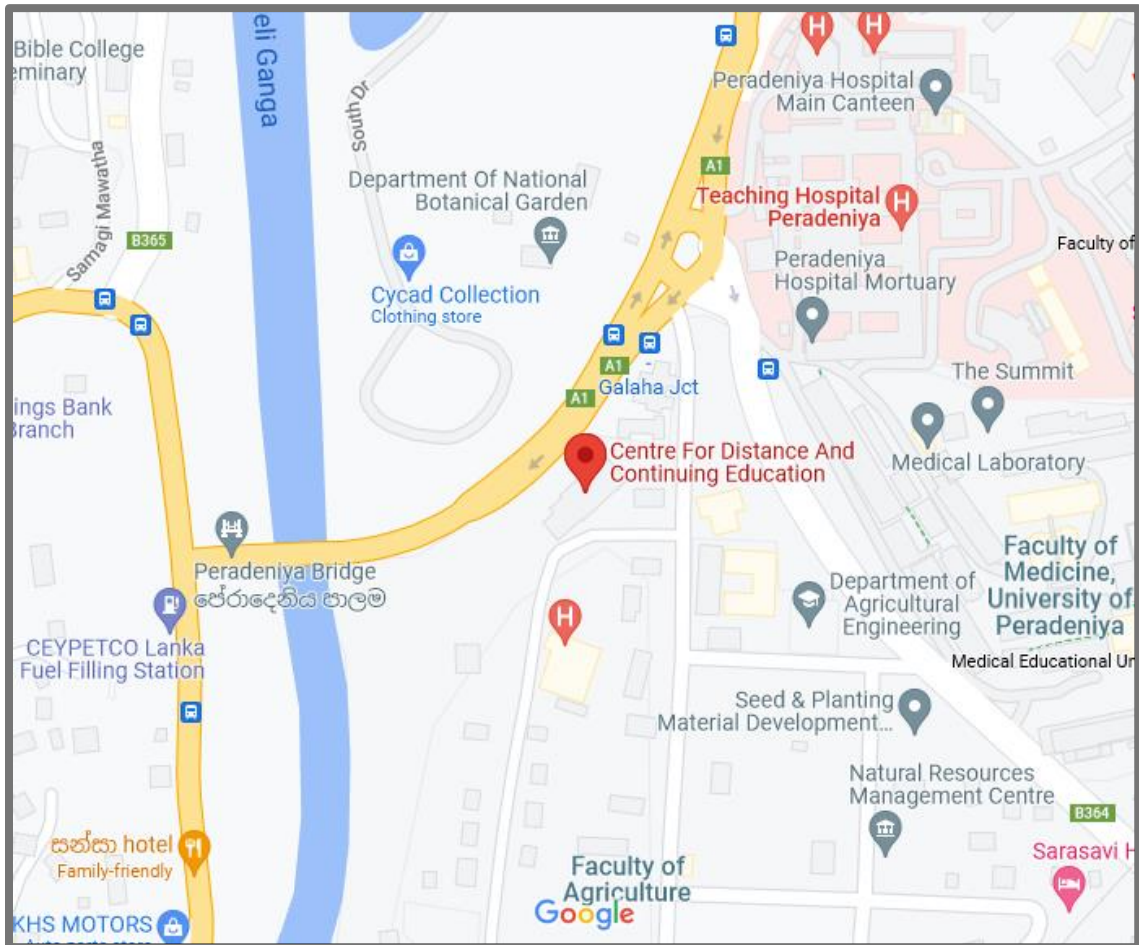




STUDENT HANDBOOK 2024

CENTRE FOR DISTANCE AND CONTINUING
EDUCATION (CDCE)
UNIVERSITY OF PERADENIYA

Site Map





Bachelor of Business Administration (External) Degree Programme

Student Handbook 2024

**Centre for Distance and Continuing Education (CDCE)
University of Peradeniya**

Table of Contents

Brief History of the University of Peradeniya	9
Brief History of the Centre for Distance and Continuing Education.....	11
Organizational Chart	13
Staff	14
Introduction to the Programme	16
1.0 Admission Criteria	16
2.0 Method of Selection of Students	16
3.0 Medium of Instruction	17
4.0 Early Exit Points and Fall-back Options	17
5.0 Programme Learning Outcomes	17
6.0 Structure of the BBA (External) Degree Programme	19
7.0 Student Registration	20
8.0 Requirements for the Completion of the Bachelor of Business Administration (External) Degree Programme.....	20
9.0 Students Participation in Online Activities.....	21
10.0 Student Assessments.....	22
11.0 Classes and Awards	22
12.0 Credit transfer and Lateral Entry to the BBA Degree.....	23
13.0 Appeals and Requests of Students	23
14.0 Teaching Panel.....	24
15.0 Student Request Committee	29
16.0 Course Content.....	29
Contact Details.....	42
Frequently Ask Questions – for BBA Students.....	43

Message from the Vice - Chancellor, University of Peradeniya



Dear Students,

It is with great pleasure that I extend my heartfelt congratulations to all of you embarking on the Bachelor of Business Administration (External) program at the Centre for Distance and Continuing Education (CDCE), University of Peradeniya. This milestone marks the beginning of an exciting and transformative journey toward academic and professional excellence.

The University of Peradeniya, nestled amidst the picturesque landscapes of Sri Lanka, stands as a beacon of academic excellence and natural splendor. In the recent years Peradeniya has saved highest positions achieved by any Sri Lankan university in recent times in terms of many renowned global university rankings.

As one of the best institutes of management education, the Faculty of Management of the University of Peradeniya is renowned for its academic excellence, distinguished staff, and a learning environment that fosters critical thinking, innovation, and leadership. Our team of highly qualified educators and experts is dedicated to providing you with the knowledge, skills, and insights necessary to thrive in today's dynamic business world.

The University of Peradeniya offers a unique and intellectually stimulating environment for all of our learners. Nestled amidst lush greenery, our campus provides a setting that inspires learning, creativity, and personal growth. Even as you engage in distance learning, you remain a valued part of this vibrant academic community, benefiting from our strong tradition of excellence and our commitment to student success. I encourage you to embrace this opportunity with passion and determination. Your journey may be challenging, but it will also be immensely rewarding. Embrace the challenges and opportunities ahead, and strive to make the most of your time here. Once again, congratulations on joining our esteemed community. Wishing you success in your studies and beyond.

Prof. Terrence Madhujith
Vice-Chancellor, University of Peradeniya

Message from the Dean, Faculty of Management



Dear Students,

Congratulations on your admission to the Bachelor of Business Administration (BBA) External Degree programme offered through the Centre for Distance and Continuing Education (CDCE) in collaboration with the Faculty of Management, University of Peradeniya. On behalf of the staff of the Faculty of Management and senior students of the BBA External Degree programme, I have the pleasure and the privilege to welcome you for the 2023/2024 academic year.

For all of you, today is a special day in your life since this degree programme intends to provide opportunities to those students who qualify for university admission to study further, but fail to obtain a placement within the national university system in Sri Lanka. This is one of the first external degree programmes offered online in the country since 2009. As the Dean of the Faculty, it is my duty to stress that you should make use of the learning resources available at the Learning Management System and the support from well-experienced Subject Matter Experts (SMEs) and Tutor Mentors in the BBA External degree programme to achieve the programme learning outcomes to the highest possible level.

It is my sincere hope that you will enjoy your tenure at the University of Peradeniya and strive to become a responsible citizen in the future, thereby fulfilling the aspirations of your parents. On our part, we will try our best to provide you with a fruitful learning environment to facilitate your learning.

I wish you a great success in your future endeavors.

Prof. R. H. Kuruppuge
Dean, Faculty of Management

Message from the Director, Centre for Distance and Continuing Education



Dear Students,

As Director of the Centre for Distance and Continuing Education (CDCE), University of Peradeniya, I warmly welcome you to the University as the students of the BBA (External) Degree Programme - 2024.

You should be proud of yourself that you got a rare opportunity to join Sri Lanka's premier and most scenic seat of higher educational institute to pursue the BBA (External) Degree Programme. Since 2009, the Faculty of Management has been offering this BBA (External) degree programme through the CDCE of the University of Peradeniya and it is the first higher educational institute in the country that initiated to offer degrees externally from 1964. This programme is updated and revised to address the current demand of dynamic society. Therefore, you should be pleased that you have chosen the right place to enhance your career aspirations. Therefore, without a doubt you have selected the most ideal place to pursue your higher education and career in the field of management. Through this programme you will get an opportunity to interact with a group of highly proficient and energetic academic staff to acquire a sound knowledge and skills in the field of management.

This handbook contains valuable information and it will help you make your study easier at the University of Peradeniya. The information provided in this handbook will guide you to get familiar with the functions of CDCE, Programme details, course structure, teaching panel, and the rules and regulations of the study programme. Without any doubt, I hope you will achieve maximum benefit from this programme and enrich your future career prospects. Therefore, please do not hesitate to contact us for and assistance to improve the quality of this study programme and make the Centre as a student friendly seat of higher education in the country.

I wish you a great a success in all your future endeavors.

