



THE OPEN UNIVERSITY OF SRI LANKA

**ESBM**

ADVANCED CERTIFICATE IN ENTREPRENEURSHIP  
AND  
SMALL BUSINESS MANAGEMENT

CURRICULUM 2018 - 2022

## **Table of contents**

<b>Section 1 – Introduction to the Study Environment</b>	<b>3</b>
1.1 The Open University of Sri Lanka	
1.2 The Study System	
1.3 The Department of Management Studies	
<b>Section 2 – Introduction to Advance Certificate Programme</b>	<b>5</b>
2.1 Background and Rationale	
2.2 Target Group	
2.3 Objectives of the Programme	
2.4 Eligibility to Admission	
<b>Section 3 – Programme Outcomes and Qualification Descriptors</b>	<b>7</b>
3.1 Purpose and Scope	
3.2 ESBM Advanced Certificate Holder Attributes	
3.3 Outcomes	
3.4 Qualification Descriptors – SLQF levels	
3.5 The Exit Learning Outcomes (ELO) of the ESBM Programme	
<b>Section 4 – Programme Structure</b>	<b>9</b>
4.1 Programme Summary	
4.2 Structure of the Programme	
4.3 Mode of Delivery	
4.4 Medium of Instruction	
4.5 Programme Duration	
4.6 The Scheme of Assessment	
<b>Section 5 - Course Profiles</b>	<b>11</b>
<b>Section 6 - Course Objectives Mapped to SLQF Learning Outcomes</b>	<b>20</b>
<b>Section 7 - Distribution of Credits and Notional Learning Hours</b>	<b>25</b>
<b>Section 8 - Teaching Panel</b>	<b>28</b>

## **Message from the Head**

It is with utmost pleasure I would like to issue this message on the occasion of enrolling the new batch of students for the Advanced Certificate in Entrepreneurship and Small Business Management (ESBM) programme, offered by the Department of Management Studies (DMS) of the Open University of Sri Lanka (OUSL).

The progress and advances made on the entrepreneurial business front is vital for the development of a country. Sri Lanka, as a rapid developing country has taken tremendous efforts in enhancing the contribution of the entrepreneurs to the national economy. Irrespective of the healthy business climate around, most of these small and medium sized entrepreneurs have failed, suffered from slow growth and occasionally faded away from the industry due to the inadequate knowledge in managing their business efficiently and effectively. Accepting the global trend and acknowledging the importance of the education system in producing entrepreneurs of high intellectual and professional caliber, the DMS has introduced one year certificate programme in ESBM.

The programme is designed in a way to enrich you with all the essential knowledge require as an entrepreneur while encouraging you to plan studies at your own pace permitting to experience the open and distance learning. Further, those who successfully complete the programme will qualify to seek admission to the Bachelor of Management Studies (Honours) Degree programme (BMS) without sitting for the admission test.

We, as an institution will provide you all the support necessary to make the time and effort you utilize with us, rewarding and memorable.

My utmost desire is to see you becoming an outstanding entrepreneur with a value to the nation.

I wish you very success in all your valued learning efforts.

Dr. V. Sivalogathan

Head – Department of Management Studies

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# Section 1- Introduction to the Study Environment

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## 1.1 THE 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)

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## **Section 2- Introduction to Advanced Certificate Programme**

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### **2.1 BACKGROUND AND RATIONALE**

The Certificate Course in Entrepreneurship and Small Business Management programmes is enriched by the Department of Management Studies (DMS) by offering the Advanced Certificate in Entrepreneurship and Small Business Management programme. The Advanced Certificate in Entrepreneurship and Small Business Management was initiated with a view to provide a methodical, theoretical knowledge to entrepreneurial class in managing business successfully, enabling them to make a vital contribution for the development of the country. Sri Lanka, as a rapidly developing country has taken tremendous efforts in enhancing the contribution of the entrepreneurs to the national economy. Irrespective of the healthy business climate around, most of these small and medium sized entrepreneurs have failed, suffered from slow growth and occasionally faded away from the industry due to the inadequate knowledge in managing their business efficiently and effectively.

Considering the global trend and acknowledging the importance of the education system in producing entrepreneurs of high intellectual and professional calibre, the DMS has introduced one year programme for Advanced Certificate in Entrepreneurship and Small Business Management.

The programme is designed in a way to enrich the student with all the essential knowledge required as an entrepreneur while encouraging him or her to plan studies at his or her own pace through the open and distance learning. Further, for the students who successfully complete the programme will qualify to seek admission to the Bachelor of Management Studies (BMS) Degree programme without sitting for the admission test.

This programme consists of eight courses including a project report, designed in a way that enhances the theoretical knowledge of the learners while developing their entrepreneurial attitudes and skills. The academic members of the DMS will guide the students when preparing the project report enlightening on how to develop a business venture proposal.

## 2.2 TARGET GROUP

- Entrepreneurs with interest in developing new business ideas
- Potential entrepreneurs who wish to understand the various facets of running a business
- Working employees who consider about starting their own venture
- Anyone with a strong inclination to set up their own business
- Those who wish to gain structured knowledge of operationalising a business opportunity after completion of Ordinary Level examinations successfully

## 2.3 OBJECTIVES OF THE PROGRAMME

- To harvest necessary knowledge and skills which are essential to become successful entrepreneurs.
- To develop and strengthen entrepreneurial quality and motivation.
- To enable educated young men and women to engage in gainful self-employment.
- To encourage innovative and creative small and medium entrepreneurs that can make a noticeable contribution to the national economy.

