style="list-style-type: none"> 1. Principles of Advertiisng & IMC, Tom Duncan, Irwin/McGraw-Hill. 2. Advertising and Promotion: An Integrated Marketing CommunicationsPerspective by George E. Belch and Michael A Belch McGrawHill/Irwin 			

LEVEL 6: MARKETING SPECIALIZATION
MSU6406 — INTERNATIONAL MARKETING — COMPULSORY 04 CREDIT COURSE

Content (Modules/Units):	This course consists of six units Unit 01 An overview of International Marketing 02 International Marketing and firms 03 Analysing opportunities in foreign markets 04 Deciding the marketing mix for foreign buyers 05 Modes of entering overseas markets 06 Executing an export transaction			
Objectives	This course will enable the student to acquire knowledge of attributes specific to offering products/services to international markets and apply such knowledge to operate successfully in overseas markets			
Intended Learning Outcomes	After the completion of the course the student should be able to: <ol style="list-style-type: none"> 1. Explain the difference between international marketing and domestic marketing. 2. Explain the characteristics of MNCs. 3. Understand the international financial system. 4. Identify the established regional groupings. 5. Identify international organizations that encourage, assist and promote trade. 6. Explain how firms internationalise their operations 7. Identify the benefits of exporting. 8. Explain the export performance of the Sri Lankan economy. 9. Explain what a marketing plan is and understand why a marketing plan is necessary. 10. Understand how to developing a marketing plan. 11. Explain what a market audit is and how to carry out a market audit 12. Explain how to decide on the marketing mix for international markets 13. Differentiate and understand the different modes of entry to a foreign market. 14. Understand the process of executing an export transaction. 			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 169 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	200 hrs
Assessment criteria	Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$			
Recommended readings	Cateora P.R., Gilly .M.C., and Graham.J.L.,(2011), International Marketing, McGraw-Hill publication. (Google book available)			

LEVEL 6: HUMAN RESOURCE MANAGEMENT SPECIALIZATION
 MSU6411 – MOTIVATION AND PERFORMANCE APPRAISAL → COMPULSORY 04 CREDIT COURSE

Content (Modules/Units):	<p>1. Introduction to employee motivation:</p> <p>What is motivation; theories of motivations: content theories, process theories; Maslow's Need Hierarchy Theory, Valence Instrumentality Expectancy Theory, The Hygiene Factor Motivation Theory, Goal setting theories, The Nature of the Relationship between Motivation and Performance and Theories of Performance and Satisfaction.</p> <p>2. Performance appraisal in organizations:</p> <p>How to appraise and manage your employee performance; Introduction to Performance Appraisal: Basic Purposes and Benefits of Performance Appraisal, Methods and Reward Issues in Performance Appraisal, Conflicts and Confrontations in Performance Appraisal, Bias effects of Performance appraisal</p>			
Objectives	<p>1. To understand the basic concepts, models and nature of employee motivation</p> <p>2. To explain how you could apply performance appraisal knowledge at your work place in order to perform effectively.</p>			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Define motivation and performance appraisal in organizations. 2. Understand different theories of motivation. 3. To know the Nature of the Relationship between Motivation and Performance. 4. Identify the theories of Performance and Satisfaction. 5. To explain basic purposes, methods and benefits of Performance Appraisal. <p>Understand rewards system and issues in performance appraisal</p>			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 169 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	200 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$</p> <p>Final Exam (FE) - $FE \geq 40$</p> <p>Final Score (Y) - If $FE < 40\%$, then $Y = FE$</p> <p>If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	<p>1. Dessler, G (2014) Human Resource Management, India, Prentice-Hall.</p> <p>Prem Chadha (2012) Performance Management, India, Macmillan.</p>			

LEVEL 6: HUMAN RESOURCE MANAGEMENT SPECIALIZATION
MSU6412—HUMAN RESOURCE TRAINING AND DEVELOPMENT— COMPULSORY 04 CREDIT COURSE

Content	Block 1: Introduction to Human Resource Training and Development:
----------------	---