Prof. Rathnayake M. Abeyrathne

Director, Centre for Distance & Continuing Education

Message from the Academic Coordinator, BBA (External) Degree Programme



Dear Students,

Greetings and a very warm welcome to the Bachelor of Business Administration (External) Degree Programme. Your willingness to explore new horizons by enrolling to our programme will add value to you and put you very competitive on the job market. Through the Centre for Distance and Continuing Education (CDCE), University of Peradeniya, the Faculty of Management offers this degree programme, since 2009 and this is the first external degree programme offered online distance mode in the country.

The well experienced Subject Matter Experts (SMEs) and the Tutor Mentors in the BBA (External) degree programme are innovative, knowledgeable, and have the capacity to educate in unique ways that will benefit you greatly in your academic and professional development. The faculty is offering an updated curriculum through this programme that reflects the recent changes in the industry as well as in the management discipline. We have no doubt that the knowledge gathered from this programme will equip you to interact with whatever challenges you might face as managers or leaders in the future.

Finally, we earnestly hope that you will take the advantage of this rare opportunity to be enrolled into one of Sri Lanka's pioneering online degree programmes in Business Administration and complete the three-year academic journey with us to become a competent graduate.

Mrs. S. Yamuna

Academic Coordinator, BBA (External) Degree Programme

Brief History of the University of Peradeniya



The University of Peradeniya traces its origins to the first university which was established in 1942 in Colombo and moved to Peradeniya in 1952. The university is the oldest, largest and one of the comprehensive and most progressive Universities in the country. Being a residential campus, with its 1700 hectares of land situated on the banks of the river Mahaweli among the central hills of the country, offers the most conducive environment for intellectual pursuits. The University has expanded over the past 82 years, both quantitatively and qualitatively as a great center of learning, and acquired international recognition and a unique reputation in the country. The number of Faculties has increased from four in 1942, to nine at present: Agriculture, Allied Health Sciences, Arts, Dental Sciences, Engineering, Management, Medicine, Science and Veterinary Medicine & Animal Science. The University also comprises of four postgraduate institutes namely, Postgraduate Institute of Agriculture (PGIA), Postgraduate Institute of Science (PGIS), Postgraduate Institute of Humanities and Social Sciences (PGIHS) and Postgraduate School of Medical Sciences (PGSM).

The academic Programmes of the University of Peradeniya are supported by several important learning support services namely, University of Peradeniya Library Network, the Information Technology Centre (IT Center), the Career Guidance Units, International Relations office, Centre for Distance and Continuing Education, Centre for Environmental Studies, Business Incubation and Technology Transfer Office, Counseling Unit, the Department of English Language Teaching (ELTD) etc. Several other Centers and Units are also established to perform specific training and service functions, and they design and offer

Diploma and Certificate level courses and various technical and professional services primarily on a fee-levying basis.

Based on the overall performances, University of Peradeniya is ranked as the number one University in Sri Lanka in QS regional ranking (2020), and Green metrics world ranking (position in world ranking 215). Furthermore, the Times Higher Education World University Ranking in 2020 has placed University of Peradeniya as the first in Sri Lanka and in 401-500 band in World University Ranking which is the highest position that any Sri Lankan University has achieved in the recent history and what's more, University of Peradeniya has been recording the highest number of SCI research publications and Presidential Awardees for scientific research publications. As a result, The Times Higher Education Impact Rankings ranked the University as the number one University in Sri Lanka.

Brief History of the Centre for Distance and Continuing Education



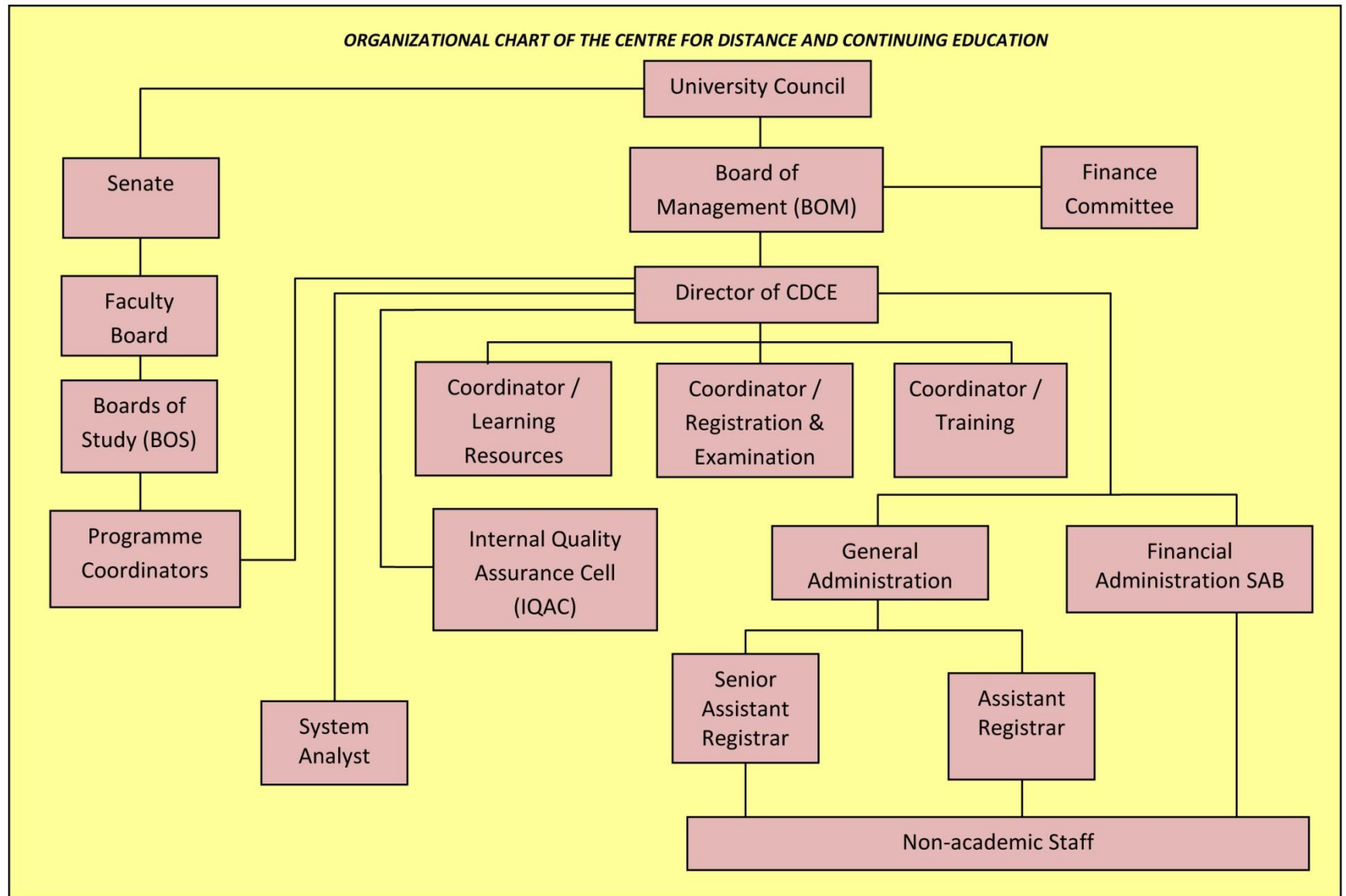
The origins of the Centre for Distance and Continuing Education (CDCE) can be traced back to the External Examination Branch set up in 1964. Having gone through several stages of development and having been known by different names, the current administrative structure with its new name 'the Centre for Distance and Continuing Education' came into existence in April 2007. The aim of its establishment is to fulfill one of the goals stated in the University of Peradeniya Corporate Plan namely: 'to become a Centre of excellence in open and distance education'.

The Vision of the CDCE is to provide equal opportunities for all aspiring students to further their career goals. It has identified its Mission as 'to provide education for all by providing educational opportunities without barriers to all those who look for it.'

The CDCE comes under the governance of the Board of Management of the CDCE chaired by the Vice-Chancellor, and is headed by a Director who is a senior academic of the University of Peradeniya. The Director, in turn is assisted by three Coordinators who are also senior academics. Its administrative functions come under the control of the Registrar, while a Senior Assistant Registrar, an Assistant Registrar, and a Senior Assistant Bursar manage it locally. The non-academic staff comprises of 17 in the clerical and allied grades, 2 in the technical grade and 4 in the semi-skilled and manual grade.

The academic administration of the CDCE is guided by the provisions for Centre circulars and the University Act. Currently, the CDCE conducts two degree programmes, namely the Bachelor of Arts (BA) and Bachelor of Business Administration (External) (BBA). Moreover, other programmes, such as, “Diploma in Management & Development”, Diploma in Library and Information Services and two certificate programmes: “Basic Tamil” and “Laboratory Handling” are conducted by the CDCE. Further to above, CDCE is in the process of diversifying into several other programmes such as BSc in Science, Diploma and Higher Diploma in Early Childhood Care and Development, Diploma in Laboratory Technology and Diploma in Electronic and Computing. These programmes are conducted under the guidance of the Boards of Studies and have been approved by the Senate of the University of Peradeniya.