## 2.4 ELIGIBILITY TO ADMISSION

A person seeking admission to the programme leading to the award of the Advanced Certificate in Entrepreneurship & Small Business Management (ESBM) shall be over 18 years of age and required to have:

- Passed Thirty (30) Credits (SLQF) at Level 1 of the Certificate Course in Social Sciences, or,
- Passed Thirty (30) Credits (SLQF) at Level 1 or above Certificate course conducted by the Open University of Sri Lanka, or,
- Passed six subjects with two Credit Passes including Mathematics and First Language at the General Certificate of Education (Ordinary Level) in not more than two sittings.
- Passed (NVQF) Level 3 or above from an approved institution
- Any equivalent or higher qualification acceptable to the Senate.

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## **Section 3 – Programme Outcomes & Qualification Descriptors**

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### **3.1 PURPOSE AND SCOPE**

The purpose of this programme is to develop creative and innovative entrepreneurial class by providing necessary theoretical and practical knowledge to the participants of the programme. In order to bridge the gap in the existing knowledge base, the Advanced Certificate in Entrepreneurship and Small Business Management programme targets the existing and potential entrepreneurs all around the country.

The successful completion of this one year programme at Level 2 provides admission to the Bachelor of Management Studies (Honours) Degree programme, without sitting for the admission test.

### **3.1 ESBM ADVANCED CERTIFICATE HOLDER ATTRIBUTES**

Specific attributes of the programme

- Competent demonstration of theoretical knowledge.
- Apply tactics relating to entrepreneurial practice.
- Display awareness of current issues in managing small business.
- Capability to address business issues systematically and creatively.
- Plan and implement tasks efficiently and effectively.

### **3.1 OUTCOMES**

After completing 30 credits in Level 2, the candidate will be expected to possess the following characteristics/competencies.

- Engage in independent learning.
- Efficient and effective utilization of theoretical and practical knowledge in Entrepreneurship and Small Business Management



- Plan and execute Entrepreneurship tactics for dynamic business environment.
- Enhance knowledge, attitudes towards entrepreneurship and team building skills, etc.

### 3.3 QUALIFICATION DESCRIPTORS – SLQF Levels

Exit Levels of Advanced Certificate in Entrepreneurship and Small Business Management

	SLQF LEVEL EXITS
<b>Qualification Type</b>	<b>ADVANCED CERTIFICATE IN ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT– LEVEL 2</b>
<b>Purpose and Scope of Qualification</b>	The qualification ensures that the holder is equipped with necessary qualification to initiate, establish, manage and maintain a Small Business. The qualification will provide the students the relevant knowledge in managing small businesses, theoretical knowledge on entrepreneurship, enabling them to obtain appropriate business knowledge and prepare them for pursuing a career as an entrepreneur. To facilitate this aspect the course provides an opportunity to develop a business proposal in the form of a project.
	This qualification helps to consolidate and strengthen the student’s knowledge in Management and also to develop necessary skills and planning capabilities in the field of Entrepreneurship and managing Small Businesses. The qualification demands theoretical engagement and practical application while studying the course.
	The total course ensures 30 credits to offer Advanced Certificate in Entrepreneurship and Small Business Management.

### 3.5 THE EXIT LEARNING OUTCOMES (ELO) OF THE ESBM 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

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## Section 4 – Programme Structure

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### 4.1 PROGRAMME SUMMARY

The detail outlines for each of the modules offered will be decided by the faculty members of the Department of Management Studies. The work load connected with taught courses of this programme carry a credit rating of thirty (30) credits.

The overall responsibility for quality assurance processes relating to the Advanced Certificate Programme in Entrepreneurship and Small Business Management lies with the Open University of Sri Lanka.

### 4.2 STRUCTURE OF THE PROGRAMME

**Table 1: Credit Requirements**

Course Code	Course Title	Credits
<b>SLQ Level2</b>		
<b>Courses</b>		
MSC2401	Entrepreneurship	4
MSC2402	Small Business Management	4
MSC2303	Basic Mathematics and Statistics	3
MSC2404	Marketing for Entrepreneurs	4
MSC2405	Operations Managementfor Entrepreneurs	4
MSC2406	Accounting and Financefor Entrepreneurs	4
MSC2407	Business Planning	4
MSC2308	Introduction to Economics	3
<b>Total</b>		<b>30</b>

### 4.3 MODE OF DELIVERY

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

- Adoption of a mix of Open and Distance Learning methodologies and face to face learning.

- Self-learning based on textbooks, course modules, reference material, online material and academic counselling.
- Application of Sri Lankan and regional case studies in management.
- Interactive learning in a class room environment with emphasis on development of skills.
- Performance of student will be evaluated based on four sets of criteria as;
  - Continuous Assignments
  - Mini Projects
  - SME Business
  - Plan Final Examination

#### **4.4 MEDIUM OF INSTRUCTION**

- This programme is offered in all three media. (Sinhala/ English/ Tamil)

#### **4.5 PROGRAMME DURATION**

- This programme is conducted for one academic year.

#### **4.6 THE SCHEME OF ASSESSMENT**

Performance of student will be evaluated on the basis of four sets of criteria as;

- Continuous Assignments
- Mini Projects
- SME Business Plan
- Final Examination

On successful completion of the final examination, Advanced Certificate in Entrepreneurship and Small Business Management will be awarded in accordance with the provisions in regulations of the OUSL.