(Modules/Units):	<p>What is Human Resource Training and Development? What are basic concepts related to T &D? The role of Training Director or Training manager and how to familiarize new employees to the organization? Learning process and theories of learning.</p> <p>Block 2: Process of HR Training and Development Block 2 consists three units. Training needs assessment, formulation of training objectives, selecting training methods & training techniques and how to evaluate the effectiveness of training.</p> <p>Block 3:A step Ahead of T&D of HR Block 3 consists two units. What is career planning and how to plan the career of employees in an organization</p>			
Objectives	<ol style="list-style-type: none"> 1. To identify and understand the nature of HR T&D, its importance, basic concepts and role of training manger. 2. To explain how the learners could earn the required competencies and apply theme at a work place effectively 			
Intended Learning Outcomes	<p>The students will be able to ;</p> <ol style="list-style-type: none"> 1. Understand the nature Human Resource Training and Development. 2. Define basic concepts related to HR T&D. 3. Explain the role of Training Manager in an organization. 4. Explain the process of training. 5. Explain the nature of career planning and its process <p>Prepare a training program independently.</p>			
Hourly Breakdown	Face to face contact sessions (Day schools)	Independent Learning	Assessment Hours	Total Hours
	3 x 6 hrs = 18 hrs	Reading study materials and self-study - 169 hrs	13 hrs (HA 8hrs + CAT 2 hrs + FE 3 hrs)	200 hrs
Assessment criteria	<p>Overall Continues Assessment Score (OCAM) - $(CAT+HA)/2 \geq 40$ Final Exam (FE) - $FE \geq 40$ Final Score (Y) - If $FE < 40\%$, then $Y = FE$ If $FE \geq 40\%$, then, $Y = 0.3 OCAM + 0.7 FE$</p>			
Recommended readings	John P wilson (2005) Human Resource Development, Kogan Page London,			

***Section 6 –Course Objectives
Mapped to SLQF Learning
Outcomes***

BM\$ Course Objectives Mapped to SLQF Learning Outcomes with Module/Unit Numbers

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
LEVEL 3-Unit Numbers &Unit Titles												
MSU3501- Management Theory and Practice	1. Concepts & principles of management 2. Process of management	2. Processes of management	1. Concepts and principles of management 2. Process of management	3,6 3. Important Concepts in Management	2. Processes of management	2. Processes of management	4. New trends and Comparative Management	3. Important Concepts in Management	4. New trends and Comparative Management	3. Important Concepts in Management	2. Processes of management	4. New trends and Comparative Management
MSU3503- Marketing	1.- what is Marketing 6. Product	5. To whom to sell 3. -How consumers behave	4. Marketing information systems and Marketing research 2. Marketing environment	9. Communicate with your customer	9. Communicate with your customer	8. How to deliver (Place)	6. Product	4. Marketing information systems & Marketing research Unit 7-Price and its significance	Unit 5- To whom to sell	Unit 3 - How consumers behave	Unit 1- what is Marketing	Unit 1- what is Marketing Unit 5- To whom to sell
MSU3504- Social Psychological Organizations	1. Introduction to Social Psychology in Organizations		2. Introduction to Socio Psychological Concepts and Theories 3. Introduction to Socio Psychological Practices and Behavioural Aspects in Organizational Settings	2. Introduction to Socio Psychological Concepts and Theories	1. Introduction to Social Psychology in Organizations 2. Introduction to Socio Psychological Concepts and Theories	2. Introduction to Socio Psychological Concepts and Theories 3. Introduction to Socio Psychological Practices and Behavioural Aspects in Organizational Settings			2. Introduction to Socio Psychological Concepts and Theories 3. Introduction to Socio Psychological Practices and Behavioural Aspects in Organizational Settings	1. Introduction to Social Psychology in Organizations 2. Introduction to Socio Psychological Concepts and Theories		3. Introduction to Socio Psychological Practices and Behavioural Aspects in Organizational Settings

