



Curriculum for Bachelor of Commerce (Honors) Degree

Department of Commerce and Management
Faculty of Commerce and Management Studies
University of Kelaniya
2017

Course	Global Economics & Business
Course Code	COMC 31214
Credit value	4
Type/Status	Compulsory
Level	3
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. explain how and why the world's countries differ from each other
2. discover the changes in rapid globalization in the world economy
3. analyze the effects of the international flow of goods and services and factors of production on the international trade and international competitiveness
4. explain the changing world markets ,output and trade

Course Content

Topic	Learning Outcomes	Teaching and Learning Method	Method of Assessment
1. Introduction to Global Business and Economics	At the end of session students should be able to <ol style="list-style-type: none"> 1. Define global business and economics 2. Describe the important concepts in Global business and economics 3. Describe the subject matter of international economics 	Lectures Group work	Mid semester examination End semester examination Class room discussions
2. International trade theory and law of comparative advantage	At the end of session students should be able to: <ol style="list-style-type: none"> 1. Discuss the relationship between international trade and international trade theories 2. Discuss the law of comparative advantage 3. Demonstrate the relationship between opportunity costs and relative commodity prices 	Lectures Class room discussions Presentations	Mid semester examination End semester examination Class room assignments Tutorials
3. The standard theory of International Trade	At the end of session students should be able to: <ol style="list-style-type: none"> 1. Discuss how relative commodity price and the commodity prices and the comparative advantage of nations are determined under increasing costs 2. Explain the basis and the gains from trade with increasing costs 	Lectures Class room discussions Presentations	Mid semester examination End semester examination Tutorials Class room assignments

	3. Explain the relationship between international trade and deindustrialization in advance nations		
4. Demand and supply, offer curves and the terms of trade	At the end of session students should be able to: 1. Examine the equilibrium price at which trade takes place is determined with offer curves 2. Explain the meaning of trade and how they change over time using examples	Lectures Group Works Class room assignments	Mid semester examination End semester examination Tutorials Class room assignments
5. Factor endowments and the Hecksher - Ohlin Theory	At the end of session students should be able to: 1. Explain how comparative advantage is based on differences in factor endowments across nations 2. Explain the assumptions of the factor endowment theory 3. Discuss the factor intensity of trade of various countries	Lectures Group Works Class room discussions	Tutorials Assignments End semester examination Tutorials Class room assignments
6. Economies of scale-Imperfect Competition and International trade	At the end of session students should be able to: 1. Explain how international trade can result from economies of scale 2. Explain how product differentiation leads to intra industry trade 3. Understand the technological gap and product cycle models of trade	Lectures Tutorials Class room assignments	End semester examination Tutorials Class room assignments
7. Economic growth and International trade	At the end of session students should be able to: 1. Explain how the change in nation's factor endowments affects its growth, terms of trade, volume of trade and welfare of the nations 2. Discuss how technological change affects growth, trade and welfare	Lectures Group work Class room discussions Presentations Case studies	Individual Assignment End semester examination

	3. Discuss how a change in tastes affects trade, growth and welfare		
8. Trade restrictions: Tariffs	At the end of session students should be able to: 1. Discuss the meaning and importance of structure 2. Examine the effect of a tariff on consumers and producers 3. Determine the costs and benefits of a tariff on a small and a large nation	Lectures Group work Class room discussion Presentations	Assignments End semester examination
9. Nontariff Trade Barriers and the new Protectionism	At the end of session students should be able to: 1. Discover the meaning and effect of quotas and other nontariff trade barriers 2. Examine the effects of dumping and export subsidies	Lectures Group work Class room discussion Presentations	Assignments End semester examination
10. Economic Integration	At the end of session students should be able to: 1. Discover the meaning of trade creation, trade diversion and the dynamic benefits of economic integration 2. Define the Customs Unions and Free Trade Areas	Lectures Group work Class room discussions Presentations Case studies	End semester examination Assignments
11. International Trade and Economic Development	At the end of session students should be able to: 1. Examine the relationship between international trade and development 2. Examine the relationship between the terms of trade and export instability and economic development 3. Analyze the current problems facing developing countries	Lectures Group work Class room discussion	Individual Assignments End semester examination
12. International resource movements and Multi-National Corporations	At the end of session students should be able to: 1. Discuss the motives for international portfolio and direct investment 2. Discuss the reasons for the existence of multinational	Lectures Group work Class room discussion	Class room assignments End semester examination

	corporations and their effects on the home and host countries		
13. Balance of payments	At the end of session students should be able to: 1. Examine what are the balance of payments is and what it measure 2. Explain the importance of the serious deterioration of the balance and net international investment position in countries	Lectures Class room discussions Case studies	End semester examination Class room assignment
14. Foreign exchange markets and Exchange rates	At the end of session students should be able to: 1. Explain the foreign exchange market 2. Explain the functions of foreign exchange market 3. Explain the economic theories of exchange rate determination and exchange rate forecasting	Lectures Class room discussions Case studies	End semester examination Class room assignment
15. Globalization	At the end of session students should be able to: 1. Explain what is globalization 2. Discuss drivers of globalization 3. Exam emergence of global institutions	Lectures Class room discussions Case studies	End semester examination Class room assignment Individual assignments
16. Global Competitiveness	At the end of session students should be able to: 1. Discuss mapping competitiveness shifts 2. Discuss global trade and investment environment 3. Recognize instrument of trade policy 4. Examine the case of government intervention 5. Examine the political arguments for intervention 6. Examine the economic argument for intervention	Lectures Class room discussions Case studies	End semester examination Class room assignment Individual assignment
17. Foreign direct investment	At the end of session students should be able to:	Lectures Class room discussions Case studies	End semester examination

	<ol style="list-style-type: none"> 1. Explain foreign direct investment in the world economy(FDI) 2. Discover the benefits and costs of FDI 		Class room assignment
18. The strategy and structure of the global business	<p>At the end of session students should be able to:</p> <ol style="list-style-type: none"> 1. Explain strategy and the firm 2. Explain the firm as a value chain 3. Explain strategy in international business 	Lectures Class room discussions Case studies	End semester examination Class room assignment
19. The organization of international business	<p>At the end of session students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the organization structure of international business 2. Explain the integrating mechanism of international business 3. Explain organizational culture and performance in the international business 	Lectures Class room discussions Case studies	End semester examination Class room assignment
20. Entry strategy and strategic alliances	<p>At the end of session students should be able to:</p> <ol style="list-style-type: none"> 1. Explain basic entry decisions 2. Discover different entry modes of international business and advantages and disadvantages of entry modes 	Lectures Class room discussions Case studies	End semester examination Class room assignment

Recommended Readings:

- Salvatore D.,(2014) International Economics ,11th Edition, Wily and Sons Singapore Pte Ltd.
- Chales W.L.Hill and Arun K.J.,(2010),10th Edition, Tata Mc Graw- Hill Publishing Company Limited, New Delhi.
- Mike W.P(2006) Global Strategy, Cengage Learning India Private Limited, New Delhi
- Paul R. Krugman and Maurice Obstfeld, (2006), *International Economics-Theory and Policy*, 6th Edition, Dorling Kindersley (India) Pvt Ltd.
- KIndelberge & Lindert,(1995), *International Economics*. 3rd Edition, New York, Harper Collins.
- Bo So"dersten and Reed, (1994), *International Economics*, 3rd edition, Macmillan Press Ltd.
- Michael Melvin, (1999), *International Money and Finance*, 6th Edition, Addison Willey

Course	Operations Research
Course Code	COMC 31223
Credit value	3
Type/Status	Compulsory
Level	3
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. explain the importance and application of operations research in decision making
2. construct the best possible solution with the given information related to a real world business scenario accurately
3. recommended the best possible solution for a given scenario by interpreting the outcome of the problem analyzed using decision mathematical techniques
4. practice the techniques learned from the subject into a decision making related project carried out as a group work.
5. practice discrete mathematics techniques in order to make the best possible solution for business based problems.
6. use computer tools to solve a mathematical model for a practical problem

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Introduction to operations research	At the end of the session students should be able to; 1. Discuss the importance of using operation research (discrete mathematics) for decision making in business. 2. Examine the difference between operations research techniques (discrete mathematic techniques) and basic business mathematics. 3. Identify the application areas of operations research	Lectures Class Room Discussions	End Semester Examination
2. Linear Programming	At the end of the session students should be able to; 1. Identify the type of problems that can be solved using liner programming. 2. Formulate a business problem into linear programming model 3. Solve the linear programming problems graphically and interpret the answers 4. Examine sensitivity analysis of the optimal solution to determine its utility in the light of changes in the problem environment	Lectures Problem based Learning Tutorials	Mid- Semester Examination End Semester Examination

	<ol style="list-style-type: none"> 5. Identify and interpret special cases of optimal solution 6. Discuss the limitations of the graphical solution method 7. Identify the situations simplex method will be used to solve linear programming problems 8. Formulate the business problem in to mathematical standard form 9. Solve mathematical standard form using simplex method to find optimal solution 10. Interpret the optimal solution which is in mathematical form for decision making 11. Solve a variety of linear programming problems using MS Excel and interpret the output 12. Integrate the interpretations into managerial decision making of a given scenario 		
<p>3. Transportati on and Assignment Problems</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Formulate transportation and assignment problems in to a linear programing model with the given cost information. 2. Solve transportation problem to get the basic solution by using North West Corner (NWC), Least Cost Method (LCM) or Vogel's Approximation Method (VAM) 3. Ascertain the optimal solution for a transportation problem using Modified Distribution Method (MODI) 4. Solve the assignment problems using the Hungarian method 5. Solve transportation and assignment problems using MS Excel 6. Practice the techniques learned in order to make the most feasible managerial decisions for a business scenario. 	<p>Lectures</p> <p>Problem based Learning</p> <p>Tutorials</p>	<p>Mid- Semester Examination</p> <p>End Semester Examination</p>

<p>4. Network Models</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Appraise the importance of using network models in decision making 2. Differentiate the Critical Path Method (CPM) and Programme Evaluation and Review Technique Method (PERT) with examples 3. Construct a network diagram accurately by considering the given cost and time constraints 4. Decide the duration of the project with the given probabilities in order to recommend the strategy to manage the project with in the given time frame. 5. Practice the class room learning with the application of techniques in a small project carried out as a group. 	<p>Lectures Problem based Learning Group Work</p>	<p>Written Report based on Group Work End Semester Examination</p>
<p>5. Decision theory</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Differentiate decision making under certainty, risk and complete uncertainty with examples 2. Solve decision making problems under risk with expected value criterion 3. Solve decision making problems under uncertainty using maximax, maximin, minimax, laplace and hurwicz 4. Construct decision trees that consists of decision alternatives and events to arrive at a final solution 5. Practice the decision making theory by applying the correct tools based on a given scenario 	<p>Lectures Problem based Learning Tutorials</p>	<p>End Semester Examination</p>
<p>6.Inventory Models</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify the importance of inventory control 	<p>Lectures Problem based learning Tutorials</p>	<p>End Semester Examination</p>

	<ol style="list-style-type: none"> 2. Compute the EOQ and EPQ to determine how much to order or produce 3. Compute the ROP in determining when to order 4. Solve inventory problems that allow quantity discounts. 		
7.Game theory	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss the basic principles of the game theory 2. Explain the maximin and maximax principles and its applications 3. Identify the different methods of finding optimum solution 	<p>Lectures</p> <p>Problem based Learning</p> <p>Tutorials</p>	End Semester Examination

Recommended Reading:

- Anderson D.R, Sweeney D.J (2011), An Introduction to Management Science Quantitative Approaches to Decision Making, 13th edition, Cengage Learning
- Hillier, F. S., Lieberman G. J., Nag, B. and Basu, P. (2010), Introduction to Operations Research, McGraw Hill, New York.
- Bronson R. and Naadimuthu G (2004), Operations Research, 2nd edition, Schaum's Outlines, Tata McGraw Hill.
- Karunarathna K.R.M.T (2009), Quantitative Methods for Management with Applications in Planning and Decision Making.
- Paul A. Jensen and Jonathan F. Bard, (2003), Operations Research, Models and Methods, John Wiley & Sons.
- Hamdy A. Taha, (2002), Operations Research: An Introduction, 7th edition, Prentice Hall.