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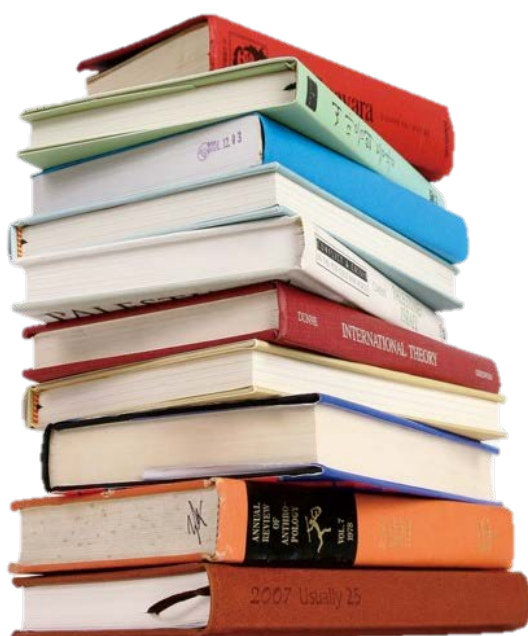
## Section 5 –Course Profiles

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### 5.1 INTRODUCTION

Profiles of the courses mentioned in the above structure of the programme are separately profiled with course units indicating notional learning hours and assessment criteria courses.

Outcomes expected in all modules/units designed for the above-mentioned courses are mapped with Sri Lanka Qualifications Framework (SLQF) Learning Outcomes.



**Level 2: MSC2401 (Old Mcc1201)– Entrepreneurship – Compulsory 04 Credit Course**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 3 Units</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to Entrepreneurship, Creativity and Innovation</b> Introduction to Entrepreneurship Identifying Entrepreneurial Characteristics Vision, Mission and Objectives in Entrepreneurship Developing Entrepreneurial Creativity and Innovation</li> <li><b>2. Ventures Environment and Legal Implication</b> Ventures Environment Assessment Starting a New Entrepreneurial Venture and Legal Implication Entrepreneurial Networking Evaluation of Entrepreneurial Opportunities</li> <li><b>3. Ethics, social responsibility and Economic Development</b> Ethics and social responsibility for Entrepreneurs Role of Entrepreneurs in Economic Development</li> </ol>	
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• To provide student an overall knowledge and thorough understanding of the key principles of entrepreneurship and to provides skills widely applicable to develop an entrepreneur in Sri Lanka.</li> <li>• Find opportunities to become an entrepreneur. Stimulate the entrepreneurship activities. Contribute to the development of entrepreneurial spirit through theoretical and practical activities.</li> </ul>	
<p><b>Intended Learning Outcomes:</b></p>	<p>After completing the course students will be able to;</p> <ul style="list-style-type: none"> <li>• Identify the fundamental concepts and principles of Entrepreneurship.</li> <li>• Identify the roles of Vision, Mission and Objectives in Entrepreneurship.</li> <li>• Define variables, Creativity and innovation.</li> <li>• Identify the components of the business environment</li> <li>• Describe the process of scanning and analysing business environment using SWOT.</li> <li>• Explain partnership, types, formation, and Legal Implications</li> <li>• Identify the role of ethics and social responsibility for Entrepreneurs</li> <li>• Know the role of Entrepreneurs in the economic development of a country</li> </ul>	
<p><b>Time Allocations:</b></p>	<p>Contact hours</p>	<p>20h = (DS3x4h) + (D4x2h)</p>
	<p>Learning hours</p>	<p>160h = (SS32x5h)</p>
	<p>Assessment hours</p>	<p>20h = (HA2x9h)+(FE1x2h)</p>
	<p><b>Total Hours</b></p>	<p><b>200h</b></p>
<p><b>Assessment Criteria:</b></p>	<p>OCAM</p>	<p><math>X = (HA1+HA2) / 2</math></p>
	<p>Final Exam</p>	<p>Y</p>
	<p>Final Evaluation</p>	<p>If <math>Y \geq 40</math> then, <math>Z = 0.4X+0.6Y</math></p>
		<p>If <math>Y &lt; 40</math> then, <math>Z = Y</math></p>
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. Donald. F. Kuratko .<i>Entrepreneurship an introduction</i>,Cengage Learning Indian Private Ltd., Patparganj, New Delhi-110092.</li> <li>2. Gupta, C. B. and Khanka, S.S. (2010), “<i>Entrepreneurship and Small Business Management</i>, 4th edition, New Delhi: Sultan Chand &amp; Sons</li> <li>3. Shane, S. (2003). <i>A General Theory of Entrepreneurship: The Individual-Opportunity Nexus</i>. Cheltenham, UK: Edward Elgar</li> <li>4. Timmons, J. (2003). <i>New Venture Creation: Entrepreneurship for the 21st Century</i>. Boston: MA: Irwin McGraw-Hill</li> </ol>	

**Level 2: MSC2402 (Old MCC1202) – Small Business Management – Compulsory 04 Credit Course**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 3 Units</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to Small Business and Management Thoughts</b> Introduction to Small Business Introduction to Management Development of Management Thoughts</li> <li><b>2. Role of Managers, Planning and Organizing process</b> The Role of Managers The Planning Process The Organizing Process</li> <li><b>3. Staffing, Directing and Controlling process</b> The Staffing Process The Directing Process The Controlling Process</li> </ol>	
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• Define Small business management and Identify fundamental concepts and principles of management</li> <li>• Explain the functions of management</li> <li>• To provide student an overall knowledge and thorough understanding of the key principles of small business management and to provides skills widely applicable to managing a small business in Sri Lanka.</li> </ul>	
<p><b>Intended Learning Outcomes:</b></p>	<p>After completing the course students will be able to;</p> <ul style="list-style-type: none"> <li>• Identify the fundamental concepts and principles of Management.</li> <li>• Understand the nature of management and its characteristics</li> <li>• Explain what is Small Business Management</li> <li>• Explain the development of management thoughts</li> <li>• Understand the role of the managers</li> <li>• Explain the process of management</li> <li>• Describe various approaches of motivation staff</li> </ul>	
<p><b>Time Allocations:</b></p>	<p>Contact hours</p>	<p>20h = (DS3x4h) + (D4x2h)</p>
	<p>Learning hours</p>	<p>160h = (SS32x5h)</p>
	<p>Assessment hours</p>	<p>20h = (HA2x9h)+(FE1x2h)</p>
	<p><b>Total Hours</b></p>	<p><b>200h</b></p>
<p><b>Assessment Criteria:</b></p>	<p>OCAM</p>	<p><math>X = (HA1+HA2) /2</math></p>
	<p>Final Exam</p>	<p>Y</p>
	<p>Final Evaluation</p>	<p>If <math>Y \geq 40</math> then, <math>Z = 0.4X+0.6Y</math></p>
		<p>If <math>Y &lt; 40</math> then, <math>Z = Y</math></p>
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. Armstrong, Michael.(2007). <i>Management Theory and Practices</i>, Kogan Page Indian Private Ltd, New Delhi.</li> <li>2. Chandan J.S. <i>Management Theory and Practice</i>.</li> <li>3. Stephen P. Robbins, Mary Coulter: <i>Management</i>, Seventh edition.</li> <li>4. Stoner J. A. F., Freeman R. E. and Gilbert D. R. (2004). <i>Management</i>. Prentice Hall Inc, New Delhi, India.</li> </ol>	