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU3505- Micro Economics	1 Basic concepts in economics Demand analysis 1 Supply 2 Price determination 3 Concept of elasticity 4 Income elasticity of demand and cross elasticity of demand 5 Theory of consumer behaviour 6 Theory of production 7 Cost analysis 8 Break even analysis 9 Market structure 10 Perfect competition 11 Monopoly 12 Monopolistic competition 14 Oligopoly	2. Demand analysis 3. Supply 5. Concept of elasticity 6. Income elasticity of demand and cross elasticity of demand 7. Theory of consumer behaviour 8. theory of production 9. Cost analysis 10. Break even analysis 11. Market structure – An introduction 12. perfect competition 13. Monopoly 14. Monopolistic competition 15. Oligopoly	4. price determination 7. Theory of consumer behaviour 8. Theory of production 9. Cost analysis 11. Market structure – An introduction 12. Perfect competition 13. Monopoly 14. Monopolistic competition 15. Oligopoly									

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU3506- Financial and Cost Accounting	10. Introduction to Accounting 4. Accounting Concepts	11. Introduction to Accounting 12. Book Keeping and Accounting 13. Accounting concepts	1. Introduction to Accounting 2. Book Keeping and Accounting 3. Accounting concepts 5. Accounting for sole proprietor 4. Accounting for Partnership 5. Accounting for Limited Liability		7. Accounting for Limited Liability Companies		5. Accounting for Sole Proprietorship. 6. Accounting for Limited Liability Company	7. Accounting for Limited Liability Companies 8. Introduction to Cost and managerial Accounting 9. Managerial Decision Making	5. Accounting for Sole Proprietorship. 6. Accounting for Limited Liability Company 7. Accounting for Limited Liability Companies	9. Managerial Decision Making		
MSU3507- Quantitative Techniques for Management I	1.1 Mathematical functions and expressions 1.2 Equations 2.1 Introduction to Statistics 2.2 Sampling technique 2.3 Data collection 3.1 Probability	3.2 Probability distributions 3.3 Basic calculus 3.4 Index numbers 3.5 Interest rates 3.6 Present value		2.4 Presentation of data 2.5 Measures for summarizing and describing data								

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
LEVEL 4 -Unit Numbers & Unit Titles												
MSU4504- Legal Environment in Business	BLOCK 01 BLOCK 02	BLOCK 01	BLOCK 02	-	BLOCK 02	-	BLOCK 02	-	-	BLOCK 1 BLOCK2	BLOCK 02	BLOCK 1 BLOCK 2
MSU4505- Operations Management	1.1 Fundamentals of Operations Management 2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	1.2 Operations Strategy 2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	1.2 Operations Strategy 2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	2.0 Designing operations systems 3.1 Forecasting and capacity planning	3.1 Forecasting and capacity planning 3.2 Operations systems	2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	1.1 Fundamentals of Operations Management 1.2 Operations Strategy 2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	1.2 Operations Strategy 2.0 Designing operations systems 3.1 Forecasting and capacity planning 3.2 Operations systems	1.1 Fundamentals of Operations Management 2.0 Designing operations systems 3.2 Operations systems	1.1 Fundamentals of Operations Management 2.0 Designing operations systems 3.2 Operations systems	2.0 Designing operations systems	1.2 Operations Strategy 2.0 Designing operations systems 3.2 Operations systems
MSU4506- Human Resource Management	1. introduction to Human Resource Management	1. Introduction to Human Resource Management	1. Introduction to Human Resource Management	2. How To assess your staff and develop them	3. How to maintain the developed staff	2. How to assess your staff and develop them	3. How to maintain the developed staff	1. Introduction to Human Resource Management	2. How to assess your staff and develop them	3. How to maintain the developed staff	1. Introduction to Human Resource Management	1. Introduction to Human Resource Management
MSU4507- Macro Economics	1.0 Introduction to Macro Economics 4.0 Understanding the functions of money 5.0 Inflation 7.0 Unemployment	2.0 Measuring National Income 6.0 Defining the term Business Cycle and identifying its Characteristics	3.0 Describing the goods/product market and the money market (IS/LM frame Work)					8.0 Economic Growth and Development				