Organizational Chart



Staff

BOARD OF DIRECTORS

Director

Prof. Rathnayake M. Abeyrathne

Coordinator – Learning Resources

Dr. Rajitha Ranasinghe

Coordinator - Training

Dr. Tharindu Dewasurendra

Coordinator–Registration and Examinations

Mr. M. A. S. Jayakumara

ADMINISTRATIVE STAFF

Senior Assistant Registrar

Mr. J.P. Wesley

Deputy Bursar

Mr. U.W. Rajmal

ACADEMIC SUPPORT STAFF

System Analyst

Ms. V.S. Senevirathne

NON-ACADEMIC STAFF

Mr. SDK Wijenayake
Mrs. MP Assalaarachchi
Mrs. AGH Amukotuwa
Mrs. RASP Ranaweera
Mrs. RBSM Kumarasiri
Mr. WMPDSK Wijerathne
Mrs. MP Jayawardena
Mr. AMSU Manorathne
Mr. WASK Wijethunga
Ms. DMANU Dissanayake
Mr. HADC Kumara
Mr. BMDNB Basnayake
Mr. HMGLL Senevirathne
Mrs. AMNK Attanayake

Ms. AGHN Subodhani
Ms. P Manickam
Ms. ND Egodapitiya
Mr. HLCA Liyanage
Ms. CSD Widanage
Ms. YMSM YapaBandara
Ms. GKGP Gunawardana
Mr. SB Nawarathne
Mr. KMS Bandara
Mr. AGD Amalka
Mr. BGSN YapaBandara
Mr. NGC Jayaruwan
Mr. AMC Aththanayake

Editorial Committee of the Student Handbook 2024

Prof. Rathnayake M. Abeyrathne

Dr. Rajitha Ranasinghe

Ms. S. Yamuna

Introduction to the Programme

The Faculty of Management offers the Bachelor of Business Administration (External) Degree Programme (hereinafter BBA (External)) through the CDCE of University of Peradeniya. This is one of the first Online Degree Programmes offered in the Country. Initially it was offered by the Department of Management Studies under the Faculty of Arts from 2009 to 2015 and was transferred to the Faculty of Management, in 2015. This degree programme intends to provide opportunities to those students who qualify for university admission but fail to obtain placement within the national university system in Sri Lanka.

The BBA (External) degree has three exit points at Diploma, Higher Diploma and Degree levels at present and approximately six hundred (600) students representing all three levels follow the BBA (External) programme. The initial curriculum for the BBA (External) degree programme was approved in 2008. Thereafter, the curriculum for the BBA (External) degree programme was revised in order to reflect the developments taken place in the industry as well as in Management Discipline in 2018.

1.0 Admission Criteria

A student will be eligible for the programme who fulfill the following requirements:

- i. Passed in one sitting at the GCE (A/L) Examination in any stream.

OR

- ii. Any other equivalent qualification recognized by the UGC.

AND

Proof of competence in English to the satisfaction of the Board of Study (BoS) in Management

2.0 Method of Selection of Students

The CDCE calls applications annually for new admission for the programme. As of now double the intake as the internal study programme of the Faculty of Management is selected for the BBA (External) Degree Programme. When there are more eligible applicants, the University usually uses the z- score to select the required number of candidates for the BBA (External) Degree Programme.

3.0 Medium of Instruction

English

4.0 Early Exit Points and Fall-back Options

The programme allows the students for multiple exit points and fallback options for those intended to leave the programme before the completion of the degree. Early exit qualifications provide pathways for students registered for BBA (External) Degree Programme to leave with a Diploma or a Higher Diploma in Business Administration before the completion of the minimum period of the BBA (External) Degree Programme. Moreover, fallback qualifications are available for students who have completed the maximum period of the degree programme (8 years), but are unable to fulfil all the requirements for the award of BBA (External) degree. Such students can leave the programme with either Diploma or Higher Diploma in Business Administration based on the requirements fulfilled.

5.0 Programme Learning Outcomes

Following are the Programme Learning Outcomes (PLOs) of the Diploma in Business Administration:

Upon successful completion of Diploma in Business Administration, the candidate will be able to:	
PLO 1	Demonstrate the foundational knowledge of the functional areas of Management.
PLO 2	Apply the basic Management theories, practices and concepts to real business settings.
PLO 3	Make evidence-based decisions through applying mathematical, statistical data analysis, management science, and IT skills.
PLO 4	Demonstrate managerial skills while working for organizations.
PLO 5	Reflect on ethical issues in an employment context.
PLO 6	Practice the use of effective written and oral communications, innovative thinking, and team building and presentation skills.
PLO 7	Apply the knowledge to effectively engage for Continuous Professional Development (CPD).

Following are the Programme Learning Outcomes (PLOs) of the Higher Diploma in Business Administration:

Upon successful completion of Higher Diploma in Business Administration, the candidate will be able to:	
PLO 1	Demonstrate the essential knowledge of the functional areas of Management.
PLO 2	Apply Management theories, practices and concepts to real business settings.
PLO 3	Make evidence-based decisions through applying mathematical, statistical data analysis, management science, and IT skills.
PLO 4	Demonstrate managerial skills while working for organizations.
PLO 5	Reflect on ethical issues in a business environment based on personal and corporate social responsibilities.
PLO 6	Practice the use of effective written and oral communications, innovative thinking, and team building and presentation skills.
PLO 7	Apply the knowledge effectively to engage for continuous professional development (CPD).

Following are the Programme Learning Outcomes (PLOs) of the Degree in Business Administration:

Upon successful completion of BBA degree programme, the candidate will be able to:	
PLO 1	Demonstrate the advanced knowledge of the functional areas of Management.
PLO 2	Apply the current Management theories, practices and concepts to real business settings.
PLO 3	Make evidence-based decisions through applying mathematical, statistical data analysis, management science, and IT skills.
PLO 4	Use management discipline knowledge and skills to problems in an analytical, imaginative, and integrative perspective.
PLO 5	Demonstrate managerial skills while leading organizations/projects.
PLO 6	Reflect on ethical issues in a business environment based on personal and corporate social responsibilities.

PLO 7	Practice the use of effective written and oral communications, innovative thinking, and team building and presentation skills.
PLO 8	Apply the knowledge effectively to engage in continuous professional development.

6.0 Structure of the BBA (External) Degree Programme

Level	Semester	Course Code	Course Title	Credits	Cumulative Credit
Diploma	1	BBA 1101	Business Mathematics and Statistics	4	4
		BBA 1102	Business Communication	3	7
		BBA 1103	Business Environment	4	11
		BBA 1104	Information and Communication Technology for Management	3	14
	2	BBA 1201	Financial Accounting	4	18
		BBA 1202	Principles of Management	4	22
		BBA 1203	Human Resource Management	4	26
		BBA 1204	Business Economics	4	30
Higher Diploma	1	BBA 2101	Marketing Management	4	34
		BBA 2102	Operations Research	4	38
		BBA 2103	Operations Management	4	42
		BBA 2104	Management Accounting	3	45
	2	BBA 2201	Financial Management	4	49
		BBA 2202	Organizational Behavior	3	52
		BBA 2203	Auditing and Taxation	4	56
		BBA 2204	Entrepreneurship	4	60
Degree	1	BBA 3101	Project Management	4	64
		BBA 3102	Management Information System	4	68
		BBA 3103	Organizational Leadership	3	71
		BBA 3104	Tourism and Hospitality Management	4	75
	2	BBA 3201	Strategic Management	4	79
		BBA 3202	Marketing Communications	4	83
		BBA 3203	Business Law	3	86
		BBA 3204	International Business	4	90

7.0 Student Registration

The Selected candidates are required to register for the degree programme by paying the registration and other relevant fees. A registered student is required to complete his /her degree within the minimum of three years and maximum of eight years after registration.

- **Renewal of Registration**

A registered student is required to renew his/her registration once a year within the maximum period of candidature by paying the relevant fees to keep his/her registration status activated until he/she completes all the requirements of the degree programme.

- **Withdrawal of Registration**

If a student decides to withdraw from the programme after registration, a written request should be made (on the prescribed form) to the Senior Assistant Registrar within 01 month of the date of the commencement of the respective level of the degree program. Only requests that are based on valid reasons will be approved. Students whose requests for withdrawals/ cancellation that have been submitted within the stipulated period and approved shall be entitled to a refund of up to 80% of the course fee. Withdrawal after this period will not entitle students to a refund of any fees paid.

8.0 Requirements for the Completion of the Bachelor of Business Administration (External) Degree Programme.

- **Degree in Bachelor of Business Administration**

A student fulfilling the following requirements within eight years shall qualify for the Degree in Bachelor of Business Administration with;

- i. At least a “C” grade for 22 out of 24 course units as stated in Structure of the BBA (External) Degree Programme with a minimum of “D” grade for each of the remaining courses (02), and
- ii. At least a cumulative GPA of 2.00

- **Higher Diploma in Business Administration**

A student fulfilling the following requirements within six years from the initial registration shall qualify for the Higher Diploma in Business Administration with;

- i. At least a “C” grade for 14 course units as stated in Structure of the BBA (External) Degree Programme with a minimum of a ‘D’ grade in Higher Diploma level and a ‘D’ grade in Diploma level respectively, and
- ii. At least a cumulative GPA of 2.00.