Course	Economics for Development
Course Code	COMC 31233
Credit value	3
Type/Status	Compulsory
Level	3
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. discuss economic growth, economic development, sustainable development and sustainable economic development concepts
2. describe appropriate measures or indicators of development
3. explain economic growth and development theories, and their implications on development.
4. identify the conditions of underdevelopment and the challenges for development.
5. discuss poverty, income distribution, and the causes and consequences of population growth.
6. critique the significance of employment, migration, human capital development, rural development, international trade, and foreign aid and investment on economic development.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Economics, Institutions and Development, A Global perspective	At the end of the session students should be able to; 1. Discuss how the other three quarters live 2. Differentiate Economics and Development Studies: Nature, why study & the important role and values in Development Economics 3. Discover Economics as social systems: the need to go beyond simple economics 4. Discuss Related Case study	Lectures Class room Discussions Tutorials Review Questions	Quizzes End Semester Examination
2. Diverse structures and Common Characteristics of Developing Nations	At the end of the session students should be able to; 1. Defining the Developing World 2. Discover Structural diversities of developing economies 3. Describe Common characteristics of developing nations 4. Discuss the related Case Study	Lectures Class room discussions Case studies	End Semester Examination

3. Classical Theories of Development	At the end of the session students should be able to; 1. Classify Development as growth and the Linear Stages theories 2. Describe the Structural Changes Models 3. Describe The International Dependence Revolution 4. Describe The Neo-classical Counterrevolution: Market Fundamentalism 5. Compare the Classical theories of Development: Recognizing the differences 6. Discuss the related Case Study	Lectures Case study based discussions	Quizzes End Semester Examination
4. Poverty, Inequality and Development	At the end of the session students should be able to; 1. Describe Measuring inequality and Poverty 2. Discuss key concepts of Poverty inequality and Social welfare 3. Recognize Absolute Poverty: Extent and Magnitude 4. Determine the available range of policy Options: Some basic considerations 5. Discuss the related Case study	Lectures Case study based discussions	End Semester Examination Assignment
5. Population Growth and Economic Development: Causes, Consequences and Controversies	At the end of the session students should be able to; 1. Population growth past, present and future 2. Explain Demographic Transition Model 3. Explain Malthusian Model: The causes of high fertility in developing nations & conflicting options: The consequences of high fertility 4. Determine Goals and Objectives: Toward a consensus: some policy approaches 5. Discuss the related Case study	Lectures Class room discussions Case Studies	End Semester Examination Assignment
6. Human capital: Education and Health in Economic Development	At the end of the session students should be able to; 1. Identify the Central Roles of Education and Health	Lectures Class room discussions Case studies	End Semester Examination Assignment

	<ol style="list-style-type: none"> 2. Explain Education and Health as joint investments for development 3. Discover the International trends and convergence in Health & Education 4. Discuss the necessity in Improving Health & Education: Why increasing income is not sufficient? 5. Describe Investment in Education & Health The Human capital Approach 6. Explain The Gender Gap 7. Recognize the importance of Health System to Development 8. Find suitable Policies to develop Health, Education and Income Generation 9. Discuss related Case Study 		
7. Agriculture Transformation and Rural Development	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Describe the Imperative Agricultural Progress and Rural development 2. Explain Agricultural stagnation and Growth 3. Identify the Structure of Agrarian Systems in the Developing World 4. Express the important role of women 5. Analyze the Economics of Agricultural development: Transition from Peasant Subsistence to Specialized Commercial Farming 6. Determine the main requirements towards a strategy of Agricultural & Rural Development 7. Discuss a related Case Study 	Lectures Class room discussions Case studies	End Semester Examination
8. Foreign Finance, Investment and Aid	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Classify and compare the International Flow of Financial Resources 	Lectures Class room discussions Case studies	End Semester Examination

	<ol style="list-style-type: none"> 2. Recognize the role of Private Foreign Direct Investment and the Multinational Corporations 3. Classify and identify Foreign Aid: the Development assistance Debate 4. Concluding Remarks: New View of foreign Aid 5. Discuss a related Case Study 		
9. Economic Development experiences of the NICs and some selected countries	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain Economic development experience & strategies of Taiwan, South Korea, Singapore, Malaysia, China, India etc. 2. Point out strategies that can help as lessons to formulate policies to achieve development in Sri Lanka. 	<p>Lectures Class room discussions Case studies</p>	End Semester Examination

Recommended Reading

- Michel P. Todaro and **Stephen C. Smith, Economic Development**,(2012), 11th Edition, Pearson Education, Addison-Wesley Longman.
- World Development Report
- Human Development Report
- Central Bank Annual Report

Course	Audit & Assurance
Course Code	COMC 31243
Credit value	3
Type/Status	Compulsory
Level	3
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. identify the requirements for auditing of company's financial statements.
2. illustrate the framework of auditing & assurance engagements and identify the importance of qualified professionals for carrying out the assurance engagements.
3. describe and apply the basic principles and essential procedures of auditing (audit engagement, quality control, communication with previous auditors etc)
4. identify the external and internal audit procedures separately under planning, knowledge gathering, applicable laws and regulations, materiality, obtaining evidences and documentation.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1.Introduction to Auditing	At the end of the session students should be able to; 1. Identify the requirements of Sri Lanka Accounting and Auditing Standards Act No. 15 of 1995 and Companies Act no 07 Of 2007 (Sections 154 to 165); 2. Illustrate the process of an audit of financial statements	Lectures	End Semester Examination
2.Sri Lanka Framework for Assurance engagements	At the end of the session students should be able to; 1. Describe the elements and objectives of assurance engagement 2. Identify engagements to which Sri Lanka auditing standards, standards on review engagements, practicing statements, etc. Applied	Lectures Discussions	End Semester Examination
3.Sri Lanka Standards on Quality control	At the end of the session students should be able to; 1. Relate the quality control system of the firm with the quality control procedures for an audit of financial statements 2. Explain requirements to ensure the quality of an audit of financial statements	Lectures Participative Exercises	End Semester Examination

4.Ethical principles	Appreciate the need to comply with ethical principles Evaluate different ethical dilemmas	Lectures Participative Exercises	End Semester Examination
5.Objective of an audit of financial statements	At the end of the session students should be able to; 1. Appreciate the purpose of an audit of financial statements 2. Identify the objectives of the independent auditor when conducting an audit of financial statements 3. Illustrate requirements to be met when conducting an audit of financial statements	Lectures Participative Exercises	End Semester Examination
6.Terms of audit engagements	At the end of the session students should be able to; 1. Explain preconditions to accept an audit engagement 2. Illustrate the terms included in a typical audit engagement letter 3. Explain matters that the auditor needs to consider for recurring audits, changes in terms and other additional considerations	Lectures Participative Exercises	End Semester Examination
7.Planning of an audit & audit materiality	At the end of the session students should be able to; 1. Identify the need of setting an audit strategy and audit plan 2. Explain how materiality is applied when planning and performing an audit 3. Identify different Methods of calculating materiality levels	Lectures	End Semester Examination
8.Understanding the entity & its Environment and assessing the risk of material misstatement	At the end of the session students should be able to; 1. Describe different risk assessment procedures 2. Evaluate different components of internal control system of a real world organization 3. Analyze financial and non-financial information to identify risks of material misstatements 4. Discuss the overall responses of the auditor to identified	Lectures Group Exercises	Group Assignment End Semester Examination

	risks of material misstatements		
9.Audit evidence and documentation	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify information which can be used as audit evidence and sources of audit evidence 2. Illustrate different audit procedures to collect audit evidence 3. Explain how the auditor should document audit procedures performed and audit evidence obtained. 	<p>Lectures</p> <p>Participative Exercises</p>	End Semester Examination
10.Fraud and error	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Differentiate fraud from error 2. Identify characteristics of fraud 3. Explain how the auditor can detect fraud and ways of dealing with it 	Lectures	End Semester Examination
11.Going concern and subsequent events	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Assess events and conditions that may cast significant doubt about the going concern assumption. 2. Explain procedures required to evaluate the validity of the going concern assumption. 3. Discuss procedures required to identify occurring between the date of Financial statements and the date of the audit report 	Lectures	End Semester Examination
12.Consideration of laws and regulations	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Evaluate the responsibility of the auditor to consider laws and regulations when conducting an audit of financial statements 2. Illustrate the audit procedures applied when non-compliance is identified or suspected and the reporting requirements on non-compliance 	Lectures	End Semester Examination

13. Audit report and modifications	At the end of the session students should be able to; 1. Identify elements of audit report 2. Discuss circumstances of modifying audit opinion and different types modified opinions	Lectures Participative Exercises	End Semester Examination
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Recommended Readings

- *Sri Lanka Auditing Standards & Sri Lanka Standards on Quality control* (2014), The Institute of Chartered Accountants of Sri Lanka, Sri Lanka.
- Arens, A.A., Elder, R.J., Beasley, M.S. and Hogan, C.E. (2016), *Auditing, and Assurance Services*, London, D.P. Publications
- Sri Lanka Accounting and Auditing Standards Act No. 15 of 1995

Course	Management of Technology
Course Code	COMC 31552
Credit value	2
Type/Status	Elective
Level	3
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. identify the technology's role in creating wealth in the society
2. define the importance of management of technology in an organization
3. develop technology strategy of an organization and integrate into business planning
4. use the technology strategy to gain competitive advantage

Course Content

Topic	Learning Outcome	Teaching and Learning Method	Method of Assessment
1.Introduction to management technology	At the end of the session students should be able to; 1. Define significance of Management of Technology 2. Describe the process of managing technology 3. Identify the role MOT in a business	Lectures Self-study Case study Discussions in groups	End semester examination Assignment
2. The role of technology in wealth creation	At the end of the session students should be able to; 1.Describe how product and production technology evolved 2.Illustate the theories behind technological development and creation of wealth 3. Understand how technology impact for the development of national economy.	Lectures Self-study	End semester examination Assignment
3. Technology life cycles	At the end of the session students should be able to; 1.explain the principles of life cycles of technology, product and market 2. Understand how market responses for the life cycles in various phases. 3. Project in which phase what decision to be made	Lectures Self-study	End semester examination Assignment
4.Process of technology acquisition	At the end of the session students should be able to; 1. Identify the reasons for technology acquisition	Lectures Self-study Small group discussions	End semester examination Assignment