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU4508-Money and Capital Markets	Unit 1- Introduction to Financial Assets and Markets. Unit-2- Market Classification and Trading Mechanism. Unit-6 - Financial Intermediaries	Unit-2 - Market Classification and Trading Mechanism Unit-3 - Equity Market. Unit-4 Fixed income Security Valuation. Unit-5 Variable income Security Valuation. Unit-6 - Financial Intermediaries.	Unit-8- Economic Theories to Explain Yield and Maturity. Unit-10 - Introduction to Investment Theory.	Unit-2- Market Classification and Trading Mechanism. Unit-9- Introduction to Foreign Exchange Market. Unit-10 - Introduction to Investment Theory.		Unit-10 - Introduction to Investment Theory.	Unit-2- Market Classification and Trading Mechanism. Unit-3 - Equity Market. Unit-7- Investment companies and Mutual Funds.	Unit-4 Fixed income Security Valuation. Unit-5 - Variable income Security Valuation. Unit-8 - Economic Theories to Explain Yield and Maturity. Unit-10 - Introduction to Investment Theory.	Unit 1- Introduction to Financial Assets and Markets. Unit-2- Market Classification and Trading Mechanics.	Unit-9- Introduction to Foreign Exchange Market.		
MSU4509-Computer Information Systems in Business	1.0 Introduction to Computer systems 2.0 Computer software 3.0 Data and information	4.0 Data Communication and applications based on networking 5.0 Organizations and strategic information systems	4.0 Data Communication and applications based on networking 5.0 Organizations and strategic information systems	4.0 Data Communication and applications based on networking			5.0 Organizations and strategic information systems	1.0 Introduction to Computer systems 3.0 Data and information 4.0 Data Communication and applications based on networking 5.0 Organizations and strategic information systems	3.0 Data and information 4.0 Data Communication and applications based on networking 5.0 Organizations and strategic information systems	Data Communication and applications based on networking 5.0 Organizations and strategic information systems		5.0 Organizations and strategic information systems

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
LEVEL 5-Unit Numbers &Unit Titles												
MSU5504-Project Appraisal	1.0 Introduction to Project Appraisal	1.0 Introduction to Project Appraisal 4.0 Project Appraisal in a Dynamic Business Environment	1.0 Introduction to Project Appraisal 2.0 Formulation of Projects for Non-financial Aspects 3.0 Financial Appraisal of Projects		2.0 Formulation of Projects for Non-financial Aspects		2.0 Formulation of Projects for Non-financial Aspects 4.0 Project Appraisal in a Dynamic Business Environment	2.0 Formulation of Projects for Non-financial Aspects 3.0 Financial Appraisal of Projects	2.0 Formulation of Projects for Non-financial Aspects	4.0 Project Appraisal in a Dynamic Business Environment		
MSU5505-Research Methodology	Unit 1 Introduction to Business Research Unit 4. Alternative Research Philosophies	Unit. 2. Formulating the Research Topic Unit 5. Research Design Unit 7. Sampling Design Unit 8. Data Collection	Unit. 2. Formulating the Research Topic Unit 3. Critical Literature Unit 5. Research Design	Unit 10. Report Writing	Unit 10. Report Writing			Unit 9. Data Analysis	Unit 4. Alternative Research Philosophies Unit 6. Research Ethics	Unit 4. Alternative Research Philosophies	Unit 4. Alternative Research Philosophies	Unit 4. Alternative Research Philosophies
MSU5206-Organisational Behaviour	1. Introduction to the Study of Organizational Behaviour 2. Key Concepts and theories of Organizational Behaviour	3. Behavioural Dynamics in Work Organizations	3. Behavioural Dynamics in Work Organizations	3. Behavioural Dynamics in Work Organizations	2. Key Concepts and theories of Organizational Behaviour	2. Key Concepts and theories of Organizational Behaviour 3. Behavioural Dynamics in Work Organizations.		1. Introduction to the Study of Organizational Behaviour	2. Key Concepts and theories of Organizational Behaviour	3. Behavioural Dynamics in Work Organizations		