- **Diploma in Business Administration.**

A student fulfilling the following requirements within four years from the initial registration shall qualify for the Diploma in Business Administration with;

- i. At least a “C” grade for 07 course units as stated in Structure of the BBA (External) Degree Programme with a minimum of “D” grade for the remaining course, and
- ii. At least a cumulative GPA of 2.00

Note:

A student who is unable to complete the requirements mentioned above within 8 years may obtain either a Diploma in Business Administration or Higher Diploma in Business Administration. At such events, the qualification offered shall be determined by the Senate on the recommendation of the Faculty Board of Faculty of Management based on the achievements made by the student within the 8 years as mentioned above.

A student may choose to leave with an early exit qualification. Such students may request the CDCE to award him/her a Diploma in Business Administration/ Higher Diploma in Business Administration based on the achievements made by that time as per the above-mentioned requirements, before completion of the maximum period allowed for the programme.

9.0 Students’ Participation in Online Activities

Students’ regular attendance on online activities is compulsory. Students are expected to attend all forums, chat sessions, practical or field sessions as per the teaching plan of the course.

- **Introduction to Learning Management Systems**

A Learning Management System (LMS) is a web-based software application that provides a platform to automate learning processors in order to deliver streamlined and integrated online courses. BBA (External) Degree Programme is delivered through the Moodle.

Through Moodle, the students will be able to access blended learning materials namely, self-instructional materials, audiovisual materials, self-assessed quizzes and other learning strategies. In addition, Moodle provides a platform for the interaction between Student to student, student to teacher and students to CDCE through forums, messaging and chat. Student in-class assessments will be performed through graded and non-graded assignments, forums and quizzes.

Before the commencement of the programme, all the students will receive a unique username and password for their Moodle account through an automated email. It is

students' responsibility to regularly update themselves by frequently checking for emails and logging in to their online Moodle account. Once enrolled on the programme, the students will be offered a Pre-Course to familiarize them with Moodle.

- **Face to Face Sessions / Days School**

The CDCE shall arrange Face to Face Sessions as a part of course delivery for the programme. Accordingly, at the beginning of each semester, the students will be informed at least two face to face sessions for a course unit which will be arranged physically at the University of Peradeniya.

10.0 Student Assessments

Course assessment consists of continuous assessments and an end semester examination. The students only those who have obtained a 'D' grade in the continuous assessment component shall be eligible for the end-semester examination. The total of continuous assessment marks and the end semester examination marks will determine the final letter grade for the course.

11.0 Classes and Awards

- **Award of classes for the BBA Degree Programme**

A student who has fulfilled all the conditions stipulated in the "Requirements for the completion of Bachelor of Business Administration (External) Degree Programme" at the first attempt shall be entitled for classes if he/she fulfills the following additional requirements:

Category of Class	GPA
First class	≥ 3.7 at least C for all courses
Second class (Upper)	3.30-3.69
Second class (Lower)	3.00-3.29
Pass	2.00-2.99
Incomplete	< 2.00

However, any changes to the eligibility criteria of the University shall be applicable to the BBA (External) degree programme as well where relevant.

Grade	Grade point	Marks Range	Grade	Grade point	Marks Range
A+ / A	4.0	80 - 100	A -	3.7	70 - 79
B +	3.3	65 - 69	B	3.0	60 - 64
B -	2.7	55 - 59	C +	2.3	50 - 54
C	2.0	45 - 49	C-	1.7	40 - 44
D +	1.3	35 - 39	D	1.0	30 - 34
F	0.00	00 - 29	I	0.00	Incomplete

- **Distinction and Merit Pass for Diploma and Higher Diploma Levels**

The requirements for distinction and merit passes:

Distinction:

- GPA of 3.70 and above
- At least “C-” grade or above for all courses offered at the first sitting

Merit pass:

- GPA greater than or equal to 2.75 but less than 3.69
- At least “C-” grade or above for all courses offered at the first sitting

Pass:

GPA greater than or equal to 2.00 and less than 2.75 in order to fulfill the requirements.

12.0 Credit Transfer and Lateral Entry to the BBA Degree

Credit transfers from the recognized Higher Education Institutes (HEI)/Universities or professional bodies acceptable to the Senate of the University of Peradeniya that offer equivalent degrees or professional qualifications are allowed, but such transfers should not exceed one third of the total requirements for awarding the Bachelor’s degree. Such transfers of credit shall be subject to the recommendation of the Board of Study (BoS) in Management and the approval of the Faculty Board of the Faculty of Management.

13.0 Appeals and Requests of Students

Students’ requests relating to academic matters shall be considered by the BoS on an individual basis. Such appeals should be made to the BoS through the SAR/CDCE to Director/CDCE who shall place them before the Students’ Request Committee and the Board of Study (BoS) in Management.

Those who have applied but failed to sit the end-semester examination may appeal to the SAR/CDCE within a month from the commencement of the examination giving reasons and evidence to support their claim. If the appeal is accepted by the BoS, they are eligible to obtain a Merit/Distinction/Class at the relevant examination.

All requests stated above or any other related to circumstances not covered by the above rules and regulations of the programme, should be made in writing and directed to the SAR /CDCE.

14.0 Teaching Panel

Name	Qualifications	Specialty
Abeysondera P.H. Mr.	<i>BBA(OPM) (Pdn); MBA (PIM - SJP)</i>	Operations Management
Agilan N. Dr.	<i>BBA (Jfn); MBS (HRM-Ire); MBA (UK); MCMI (UK); M.Sc. (Col); Graduate CIPD (UK); PhD (UOS, UK)</i>	Human Resource Management, General Management
Alfred M. Dr.	<i>B.Com (Pdn); M.Phil (Pdn); PhD (JNU)</i>	Management Accounting
Anusha P. Ms.	<i>B.A. (Economics) (PDN); M.A (Economics) (PDN)</i>	Economics
Ariyaratna M.V.R.U.K.B. Mr.	<i>B.Sc. in Finance (SJP); Dip. In Mgt. Acc. CIMA (UK); M.Sc. App Fin (SJP) (Reading)</i>	Finance
Ariyaratne S.P. Ms.	<i>B.Sc. Operations & Technology Mgt (SJP); M.Sc.(PGIA); M.Sc. in Mgt (SJP); CIMA (Passed Finalist)</i>	Operations Management and Management Information System
Bandara A.M.A.S.M. Mr.	<i>B.Sc.(CM)(Pdn); M.Sc (Mrt); M.Phil.(Pdn); PhD (Mrt) (Reading)</i>	Business Mathematics and Statistics, Project Management
Bandara D.M.D. Mr.	<i>B.B.Mgt(Marketing) (Special)(Kel); MBA (PIM - SJP) (Reading); Dip in ERP (Kel); CIM (UK); AAT (Passed Finalist)</i>	Marketing Management
Bandara G.R.D.C.D. Ms.	<i>BBA(HRM)(Special) (Pdn); IABF; DABF (Reading); CMA (Reading)</i>	Human Resource Management

Bartholomeusz R.A. Ms.	<i>BBA (HRM)(Special) (Pdn); PQHRM (CIPM Sri Lanka; M.Sc. in Mgt (SJP) (Reading)</i>	Human Resource Management
Basnayaka B.M.S.B. Mr.	<i>BBA (Acc.&Fin) (PDN); Dip. in Computerized Accounting (Esoft); ICASL (Reading - Strategic Level)</i>	Accounting and Finance
Dasanayake D.M.S.M. Ms.	<i>BBA (Pdn); M.Sc. in Mgt (SJP)</i>	Operations Management and Management Information System
De Silva H.L.M. Ms.	<i>BBA(Marketing Mgt)(Col); M.Sc. in Mgt (SJP); AM SLIM; MILT; PhD (Massey, NZ) (Reading)</i>	Operations and Supply Chain Management
Deshapriya P.H.E.S.B Ms.	<i>BBA (Marketing) (SEUSL); MBM in Marketing (UOK) (Reading); Dip in Psychology (IMBS) (Reading)</i>	Marketing Management and General Management
Dissanayaka D.M.S.M. Mr.	<i>MA in Economics (PDN); BA (HONS) in Economics (PDN); LLB (Reading) (OUSL; Diploma in English and ICT</i>	Economics
Edirisooriya W.A. Ms.	<i>BBA(HRM) (Special) (Pdn); MBA (Col); PQHRM (CIPM)</i>	Human Resource Management
Ekanayake E.M.A.S.B. Prof.	<i>B.Sc. Bus. Adm. (SJP); MBA (Pdn); PhD (Macquarie, Aus); FCA</i>	Accounting and Corporate Governance
Ekanayake E.M.T.D. Ms.	<i>BBA.(Hons) in Marketing Management (PDN); MBA (Reading)(PIM -SJP)</i>	Marketing Management
Eranda B.A.N. Dr.	<i>B.Sc. (Mkt. Mgt) (Special) (SJP); B.B.A (Apu. Japan); M.Sc. (Apu.Japan);ACIM (UK); PhD (Col)</i>	Marketing and Strategic Management
Fernando N.T.K.P. Mr.	<i>BBA (Opm. Mgt); LSSYB; CA (Business Level); AAT (Passed Finalist); Dip. in SCM.</i>	Operations Management
Fernando T.S.S. Mr.	<i>B.Sc. (Bus. Admin.) (Sp) (SJP); MBA (Col)</i>	General Management and Strategic Management
Godagampola G.D.N.M. Ms.	<i>BA. Sp (Economics & Statistics) (PDN); M.A. in Economics (PDN)</i>	Economics and Statistics
Gunarathne G.C.I. Mr.	<i>B.Sc.Mkt. Mgt.(SJP);M.Sc. in Mgt (SJP); PhD (SUT, Aus) (Reading)</i>	Operations and Supply Chain Management