	<ol style="list-style-type: none"> 2. Apply the different types of acquisition modes based on the situation 3. Perform due diligence prior to obtaining new technology 		
5. Strategic process of management of technology	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify the importance of MoT in strategy 2. Explain the organizations and its impact on MT 3. Illustrate how MT strategies are developed 	<p>Lectures</p> <p>Self-study</p> <p>Small group discussions</p>	<p>End semester examination</p> <p>Assignment</p>
6. Internal Innovation process of an organization	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Recognize the importance of innovation to an organization 2. Underline the components of innovation process 3. Develop innovation strategy of an organization 	<p>Lectures</p> <p>Self-study</p> <p>Small group discussions</p>	<p>End semester examination</p> <p>Assignment</p>
7. Building capabilities for Management of technology	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Determine the required capabilities for MOT 2. Analyze the sources of obtaining or developing the capabilities 3. Use the selected capabilities to gain competitive advantage 	<p>Lectures</p> <p>Self-study</p> <p>Small group discussions</p>	<p>End semester examination</p> <p>Assignment</p>

Recommended Readings

- Garry D. Bruton and Margaret Alice White(2011), The Management of Technology and Innovation: A Strategic Approach, Cenage Publications
- Tarek Khail, (2000), Management of technology: The key to competitiveness and wealth creation, McGraw-hill international editions
- Thamhain Hans J., (2005), Management of Technology – Managing Effectively in Technology-intensive Organizations, John Willey & Sons
- Journal of Technology Management and Innovation
- Journal of Engineering and Technology Management, Elsevier

Course	Corporate Law
Course Code	COMC 31562
Credit value	2
Type/Status	Elective
Level	3
Semester	1

Overall Learning Outcomes By the end of this course unit, students should be able to;

1. define the key terms used to outline the fundamentals of company law.
2. identify the role of company law in the context of business.
3. illustrate the important legal principles and concepts of company law.
4. apply different rules and regulations in resolving practical issues.
5. evaluate the application of Company Law in Sri Lanka.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Definition of a company	At the end of the session students should be able to; 1. Define the term, company	Lectures Self-Study	End Semester Examination
2. The law relating to companies in Sri Lanka (The Companies Act.- No. 07 of 2007)	At the end of the session students should be able to; 1. Explain the relating to Sri Lankan Company Law	Lectures Self-Study	End Semester Examination
3. Characteristics of a company	At the end of the session students should be able to; 1. Identify and explain the legal characteristics of a company	Lectures Self-Study	End Semester Examination
4. Types of companies a) Limited companies b) Unlimited companies c) Companies limited by guarantee and another types of companies as private, public and off share.	At the end of the session students should be able to; 1. Discuss the different types of companies in Sri Lanka	Lectures Self-Study	End Semester Examination
5. Incorporation of companies	At the end of the session students should be able to; 1. Explain the process involved for registration of a company and documents for the registration	Lectures Self-Study	End Semester Examination

6. Company names a). Requirements b). Restrictions c). Change of name d). Public notice of name e). Use of company name and company number	At the end of the session students should be able to; 1. Explain and understand the every important factor about of a the company names	Lectures Self-Study	End Semester Examination
7. Articles of Association	At the end of the session students should be able to; 1. Identify the contents of articles of association and effects of articles	Lectures Self-Study	End Semester Examination
8. Company contracts	At the end of the session students should be able to; 1. Understand the Method of contracting	Lectures Self-Study	End Semester Examination
9. Pre-incorporation contracts	At the end of the session students should be able to; 1. Explain and identify the pre-incorporation contracts	Lectures and Self-Study	End Semester Examination
10. Promoters a). Definition b). Position of promoters c). Duty of disclosure	At the end of the session students should be able to; 1. Define the term promoters and explain the rights and duties of promoters	Lectures Self-Study	End Semester Examination
11. Prospectus a). Definition b). Contents of a prospectus c). Dating, signing and registration d). Effect of Non-disclosure in prospectus e). Effect of misrepresentation f). Civil and criminal liability for untrue statements in prospectus	At the end of the session students should be able to; 1. Define the term prospectus and discuss the importuners of the prospectus	Lectures Self-Study	End Semester Examination
12. Capital-shares and debentures a) Interpretations of the term capital b) Definition of a share c) Nature and types of shares	At the end of the session students should be able to; 1. Define the term capital and share 2. Analyze the types of shares with reference to the sated capital	Lectures Self-Study	End Semester Examination

<p>d) Allotment and issue of shares</p> <p>I. Ordinary shares</p> <p>II. Preference shares</p> <p>III. Deferred shares</p> <p>e) Debentures</p> <p>f) Rights, obligations and powers of shareholders and debenture holders</p> <p>g) Majority rule and minority protection</p>	<p>3. Understand the types of shares compare and contrast the rights, obligations and powers of shareholders and debenture holders</p> <p>4. Analyze the prevention of oppression and mismanagement</p>		
<p>13. Meetings and proceedings</p> <p>a) Annual general meeting</p> <p>b) Extra ordinary general meeting</p> <p>c) Types of resolutions</p>	<p>At the end of the session students should be able to;</p> <p>1. Compare and contrast the different types of meetings of a company</p> <p>2. Explain the types of resolutions</p>	<p>Lectures</p> <p>Self-Study</p>	<p>End Semester Examination</p>
<p>14. Directors</p> <p>a) Appointment and removal of directors</p> <p>b) Retirement</p> <p>c) Disqualifications of directors</p> <p>d) Duties of directors</p>	<p>At the end of the session students should be able to;</p> <p>1. Identify the laws relating to appointment, removal retirement disqualifications and duties of directors</p> <p>2. Apply different types of rules and regulations regarding the directors.</p>	<p>Lectures</p> <p>Self-Study</p>	<p>End Semester Examination</p>
<p>15. Secretaries</p> <p>a) Qualifications</p> <p>b) Register of directors and secretaries</p>	<p>At the end of the session students should be able to;</p> <p>1. Discuss the Methods of appointment, qualifications and function of an auditor</p> <p>2. Understand the rights and duties of an auditor</p>	<p>Lectures</p> <p>Self-Study</p>	<p>End Semester Examination</p>
<p>16. Auditors</p> <p>a) Appointment of auditors</p> <p>b) Qualification of auditors</p> <p>c) Auditor's report</p>	<p>At the end of the session students should be able to;</p> <p>1. Understand the law relating to secretaries</p>	<p>Lectures</p> <p>Self-Study</p>	<p>End Semester Examination</p>
<p>17. Winding up of companies</p> <p>a) Modes of winding up</p>	<p>At the end of the session students should be able to;</p> <p>1. Explain the difference among three types of winding up and their</p>	<p>Lectures</p> <p>Self-Study</p>	<p>End Semester Examination</p>

<p>I. By the court (Compulsory winding up) II. Voluntary winding III. Subject to the supervision of the court</p>	<p>consequences including the parties involved in winding up such as liquidators and receivers</p>		
<p>18. Alternate Dispute Resolution a) Mediation b) Conciliation c) Arbitration</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify and explain the process and role of the Mediation Board and the Debt 2. Conciliation Board and explain the process of arbitration and role of Arbitral-Tribunal including the enforcement of the Arbitral Award 	<p>Lectures Self-Study</p>	<p>End Semester Examination</p>
<p>19. Companies Disputes Board a) Establishment Powers and functions of the board</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Outline the important laws regarding the companies Disputes Board 	<p>Lectures Self-Study</p>	<p>End Semester Examination</p>

Recommended Readings

- Charters worth and Morse (1991) Company Law, ELBS edition of fourteenth edition, Sweet& Maxwell Ltd., London.
- Wickramasinghe, Kimarh (1992) Company Law of Sri Lanka., Author publications.
- Weerasooria, Wickrama (Dr.) (2010), A text book of commercial law (Business Law) Post Graduate Institute of Management, University of Sri Jayawardanapura.
- Cabral, Harsha (Dr) (2008) Companies Act. No. 07 of 2007 and the Corporation Law of Sri Lanka.

Course	Family Business Management
Course Code	COMC 31572
Credit value	2
Type/Status	Elective
Level	3
Semester	1

- Overall learning outcomes** By the end of this course unit students should be able to
1. define what are family businesses
 2. identify the characteristics that differentiate family business from other businesses
 3. examine the life cycles of family businesses from the perspective of business, family and ownership development
 4. learn methods to enhance communication ability and conflict resolution with family business owners, managers, and family members
 5. explain the problems faced by family businesses and assess the strategic growth

Course content

Topic	Learning outcome	Teaching and Learning Method	Method of Assessment
1. Introduction to small and family businesses	At the end of the session students should be able to; 1. Describe the nature of entrepreneurship and how it is related to small business 2. Identify the benefits of family businesses and factors of failure 3. Discuss the factors related to readiness for starting family businesses	Lecture Self-study	End semester examination
2. Generating business ideas	At the end of the session students should be able to; 1. Identify different sources and types of business ideas 2. Explain different ways to identify good business ideas 3. Describe the characteristic of a good business ideas	Lecture Group activity	Case study
3. Integrity and ethics	At the end of the session students should be able to; 1. Define integrity and understand its importance to family businesses 2. Identify the benefits and challenges of integrity to family businesses	Lecture Self-study	End semester examination

	3. Describe the approaches for building a business with integrity		
4. Culture and family roles	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain the cultural context of a family business 2. Identify the roles and relationships involved in a family business 	Lecture	End semester examination
5. Management of family businesses	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Understand the need for good management 2. Explain the distinctive characteristic of family business management 3. Describe the managerial tasks of small and family business owners 	Self study	End semester examination
6. Succession planning	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define the leadership succession 2. Explain the success process 3. Explain the factors that affect the succession 	Lecture Case study	End semester examination Case study
7. Risk and uncertainty	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define the business risk in a family firm 2. Describe the risk management process 3. Classify the business risks 	Lecture	End semester examination
8. Strategies for small and family businesses	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss the importance of strategies 2. Explain various strategies available at different stages of the business life cycle 	Lecture Group presentations	Group presentations
9. Entrepreneurial leadership	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define the leadership 	Lecture	End semester examination

	<ol style="list-style-type: none"> 2. Explain the leadership qualities of the founder 3. Discuss the factors of a successful leader 		
10. Problems and challenges	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify the possible problems at different stages 2. Suggest the strategies to overcome 	Lecture	End semester examination

Recommended Readings:

- Scarborough and Zimmerer. (2006). *Effective Small Business Management*. 8th ed. Prentice Hall.
- Zimmerer, Scarborough and Wilson. (2008). *Essentials of Entrepreneurship and Small Business Management*. 5th ed. Prentice Hall.
- Zimmerer and Scarborough. (2005). *Essentials of Entrepreneurship and Small Business Management*. 5th ed. Prentice Hall.
- Longenecker, Moore, Petty and Palich. (2006). *Managing Small Businesses*. Indian edition, South-Western
- Task Force for Small and Medium Enterprise Sector Development Program. (2002). *National Strategy for Small and Medium Enterprise Development in Sri Lanka*. White Paper.

Journal Articles

- Schulze, W., Lubatkin, M., & Dino, R., “Exploring the agency consequences of ownership dispersion among the directors of private family firms”. *Academy of Management Journal*, 46(2), 2003, pp. 179–194.
- Cabrera-Suarez, K., De Saa-Perez, P., & Garcia-Almeida, D., “The succession process from a resource and knowledge-based view of the family firm.” *Family Business Review*, 14(1), 2001, pp. 37–47.