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU5507-Managerial Economics	1.0 Overview of managerial economics 3.0 Production Theory and Analysis 5.0 Cost Theory and Analysis	2.0 Demand analysis 5.0 Cost Theory and Analysis	2.0 Demand analysis 4.0 Revenue analysis 5.0 Cost Theory and Analysis	5.0 Cost Theory and Analysis			6.0 Market structure	5.0 Cost Theory and Analysis 6.0 Market structure	2.0 Demand analysis	5.0 Cost Theory and Analysis		
MSU5508-Financial Management & Managerial Accounting	1.0 Overview of Mgt Accounting 2.0 Cost Concepts and Costing Methods 4.0 Overview of financial Management	3.0 Short Term Decision Making 5.0 Valuation Concepts and Financial assets	3.0 Short Term Decision Making 6.0 Investment Decisions	5.0 Valuation Concepts and Financial assets			3.0 Short Term Decision Making 6.0 Investment Decisions 7.0 Working capital management	3.0 Short Term Decision Making 6.0 Investment Decisions	5.0 Valuation Concepts and Financial assets	3.0 Short Term Decision Making	5.0 Valuation Concepts and Financial assets	
MSU5509-Quantitative Techniques for Management II	1.1 Relationship among the Variables	1.1 Relationship among the Variables 1.2 Time Series Analysis 2.1 Estimation of Parameters 2.2 One-Sample Hypothesis Testing 2.3 Two-Sample Hypothesis Testing 2.4 Chi Square Test	1.3 Linear Programming 1.4 Decision Theory									

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
LEVEL 6-Unit Numbers &Unit Titles												
Core Courses												
MSU6501-Strategic Management	1.0 Introduction to Strategic Management	1.0 Introduction to Strategic Management 2.0 Environmental Analysis: 4.0 Strategy Implementation, Evaluation and Review:	3.0 Formulating Strategies and Alternative Strategies 4.0 Strategy Implementation, Evaluation and Review:	2.0 Environmental Analysis 4.0 Strategy Implementation, Evaluation and Review:	4.0 Strategy Implementation, Evaluation and Review:	4.0 Strategy Implementation, Evaluation and Review:	3.0 Formulating Strategies and Alternative Strategies 4.0 Strategy Implementation, Evaluation and Review:	3.0 Formulating Strategies and Alternative Strategies 4.0 Strategy Implementation, Evaluation and Review:	1.0 Introduction to Strategic Management 3.0 Formulating Strategies and Alternative Strategies 4.0 Strategy Implementation, Evaluation and Review 5.0 Setting organization for strategic footing with Contemporary Scenario	1.0 Introduction to Strategic Management 2.0 Environmental Analysis 4.0 Strategy Implementation, Evaluation and Review:		2.0 Environmental Analysis 4.0 Strategy Implementation, Evaluation and Review 5.0 Setting organization for strategic footing with Contemporary Scenario

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU6502-Operations Research	1.1 Relationships among the Variables	1.1 Relationships among the Variables 1.2 Time Series Analysis 2.1 Estimation of Parameters 2.2 One-Sample Hypothesis Testing 2.3 Two – Sample Hypothesis Testing 2.4 Chi Square Test 2.5 Analysis of Variance	1.3 Linear Programming 1.4 Decision Theory									
MSU6503-New Dimensions in Management	Units 1-6	Unit 3. International Business Management Unit 4. Logistics and Supply Chain Management					Unit 3. International Business Management		Unit 5. Business Ethics Unit 1. Gender, Work and Organizations Unit 6. Nature, Business Organizations and Management		Unit 5. Business Ethics Unit 6. Nature, Business Organizations and Management	Unit 5. Business Ethics Unit 1. Gender, Work and Organizations
MSU6704-Research Project		1.0 Research Proposal 2.0 Conducting research	1.0 Research Proposal 2.0 Conducting the research	3.0 Report Writing	3.0 Report Writing	1.0 Research Proposal 2.0 Conducting research		1.0 Research Proposal 2.0 Conducting research	3.0 Report Writing	1.0 Research Proposal 2.0 Conducting the research		