**Level 2: MSC2303 (Old MCC1103) – Basic Mathematics and Statistics– Compulsory 03 Credit Course**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 3 Units</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to Basic Mathematics</b> Number System Simple Mathematical Functions Advanced Mathematical Functions Basic Algebra</li> <li><b>2. Mathematical Expressions and Equations</b> Mathematical Expressions Equations Interest Rates Present Value</li> <li><b>3. Introduction to Basic Statistics</b> Introduction to Statistics Probability and Random Numbers Data Presentation Time Series Data Summary Measures</li> </ol>									
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• To understand the basic concepts in Mathematics and Statistics under business management context.</li> <li>• To know how to solve the business problems using mathematical approaches.</li> </ul>									
<p><b>Intended Learning Outcomes:</b></p>	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Determine the different mathematical functions that can be applied to obtain management decisions.</li> <li>• Apply the concepts of equations, logarithms, progressions, interest and annuities in business decision making.</li> <li>• Discuss the scenarios where the mathematical and statistical knowledge can be applied in business management context.</li> <li>• Apply the concept of probability in business.</li> <li>• Determine graphical methods to represent different types of data.</li> <li>• Discuss the use of time series data in business management context.</li> <li>• Interpret series of data using different types of data measures.</li> </ul>									
<p><b>Time Allocations:</b></p>	<table border="1" style="width: 100%;"> <tr> <td>Contact hours</td> <td>26h = (DS3x6h) + (D4x2h)</td> </tr> <tr> <td>Learning hours</td> <td>110h = (SS22x5h)</td> </tr> <tr> <td>Assessment hours</td> <td>14h = (HA2x6h)+(FE1x2h)</td> </tr> <tr> <td><b>Total Hours</b></td> <td><b>150h</b></td> </tr> </table>	Contact hours	26h = (DS3x6h) + (D4x2h)	Learning hours	110h = (SS22x5h)	Assessment hours	14h = (HA2x6h)+(FE1x2h)	<b>Total Hours</b>	<b>150h</b>	
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Final Exam	Y									
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	If $Y < 40$ then, $Z = Y$									
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. Chandan, J. S., Singh, J. and Khanna, K. K. (1996) <i>Business Statistics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India</li> <li>2. Chandan, J. S.(1998) <i>Statistics for Business and Economics</i>. Vikas Publishing House Pvt Limited, New Delhi-110002, India</li> <li>3. Curwin, J. and Slater, R. (1999) <i>Improve Your Maths: A Refresher Course</i>. Thomson Learning</li> <li>4. Riley, P. (2011) <i>Business Maths</i>. Viva Books Private Ltd., Daryagani, New Delhi-110002, India.</li> </ol>									





**Level 2: MSC2404 (Old MCC1204) – Marketing for Entrepreneurs – Compulsory 04 Credit Course**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 3 Units</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to Marketing and Marketing Environment</b> Introduction to marketing ,process of marketing ,basic concepts of marketing ,Identify what marketing environment is for a small business, Discuss about composition of marketing environment, Learning tool to analysis marketing environment</li> <li><b>2. Marketing Information System, Consumer and Competition</b> Identify the importance of Marketing system for small businesses, Defining marketing information system and discuss about its' composition, Discuss the marketing research process, Understanding what consumer behaviour is, Identifying what factors influence on consumer behaviour, Understating competition in the business environment,</li> <li><b>3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends</b> Understanding three steps of Target marketing, Defining segmentation and identifying segmentation bases, Understating the concept of market targeting, Understanding positioning strategies, Product and Branding, Pricing, distribution, Marketing communication and promotion, Digital marketing and news trends, Ethics in marketing and social responsibility</li> </ol>	
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• Introduce students to the fundamental theoretical concepts that underpin the Marketing function,</li> <li>• To study the important tools in marketing</li> <li>• To apply fundamental concepts and tools of marketing in small business in order to achieve competitive advantage</li> </ul>	
<p><b>Intended Learning Outcomes:</b></p>	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the concept of Marketing within the context of a small business.</li> <li>• Demonstrate knowledge of basic fundamentals of Marketing</li> <li>• Explain the impact of the environment on marketing decisions</li> <li>• Understanding of the nature of and the main influences on consumer behaviour in small business</li> <li>• Explain the concept of the marketing mix and how to apply in business</li> <li>• Explain the concepts and methods of market segmentation, targeting and positioning</li> <li>• Describe new trends in marketing and how to behave as responsible marketer</li> </ul>	
<p><b>Time Allocations:</b></p>	<p>Contact hours</p>	<p>20h = (DS3x4h) + (D4x2h)</p>
	<p>Learning hours</p>	<p>160h = (SS32x5h)</p>
	<p>Assessment hours</p>	<p>20h = (HA2x9h)+(FE1x2h)</p>
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		<p>If <math>Y &lt; 40</math> then, <math>Z = Y</math></p>
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. Kotler, P. &amp; Keller, K. (2012) <i>Marketing management</i>. 14th ed. New York:Pearson.</li> <li>2. Adcock, D, Halborg, A &amp; Ross, C (2001). <i>Marketing: Principles and Practice</i>, 4th Edition, Financial Times/Prentice Hall</li> </ol>	