Course	Research Methodology & Data Analysis
Course Code	COMC 32214
Credit Value	4
Type/Status	Compulsory
Level	3
Semester	2

- Overall learning outcomes** By the end of this course unit students should be able to;
1. define what research is and to know basics of formulating a research problem.
 2. explain the process of conducting a research.
 3. explain different research designs, their varied applications, analysis methods and interpretation of findings.
 4. draft a research proposal
 5. know basics of publishing research articles.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Introduction to Research Methodology	At the end of the session, students should be able to, 1. Define what research is. 2. Understand the basic reasoning Methods. 3. Describe main research categorizations. - Understand approaches of formulating of research problems - Understand formulation of research questions and objectives.	Lectures Class Room Activities Homework Activities	End Semester Examination Research Paper
2. The Research Process	At the end of the session, students should be able to, 1. Describe the research process of social sciences. 2. Understand the interconnections of process elements.	Lectures Class Room Activities Homework Activities	End Semester Examination Research Paper
3. Theoretical Framework and Hypothesis Development	At the end of the session, students should be able to, 1. Understand different types of variables. 2. Know the need of a theoretical framework in research. 3. Develop conceptual frameworks.	Lectures Class Room Activities Homework Activities	End Semester Examination Research Paper

	<p>4. Understand the role of hypothesis in quantitative research.</p> <p>5. Define the Basic concepts of testing hypothesis</p> <p>6. Know the procedures in accepting and rejecting hypothesis in research.</p>		
4. Measurement of variables: Operational Definitions and Scales	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand what operationalization of variables is. 2. Define the concepts of concept, variable, indicator and measure. 3. Describe different levels of measurements. 4. Describe the terms of reliability and validity in research. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>
5. Data Collection Methods	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the different sources of data. 2. Describe data collection Methods in each sources of data collection. 3. Describe different data collection Methods. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>
6. Sampling Methods.	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the basic principles in sampling. 2. Describe different types of sampling Methods and their implications in doing research. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>
7. Data Analysis and Interpretation	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Understand the basic econometric procedures of data analysis Methods. 2. Apply them and interpret manually based on different research questions. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>

	<ol style="list-style-type: none"> 3. Know computer procedures of performing different analysis Methods. 4. Know how to interpret different computer generated outputs of different analysis Methods. 		
8. Research Proposal	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Know how to compile a research proposal. 2. Describe the steps of drafting a research proposal. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	End Semester Examination
9. Citations and Referencing	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Know different styles and uses of citations and referencing. 2. Understand how to use a citation generator software. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>
10. Practical Sessions on Analyzing Research Papers	<p>At the end of the session, students should be able to,</p> <ol style="list-style-type: none"> 1. Know how to write a Research Paper. 2. Understand effective means of publishing a Research Paper. 3. Understand the basics of academic writing and ethics. 	<p>Lectures</p> <p>Class Room Activities</p> <p>Homework Activities</p>	<p>End Semester Examination</p> <p>Research Paper</p>

Recommended Reading

- Fisher. 2007. Researching and Writing a Dissertation: a guidebook for business students. 2nd edn. Prentice Hall.
- Kumar, R 2011, Research Methodology: A Step by Step Guide for Beginners, 3rd edn, Sage Publications.
- Saunders, M., Thornhill A., & Lewis, P. 2007. Research Methods for Business Students. 4th edn. Prentice Hall.
- Sekaran, U & Bougie, R 2009, Research Methods for Business: A Skill Building Approach, 5th edn, John Wiley & Sons.
- Zikmund, WG 2007, Business Research Methods, 7th edn, Thomson Learning Inc.

Journal articles

- Mullins ,&Kiley, 2002, 'It's a PhD, not a Nobel Prize': How experienced examiners assess research theses. Studies in Higher Education, Vol. 27, Iss. 4, 3

Course	Strategic Management
Course Code	COMC 32223
Credit Value	3
Type/Status	Compulsory
Level	3
Semester	2

Overall Learning Outcomes By the end of the course unit, students should be able to:

1. discuss the integrative process of strategic management
2. analyze external and internal environment for a particular organization.
3. develop a SWOT matrix for a particular organization.
4. discuss the strategies that can be used by an organization to attain their intended outcomes.
5. demonstrate knowledge of strategy formulation
6. discuss strategic management frameworks, methodologies, and tools applied by organizations.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Introduction to strategic management	At the end of the session students should be able to; 1. Discuss the definitions of strategic management. 2. Explain the role of strategic management for business entities	Lecture Self-Study	In-class Discussion Mid-Semester test
2. Schools of thought on strategic management	At the end of the session students should be able to; 1. Discuss how different schools of thought on strategic management views 'strategy'.	Lecture Self-Study	In-class Discussion Mid-Semester test
3. Theories of strategic management	At the end of the session students should be able to; 1. Discuss the theories found in strategic management literature	Lecture Research Paper Self-Study	In-class Discussion Mid-Semester test
4. Strategic intent	At the end of the session students should be able to; 1. Explain strategic intent 2. Identify vision, mission, values, goals and objectives of organizations	Lecture Case Study Self-Study	In-class Discussion Mid-Semester test End-Semester Examination
5. Environmental analysis: External environment	At the end of the session students should be able to; 1. Identify political, economic, social, technological,	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination

	<p>ecological, ethical and legal forces affecting organizations</p> <ol style="list-style-type: none"> 2. Conduct industry analysis using Porter's competitive forces 3. Develop a summary of external factors 		
6. Environmental analysis: Internal environment	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Assess resources and capabilities of an organization 2. Describe value chain analysis 3. Evaluate the basic functions of an organization 4. Develop a summary of internal factors 	<p>Lecture</p> <p>Case Study</p> <p>Self-Study</p>	<p>In-class Discussion</p> <p>End-Semester Examination</p>
7. Strategy formulation:	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Prepare a summary of strategic factors affecting organizations 2. Conduct a SWOT analysis 3. Generate strategies based on the SWOT analysis 	<p>Lecture</p> <p>Case Study</p> <p>Self-Study</p>	<p>In-class Discussion</p> <p>End-Semester Examination</p>
8. Strategy formulation: corporate strategy	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss the three types of corporate strategies 2. Identify strategic choices to enter the international market 	<p>Lecture</p> <p>Case Study</p> <p>Self-Study</p>	<p>In-class Discussion</p> <p>End-Semester Examination</p>
9. Strategy formulation: business strategy	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss global initiatives to climate change 2. Discuss business adaptation to climate change 	<p>Lecture</p> <p>Case Study</p> <p>Self-Study</p>	<p>In-class Discussion</p> <p>End-Semester Examination</p>
10. Strategy formulation: functional strategy	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify functional strategies available for 	<p>Lecture</p> <p>Case Study</p> <p>Self-Study</p>	<p>In-class Discussion</p> <p>End-Semester Examination</p>

	an organization to attain		
11. Strategy implementation	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss the key elements of strategy implementation 2. Identify different types of organizational structures 3. Identify Methods and tools appropriate for strategy implementation 	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination
12. Strategy control and evaluation	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Describe the process of strategy control and evaluation. 2. Identify the measures to assess organizational performance 3. Discuss the tools and Methodologies applicable for strategy control and evaluation. 	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination
13. Contemporary topics: blue ocean strategy	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain the key concepts of blue ocean strategy. 2. Demonstrate how to apply blue ocean strategy tools and methodologies in real world situations. 	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination
14. Contemporary topics: Frameworks for Business Model Generation	At the end of the session students should be able to: <ol style="list-style-type: none"> 1. Discuss frameworks for business model generation 2. Explain the elements of business canvas model 	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination

Recommended Readings

- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., and Bamford, C. E. (2015). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*. 14th ed. Pearson education.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D., and
- Regner, P. (2014). *Exploring Strategy: Text & Cases*. 10thed., Prentice Hall, England.
- Thompson, A. A., Peteraf, M. A., Gamble, J. E., and Strickland, A. J. (2014). *Crafting & Executing Strategy: The Quest for Competitive Advantage*. 19th ed. McGraw Hill.
- Mintzberg, H., Ahlstrand, B., and Lampel, J. (2008). *Strategy Safari*. 2nd ed. Pearson Education.

Recommended Readings - Journals

- Global Strategy Journal
- Harvard Business Review
- Journal of Business Research
- Journal of Management
- Strategic Management Journal

Course	Project Management
Course Code	COMC 32233
Credit value	3
Type/Status	Compulsory
Level	3
Semester	2

Overall learning outcomes By the end of this course unit students should be able to;

1. manage the selection and initiation of individual projects and portfolios of projects in the enterprise.
2. apply project planning activities that accurately forecast project knowledge areas.
3. demonstrate effective project execution and control techniques that results in successful projects.
4. perform project closure activities and obtain formal project acceptance
5. demonstrate effective organizational leadership and change skills for managing projects, project teams and stake holders.

Course Content

Topic	Learning outcomes	Teaching and Learning Methods	Methods of Assessment
1. Introduction to project management	At the end of the session students should be able to; 1. Define project and describe the characteristics of a project 2. Define project management and identify the need for project management in the present environment 3. Compare project management and operations management 4. Discuss the role of the project manager in a project 5. Describe the project management knowledge areas and process groups 6. Explain the project life cycle and the role of the project manager at different phases	Lectures Class room discussions	End Semester Examination
2. Project initiation	At the end of the session students should be able to; 1. Describe how projects are created to achieve strategic goals 2. Describe role and content of a Project Charter	Lectures Class room discussions Case studies	End Semester Examination

	<p>3.Create a Project Charter</p> <p>4.Describe the hierarchy of project objectives in a Project Charter</p>		
3. Project Planning	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Describe the importance and benefits of project planning 2. Describe the project management planning process 3. Describe the content of project management plan 4. Describe the pitfalls of project planning 5. Describe the process of project team planning and its benefits 	<p>Lectures</p> <p>Class room discussions</p>	<p>End Semester Examination</p>
4.Project Scope Management	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Differentiate between project scope and product scope 2. Describe the content of the project scope management plan 3. Describe the content of Scope Statement 4. Create a Work Breakdown Structure 	<p>Lectures</p> <p>Class room discussions</p>	<p>Group Assignment</p> <p>End Semester Examination</p>
5.Project Time Management	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define activities of the Project 2. Organize the activities of the project using network models 3. Estimate activity Resources 4. Estimate activity durations and develop schedule using CPM and PERT method 5. Identify the ways to control schedule 6. Use MS Project for time management 	<p>Lectures</p> <p>Class room discussions</p>	<p>Group Assignment</p> <p>End Semester Examination</p>
6.Project Cost Management	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Recognize the importance of project cost management 	<p>Lectures</p> <p>Class room discussions</p>	<p>Group Assignment</p> <p>End Semester Examination</p>

	<p>2.Explain basic project cost management principles, concepts, and terms</p> <p>3.Discuss different types of cost estimates and methods for preparing them</p> <p>4. Identify the processes involved in cost budgeting and preparing a cost estimate, and budget for an information technology project</p> <p>5. Analyze the benefits of earned value management and project portfolio management to assist in cost control</p> <p>6. Discuss how project management software can assist in project cost management</p>		
7.Project monitoring and control	<p>At the end of the session students should be able to;</p> <p>1. Describe the steps in project monitoring and control process</p> <p>2. Describe the what, who and when of project management and control</p> <p>3. Describe the characteristics of an effective project control system</p> <p>4. Describe the type of project control methods</p> <p>5. Understand the behavioral aspect of project control</p>	Lectures Class room discussions	Group Assignment End Semester Examination
8.Project Communication Management	<p>At the end of the session students should be able to;</p> <p>1. Identify typical stakeholders in a project</p> <p>2. Analyze stakeholders needs and importance</p> <p>3. Plan stakeholder management strategies</p> <p>4. Describe communication management process. What. Who, When, How</p>	Lectures Class room discussions	Group Assignment End Semester Examination
9.Managing Project Teams	<p>At the end of the session students should be able to;</p>	Lectures Class room discussions	End Semester Examination