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
Optional Courses												
MSU6405-Advertising	1. Define Marketing communication and Advertising 2. Understand different categories of Advertising	3. Identify the role of Client - Agency and Media 4. To explain the main concepts in Advertising	2. Understand different categories of Advertising	5. Understand the role copy writer and production manager	4. To explain the main concepts in Advertising	5. Understand the role copy writer and production manager	5. Understand the role copy writer and production manager	3. Identify the role of Client - Agency and Media 6. Explain how to develop the strategy of Advertising	6. Explain how to develop the strategy of Advertising	3. Identify the role of Client - Agency and Media 6. Explain how to develop the strategy of Advertising	5. Understand the role copy writer and production manager 6. Explain how to develop the strategy of Advertising	6. Explain how to develop the strategy of Advertising
MSU6406-International Marketing	1.0 An overview of International Marketing 2.0 International Marketing and firms 5.0 Modes of entering overseas markets	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers 6.0 Executing an export transaction	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers	3.0 Analysing opportunities in foreign markets	5.0 Modes of entering overseas markets	5.0 Modes of entering overseas markets	3.0 Analysing opportunities in foreign markets	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers 5.0 Modes of entering overseas markets	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers 6.0 Executing an export transaction	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers 6.0 Executing an export transaction	3.0 Analysing opportunities in foreign markets 4.0 Deciding the marketing mix for foreign buyers	1. Introduction to employee motivation
MSU6411-Motivation and Performance Appraisal in Organizations	1. Introduction to employee motivation	1. Introduction to employee motivation	1. Introduction to employee motivation	2. Performance appraisal in organizations	2. Performance appraisal in organizations	2. Performance appraisal in organizations	2. Performance appraisal in organizations		2. Performance appraisal in organizations	2. Performance appraisal in organizations	1. Introduction to employee motivation	1. Introduction to employee motivation

Skill Level expected	Intellectual skills		Creativity and critical thinking	Communication and social skills		Leadership and managerial skills		Information Usage and Management	Ethics and attitudes	Professionalism and vision for life		
SLQF Learning Outcomes Levels & Courses	Subject/Theoretical knowledge	Practical knowledge and Application	Creativity and problem solving	Communication	Networking and Social skills	Team work and Leadership	Managerial and Entrepreneurship	Information usage and Management	Attitudes, Values and Professionalism	Adaptability and Flexibility	Vision for Life	Updating Self/Lifelong Learning
MSU6412 – Human Resource Training & Development	1.0 Introduction to Human Resource Training and Development 2.0 Process of HR Training and Development 3.0 A step Ahead of T&D of HR	3.0 A step Ahead of T&D of HR	3.0 A step Ahead of T&D of HR	1.0: Introduction to Human Resource Training and Development 3.0 A step Ahead of T&D of HR	1.0: Introduction to Human Resource Training and Development 2.0 Process of HR Training and Development	2.0 Process of HR Training and Development	3.0 A step Ahead of T&D of HR	2.0 Process of HR Training and Development	1.0: Introduction to Human Resource Training and Development 3.0 A step Ahead of T&D of HR	3.0 A step Ahead of T&D of HR	1.0 : Introduction to Human Resource Training and Development	1.0: Introduction to Human Resource Training and Development

Section 7 – Distribution of Credits and Notional Learning Hours

Aggregate table of Assessment and evaluation of courses, course credits and distribution of notional learning hours

Sr. No.	Course Code		Self Study hours	Teaching hours		Assessment hours					Research project		Notional hours	No. of Credits
				Contact hrs.	Demonstration hrs.	CAT	Home Asgmt	Field Study	Practicals	Final Exam.	Res. Consultation.	Res. Project		
1	MSU3501		216	18		2	8			3			247	5
2	MSU3503		218	18		2	8			3			249	5
3	MSU3504		216	18		2	8			3			247	5
4	MSU3505		218	18		2	8			3			249	5
5	MSU3506		222	18		2	8			3			253	5
6	MSU3507		224	18		2	8			3			255	5
7	MSU4504		218	18		2	8			3			249	5
8	MSU4505		218	18		2	8			3			249	5
9	MSU4506		216	18		2	8			3			247	5
10	MSU4507		218	18		2	8			3			249	5
11	MSU4508		220	18		2	8			3			251	5
12	MSU4509		216	18		2	8			3			247	5
13	MSU5504		220	18		2	8			3			251	5
14	MSU5505		218	18		2	8			3			249	5
15	MSU5506		216	18		2	8			3			247	5
16	MSU5507		220	18		2	8			3			251	5
17	MSU5508		220	18		2	8			3			251	5
18	MSU5509		224	18		2	8			3			255	5
19	MSU6501		218	18		2	8			3			249	5
20	MSU6502		224	18		2	8			3			255	5
21	MSU6503		218	18		2	8			3			249	5
22	MSU6704			18		15					20	297	380	7
23	MSU6405		169	18		2	8			3			200	4
24	MSU6406		169	18		2	8			3			200	4
25	MSU6411		169	18		2	8			3			200	4
26	MSU6412		169	18		2	8			3			200	4