Gunasekara D.G. Ms.	<i>B.Sc. Finance (Special) (SJP); Dip. In Mgt. Acc. CIMA (UK); M.Sc. in Mgt (SJP) (Reading)</i>	Finance
Gunathilake P.T.M. Ms.	<i>BBA (Fin. Mgt) (Pdn); M.Sc. in AppFin (SJP); M.Sc. in Applied Statistics (Pdn)</i>	Accounting and Finance
Hettiarachchy B.S. Ms.	<i>B.Sc. (Mkt. Mgt) (Special)(SJP); MBA (Col); MSLIM; CIMA Passed Finalist</i>	Marketing Management
Jayasinghe J.M.H.N. Ms.	<i>B.A. (Economics) (PDN); M.A. – Reading (Economics) (PGIHS – PDN)</i>	Economics & Statistics
Jayawickrama U.W.G.Y.E. Ms.	<i>BBA (HRM) (Pdn); MBA (Kel)</i>	Human Resource Management
Kamalini M. Ms.	<i>B. Com (Sp in Accounting) Hons., (SEUL); PGDE (OUSL); MBA (UOC)</i>	Accounting
Kavinda, D.D.C. Mr.	<i>M.Sc. in App.Fin (USJ), B.B. Mgt (Finance) (KLN), ACPM (SL), DCSD</i>	Finance
Kodithuwakku S. Prof.	<i>B.Com (Kel); M.Com (Kel); PhD (SUSL)</i>	Accounting and Finance
Krithika L. Ms.	<i>BBA (Acc & Fin) (Pdn); AAT Passed Finalist</i>	Accounting and Finance
Kumari R.M.C. Ms.	<i>B.Com. (Pdn); M.Phil. (Kel); PhD (Col) (Reading)</i>	General Management
Kumudhini K. Ms.	<i>BA in Economics (Pdn); MA in Economics (Pdn); M,Phill (Pdn) (Reading)</i>	Economics and Statistics
Kumudumali S.H.T. Ms.	<i>BBA (OPM) (Pdn); MBA (PIM-SJP) (Reading)</i>	Operations Management
Kuruppu K.A.T.D. Ms.	<i>B.Sc. (Bus. Admin.) (Sp)(SJP); MBA (RUSL) (Reading)</i>	General Management
Kuruppuge R.H. Prof	<i>B.Com(Pdn); MBA(Col); MA(Kel); PGDM(Pdn); PhD(Czech Republic)</i>	Operations Management, Tourism and Hospitality Management
Maheswaran S. Dr.	<i>B.Com(Pdn); MBA (Pdn); PGDDE(IGNOU, India); PhD(NTNU, Norway)</i>	Operations Management and Entrepreneurship

Mathusha S. Ms.	<i>B.A (Hons) in Economics (Pdn); M.A in Economics (Pdn); Master in Applied Statistics (Pdn)</i>	Economics & Statistics
Menike M.G.P.D. Dr.	<i>B.Com (Pdn); MBA (Pdn); M.Sc. in App Fin (SJP); PhD (DUFE);CBA; MAAT</i>	Accounting and Finance
Mudalige H.M.N.K. Ms.	<i>BBA (Fin. Mgt) (Pdn); MBA (Finance) (Col)</i>	Accounting and Finance
Munasinghe P.H.R.R.P.K. Ms.	<i>B.B.Mgt (Kel); MBA (Col); Dip MA (CIMA)</i>	Human Resource Management
Muwandeniya W.A.K.C. Mr.	<i>BBA(Mkt) (Pdn); PGDip(PM) CIM UK; M.Sc. DMM (Coventry) (Reading)</i>	Marketing Management
Niwarthana H.W.R. Ms.	<i>BBA (Mkt. Mgt) (Special)(Pdn);MBA (PIM)(SJP)</i>	Marketing Management
Nuskiya M. N. F. Ms.	<i>BBA (Fin.Mgt) (Pdn); M.Sc. in Mgt (SJP)</i>	Accounting and Finance
Perera D.R. Mr.	<i>BBA (HRM) (UOP); MBA (UOC)</i>	Human Resource Management
Premachandra Y.B. Ms.	<i>BBA (MKT Mgt) (Special) (Pdn)</i>	Marketing Management
Priyadarshani P.L.W. Ms.	<i>B.B.Mgt (Finance) (Kel); MBA (Pdn)</i>	Accounting and Finance
Priyantha H.R.D.A. Ms.	<i>BBA (Operations Mgt) (Pdn)</i>	Operations Management
Rathnayaka R.M.U.R.K. Ms.	<i>B.B. Mgt (Marketing) (Special) (Kel); MBA (Col); CIM (UK); AAT (Passed Finalist)</i>	Marketing Management
Rathnayake M.R.M.C.J.K. Ms.	<i>BBA (Org. Mgt) (Pdn); MBA in Mgt (PIM-SJP) (Reading); AAT (Passed Finalist)</i>	Organizational Management
Samaranayake D. I. J. Mr.	<i>B.A. (Economics) (Pdn); M.Phil (Pdn); M.Sc.(UK)</i>	General Management
Senarath B.T.D.N. Ms.	<i>BBA (OPM) (Pdn); MBA (PIM-SJP)</i>	Operations Management, Mathematics and Statistics

Senavirathne Y.Y. Ms.	<i>B.Com (Pdn); M.Sc. in Mgt (SJP) (Reading)</i>	General Management and Entrepreneurship
Shiromy A.S. Ms.	<i>B.Com. (Pdn); M.Sc. in Mgt (SJP)</i>	General Management and International Business
Sirikanth S. Mr.	<i>B.Sc. in CM (Pdn); CCNA (Pdn), M.Sc. in IT(PGIS-Pdn)</i>	Computer Science and Management Studies
Sukirthan T. Mr.	<i>B.Sc. (Bus Admin.) (Sp)(SJP)</i>	General Management
Suwathika P. Ms.	<i>B.Sc. Accounting (Special) (SJP); ICASL - Passed Finalist; M.Sc. in Mgt (SJP) (Reading)</i>	Accounting
Tennekoon P.W. Ms.	<i>BBA (Pdn); M.Sc. in Mgt (SJP)</i>	Operations Management and Entrepreneurship
Tennekoon T.M.R.T. Ms.	<i>BBA (Acc&Fin) (Pdn); MBA (Col)(Reading)</i>	Accounting and Finance
Thampoe, H. D. Dr.	<i>BA (Special) in English (PDN), MPhil in English (PDN) & PhD in Linguistics & English Language (NCL, UK)</i>	Linguistics & English Language
Weerakotuwa P.R.W.M.S.C. Ms.	<i>BBA (HRM) (Special) (Col); MBA (Col); Cert.IR & Labor Law</i>	Human Resource Management
Weeratunge K.D.M.K. Ms.	<i>BBA (Mkt. Mgt) (Special) (Pdn); M.Sc. in Mgt(SJP)(Reading); Dip. In Mgt. Acc. (CIMA), (UK); CIM (UK)</i>	Marketing Management
Wickramaratne W.P.R. Prof.	<i>B.Com (Kel); M.Sc. (SJP); PhD in HRM (Murdoch)</i>	Human Resource Management
Wijerathne D.P.S.S. Ms.	<i>B.A. (Pdn); M.A. (Kel); PQHRM (IPM)</i>	Business Communication
Wijesundara W.M.H.W. Ms.	<i>BBA (MKT Mgt) (Special) (Pdn); Dip. Strategic Sales Mgt: Cert.Dig.Mkt; AAT (Passed Finalist)</i>	Marketing Management
Wijethunga W.M.H.U. Dr.	<i>B.Sc. Mkt. Mgt.(Special)(SJP); M.Sc. in Mgt (SJP); AM SLIM; PhD (UoN, UK)</i>	Marketing Management
Yamuna S. Ms.	<i>B.Sc. (Fin. Mgt) (SUSL); M.Sc. in Mgt (SJP); AAT (Passed Finalist)</i>	Accounting and Finance

15.0 Student Request Committee

A committee appointed by the Board of Study in Management shall consider and recommend suitable solutions to the students' requests to the Board of Study in Management for its approval.