	<ol style="list-style-type: none"> 1. Identify the definition and characteristics of a high performance team 2. Develop strategies for developing and reinforcing high performance teams 3. Identify how to build teaming skills, including communications, negotiations, conflict resolution 		
10. Project risk management	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define the concept of risk and how risk differs from planned activities 2. Define a risk management process 3. Identify different kinds of risk, including schedule risk, cost risk, quality risk, etc 4. Recognize mitigation processes and approaches for various kinds of risks 	Lectures Class room discussions	End Semester Examination
11. Project Closing	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define the purpose of project closing process 2. Describe the type of project reviews produced as a part of the project closing process. 3. Describe the process, benefits, barriers and lesson learned 	Lectures Class room discussions	End Semester Examination

Recommended Reading:

- Project Management Institute (2013), A Guide to the Project Management Body of Knowledge (PMBOK Guide), Fifth Edition.
- Joseph Phillips (2013), PMP Project Management Professional Study Guide, Fourth Edition, Mc Graw-Hill Education

Course	Managerial Perspective of E-Commerce
Course Code	COMC 32243
Credit value	3
Type/Status	Compulsory
Level	3
Semester	2

Overall learning outcomes By the end of this cause unit students should be able to;

1. demonstrate the knowledge related to the key aspects of managing e-commerce and e-marketing.
2. apply concepts and practices of the e-commerce and e-marketing to the actual organizations.
3. produce examples of effective e-commerce and e-marketing related practices as well as trends.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Introduction to E-Commerce and Its Developments	At the end of the session, students should be able to: 1. Discuss the importance of e-commerce by highlighting the unique features of e-commerce presence. 2. Analyze the benefits and drawbacks of e-commerce from both the managerial and consumer perspectives. 3. Investigate the latest developments in the e-commerce broad spectrum.	Lectures Class Room Discussions	End semester examination/Quiz
2. Building a Successful Web Presence	At the end of the session, students should be able to: 1. Analyze the consumer web behavior and psychology. 2. Discuss the importance of a successful web presence from the managerial perspective. 3. Determine the appropriate strategies to deploy a successful website benefiting decision makers as well as consumers.	Lectures Class Room Discussions Case Study	End semester examination/Quiz

3. E-Marketing	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the importance of the e-marketing in contrast to the traditional marketing. 2. Investigate trending e-marketing strategies and real world examples of the use of e-marketing. 3. Apply e-marketing strategies to real world organizations. 	<p>Lectures</p> <p>Class Room Discussions</p> <p>Case Study</p>	End semester examination/ Quiz
4. E-Commerce Security	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of ensuring the e-commerce security. 2. Analyze the possible security threats and vulnerabilities of the e-commerce. 3. Examine the trending in security strategies for the e-commerce. 	<p>Lectures</p> <p>Class Room Discussions</p> <p>Case Study</p>	End semester examination/ Quiz / Online Forum
5. Social Commerce & Social Media Marketing	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the key aspects of social commerce and social media marketing. 2. Discuss the importance of social commerce and social media marketing. 3. Explore the trending social media marketing strategies and real world usage examples. 	<p>Lectures</p> <p>Class Room Discussions</p> <p>Case Study</p>	End semester examination/ Quiz
6. Analytics and Intelligence in E-Commerce	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the importance of incorporating analytics and intelligence for e-commerce and e-marketing. 2. Determine the pre-requisites and key considerations of using analytics and intelligence for e-commerce and e-marketing. 	<p>Lectures</p> <p>Class Room Discussions</p> <p>Case Study</p>	End semester examination/ Quiz

	3. Investigate the real world examples of using analytics and intelligence in the e-commerce and e-marketing.		
7. Sustainable E-Commerce	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the key aspects of sustainable e-commerce and e-marketing. 2. Analyze the broad environmental and ethical considerations of e-commerce and e-marketing. 3. Produce counter measures to be taken to address the issues related to sustainability of e-commerce and e-marketing. 	<p>Lectures</p> <p>Case Studies</p> <p>Class Room Discussions</p> <p>Research</p>	<p>End semester examination/ Quiz / Online forum</p>
8. Disruptive E-Commerce Models	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the emerging disruptive e-commerce models. 2. Investigate the impact of disruptive e-commerce models to the existing business models. 3. Determine possible disruptive e-commerce models that will revolutionize. 	<p>Guest Lecture</p> <p>Research</p> <p>Case Study</p> <p>Group Discussions</p>	<p>In-class Assignment and Report Writing</p>
9. E-Commerce Best Practices	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply e-commerce and e-marketing concepts to actual organizations. 2. Investigate the examples of best e-commerce and e-marketing practices adopted by the organizations. 3. Determine the future of the e-commerce and e-marketing. 	<p>Guest Lecture</p> <p>Case Study</p> <p>Research</p> <p>Group Discussions</p>	<p>Presentations and online forums</p>

Recommended Readings

- Dave Chaffey (2011), *E-Business and E-Commerce Management, Strategy, Implementation and Practice*, 5th Edition, Prentice Hall.
- Judy Strauss, Raymond Frost (2014), *E-Marketing*, 7th Edition, Prentice Hall.
- Turban. E., (2012), *Electronic Commerce: A Managerial and Social Networks Perspective*, Pearson Education.

Course	Advanced Management Accounting
Course Code	COMC 32552
Credit value	2
Type/Status	Elective
Level	3
Semester	2

Overall Learning Outcomes By the end of this course unit students should be able to;

1. appraise information from a cost accounting view point in making business decisions
2. recognized relevant and irrelevant information to make a decision
3. determine information relevant to pricing and compose the optimum pricing decision
4. construct a capital budget
5. identify the role of strategic management accounting in the present business environment.

Course Content:

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
1. Cost Accounting Information for Decision Making	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Calculate and analyze product profitability and customer profitability under traditional costing and activity based costing 2. Evaluate the importance of activity based costing generated information for value analysis from an operational and strategic perspective 3. Recognize the implications of techniques such as TQM, JIT, AMT, Kaizen and etc. On modern management accounting 	Lectures Class Room Discussions	End Semester Examination
2. Relevant and irrelevant information	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify relevant and irrelevant information for decision making 2. Demonstrate relevant costs under make or buy decisions, special pricing decisions, continue or discontinue decisions, asset replacement decisions. 	Lectures Class Room Discussions Case Studies	End Semester Examination

<p>3. Pricing: External and Internal</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss the financial implications of various pricing Methods such as cost based and market based pricing (including; skimming, penetration, loss leader pricing, premium pricing, price discrimination) 2. Assess the importance of target costing in developing a sustainable and a profitable product while making the required ROI 3. Identify decentralization and different types of responsibility centers (including; revenue, cost, profit and investment centers) 4. Discuss different types of transfer pricing possible under a decentralized organizational structure (including; maximum and minimum pricing, cost based pricing, market based pricing, dual pricing, 	<p>Lectures Case Study based Discussions</p>	<p>Individual Assignment End Semester Examination</p>
<p>4. Capital Budgeting</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the process of long term decision making 2. Appraise investment projects using non-DCF techniques (payback and ARR) and DCF techniques (NPV and IRR) with <ul style="list-style-type: none"> - Tax - Inflation - Unequal life projects - Capital rationing - Under uncertainty 	<p>Lectures Class Room Discussions</p>	<p>End Semester Examination</p>
<p>5. Strategic Management Accounting</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 7. Recognize different users of accounting information 8. Identify the changes in competitive business environment and assess the impact of information 	<p>Lectures Class room Discussions</p>	<p>End Semester Examination</p>

	<p>technology on business</p> <p>9. Discuss the functions of management accounting and strategic management accounting</p> <p>10. Identify the strategic management accounting practices</p>		
6. Sustainability Accounting	<p>At the end of the session students should be able to;</p> <p>1. Identify theories underpinning sustainability accounting</p> <p>2. Demonstrate awareness of sustainability accounting and reporting standards</p> <p>3. Evaluate sustainability related decisions using management accounting tools</p>	<p>Lectures</p> <p>Class room Discussions</p>	End Semester Examination

Recommended Reading:

- Atkinson, A., Kaplan, R.S. and Young, S.M. (2011), "Management Accounting", 6th edition, Prentice Hall.
- Drury, C. (2007), "Management and Cost accounting", 7th edition, Cengage Learning Business Press.
- Hilton, R. (2010), "Management Accounting", 9th edition, McGraw Hill Publications.
- Scarlett, B. "Management Accounting: Performance evaluation", Elsevier publications.
- Hopper, T. Northcott, D. Scapens, R. (2005) Management accounting. 3rd ed. USA: Prentice Hall.
- Wickramasinghe, D.P. and Allawatta, C. (2008). Management accounting change approaches and perspectives. 1st ed. New York: Routledge.
- Bhimani,)2006 (Contemporary issues in management accounting: UK: Oxford University Press.
- Bebbington, J., Unerman, J., and O'Dwyer, B. (2014). Sustainability Accounting and Accountability. Routledge.
- Gray, R., and Bebbington, J. (2001). Accounting for the Environment. 2nd ed. Sage Publications.
- Jones, S. and Ratnatunga, J. (2012). Sustainability Accounting, Assurance and Reporting, Bingley: Emerald Publishers.

Course	Supply Chain & Logistic Management
Course Code	COMC 32562
Credit value	2
Type/Status	Elective
Level	3
Semester	2

- Overall learning outcomes** By the end of this cause unit students should be able to;
1. demonstrate the knowledge on supply chain and logistics management concepts
 2. analyze examples of effective supply chain and logistics management implementation
 3. apply concepts and practices of the supply chain and logistics management to actual organizations.

Course Content

Topic	Learning outcome	Teaching and Learning Method	Method of Assessment
1. Introduction to Supply Chain Management	At the end of the session, students should be able to: 1. Discuss the goal of a supply chain and examine the impact of supply chain decisions on the success of a firm. 2. Examine the significance of the key supply chain decision phases. 3. Analyze the cycle and push/pull views of a supply chain. 4. Classify the supply chain macro processes in a firm.	Lecture Case Study Class Room Discussion	End Semester Examination Quiz Online Forum
2. Logistic Network Configuration	At the end of the session, students should be able to: 1. Determine the role of network design in a supply chain. 2. Investigate factors influencing supply chain network design decisions.	Lecture Class Room Discussion Case Study	End Semester Examination Quiz
3. Demand Planning & Forecasting	At the end of the session, students should be able to: 1. Explain the role of demand forecasting in a supply chain. 2. Identify the components of a forecast. 3. Compare and contrast qualitative and quantitative forecasting techniques. 4. Assess the accuracy of forecasts.	Lecture Class Room Discussion Case Study	End Semester Examination In-Class Assessment Quiz Online Forum

<p>4.Sourcing, Procurement and Supplier Relationship Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the traditional purchasing process, e-procurement, public procurement and green purchasing. 2. Examine sourcing decisions and the factors impacting supplier selection. 3. Determine the role of sourcing in a supply chain. 	<p>Lecture Class Room Discussion Case Study</p>	<p>End Semester Examination Quiz</p>
<p>5.Inventory Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic types of inventories and respective functions. 2. Examine the costs of inventory and inventory turnover. 3. Examine the Quantity Discount, EMQ Models and their relationship with the basic EOQ model. 	<p>Lecture Class Room Discussion Case Study</p>	<p>End Semester Examination Quiz</p>
<p>6.Resource Planning System</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the chase, level and mixed aggregate production strategies. 2. Discuss the hierarchical operations planning process. 3. Examine an ERP system, and understand its advantages and disadvantages. 	<p>Lecture Class Room Discussion Case Study</p>	<p>End Semester Examination Quiz Online Forum</p>
<p>7.Supply Chain Process Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss and the major elements of lean and Six Sigma. 2. Discuss the Toyota Production System and its association with lean production. 3. Investigate the historical developments of lean and Six Sigma. 4. Understand the importance of statistical process control for improving quality. 	<p>Lecture Class Room Discussion Case Study</p>	<p>End Semester Examination Quiz</p>