	Name and Qualifications	Designation	Area of Specialization
--	-------------------------	-------------	------------------------

Section 8 –Teaching Panel

1	Dr. V.Sivalogathan <i>B.Com (Hons)(Pdn.), MBA(IB)(AIT), PhD(IM)(ZJU)</i>	Head of the Department Senior Lecturer (Grade I)	Human Resource Management, Organizational Behavior, Innovation Management
2	Dr. L.P.S. Gamini <i>B.Sc (Bus.Ad)(USJ), M.Com(KLN)Ph.D(Delhi)</i>	Senior Lecturer (Grade I)	Financial Management, Managerial Economics, Research Methodology
3	Mr. Susil S K Edirisinghe <i>B.Com(Hons)sp. (KLN, SL), M.Com(KLN), Certi in Int. Business(AIT), Reading PhD (KLN)</i>	Senior Lecturer (Grade I)	Management, Organizational Behavior,
4	Mr. S.A. D Senanayake <i>B.Sc (Hons)sp(KLN), MBA(Delhi)</i>	Senior Lecturer (Grade I)	Operation Management, Quantitative Technique, Operation Research, Management Information System
5	Dr. S.J.M.P.U.Senevirathna <i>BBA.(CMB), M.Sc.(USJ), Ph.D(Leicester)</i>	Senior Lecturer (Grade I)	Management, Human Resource Management, Organizational Behaviour
6	Mr. K.P. Nishantha <i>B.Sc. FM (Hons)(SUSL) M.Sc.(USJ) Reading PhD (KDU)</i>	Senior Lecturer (Grade I)	Management, Human Resource Management
7	Mrs R.M.P.P.L.S Rajapakse <i>MPA (PIM, USJ) , Dip. in Pub.Mgt SLIDA</i>	Senior Lecturer (Grade II)	Management, Public Administration
8	Mrs. Sujeevi Sapukotanage <i>BBA.(CMB), M.Sc. (USJ), Reading PhD (USJ)</i>	Senior Lecturer (Grade II)	Human Resource Management, Finance, Accounting
9	Dr. Champika Liyanagamage <i>B.Sc.Mgt (Sp)(USJ), MBA in Finance(CMB), Ph.D (CMB)</i>	Senior Lecturer (Grade II)	Financial Management, Economics, Project Management
10	Dr. Nalin Abeysekera <i>B.Sc Mkt.(Sp) (USJ), MBA (CMB), PhD(CMB), MCIM(UK), Chartered Marketer (UK), MSLIM, MAAT, Dip in CMA.</i>	Senior Lecturer (Grade II)	Marketing , Strategic Management
11	Mr. K.P.J.M.Pathirana <i>BMS(Sp)Hons(OUSL), M.Com(KLN)</i>	Senior Lecturer (Grade II)	Management, Micro Economic, Macro Economic, Entrepreneurship
12	Ms. G.A.Jeevani Silva <i>B.Sc. B.Ad(Sp)(USJ), M.Com (KLN)</i>	Lecturer	Management, Marketing Management
14	Mr. C.P. Weerasekara <i>B.Sc. FM (Sp) (SU), MSc(USJ)</i>	Lecturer	Financial Management, Statistics
15	Mr. Janaka Heenkenda <i>BBA in Entrepreneurship (Sp)(UR), MSc (USJ)</i>	Lecturer	Management, Entrepreneurship Small Business Management

16	Mr. W.A.R.Senevirathne <i>B.Sc.(Hons)(UW, SL), MBA (UW), Reading PhD (Col)</i>	Lecturer	Accounting and Finance, Management
17	Ms Jayani C. Hapugoda <i>B.Sc. (Statistics)(Colombo), CIMA (UK), Reading M..Phil (Col)</i>	Lecturer (Probationary)	Statistics, Operation Research, Quantitative Technique