**Level 2: MSC 2405 (Old MCC1105)– Operations Management for Entrepreneurs – Compulsory 04**  
**Credit Course**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 4 Units</b></p> <p><b>1. The evolution of manufacturing and Instruction to production management</b>          Primitive Manufacturing, Growth of Technology with farming, The middle ages, The Renaissance, The Industrial Revolution, Production System, Planning Function, Organizing Function, Controlling Function</p> <p><b>2. Identifying the consumer demand, product for manufacturer, Designing and engineering the product</b>          Kinds of consumers, some important demand questions and the origin of a product, Consumer Demand Information, Marketing the product, Product Designing procedure, Product Engineering</p> <p><b>3. Planning for production, Tooling up for production, designing and engineering the plant.</b>          Make or buy decision, Planning processes, Different stages of the planning process, Listing processes and operations, Choosing work stations, Analysing work flow, Analysing operation methods, how quantity affect the selection of the process, Tooling up for production, Tooling up includes for major activities , Tooling up may be needed due to a number of reasons,</p> <p><b>4. Work measurement and cost estimating, Production control systems and Quality control</b>          Measurement of work, Usefulness of work measurement, Method of work, , Types of production control, Order control, Flow control, Inventory control, Monitoring , Reporting and corrections, Quality standards</p>	
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• To provide student an overall knowledge and thorough understanding of the key principles of Operations Management.</li> <li>• To apply fundamental concepts and tools of Operations Management in small business in order to achieve competitive advantage</li> </ul>	
<p><b>Intended Learning Outcomes:</b></p>	<p>After completing the course students will be able to;</p> <ul style="list-style-type: none"> <li>• Identify the fundamental concepts and principles of Operations Management.</li> <li>• Identify The evolution of manufacturing and Instruction to production management</li> <li>• Identifying the consumer demand, product for manufacturer, Designing and engineering the product</li> <li>• Identify the components of the business environment for Operations Management.</li> <li>• Explain Planning for production, Tooling up for production, designing and engineering the plant.</li> <li>• Identify Work measurement and cost estimating, Production control systems and Quality control</li> </ul>	
<p><b>Time Allocations:</b></p>	<p>Contact hours</p>	<p>20h = (DS3x4h) + (D4x2h)</p>
	<p>Learning hours</p>	<p>160h = (SS32x5h)</p>
	<p>Assessment hours</p>	<p>20h = (HA2x9h)+(FE1x2h)</p>
	<p><b>Total Hours</b></p>	<p><b>200h</b></p>
<p><b>Assessment Criteria:</b></p>	<p>OCAM</p>	<p><math>X = (HA1+HA2) /2</math></p>
	<p>Final Exam</p>	<p>Y</p>
	<p>Final Evaluation</p>	<p>If <math>Y \geq 40</math> then, <math>Z = 0.4X+0.6Y</math></p>
		<p>If <math>Y &lt; 40</math> then, <math>Z = Y</math></p>
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. <i>Production and Operations Management</i> by Everette E. Adam, Jr. Ronald J. Ebert; Publisher: Prentice, Hall of India.</li> <li>2. <i>Production and Operations Management</i> by N.G. Nair; Publisher: Tata Mc. Graw Hill</li> <li>3. <i>Production and Operations Management</i> by Panneerselvam R; Publisher: Prentice Hall of India</li> </ol>	

Level 2: MSC2406 (Old MCC1206)– Accounting and Finance for Entrepreneurs – Compulsory 04 Credit Course		
<b>Content (Modules/Units):</b>	<p><b>One Study Block with 4 Units</b></p> <p><b>1. Introduction to Accounting</b> Introduction to Accounting, Accounting Equation, Double Entry System, Primary Books and Ledger</p> <p><b>2. Banks Reconciliation, Accounting Concepts and Adjustment Entries</b> Banks Reconciliation Statement, Accounting Concepts, Adjustment Entries at the end of Period</p> <p><b>3. Accounting for Sole Proprietorship and Financial Statements Analysis.</b> Financial statements of Sole Proprietorship, Ration Analysis</p> <p><b>4. Cost and Managerial Accounting</b> Introduction to Cost and managerial Accounting, Management Decision Making, Budgeting, Capital Budgeting Decisions</p>	
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>To understand the basic concepts, principles, and role of cost and managerial accounting,</li> <li>To know how to solve the problems/question in mathematical approach.</li> </ul>	
<b>Intended Learning Outcomes:</b>	<ul style="list-style-type: none"> <li>After completing the course students will be able to ;</li> <li>Explain the role, scope and objectives of financial accounting.</li> <li>Identify the fundamental concepts and principles of financial accounting.</li> <li>Apply these concepts in the preparation of financial statements</li> <li>Prepare the financial statements of sole-proprietorships.</li> <li>Define the accounting process and accounting equation.</li> <li>Prepare the bank reconciliation statement.</li> <li>Define the accounting concepts</li> <li>Prepare manufacturing account.</li> <li>Prepare operational budgets and master budget</li> <li>Identify usage of management accounting information for decision making</li> </ul>	
<b>Time Allocations:</b>	Contact hours	20h = (DS3x4h) + (D4x2h)
	Learning hours	160h = (SS32x5h)
	Assessment hours	20h = (HA2x9h)+(FE1x2h)
	<b>Total Hours</b>	<b>200h</b>
<b>Assessment Criteria:</b>	OCAM	$X = (HA1+HA2) / 2$
	Final Exam	Y
	Final Evaluation	If $Y \geq 40$ then, $Z = 0.4X+0.6Y$
		If $Y < 40$ then, $Z = Y$
<b>Recommended Readings:</b>	<ol style="list-style-type: none"> <li>M.C.Shukla, S.C.Gupta. Advanced Accounts. S.Chand and Company Ltd., Ram Nagar, New Delhi-110055.</li> <li>M.Wilson. Advanced Accountancy. SCITEC</li> <li>Publications (INDIA) Pvt. Ltd.</li> <li>B.K.Banerjee. Financial Accounting. (Concepts, Analyses, Methods and Uses.) PHI Learning Private Limited, New Delhi-110001.</li> </ol>	