<p>8. Supply Chain Process Integration</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the overall importance of process integration in supply chain Management. 2. Describe the various processes requiring integration along with the supply chain. 3. Discuss the various issues associated with supply chain risk and security. 	<p>Lecture Class Room Discussion</p>	<p>End Semester Examination Quiz</p>
<p>9.Information Technology in Supply Chain Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the importance of information technology in Supply Chain Management 2. Investigate the major applications of information technology in Supply chain management. 	<p>Lecture Case Study Class Room Discussion</p>	<p>End Semester Examination Quiz Online Forum</p>
<p>10.Sustainable Supply Chain Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Determine the importance of sustainability in a supply chain management. 2. Discuss the sustainability challenges faced in supply chain management. 3. Examine the key metrics that can be used to measure the sustainability in supply chain management. 	<p>Lecture Case Study Class Room Discussion</p>	<p>End Semester Examination Quiz Online Forum</p>
<p>11. Supply Chain Performance Management</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Determine why achieving strategic fit is critical to a company's overall success. 2. Discuss major drivers of supply chain and respective roles of achieving strategic fit. 3. Examine the key metrics that tracks the performance of supply chain. 	<p>Lecture Class Room Discussion Case Study</p>	<p>End Semester Examination Quiz</p>
<p>12. Supply Chain Management Best Practices</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Investigate the examples of best supply chain management 	<p>Guest Lecture Case Study</p>	<p>Report Writing Presentation</p>

	<p>practices adopted by the organizations.</p> <p>2. Apply supply chain management concepts to actual organizations.</p> <p>3. Examine the real world supply chain management failures.</p>	<p>Research Group Discussion</p>	<p>Online Forum</p>
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Recommended Reading:

- Chopra, S. Meindl, P. Kalra, D.V. (2013), Supply Chain Management, 5th Edition, Prentice Hall
- Wisner, Tan, Leong (2015), Principles of Supply Chain Management – A Balanced Approach, 4th Edition, Cengage Learning

Course	Business Planning
Course Code	COMC 32572
Credit value	2
Type/Status	Elective
Level	3
Semester	2

Overall learning outcomes By the end of this course unit students should be able to;

1. explain the purpose of a business plan.
2. describe the two primary reasons for writing a business plan.
3. identify the difference between a summary business plan, a full business plan and an operational business plan.
4. explain the importance of the organizational plan, marketing plan, related financial documents and supporting documents in a business plan.
5. prepare a business plan for a one-person business, for a small business, for an established business.

Course Content

Topic	Learning Outcomes	Teaching and Learning Method	Method of Assessment
1. Introduction and Opportunity Recognition	At the end of the session students should be able to; 1. Define an opportunity 2. Describe different Method in identifying business opportunities 3. Explain the opportunity recognition process	Lecture Small Group Learning and Presentations	End Semester Examination Group Presentations
2. Feasibility Analysis	At the end of the session students should be able to; 1. Explain the process of feasibility analysis 2. explain the components of feasibility analysis	Lecture Case Study	End Semester Examination
3.environmental Assessment and Nature of planning	At the end of the session students should be able to; 1. examine the industry environment from a competitive market analysis 2. explain the nature and importance of strategic planning 3. explain the key dimensions in the planning process	Lecture Self-Study	End Semester Examination

4.Overview of Business Plans	At the end of the session students should be able to; 1. Describe what a business plan is and its need 2. Explain the different types of business plans 3. Understand the general guidelines in writing the business plan	Lecture	End Semester Examination
5.Marketing Plan	At the end of the session students should be able to; 1. Describe small business marketing 2. Identify the components of a formal marketing plan 3. Explain market segmentation and related strategies	Lecture Group presentations	Group presentations
6.Management Plan	At the end of the session students should be able to; 1. Describe the entrepreneurial leadership role 2. Identify the managerial tasks an entrepreneur 3. Discuss the distinctive features of small business management	Lecture Group presentations	Group presentations
7.Location Plan	At the end of the session students should be able to; 1. Identify key factors in locating a small business 2. Discuss the challenges and benefits of designing a facility layout	Lecture	End Semester Examination
8.Sources of Financing	At the end of the session students should be able to; 1. Identify different sources 2. Evaluate each source in terms of relative advantages and disadvantages	Lecture	End Semester Examination
9.Operations Plan	At the end of the session students should be able to; 1. Identify the key elements in the manufacturing process/service delivery process 2. Explain the process	Self-Study Group Assignment	Group Assignment
10.Financial Measures and Analysis	At the end of the session students should be able to;	Lecture	End Semester Examination

	<ol style="list-style-type: none"> 1. Identify the basic requirements in the accounting system 2. Analyze the financial performance using basic measures 		
11. Legal Forms and Environment	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Examine the legal forms of organization 2. Explain the relative advantages and disadvantages of each legal form 	Lecture	End Semester Examination
12. Customer Relationship Management	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define customer relationship management 2. Describe the techniques of for creating a customer profile 3. Describe psychological and sociological influences on consumer behavior 	Lecture Case Study	Case Study

Recommended Readings

- Bruce R. Barringer and R. Duane Ireland (2012), Entrepreneurship: Successfully launching new ventures. 4th ed.
- Linda Pinson. (2008), Anatomy of a business plan. 7th ed. Out of your mind and into the marketplace (OM...IM). Pearson education Ltd
- Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenek. (2010), Business plans kit for dummies. 3rd ed. Wiley publishing Inc.
- Rhonda Abrams. (2010), Successful business plan: Secrets & strategies. 5th ed, The oasis press/ Running „R“ media

Course	Business Valuation & Financial Modeling
Course Code	COMC 41214
Credit value	4
Type/Status	Compulsory
Level	4
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. appraise different approaches/techniques of valuing equity securities and fixed income securities
2. select and apply the most appropriate techniques to valuation exercises of real world situations and justify the selection of techniques
3. prepare investment reports and justify the content

Course Content

Topic	Learning outcome	Teaching and Learning Method	Method of Assessment
1. Overview of valuation process	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Apprise the concept of valuation and its uses 2. Relate valuation process to portfolio management process 3. Identify different valuation approaches 	Lectures Self- study	End Semester Examination
2. Equity valuation <ul style="list-style-type: none"> • Discounted cash flow models; • Discounted dividend valuation • Free cash flow valuation • Residual Income valuation • Market based valuation: price multiples • Asset-based valuation 	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Appraise different valuation models 2. Select and justify a valuation model to given scenario 3. Apply a valuation model to practical exercises 	Lectures Participative Exercises Group Discussions Self- study	End Semester Examination Group Assignment
3. Introduction to valuing	At the end of the session students should be able to;	Lectures	End Semester Examination

fixed income securities	<ol style="list-style-type: none"> 1. Appraise different valuation models 2. Select and justify a valuation model to given scenario 3. Apply a valuation model to practical exercises 	Participative Exercises	Group Assignment
4. Spread sheet based modeling for equity securities	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Construct spreadsheet based models for forecasting and valuation 2. Justify the assumptions used in modeling 	Lectures Participative Exercises	End Semester Examination Group Assignment
5. Spread sheet based modeling for fixed income securities	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Construct spreadsheet based models for forecasting and valuation 2. Justify the assumptions used in modeling 	Lectures Participative Exercises	End Semester Examination Group Assignment
6. Valuing a financial service firm	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify special concerns to be addressed in valuing a firm in financial sector 2. Construct a model for a given situation 	Lectures Participative Exercises	End Semester Examination
7. Introduction to valuing stock options	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Apprise different techniques for valuing stock options 2. Apply a valuation model to practical exercises 	Lectures Participative Exercises	End Semester Examination
8. Investment report writing	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss on effective investment report writing 2. Prepare an investment report 	Lectures Video Presentation	End Semester Examination Group Assignment

Recommended Reading:

- Pinto, J. E., Henry, E., Robinson, T. R., & Stowe, J. D. (2010). *Equity Asset Valuation* (2 ed.). Wiley.
- Damodaran, A. (2012) *Investment valuation: Tools & Techniques for Determining the Value of Any Asset* (3 ed.). Wiley.
- Hitchner, J. R. (2011). *Financial Valuation* (3 ed.). John Wiley & Sons Inc.
- Pratt, S., & Niculita, A. V. (2007). *Valuing a Business* (5 ed.). McGraw-Hill.

Course	Knowledge Management
Course Code	COMC 41223
Credit value	3
Type/Status	Compulsory
Level	4
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. define Knowledge Management, learning organizations, intellectual capital and related terminologies in clear terms and understand the role of knowledge management in organizations.
2. demonstrate an understanding of the history, concepts, and the antecedents of management of knowledge and describe several successful knowledge management systems.
3. identify and select tools and techniques of Knowledge Management for the stages of creation, acquisition, transfer and management of knowledge.
4. analyze and evaluate tangible and intangible knowledge assets and understand current Knowledge Management issues and initiatives.
5. evaluate the impact of technology including telecommunications, networks, and Internet/intranet role in managing knowledge.
6. identify Knowledge Management in specific environments: managerial and decision making communities; finance and economic sectors; legal information systems; health information systems.

Course Content

Topic	Learning Outcome	Teaching and Learning Method	Method of Assessment
1. Introduction to Knowledge Management	At the end of the session students should be able to; 1. Use a framework and a clear language for knowledge management concepts, 2. Define key knowledge management concepts such as intellectual capital, organizational learning and memory, 3. Describe the key roles and responsibilities required for knowledge management applications.	Classroom Lectures Discussions Self-study	Presentations Final exams
2. The Knowledge Management Cycle	At the end of the session students should be able to; 1. Describe how valuable individual, group, and organizational	Classroom Lectures Discussions Self-study	Presentations Final exams

	<p>knowledge is captured, created, codified, shared, accessed, applied, and reused throughout the knowledge management cycle,</p> <p>2. Compare and contrast major Knowledge Management life cycle models,</p> <p>3. Identify the major challenges and benefits of each phase of the Knowledge Management cycle.</p>		
3. Knowledge Management Models	<p>At the end of the session students should be able to;</p> <p>1. Understand the key tenets of the major knowledge management theoretical models in use today,</p> <p>2. Link the Knowledge Management frameworks to key Knowledge Management concepts and the major phases of the Knowledge Management cycle,</p> <p>3. Explain the complex adaptive system model of Knowledge Management and how it addresses the subjective and dynamic nature of content to be managed.</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations,</p> <p>Final exams</p>
4. Knowledge Capture and Codification	<p>At the end of the session students should be able to;</p> <p>1. Become familiar with the basic terminology and concepts related to knowledge capture and codification,</p> <p>2. Describe the major techniques used to elicit tacit knowledge from subject matter experts,</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations,</p> <p>Final exams</p>

	<ol style="list-style-type: none"> 3. Define the major roles and responsibilities that come into play during the knowledge capture and codification phase, 4. Outline the general taxonomic approaches used in classifying knowledge that has been captured. 		
5. Knowledge Sharing and Communities of Practice	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Describe the key components of a community of practice, 2. Outline the major phases in the life cycle of a community and the corresponding, 3. Information and knowledge management (Knowledge Management) needs for each, 4. Define the major roles and responsibilities in a community of practice, 5. Analyze the flow of knowledge in a community of practice using appropriate tools, 6. Techniques to identify enablers and obstacles to knowledge sharing. 	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>
6. Knowledge Application	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Understand how user and task modeling approaches can help promote effective, 2. Knowledge use at the individual, group, and organizational level, 3. Describe how an organizational Knowledge 	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>