16.0 Course Content

DIPLOMA LEVEL – SEMESTER I

BBA 1101 – Business Mathematics and Statistics

Basic Algebraic Operations and Equations; Linear and Non-Linear Functions; Basic Matrix Operations and Solutions for Systems of Equations; Limits and Differentiation; Application of Differentiation; Integration; Applications of Integrals; Sets; Theory of Probability; Probability Distribution; Sampling and Sampling Distribution; Descriptive Statistics; Statistical Inferences; Introduction to Regression Theory and Application; Excel Practical – Mathematics and Statistical Functions.

Recommended Readings:

1. Levine, D.M., Timothy, C.K., Mark, L.B. & Viswanathan, P.K. (2011) *Business Statistics- A First Course*. 5thedn. India: Pearson Education.
2. Bowerman, B.L., O'Connell, R.T. & Michael, H.L. (2010) *Business Statistics in Practice*. 5thedn. Irwin: McGraw-Hill.
3. Ernest F.I. Haeussler, Jr. & Reherd S. P. (2009) *Introductory Mathematical Analysis*. 10thedn. London: Prentice-Hall.
4. Keller, G. (2009) *Statistics for Management and Economics*. 7thedn. USA: Thomson South-Western.

BBA 1102 – Business Communication

Introduction to Business Communications; The role of business communication in the digital age; Oral communication: Presentations: Audience analysis, Presentation design, Presentation delivery, Presentation evaluation; Written communication: The three stage process, Writing letters, Writing memos, e-mails, Writing a summary, Writing reports, Citations and Referencing; Crafting Negative Messages; The role of nonverbal communication; Conducting effective meetings; Building effective interpersonal

relationships; Cross-cultural communication; Succeeding at interviews and preparing CV; Business etiquette; Contemporary issues & challenges in business communication.

Recommended Readings:

1. Bovee, C. L. & Till, J. V. (2014) *Business Communication*. 12thedn. New York: Pearson.
2. Guffey, M.E. & Loewy, D. (2015) *Business Communication*. 8thedn. South-Western College.
3. Munter, C. L. & Hamiltan, L. (2013) *Guide to Managerial Communication*. 10thedn. New York: Pearson.
4. Shwom, B. G., & Snyder, L. G. (2014) *Business Communication*. 2ndedn. New York: Pearson.
5. Lesikar, R.V. & Flatley, M.E. (2005) *Basic Business Communication: Skills for Empowering the Internet Generation*. McGraw-Hill/Irwin.

BBA 1103 – Business Environment

An introduction to business environment (Scope, Nature, Types, Context), Classification of businesses, Macro-environment: political, economic, socio-cultural, technological, ecological, legal influences on business organizations, utilizing the PESTEL framework of analysis; Task environment; Internal environment: Organization culture, Strategies, Capabilities; Auxiliary Services in Business: Money and banking, Insurance, Communication, Transportation, Warehousing; International business environment: exports and imports strategies, regional economic integration, international organizations; Small and medium enterprises; Government and business; Contemporary issues in business organizations: Corporate governance, ethics, sustainability, ICT and quality management; Global competitiveness and Sri Lankan business environment.

Recommended Readings:

1. Campbell, D. & Craig, T. (2015) *Business Environment*, Butterworth-Heinemann, Elsevier Ltd, Oxford
2. Hall, D., Jones, R., Raffo, R., Andarosan, A., Chambers, I. & Gray, D. (2014) *Business Studies: An integrated approach*. Pearson: Harlow.
3. Hamilton, L., Mitchell, L. & Mangan, A. (2014) *Contemporary issues in Management*. Keele University Press: London.

BBA 1104 – Information and Communication Technology for Management

Introduction to ICT and Computer Systems; Computer Software, Hardware and Live ware; Applications of IT in Business; Internet Services; Open Learning Resources; Effective Use of Word Processing Software; Effective Use of Spreadsheet Software; Effective Use of Presentation Software; Introduction to Database Management Systems; Effective Use of Database Management Systems; Security Issues in ICT; Usage of IT in Career Advancement.

Recommended Readings:

1. Bucki L.A., Walkenbach J., Alexander M., Kusleika D. & Wempen F. (2013) *Office 2013 Bible: The Comprehensive Tutorial Resource*. John Wiley & Sons.
2. Rusen C.A., Ballew J. (2012) *Windows® 8 Step by Step*. O'Reilly Media, Inc.
3. O'Brien J.A., Marakas G.M. & Behl, R. (2013) *Management Information Systems*. 10thedn. McGraw Hill Education.

Diploma Level – Semester II

BBA 1201 – Financial Accounting

Accounting and its Environment; Accounting Process; Preparation of Accounts with Adjustments; Preparation of Financial Statements for Sole-proprietorships; Accounting Treatment for Partnership Businesses; Conceptual & Regulatory Framework of Accounting; Accounting for Share Issue; Preparation and presentation of financial statements (LKAS 01); Preparation of Financial Statement for Companies (Statement of Financial Position, Statement of Profit or Loss and Other Comprehensive Income & Statement of Changes in Equity); Statement of Cash Flows (LKAS 07); Principles of disclosure: Accounting policies, changes in accounting estimates and errors (LKAS 08); Accounting for Inventories (LKAS02); Accounting for Property, Plant & Equipment (LKAS 16); Accounting Treatment for Non-profit Organizations; Accounting Treatment for Leases (LKAS 17).

Recommended Readings:

1. Leo, K., Hoggett, J. & Sweeting, J. (2012) *Company Account*. 9thedn. John Wiley & Sons: Australia.
2. Sangster, A. (2015) *Frank Wood's Business Accounting I*. 13thedn. Pearson Education Limited: UK.
3. Sangster, A. (2015) *Frank Wood's Business Accounting II*, 13thedn. Pearson Education Limited: UK.

4. The Institute of Chartered Accountants of Sri Lanka, Sri Lanka Accounting standards -2016, <https://casrilanka.com/>
5. The Institute of Chartered Accountants of Sri Lanka, The Conceptual Framework for Financial Reporting, <https://casrilanka.com/>

BBA 1202 – Principles of Management

Introduction to Management; Evolution of Management; Planning and Mission; Environments and Strategic Management; Decision Making; Organizational Structures; Groups, Teams, and Teamwork; Managing change and innovation; Information Technology; Culture and Diversity; Leadership; Motivation; The Individual and the Organization; Controlling; Business Ethics; Globalization and Business.

Recommended Readings:

1. Certo, S.C. & Certo, S.T. (2016) *Modern management: Concepts & skills*. 14thedn. Pearson: NY
2. Robbins, S.P. & Coulter M. (2016) *Management*. 13thedn. Pearson: NY
3. <http://open.lib.umn.edu/principlesmanagement>
4. <https://study.com/academy/course/principles-of-management-textbook.html>

BBA 1203 – Human Resource Management

Introduction: definitions, the purpose and objectives of the HRM, importance of HRM, evolution of HRM; Job analysis: job design, job description, job specification; Human resource planning: human resource planning process; Recruitment; Selection; Hiring and induction; Performance management: goal setting, performance appraisal, performance feedback, performance development; Training and Development: training and development process, management development; Reward management: forms of rewards, pay mix, pay management process; Welfare management; Employee motivation; Health and safety; Career management; Talent management; Labor relations; International HRM; Trends in HRM.

Recommended Readings:

1. Dessler, G. (2015) *Human Resource Management*. 14thedn. Pearson: New York.
2. Mondy, W. & Martocchio, J.J. (2016) *Human Resource Management*. 14thedn, Pearson: London.
3. Armstrong, M. (2016) *A Handbook of Human Resource Management Practice*. 12thedn. Kogan Page: London.

BBA 1204 – Business Economics

Introduction to Economics: Basic concepts, Production Possibility Curves and Economic System; Demand, Supply and Market Equilibrium; The Economic Concept of Elasticity; Analyzing Government Intervention in Markets; Theory of Consumer Behavior: Cardinal Approach and Ordinal Approach; Theory of Production; Theory of Cost and Profit Maximization; Market Structures: Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Macroeconomic Concepts and Issues; National Accounting; ISLM analysis: Introduction, Monetary Policy and Fiscal Policy; Inflation and Unemployment; International Trade, Exchange Rates and Balance of Payment; Economic Growth and Development.

Recommended Readings:

1. Ahuja, H. L. (2010) *Modern microeconomics*. 16thedn.S Chand & Company Ltd.
2. Dornbusch, R. & Fisher, S. (2002) *Macroeconomics*. New York: McGraw Hill.
3. Mankiw G.N., (2006) *Principles of Economics*, NY: South Western.
4. Richard, L. & Alec, C. (2011) *Economics*. 13thedn.Oxford University Press: England.
5. Samuelson, P. A. & Nordaus, W. D. (2010) *Economics*. 19thedn. McGraw-Hill Companies: India.

Higher Diploma Level – Semester I

BBA 2101 – Marketing Management

Define Marketing: Differentiate between Marketing and Marketing Management; Role of Marketing in an Organization; Core Marketing Concepts; Business Orientations towards Market Place; Marketing Management Process; Marketing Environment; Introduction to Consumer Behavior; Introduction to target marketing, Introduction to Marketing Mix Strategies.