Level 2: MSC 2407 (Old MCC1207) – Business Planning – Compulsory 04 Credit		
<b>Content (Blocks/Units):</b>	<p><b>One Study Block with 3 Units</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction to project report/Business plan</b> What is project report/Business plan, why preparing a project report/business plan, guideline for preparing a project report/Business plan,</li> <li><b>2. How to select a business opportunity and Business model</b> How to select a business opportunity, place to start the selected business, Business model.</li> <li><b>3. Analysing Market, Production, Technology, Legal and Finance</b> Analysing Market feasibility, Managerial viability, Production and Technological viability, Legal Environment and Financial viability Funding issues and Risk analysis.</li> </ol>	
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• To understand the nature of a project report/business plan and purpose of preparing a business plan.</li> <li>• To explain the guideline to prepare a project report/business plan.</li> <li>• To explain how to analyze the Market feasibility, Managerial viability, production and Technological viability and financial viability.</li> </ul>	
<b>Intended Learning Outcomes:</b>	<p>The students will be able to;</p> <ul style="list-style-type: none"> <li>• Understand what a Project report/Business plan is.</li> <li>• Understand why preparing a Project report/Business plan.</li> <li>• Analyse the Feasibility and Viability for a selected business opportunity in terms Market feasibility, Managerial viability, Production and Technological viability and Financial viability</li> <li>• Prepare a comprehensive business plan independently.</li> </ul>	
<b>Time Allocations:</b>	Contact hours	32h = (DS3x6h) +(D7x2h)
	Learning hours	150h = (SS 30x5h)
	Assessment hours	18h = (HA1x18h)
	<b>Total Hours</b>	<b>200h</b>
<b>Assessment Criteria:</b>	OCAM	$X = (HA1+HA2) /2$
	Final Exam	Y
	Final Evaluation	If $Y \geq 40$ then, $Z = 0.4X+0.6Y$
		If $Y < 40$ then, $Z = Y$
<b>Recommended Readings:</b>	<ol style="list-style-type: none"> <li>1. Donald. F. Kuratko .<i>Entrepreneurship an introduction</i>, Cengage Learning Indian Private Ltd., Patparganj, New Delhi-110092.</li> <li>2. Gupta, C. B. and Khanka, S.S. (2010), “<i>Entrepreneurship and Small Business Management</i>, 4th edition, New Delhi: Sultan Chand &amp; Sons</li> <li>3. Timmons, J. (2003). <i>New Venture Creation: Entrepreneurship for the 21st Century</i>. Boston: MA: Irwin McGraw-Hill</li> </ol>	



**Level 2: MSC2308 (Old MCC1103) – Introduction to Economics – Compulsory 03 Credit**

<p><b>Content (Modules/Units):</b></p>	<p><b>One Study Block with 3 Units</b></p> <p><b>1. Introduction to Economics, Demand and Supply</b> Introduction to economics, Demand analysis, Supply analysis</p> <p><b>2. Equilibrium analysis, Elasticity and Theory of production</b> Equilibrium analysis, Elasticity, Theory of production, Cost of production</p> <p><b>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</b> Market structures-1, Market Structures -11, Understanding macroeconomic variables, Current economic issues in Sri Lanka.</p>	
<p><b>Objectives:</b></p>	<ul style="list-style-type: none"> <li>• To understand basic economic theories/concepts</li> <li>• To analyse real world behaviour of business organizations by linking relevant economic theories /concepts</li> <li>• To make sound /effective business decisions based on the analysis of real world behaviour of business organization</li> <li>• To be creative rational decision makers.</li> </ul>	
<p><b>Intended Learning Outcomes:</b></p>	<p>After completing the course students will be able to ;</p> <ul style="list-style-type: none"> <li>• Explain basic economic theories/concepts.</li> <li>• Define economic terms, theories/concepts</li> <li>• Able to read the economic trends and its impact on business environment.</li> <li>• Apply these economic theories/concepts to analyse the real world behaviour of firms</li> <li>• Use the knowledge to read the external and internal business environment</li> <li>• Use this knowledge to make sound /effective business decisions</li> </ul>	
<p><b>Time Allocations:</b></p>	<p>Contact hours</p>	<p>26h = (DS3x6h) + (D4x2h)</p>
	<p>Learning hours</p>	<p>110h = (SS22x5h)</p>
	<p>Assessment hours</p>	<p>14h = (HA2x6h)+(FE1x2h)</p>
	<p><b>Total Hours</b></p>	<p><b>150h</b></p>
<p><b>Assessment Criteria:</b></p>	<p>OCAM</p>	<p><math>X = (HA1+HA2) /2</math></p>
	<p>Final Exam</p>	<p>Y</p>
	<p>Final Evaluation</p>	<p>If <math>Y \geq 40</math> then, <math>Z = 0.4X+0.6Y</math></p>
		<p>If <math>Y &lt; 40</math> then, <math>Z = Y</math></p>
<p><b>Recommended Readings:</b></p>	<ol style="list-style-type: none"> <li>1. <i>Microeconomic theory</i> , Dominic Salvatore, Tata MaGraw- Hill publishing Company, ISBN 13:978-0-07-058938-4</li> <li>2. <i>Microeconomics</i>,Samuelson Nordhans ,Tata MaGraw-Hill publishing company, ISBN 13:978-0-7167-6132-7</li> <li>3. <i>The Micro economy today</i> ,Bradley R Schiller , Tata-Mc Graw-Hill edition ,ISBN : 13:978-0-07-328712-1</li> <li>4. Dwivedi D.N., (2006), <i>Microeconomics theory and applications</i>, Person Education.</li> </ol>	