	<p>Management architecture is designed,</p> <p>4. Define organizational learning and describe the links between individual and organizational learning.</p>		
7. Knowledge Management Tools	<p>At the end of the session students should be able to;</p> <p>1. Describe the key communication technologies that can be used to support knowledge sharing within an organization,</p> <p>2. Illustrate the major advantages and major drawbacks of synchronous versus asynchronous Knowledge Management technologies,</p> <p>3. Compare and contrast the different types of intelligent agents and how they can be used to personalize Knowledge Management technologies,</p> <p>4. Define the difference between push and pull Knowledge Management technologies.</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>
8. Knowledge Management Strategy	<p>At the end of the session students should be able to;</p> <p>1. Illustrate the major elements of a Knowledge Management strategy and discuss the processes involved in each step,</p> <p>2. Outline the key steps in the evolution of an innovative new idea and the institutionalization</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>

	<p>of a best practice that forms the object of reuse,</p> <p>3. Discuss and evaluate the different approaches to achieve an optimal balance between creativity and organizational structure.</p>		
9. The Value of Knowledge Management	<p>At the end of the session students should be able to;</p> <p>1. Understand the major advantages and shortcomings of the three Knowledge Management metrics,</p> <p>2. Apply the benchmarking, house of quality metric, balanced scorecard method, and results-based metric to knowledge management performance measurement systems.</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>
10. Organizational Learning and Organizational Memory	<p>At the end of the session students should be able to;</p> <p>1. List the major benefits of documenting experiential organizational learning in the form of an organizational memory,</p> <p>2. Outline the major barriers to good organizational memory management,</p> <p>3. Outline the key steps in the evolution of an innovative new idea and the institutionalization of a best practice that forms the object of reuse,</p> <p>4. Compare and contrast the components of leading organizational memory models.</p>	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>

<p>11. Future Challenges for KM</p>	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss the politics of information seeking and what this implies for successful knowledge management applications, 2. Design of an organizational memory management system, 3. Describe the five major types of information politics models and how knowledge sharing, 4. Activities would take place in each of them. Be able to evaluate each model with respect to goodness of fit with KM requirements, 5. Describe the ways in which this impact can be minimized. 	<p>Classroom Lectures</p> <p>Discussions</p> <p>Self-study</p>	<p>Presentations</p> <p>Final exams</p>
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Recommended Readings

- KimizDalkir. 2011. Knowledge Management Theory and Practice. 2nd Ed. MIT Press. London
- Irma Becerra-Fernandez and Rajiv Sabherwal.2015. Knowledge Management Systems and Processes. Routledge. New London
- Murray E. Jennex. 2011. Global Aspects and Cultural Perspectives on Knowledge Management: Emerging Dimensions. Information Science Reference. Hershey

Course	Human Recourse Development
Course Code	COMC 41532
Credit value	2
Type/Status	Elective
Level	4
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. define HRD and understand how the study of HRD can aid in improving the performance of people at work.
2. explain how theories and concepts about HRD can be used to promote the effectiveness of individuals.
3. develop the student's certain skills such as cognitive, problem solving, decision making effective communication, effective self management, self awareness, analytical skills, and interpersonal skills.

Course content

Topic	Learning outcome	Teaching and Learning Method	Method of Assessment
1.Introduction to Human Resource development	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Define human resource development 2. Identify knowledge, skills and capacity of human resource in an organization. 	Lecture Self-study small group learning and presentations	End semester examination class room discussions and tests quizzes
2. Concepts of learning, and training cycle	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss the theories and concepts of learning 2. Explain training cycle 	Lecture Self-study small group learning and presentations	End semester examination class room discussions and tests quizzes
3. Identifying training needs	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain methods of identifying training needs 2. Determine training needs 	Lecture Self-study small group learning and presentations	End semester examination class room discussions and tests quizzes

4. Designing training programs	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Identify elements of training design 2. Design a training program 	<p>Lecture</p> <p>Self-study</p> <p>small group learning and presentations</p>	<p>End semester examination</p> <p>class room discussions and tests</p> <p>quizzes</p>
5. Implementing training programs and evaluating training effectiveness	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the implementation of training programs 2. Identify training evaluation design 3. Choose training evaluation criteria 	<p>Lecture</p> <p>Self-study</p> <p>small group learning and presentations</p>	<p>End semester examination</p> <p>class room discussions and tests</p> <p>quizzes</p>
6. Training methods.	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain different methods of training 	<p>Lecture</p> <p>Self-study</p> <p>small group learning and presentations</p>	<p>End semester examination</p> <p>class room discussions and tests</p> <p>quizzes</p>
7. Trends in human resource development.	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss trends in the field of human resource development 	<p>Lecture</p> <p>Self-study</p> <p>small group learning and presentations</p>	<p>End semester examination</p> <p>class room discussions and tests</p> <p>quizzes</p>

Recommended Reading

- Blanchard and Thacker. (2007). *Effective Training: Systems, Strategies and Practices*. 3rd ed. Prentice Hall.
- Edward E. Scannell and Les Donaldson (2000). *Human Resource Development: The New Trainer's Guide*. 3rd ed, Cambridge, MA. Publication year: 2000
- Raelin, J. A. (2000). *Work-based Learning*. Upper Saddle, NJ: Prentice-Hall.
- [Richard A. Swanson](#) and [Elwood F. Holton III](#) (2009). *Foundations of Human Resource Development* 18th ed. Berrett-Koehler Publisher Inc.
- Werner J. M. and DeSimone R. L. (2012). *Human Resource Development*, 6th ed. South Western.
- Wexley K. N. and Latham G. P. (2002). *Developing and Training Human Resource in Organization*. 3rd ed. Prentice Hall.
- McGuire, D. (2014). *Human Resource Development*. 2nd ed. Sage Publishing.

Course	Corporate Governance and Accountability
Course Code	COMC 41542
Credit value	2
Type/Status	Elective
Level	4
Semester	1

Overall Learning Outcomes By the end of this course unit students should be able to;

1. discuss the importance of corporate governance and accountability to entities;
2. discuss corporate governance frameworks and systems worldwide;
3. identify best practices of corporate governance and accountability for entities;
4. discuss the structure, process, and the responsibilities of the board;
5. discuss corporate governance mechanism in Sri Lanka;
6. review emerging issues in corporate governance and accountability.

Course Content

Topic	Learning Outcomes	Teaching and Learning Method	Method of Assessment
1. Introduction to corporate governance and accountability	At the end of the session students should be able to; 1. Discuss definitions of corporate governance. 2. Discuss the significance of corporate governance and accountability to entities.	Lecture Self-Study	In-class Discussion Mid-Semester test End-Semester Examination
2. Theoretical frameworks for corporate governance and accountability;	At the end of the session students should be able to; 1. Compare and contrast theoretical frameworks applied in corporate governance and accountability discipline	Lecture Research Paper Self-Study	In-class Discussion Mid-Semester test End-Semester Examination
3. Origin and development of corporate governance	At the end of the session students should be able to; 1. Discuss the development of corporate governance from a historical perspective. 2. Discuss cases led to corporate governance reforms worldwide. 3. Discuss a selection of corporate governance reform initiatives worldwide.	Lecture Case Study Self-Study	In-class Discussion Mid-Semester test End-Semester Examination
4. International frameworks and systems on	At the end of the session students should be able to;	Lecture Case Study Research Paper	In-class Discussion

corporate governance	<ol style="list-style-type: none"> 1. Discuss international frameworks on corporate governance. 2. Compare and contrast corporate governance systems worldwide. 3. Identify characteristics of corporate governance in selected countries. 	Self-Study	Mid-Semester test End-Semester Examination
5. Structure, process, and responsibilities of the board	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the composition and functions of the board. 2. Discuss the responsibilities of the board. 	Lecture Case Study Research Paper Self-Study	In-class Discussion Mid-Semester test End-Semester Examination
6. Corporate governance in different types of organizations	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss corporate governance for different type of organizations 	Lecture Case Study Research Paper Self-Study	In-class Discussion End-Semester Examination
7. Corporate governance in Sri Lanka	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss corporate governance and accountability initiatives in Sri Lanka. 2. Discuss the features of the corporate governance code in Sri Lanka 3. Explain corporate governance and accountability related compliance in Sri Lanka 	Lecture Research Paper Self-Study	In-class Discussion End-Semester Examination
8. Corporate Reporting	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss trends in corporate reporting 2. Explain corporate reporting frameworks and guidelines 	Lecture Self-Study	In-class Discussion End-Semester Examination
9. Ethics	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Discuss issues of ethics 	Lecture Case Study Self-Study	In-class Discussion End-Semester Examination
10. Emerging topics in corporate governance and accountability	<p>At the end of the session students should be able to;</p> <ul style="list-style-type: none"> • Discuss implications of emerging issues and developments in corporate governance 	Lecture Research Paper Self-Study	In-class Discussion End-Semester Examination

	and accountability discipline		
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Recommended Readings (Textbooks)

- Saloman, J. (2014). *Corporate Governance and Accountability*, 4th ed. UK: Wiley & Sons.
- Monks, R. A.G., and Minow, N. (2011). *Corporate Governance*. 5th ed. John Wiley & Sons.
- Rezaee, Z. 2008. *Corporate Governance and Ethics*, John Wiley & Sons.

Recommended Readings (Regulations)

- Code of Best Practice on Corporate Governance (2013), Institute of Chartered Accountants of Sri Lanka & The Securities and Exchange Commission of Sri Lanka.
- Code of Best Practice on Corporate Governance (2008), Institute of Chartered Accountants of Sri Lanka & The Securities and Exchange Commission of Sri Lanka.
- Companies Act No. 7 of 2007. Sri Lanka.
- Colombo Stock Exchange, 2015. Section 7: Continuing Listing Requirements of Listing Rules. Colombo Stock Exchange.
- Central Bank of Sri Lanka. (2012). *Directions, Rules, Determinations, Notices, and Guidelines Applicable to Licensed Finance Companies*. Central Bank of Sri Lanka.
- Central Bank of Sri Lanka. (2013). *Directions, Determinations, and Circulars Issued to Licensed Specialised Banks*. Central Bank of Sri Lanka.
- Ministry of Finance. (2003). Code of Best Practice in Corporate Governance for Public Enterprises in Sri Lanka. Colombo, Sri Lanka.

Recommended Readings (Journal)

- Jensen, M. C., and Meckling, W. H. (1976). Theory of the Firm: Managerial Behaviour, Agency Costs, and Ownership Structure. *Journal of Financial Economics*, 3: 305-360.
- Fama, E., and M. Jensen, (1983). Separation of Ownership and Control, *Journal of Law and Economics*, 26: 301-325.
- Fama, E. (1980). Agency Problems and the Theory of the Firm. *Journal of Political Economy*. 88(2): 288-307.
- Aguilera, R. V. (2005). Corporate Governance and Director Accountability: an Institutional Comparative Perspective. *British Journal of Management*, 16: S39–S53.
- Adams, R. B., Hermalin, B. E., and Weisbach, M. S. (2010). The Role of Boards of Directors in Corporate Governance: A Conceptual Framework and Survey. *Journal of Economic Literature*, 48(1): 58-107.