Recommended Readings:

1. Kotler, P., & Armstrong, G., (2012) *Principles of Marketing*, 13th ed. Prentice Hall Publishers, India.
2. Peter, J. P., & Donnelly Jr., (2012) *A Preface to Marketing Management*, 13th ed. McGraw-Hill, United States.

3. Brassington, F., & Pettitt, S., (2008) Principles of Marketing, 6th ed. Prentice Hall Publishers.
4. McCarthy, E.J., (1994) Basic Marketing: A Managerial Approach, Richard D. Irvin, Inc, Homewood, United States.

BBA 2102 – Operations Research

Introduction to Operations Research: Deterministic and probabilistic methods, modeling; Solving linear models: graphical method, simplex method, sensitivity analysis; Transportation models; Assignment problem; Inventory management; Decision theory; Simple linear regression; Waiting line analysis.

Recommended Readings:

1. Anderson, D. R., Sweeney, D. J. & Williams, T. A. (2011) Quantitative Methods for Business, 10th ed. Cengage Learning.
2. Hillier, F. S. & Lieberman, G. J. (2005) Introduction to Operations Research, 8th ed. McGraw Hill.
3. Rios, S. (2012) Decision Theory and Decision Analysis: Trends and Challenges, Springer Science and Business Media

BBA 2103 – Operations Management

Introduction to operations management; Various approaches to Operations Management: System view, Resource view; Evolution of Operations Management; Operations strategy and competitiveness; New product development and design process; Manufacturing process improvements; Process design; Quality management; Resource planning: Inventory management, JIT, MRP, ERP; Production planning: Capacity planning; Facility layout and location planning, scheduling; Supply chain management: global logistic; Contemporary issues in operations management.

Recommended Readings:

1. Roberta, S& Bernard, W. (2014) Operations Management, 7th ed. John Wiley& Sons.
2. Dias, A. (2016) Introduction to Operations Management, 1st ed. Rout ledge, New York
3. Stevenson, W. J. (2015) Operations Management, 8th edition, McGraw-Hill, Irwin
4. Slack, N, Jones, A.B. & Johnston R, (2016) Operations Management, 8th ed. Pearson Education Limited.

BBA 2104 – Management Accounting

Introduction to Management Accounting; Classification of Costs and Revenues; Accounting for Materials; Accounting for Labor; Accounting for Overheads; Activity Based Costing (ABC); Cost Volume Profit (CVP) Analysis; Marginal and Absorption Costing; Short Term Decision Making; Capital Investment Appraisal; Standard Costing & Variance Analysis; Budgeting and Control; Process Costing; Joint Product & by-Product Costing; Recent Developments in Management Accounting.

Recommended Readings:

1. Charles, T.H., Srikant, M.D., & George, F., (2007) Cost Accounting – A Managerial emphasis. 12th ed. New Delhi: Prentice Hall.
2. CIMA Study Text, London: BPP Publishing Ltd.
3. Drury, C., (2015) Management and Cost Accounting. 9thed. London: Cengage Learning.
4. Karen, W.B., & Wendy, M.T., (2015) Managerial Accounting-Global Edition.4th ed. London: Pearson Publication.
5. Ray, P., (2012) Managerial Accounting. 7thed. London: Pearson Learning.

Higher Diploma Level – Semester II

BBA 2201 – Financial Management

Introduction to Financial Management; Time Value of Money; Cost of Capital; Valuation of Bonds & Debts; Valuation of Equity; Risk and Return: Single asset; Risk and Return: Portfolio of assets; Financial Analysis; Capital Budgeting: Identification of relevant cash flows; Financial Leverage and Capital Structure; Dividend Theories; Dividend Policies; Working Capital Management; Behavioral Finance; International Financial Management.

Recommended Readings:

1. Brealey, R., Myers, S., Allen, F., & Mohanty, P. (2014) Principles of Corporate Finance, 11th ed. McGraw- Hill Publishing Co. Ltd, India.
2. Groppelli, A.A., & Nikbakbt, E. (2012) Finance, 6th ed. Barron's Educational Series 3, USA.
3. Pandey, I.M. (2015) Financial Management, 11th ed. Vikas Publishing House (Pvt) Ltd, India.

4. Ross, S., Westerfield, R., Jaffe, J., & Jordan, B. (2016) Corporate Finance, McGraw-Hill, USA.
5. Stephen, A.R., Randolph W.W., & Jeffrey J. (2014) Corporate Finance, 10th ed. Tata McGraw-Hill Publishing Co. Ltd, India.

BBA 2202 – Organizational Behavior

Introduction to Organizational Behavior; Individual Differences: Perception, Personality, Attitudes, Job satisfaction, Psychological Contract, Emotional Labor, Emotional Intelligence; Motivation and Theories of Motivation; Group Dynamics: Groups and Teams; Conflict & Negotiation; Power and Organizational Politics; Leadership; Organizational Culture; Organizational Change.

Recommended Readings:

1. Robbins, S. P., & Judge, T., (2015) Organizational Behaviour, 16th ed. Pearson, New York.
2. Ivancevich, J. M., Konopaske, R., & Matteson, M. T., (2012) Organizational Behaviour and Management, 9th ed, Mc-Graw Hill, New York.
3. Hellriegel, D., & Slocum. Jr, J. W., (2010) Organizational Behaviour, 12th ed, Thomson, Ohio.

BBA 2203 – Auditing & Taxation

Introduction and Evolution of Auditing; Statutory Audits and Audit Appointment Process; Auditor Independence, Auditor's liability and Basic Ethical Principles Governing an Audit; Audit Evidence; Audit procedure I: Planning and Documentation, Analytical Procedures, Internal Control Systems and Assessment of Control Risk; Audit procedure II: Substantive Procedures, Audit Sampling, Using Work of Others; Audit reports and different audit opinions; Auditing in Electronic Data Processing Environment and Current Issues in Auditing; Introduction to Taxation; Sources of Income: Employment Income, Investment Income; Sources of Income: Business Income, Other Income; Computation of Total Statutory Income, Assessable Income and Taxable Income; Computation of Income Tax for Individuals; Computation of Income Tax for Companies; Tax Administration.

Recommended Readings:

1. Arens, A. A., Elder, R. J., & Beasley, M. S., (2011) Auditing and Assurance Services. (Global Edition), 14th ed. Pearson Education, USA.
2. Basu, S. K., (2009) Fundamentals of Auditing, Kindersley (India) Pvt. Ltd., India

3. Knechel, W.R., & Salterio, S.E., (2016) Auditing, Assurance and Risk. 4th ed. South-Western College, USA.
4. The Institute of Chartered Accountants of Sri Lanka, Sri Lanka Auditing Standards, www.icassrilanka.com.
5. Canagasoorym, K.S., (2011) Canagey's Quick Guide to Income Tax., 3rd ed. Colombo: Epsilon Publications.
6. Inland Revenue Act, No. 24 of 2017 and Subsequent Amendments.
7. Samaratunga, M.S.M.T. (2013) The Main Principles of Income Taxation in Sri Lanka. Colombo: Stamford Lake Publication.

BBA 2204 – Entrepreneurship

Overview of Entrepreneurship: Introduction, Definition and Concepts; Factors Affecting to Entrepreneurship; Entrepreneurial Environment and Entrepreneurial Opportunities; Entrepreneurial Process: Creative Process and Innovation Process, Feasibility Planning Process and Growth Management Process; Identifying New Venture Opportunities: Venture Opportunities in Production, Venture Opportunities in Service; Functions in New Venture: Marketing Functions, Human Resource Functions, Finance Functions; Managing Growth and Diversification of an Entrepreneurial Venture; Venture Planning and Starting your own Business.

Recommended Readings:

1. David, H. H., (2011). Entrepreneurship New Venture creation, Prentice Hall.
2. Kuratko, D. F., (2004). Entrepreneurship: Theory, process and Practice, 9th ed. South-Western College.
3. Wickham, P. A., (1998). Strategic Entrepreneurship, 4th ed. Prentice Hall.

Degree Level – Semester I

BBA 3101 – Project Management

Introduction to Project Management; Projects and organizations; Project selection models; Project planning and controlling; Project scheduling; Project communication and stakeholder management; Project risk management; Dynamics of project teams; Environmental aspects of projects; Project review.

Recommended Readings:

1. Mayor, H., (2010) Project Management, 4th ed., Pearson Education, England.
2. Nicholas, J. M. & Steyn, H., (2011) Project Management for Business Engineering and Technology, 3rd ed., Elsevier, India.
3. PMI, (2013) A Guide to Project management Body of Knowledge, 5th ed., Project Management Institute, USA

BBA 3102 –Management Information Systems

Introduction to Management Information Systems; System approach to organizations; Concepts in E-commerce and E- business; Information security; Information Systems and Organization Strategy; Integration of IT & Decision making; Information systems development process; Information systems based organizational change; Contemporary issues in management information systems.