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

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## ESBM - 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
<b>LEVEL 2-Unit Numbers &amp;Unit Titles</b>												
MSC 2401- Entrepreneurship	1.Introduction to Entrepreneurship Creativity and Innovation 2. Ventures Environment and Legal Implication	3. Ethics, social Responsibility and Economic Development	2. Ventures Environment and Legal Implication, 3. Ethics, social responsibility and Economic Development	1.Introduction to Entrepreneurship Creativity and Innovation	2. Ventures Environment and Legal Implication, 3. Ethics, social responsibility and Economic Development	1.Introduction to Entrepreneurship Creativity and Innovation, 2. Ventures Environment and Legal Implication,		3. Ethics, social responsibility and Economic Development	1.Introduction to Entrepreneurship Creativity and Innovation 2. Ventures Environment and Legal Implication, 3. Ethics, social responsibility and Economic Development	1.Introduction to Entrepreneurship Creativity and Innovation 2. Ventures Environment and Legal Implication, 3. Ethics, social responsibility and Economic Development		
MSC 2402- Managing a Small Business	1.Introduction to Small Business and Management Thoughts, 2. Role of Managers, Planning and Organizing Process		1.Introduction to Small Business and Management Thoughts 2. Role of Managers, Planning and Organizing Process		1.Introduction to Small Business and Management Thoughts, 2. Role of Managers, Planning and Organizing Process 3. Staffing,		3. Staffing, Directing and Controlling process	1.Introduction to Small Business and Management Thoughts 2. Role of Managers, Planning and Organizing Process 3. Staffing,	2. Role of Managers, Planning and Organizing Process 3. Staffing, Directing and Controlling process	1.Introduction to Small Business and Management Thoughts 2. Role of Managers, Planning and Organizing Process	2. Role of Managers, Planning and Organizing Process	3. Staffing, Directing and Controlling process



	3. Staffing, Directing and Controlling Process				Directing and Controlling process			Directing and Controlling process				
MSC 2303- Basic Mathematics And Statistics	1.Introduction Basic Mathematics  3. Introduction to Basic Statistics	2. Mathematical Expressions and Equations	2. Mathematical Expressions and Equations  3. Introduction to Basic Statistics	1.Introduction to Basic Mathematics	2. Mathematical Expressions and Equations  3. Introduction to Basic Statistics	3. Introduction to Basic Statistics		1.Introduction to Basic Mathematics 2. Mathematical Expressions and Equations 3. Introduction to Statistics	1.Introduction to Basic Mathematics	2. Mathematical Expressions and Equations		3. Introduction to Basic Statistics
MSC 2404- Marketing for Entrepreneurs	1. Introduction to Marketing and Marketing Environment  2. Marketing Information System, Consumer and Competition  3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends		1. Introduction to Marketing and Marketing Environment  3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends	2. Marketing Information System, Consumer and Competition		2. Marketing Information System, Consumer and Competition	3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends	2. Marketing Information System, Consumer and Competition  3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends	1. Introduction to Marketing and Marketing Environment	1.Introduction to Marketing and Marketing Environment  2. Marketing Information System, Consumer and Competition  3. Target Marketing, Segmentation, positioning , Marketing Mix and New trends	1. Introduction to Marketing and Marketing Environment	
MSC2405- Operations Management for Entrepreneurs	1.The evolution of manufacturing and Instruction to production management  2. Identifying the consumer	3. Planning for production, Tooling up for production, designing and engineering the plant.  4.Work measurement	1.The evolution of manufacturing and Instruction to production management  3. Planning	4.Work measurement and cost estimating, Production control systems and Quality control	1.The evolution of manufacturing and Instruction to production management  4.Work measurement and cost		2. Identifying the consumer demand, product for manufacturer, Designing and engineering the product  3. Planning for production,	2. Identifying the consumer demand, product for manufacturer, Designing and engineering the product  3. Planning for production,	1.The evolution of manufacturing and Instruction to production management  2. Identifying the consumer demand, product for	2. Identifying the consumer demand, product for manufacturer, Designing and engineering the product  4.Work measurement	3. Planning for production, Tooling up for production, designing and engineering the plant.	1.The evolution of manufacturing and Instruction to production management