Recommended Readings:

1. Laudon K.C. and Laudon J.P., (2015) Management Information Systems-Managing the Digital Firm, 14th ed., Pearson Education, Toronto.
2. Lambert J. and Cox J., (2013) Microsoft Access 2013 Step by Step, Pearson Education, Washington.
3. Rainer K.R., Prince P. and Watson H.J., (2015) Management Information Systems, 3rd ed., Wiley.

BBA 3103 – Organizational Leadership

Introduction to Organizational Leadership; Theories of Leadership: Traits Theory, Behavioral Leadership Theories, Contingency leadership theories and models, Situational Leadership Theory; Team Leadership: Communication, Coaching, The use of Teams in Organizations, Team Creativity, Team Skills and Leading Self-Managed Teams; Contemporary Theories of Leadership; Charismatic and Transformational Leadership; Leadership and Culture; Value Based Leadership.

Recommended Readings:

1. Daft, R. L., (2013) Leadership, 06thed, Cengage, New York.
2. Lussier, R. N., & Achua, C. F., (2010) Leadership Theory and Application, Skill Development, 04thed, Cengage, New York.
3. Yukl, G., (2010) Leadership in Organizations, 10thed, Pearson, New York.

BBA 3104 – Tourism and Hospitality Management

Introduction to Tourism and Hospitality: Tourism Industry, Tourist, Classification of tourists, Tourism vs. Hospitality; Tourism Infrastructure: Transportation, accommodation, food and beverage service, recreation, entertainment, travel services; Tourism products and services, Tourist Motives, Sustainability Tourism, Tourism impact and trends, emerging themes in tourism: slow travel, dark tourism, volunteer tourism and medical tourism, BRIC markets; Hospitality: Hotel classification & types; Leadership in hospitality & tourism.

Recommended Readings:

1. Westcott, M., Bird, G. & Briscoe, P. (2015). Introduction to Tourism and Hospitality in BC, B Campus.
<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=438>
2. Page, S.J. (2015) Tourism Management, 5th edn, Taylor & Francis Ltd: London
3. Chon, K., & Maier, T.A., (2010) Welcome to Hospitality: An Introduction, 3rd ed. Delmar, Cengage Learning.
4. Wood, R. (2013) Key concepts in hospitality management, Sage: London

Degree Level – Semester II

BBA 3201 – Strategic Management

Introduction to strategic management; External environment analysis: General environment(PEST analysis), Industry analysis, strategic groups and competitor analysis; Internal environment analysis: resources, capabilities and core competencies; Strategic purpose: Vision, mission, objectives and values, stakeholder management, business ethics and corporate social responsibility; culture and strategy; Strategic choices: business level strategy, corporate level strategy and diversification, functional level strategies, international strategy, strategy methods: organic growth, mergers and acquisitions, strategic alliances; Strategy in action: evaluating strategies, strategy development process, organizing for success, managing organizational change.

Recommended Readings:

1. Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regner, P. (2016) Exploring Strategy: Text and Cases, 10th edition, Pearson Education Limited.

2. Wheelen, T.L., Hunger, J.D., Hoffman, A.N. and Bamford, C.E. (2015) Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 14th edition, Pearson Education Limited.
3. David, F.R. and David, F.R. (2015) Strategic Management: Concepts and Cases, 15th edition, Pearson Education Limited.

BBA 3202 – Marketing Communications

The IMC foundation: Introduction to Integrated Marketing Communications (IMC), IMC planning process, Role of IMC in the marketing process, Buyer behaviors; IMC advertising tools: Organizing for advertising and advertising design, Source, message and channel factors; IMC promotional tools: Sales promotions, Personal selling, Direct marketing, Public relations and sponsorship programs; Digital and alternative marketing; Internal and international marketing communications; IMC ethics, regulation and evaluation.

Recommended Readings:

1. Clow, K.E., & Baack, D.E., (2016) Integrated Advertising, Promotion and Marketing Communication, 7th ed, Pearson Education Inc, Harlow.
2. Belch, G., & Belch, M. (2014) Advertising and Promotion: An integrated marketing communications perspective, 10th ed, McGraw-Hill, New York.
3. Moriarty, S., Mitchell, N., & Wells, W., (2015) Advertising & IMC: Principles and Practice, 10th ed, Pearson Education Inc.
4. Smith, P.R., Taylor, J., (2004) Marketing Communications: An Integrated Approach, 4th ed, Kogan Page.
5. Jim, B., (2006) Essentials of Marketing Communications, 3rd ed, Prentice Hall, Harlow

BBA 3203 – Marketing Communication

Introduction to commercial law: fundamental concepts, sources of law, different categories of law, the legal system of Sri Lanka; Contract law; Law of sale of goods; Law of agency; Law of partnership; Negotiable instruments; Insurance law; Hire purchasing, Intellectual property law; Company law.

Recommended Readings:

1. Elliott, K. & Quinn, F., (2011) Contract Law. 8th ed. Pearson Education Limited, Essex, England.
2. Hough, T. & Kühnel-Fitchen, K., (2017) Optimize Contract Law. 2nd ed. New York. McGraw Hill. Routledge, London and New York.
3. Weerasooriya, W., (2010) A Textbook of Commercial Law. Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura.

BBA 3204 – International Business

Introduction to International Business; Theories in International Business; Political Legal and Regulatory Environment; Economic Environment; Social and Cultural Environment; International Market Entry Strategies; International Trade Barriers; Ethics and Social Responsibility in International Business; International Trade Organizations and Governance; International Operations and Supply Chain Management; International Marketing; International Human Resource Management; International Financial Management; Emerging Markets in International Business; Emerging Themes in International Business.

Recommended Readings:

1. Daniels, J.D., & Radebaugh, L. H., (2015). International Business, 15th ed. Prentice Hall.
2. Ajami, R., & Goddard, J. G. (2013) International Business: Theory and Practice, 3rded. New Delhi: Prentice Hall.
3. Dlabay, L., & Scott, J. (2010) International Business, 4thed.Cengage Learning.
4. Peng, M.W. (2016) Global Business, 4thed.Cengage Learning.

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Frequently Ask Questions – for BBA Students.

1. What is the duration of the Programme?

The BBA (External) degree programme consists of 3 levels as Diploma Level, Higher Diploma Level, and Degree Level. And it will take altogether three years to complete the degree programme.

2. How many credits consist of each level?

Each level consists of 30 credits adding up to a total of ninety (90) credits to complete the degree programme.

3. How many years are allowing to complete the degree programme?

The maximum time limit allowed for the completion of the study programme is (8) eight years.

4. How many semesters consist in an academic year?

There are two semesters consisting in each academic year.

5. How many weeks include for one semester?

A semester is consisting of 15 weeks.

6. If I face any difficulty, how can I withdraw my registration?

If you wish to withdraw your registration, you have to make a written request to the SAR/CDCE within **one month from the date of the commencement** of the programme.

7. How much will be refunded on withdrawal of my registration?

It is allowed only for up to **80%** if the request of cancellation have been submitted within the stipulated period.

8. How do I exit from the Diploma or Higher Diploma level of the Programme?

A student who is unable to complete the requirements which are requested for a higher diploma or degree, student shall request the SAR/CDCE to award a diploma or higher diploma respectively.

9. How can I download the past papers?

Search as “BBA past papers” in the search box available on the Home page of the website.

10. Can I sit for the Final Examinations in overseas?

The candidates who are temporally dominical are allowed to sit the examination overseas. The process will start from student request but it depends on the approval of the Embassy, Eligibility and the Payment. The request should be forward 2 months prior to the examination.

Certificates Related Matters

11. How can I get the Provisional/details Result sheet?

The detailed statement of results duly signed by the SAR/AR-CDCE can be collected from the CDCE. It is issued at the request of students and payments only. Rs. 500/- Within one day (To obtain the certificate by hand on the same day) Rs. 250/- Within two weeks (To receive the certificate by post within two weeks from the date the application received to the CDCE).

12. How can I collect my Transcript?

A transcript shall be issued only after the completion (Graduation) of a programme.

13. How can I get an Academic Transcript?

A transcript shall be issued only after the completion of a programme and shall be issued only to an external body and shall not be issued to the student. It is issued only on the request and payment.

Local Transcript – Rs. 500 per copy and Rs. 50 for every additional copy, if sent to the same address.

Foreign Transcript – Rs. 1000 per copy and Rs. 125 for every additional copy, if sent to the same address. An additional sum of Rs. 750/- is charged, if the transcript to be sent within 2 days.

14. Can you handover my original degree certificate to my friend or relatives?

The original certificate does not issue to anybody except the relevant student. But the student can request the original certificate through the registered post.

15. Do you post my results verification to (relevant destination)?

Yes, at the request of the relevant authority, the CDCE will post the verifications within 5 working days to the relevant destination. It is a confidential communication. The copy of confirmation will not be issued to the student and student does not want to contact CDCE.

16. Do you charge for the postage of the results verification?

At any time, charges will not be requested from the student for result verification.

17. Can you issue a letter confirming my payment (payment structure) which I paid as a course fee for reimbursement from my office?

The relevant letter can be collected from the Finance division of the CDCE

18. How can I make a complaint?

You can drop complaints at any time to the complaint box at the CDCE or can visit SAR /AR during working hours.

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