	demand, product for manufacturer, Designing and engineering the product	and cost estimating, Production control systems and Quality control	for production, Tooling up for production, designing and engineering the plant.		estimating, Production control systems and Quality control		Tooling up for production, designing and engineering the plant.	Tooling up for production, designing and engineering the plant.	manufacturer, Designing and engineering the product	and cost estimating, Production control systems and Quality control		
MSC2406- Accounting and Finance for Entrepreneurs	1. Introduction to Accounting 2. Banks Reconciliation, Accounting Concepts and Adjustment Entries 3. Accounting for Sole Proprietorship and Financial Statements Analysis.	4. Cost and Managerial Accounting	2. Banks Reconciliation, Accounting Concepts and Adjustment Entries 4. Cost and Managerial Accounting	3. Accounting for Sole Proprietorship and Financial Statements Analysis.	1. Introduction to Accounting, 2. Banks Reconciliation, Accounting Concepts and Adjustment Entries 3. Accounting for Sole Proprietorship and Financial Statements Analysis.		1. Introduction to Accounting 2. Banks Reconciliation, Accounting Concepts and Adjustment Entries 3. Accounting for Sole Proprietorship and Financial Statements Analysis. 4. Cost and Managerial Accounting	3. Accounting for Sole Proprietorship and Financial Statements Analysis.	3. Accounting for Sole Proprietorship and Financial Statements Analysis. 4. Cost and Managerial Accounting	1. Introduction to Accounting 2. Banks Reconciliation, Accounting Concepts and Adjustment Entries 3. Accounting for Sole Proprietorship and Financial Statements Analysis. 4. Cost and Managerial Accounting		
MSC 2407- Business Planning	1. Introduction to project report/Business plan 2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	1. Introduction to project report/Business plan 2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	3. Analysing Market, Production, Technology, Legal and Finance			2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	1. Introduction to project report/Business plan 2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	1. Introduction to project report/Business plan 2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	1. Introduction to project report/Business plan 2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance	1. Introduction to project report/Business plan	2. How to select a business opportunity and Business model 3. Analysing Market, Production, Technology, Legal and Finance

	Legal and Finance	Legal and Finance							Legal and Finance			
MSC 2308- Introduction to Economics	<p>1. Introduction to Economics, Demand and Supply</p> <p>2. Equilibrium analysis, Elasticity and Theory of production</p>	<p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>	<p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>		<p>1. Introduction to Economics, Demand and Supply</p> <p>2. Equilibrium analysis, Elasticity and Theory of production</p> <p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>		<p>2. Equilibrium analysis, Elasticity and Theory of production</p> <p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>	<p>1. Introduction to Economics, Demand and Supply</p> <p>2. Equilibrium analysis, Elasticity and Theory of production</p> <p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>	<p>1. Introduction to Economics, Demand and Supply</p>	<p>2. Equilibrium analysis, Elasticity and Theory of production</p> <p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>	<p>3. Market structures, macroeconomic variables, Current economic issues in Sri Lanka</p>	<p>1. Introduction to Economics, Demand and Supply</p> <p>2. Equilibrium analysis, Elasticity and Theory of production</p>

## 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**

Se. No.	Course Code	Study Sessions	Self-Study hours	Teaching hours		Assessment hours					Research project		Notional hours	No. of Credits
				Contact hrs.	Demonstration hrs.	CAT	Home Assgmt	Field Study	Practicals	Final Exam.	Res. Consumption.	Res. Project		
1	MSC2401	32	160	12	8		18			2			200	4
2	MSC2402	32	160	12	8		18			2			200	4
3	MSC2303	22	110	18	8		12			2			150	3
4	MSC2404	32	160	12	8		18			2			200	4
5	MSC2405	32	160	12	8		18			2			200	4
6	MSC2406	32	160	12	8		18			2			200	4
7	MSC2407	30	150	18	14		18			2			200	4
8	MSC2308	22	110	18	8		12			2			150	3



## Section 8 –Teaching Panel

The following table provides details of the teaching panel of, Advanced Certificate in

No	Name and Designation	Qualifications	Area of Study
1	<b>Dr.V.Sivalogathan</b> Senior Lecturer (Grade I) Dept. Of Management Studies The Open University of Sri Lanka	B.Com.(Hons) (PDN, SL), MBA (IB) (AIT, Thailand), PQHRM (IPM, SL), Ph.D. (ZJU, China)	Human Resource Management, Organizational Innovation
2	<b>Mr. S.A. D Senanayake</b> Senior Lecturer (Grade I) Dept. Of Management Studies The Open University of Sri Lanka	B.Sc. (Hons)(sp.)(KLN), MBA(Delhi)	Operations Management
3	<b>Mr. K.P. Nishantha</b> Senior Lecturer (Grade I) Dept. Of Management Studies The Open University of Sri Lanka	B.Sc., M.Sc., CTHE, Reading Ph.D. (KDU)	Human Resource Management, Project Report
4	<b>Mr.K.P.J.M.Pathirana</b> Senior Lecturer (Grade II) Dept. Of Management Studies The Open University of Sri Lanka	BMS (Hons) (sp.) (OUSL), M.Com (KLN)	Economics, Project Report
5	<b>Ms.G.A.Jeevani Silva</b> Lecturer Dept.of Management Studies The Open University of Sri Lanka	B.Sc. Bus. Admin (sp.) (SJP), M.Com (KLN)	Marketing Management
6	<b>Mr. W.A.R. Senevirathne</b> Lecturer Dept. Of Management Studies The Open University of Sri Lanka	B.Sc. Accountancy & Business Finance (sp.) (UWSL), MBA (UWSL)	Accounting and Finance
7	<b>Mr. C.P. Weerasekara</b> Lecturer Dept. Of Management Studies The Open University of Sri Lanka	B.Sc. Financial Management (sp.) (SUSL), MSc. (USJP)	Financial Management
8	<b>Mr.JanakaHeenkenda</b> Lecturer Dept .of Management Studies The Open University of Sri Lank	BBA in Entrepreneurship (sp.) (RUH), MSc. (USJP)	Entrepreneurship, Small Business Management, Project Report
9	<b>Mrs.Jayani C. Hapugoda</b> Lecturer Dept .of Management Studies The Open University of Sri Lanka	B.Sc. (Statistics with Computer Science, UOC), CIMA (UK) (Passed Finalist)	Statistics

Entrepreneurship and Small Business Management.