Recommended Electronic Sources

- <http://cadbury.cjbs.archios.info/report>
- <https://corp.gov.law.harvard.edu/>
- <http://www.ecgi.org/index.htm>
- <https://www.icgn.org/>
- <http://www.oecd.org/corporate/principles-corporate-governance.htm>

Course	Business Analytics
Course Code	COMC 41552
Credit Value	2
Type/Status	Elective
Level	4
Semester	1

Overall Learning Outcomes: By the end of this course unit, students should be able to:

1. demonstrate the knowledge related to the key concepts and methods of business analytics.
2. use various statistical tools solve business problems and optimize decision making.
3. apply concepts and practices of the business analytics to the actual organizations.
4. produce examples of effective business analytics practices and trends.

Course Content

Topic	Learning outcome	Teaching and Learning method	Method of Assessment
1. Introduction to Business Analytics	At the end of the session, students should be able to: <ol style="list-style-type: none"> 1. Discuss the importance of business analytics for organizational decision making. 2. Explain the scope of the business analytics. 3. Investigate the success stories of business analytic implementation. 4. Discuss the fundamental tools and methods of data analysis and use of statistical software applications for business analytics. 	Lectures Class Room Discussion Practical Session	End Semester Examination Quiz
2.Descriptive Analytics			
2.1. Visualizing and Exploring Data for Organizational Decision Making	At the end of the session, students should be able to: <ol style="list-style-type: none"> 1. Discuss data visual representation techniques. 2. Use statistical software for visualizing information. 3. Apply visual representation techniques for organizational problem solving and decision making. 	Lectures Class Room Discussions Practical Sessions	End Semester Examination Quiz Online Forums

2.2.Descriptive Statistical Measures for Organizational Decision Making	At the end of the session, students should be able to: 1. Discuss fundamental statistical terms and concepts. 2. Use statistical software for computing descriptive statistical measures. 3. Apply descriptive statistical measures for managerial decision making.		
2.3. Probability Distribution and Data Modeling for Organizational Decision Making	At the end of the session, students should be able to: 1. Discuss fundamental probability distribution concepts and its impact on modeling. 2. Use statistical software for probability and distributions and data modeling. 3. Apply data modeling for managerial decision making.		
2.4. Sampling and Estimation for Organizational Decision Making	At the end of the session, students should be able to: 1. Discuss fundamental sampling and estimation concepts. 2. Use statistical software for sampling and estimation. 3. Investigate the applicability of sampling and estimation for managerial decision making.		
2.5. Statistical Inferences for Organizational Decision Making	At the end of the session, students should be able to: 1. Discuss the important concepts of hypothesis testing. 2. Use statistical software for statistical inferences. 3. Investigate the applicability of hypothesis testing techniques for managerial decision making.		
3.Predictive Analytics			
3.1 Predictive Modeling for Organizational Decision Making	At the end of the session, students should be able to: 1. Discuss the fundamentals of model building.	Lectures Class Room Discussions	End Semester Examination

	<ol style="list-style-type: none"> 2. Use statistical software for predictive model building. 3. Apply predictive modeling techniques for managerial decision making. 	Practical Sessions	<p>Quiz</p> <p>Online Forums</p>
3.2 Regression Analysis and Modeling for Organizational Decision Making	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the fundamentals of regression analysis. 2. Use statistical software for regression analysis and modeling. 3. Apply regression analysis for managerial decision making. 		
3.3 Forecasting Techniques for Organizational Decision Making	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the forecasting methods. 2. Use statistical software for forecasting. 3. Apply forecasting methods for managerial decision making. 		
3.4. Introduction to Data Mining	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the approaches to data mining. 2. Use statistical software for data mining. 3. Investigate the applicability of data mining techniques for managerial decision making. 		
4. Prescriptive Analytics	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss linear, integer and nonlinear optimization models and applications including optimization with uncertainty. 2. Use of statistical software for prescriptive analytics. 3. Investigate the applicability of prescriptive analytics for managerial decision making. 	<p>Lectures</p> <p>Class Room</p> <p>Discussions</p> <p>Practical Sessions</p>	<p>End Semester Examination</p> <p>Quiz</p> <p>Online Forum</p>

<p>5. Business Analytics Simulation</p>	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply learnt business analytic techniques to analyze given managerial problems, generate and interpret the results and communicate for effective decision making. 	<p>Case Study Group Discussions</p>	<p>Report Writing Presentation Online Forums</p>
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Recommended Reading

- James R. Evans (2015), *Business Analytics: Methods, Models and Decisions*, 2nd Edition, Prentice Hall

Course Title	Banking and Financial Services
Course Code	COMC 42214
Credit Value	4
Type/Status	Elective
Level	4
Semester	2

Overall Learning Outcomes By the end of this course unit, students should be able to:

1. discuss the characteristics of banking and financial services sector in Sri Lanka.
2. describe the regulatory and institutional frameworks for banks and financial services in Sri Lanka.
3. discuss international frameworks and guidelines on banks and financial institutions.
4. demonstrate understanding of developments in the banking and financial services sector.

Course Content

Topic	Learning Outcomes	Teaching & Learning Method	Method of Assessment
1. Overview on banking and financial services	At the end of the session students should be able to; 2. Discuss the role of banking and financial services in an economy 3. Discuss the organization and structure of banks and financial services sector. 4. Discuss the nature and characteristics of banking and financial services.	Lecture Self-Study	In-class Discussion Assignment Report Mid and End-Semester Examinations
1. International frameworks for banks and financial institutions	At the end of the session students should be able to; 1. Identify international frameworks and guidelines for banks and financial institutions. 2. Discuss the impact of international frameworks and guidelines on banks and financial institutions in Sri Lanka.	Lecture Case Study Self-Study	In-class Discussion Assignment Report Mid and End-Semester Examinations
3. Banking and financial services in Sri Lanka	At the end of the session students should be able to; 1. Discuss the structure and growth of banking and financial services in Sri Lanka.	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-

			Semester Examinations
4. Regulation of banks and financial services in Sri Lanka	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify the regulations on banking and financial services sector in Sri Lanka. 2. Discuss the impact of regulations on banking and financial sector in Sri Lanka. 	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-Semester Examinations
5. Role of central bank	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify the functions of central bank 2. Discuss the evolution and development of central bank in Sri Lanka 3. Discuss the regulatory role of Central Bank of Sri Lanka 	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-Semester Examinations
6. Risk management for banks and financial institutions	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain the role and scope of risk management in banking and financial services sector. 2. Identify types of risks in banking and financial services sector 3. Discuss risk management techniques for banking and financial services sector. 	Lecture Case Study Self-Study	In-class Discussion Assignment Report Mid and End-Semester Examinations
7. Technological developments in banking and financial services sector	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify technology related developments in the banking and financial services sector. 	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-Semester Examinations
8. Marketing of banking and financial services	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss the role and importance of marketing in modern banking and financial services. 	Lecture Case Study Self-Study	In-class Discussion Assignment report

	2. Explain the marketing mix elements applicable to banking and financial services.		Mid and End-Semester Examinations
9. Acquisitions and mergers in banking and financial services sector	At the end of the session students should be able to; i. Discuss the trends, characteristics, and regulations of acquisitions and mergers in the banking and financial services sector.	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-Semester Examinations
10. Current issues in banking and financial services	At the end of the session students should be able to; ii. Discuss issues affecting banking and financial services.	Lecture Case Study Self-Study	In-class Discussion Assignment report Mid and End-Semester Examinations

Recommended Readings – Textbooks

- Barbara C., Claudia Girardone, Philip Molyneux, (2015).
- Introduction to Banking. 2nd ed. Pearson Inc. Ritter, S. L., Silber, L. W., and Udell G. F. (2013). Principles of Money, Banking and Financial Markets. Pearson Inc.
- Banking Act No. 30 of 1988.
- Finance Business Act No 42 of 2011.
- Monetary Law Act No. 58 of 1949.
- Companies Act No. 7 of 2007.
- Central Bank of Sri Lanka. (2015). Guidelines on Opening New Banks in Sri Lanka.
- Basel Committee on Banking Supervision. Basel Accords I, II, and III. Switzerland.

Course	Business Capstone
Course Code	COMC 42223
Credit Value	3
Type/Status	Elective
Level	4
Semester	2

Overall Learning Outcomes By the end of this course unit, students should be able to:

1. identify, analyze, and evaluate a business problem/issue.
2. identify and evaluate strategies for business problem/issue.
3. develop recommendations for business problem/issue.

Course Content

Topic	Learning Outcomes	Teaching and Learning Method	Method of Assessment
1. Briefing on business capstone project	At the end of the session students should be able to; 1. Demonstrate awareness of expected outcomes of the business capstone project	Lecture Case study Self-study	Business capstone project report and presentation(s)
2. Case study development	At the end of the session students should be able to; 1. Demonstrate knowledge of steps involved in developing a case study	Lecture Case study Self-study	Business capstone project report and presentation(s)
3. Identifying problems and issues faced by organization(s)	At the end of the session students should be able to; 1. Apply critical thinking and creative thinking to identify, analyze, and evaluate a problem/issue faced by an organization	Lecture Case study Self-study	Business capstone project report and presentation(s)
4. Developing solutions for organizational problems and issues	At the end of the session students should be able to; 1. Apply critical thinking and creative thinking to identify and evaluate strategies for problem/issue faced by an organization	Lecture Case study Self-study	Business capstone project report and presentation(s)
5. Collection, analysis, and presentation of data	At the end of the session students should be able to; 1. Collect, analyze, and present data relating to the problem and organization under study	Lecture Self-study	Business capstone project report and presentations(s)
6. Report writing and presentation	At the end of the session students should be able to;	Lecture Self-study	Business capstone project report and presentation(s)

	<ol style="list-style-type: none"> 1. Prepare the report on business capstone 2. Present the report on business capstone 		
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Recommended Readings – Textbooks

- Department of Commerce and Financial Management.
- Business Capstone Guidelines (Ver. I).
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., and Bamford, C. E. (2015). *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*. 14th ed. Pearson Education.
- Ellet, W. (2007). *The Case Study Handbook*. Harvard Business Review Press.
- Winston, W. (2014). *Microsoft Excel 2013: Data Analysis and Business Modeling*. Microsoft Press.

Recommended Readings - Journals

- Harvard Business Review

Course	Consumer Behavior
Course Code	COMC 42532
Credit value	2
Type/Status	Elective
Level	4
Semester	2

Overall learning outcomes By the end of this course unit students should be able to;

1. identify the nature and scope of consumer behavior
2. explain main concepts and strategies of consumer behavior
3. illustrate the consumer behavior implications for marketing strategy on an integrated basis
4. apply the knowledge of consumer behavior concepts and strategies into practical situations by analyzing mini cases

Course Content

Topic	Learning outcome	Teaching and Learning Method	Method of Assessment
1. Overview of Consumer behavior	At the end of the session students should be able to; 1. Define consumer behavior and discuss the role of buying behavior in marketing 2. Describe the information required to understand consumer behavior 3. Discuss different approaches in studying consumer behavior 4. Explain the impact of digital technology on consumer behavior	Lectures Group discussions Questions and answering sessions Self-study	End semester Examination
2. Consumer motivation	At the end of the session students should be able to; 1. Define motivation and discuss the model of motivation process 2. Explain the motivational theories and discuss their application in building strategies 3. Describe the method of measuring consumer motivation	Lectures Self-study Group discussions Questions and answering sessions	End semester examination Group Assignment
3. Personality & Consumer Behavior	At the end of the session students should be able to; 1. Define personality and discuss the nature of human personality	Lectures Self-study Group discussions	End semester examination Group Assignment

	<ol style="list-style-type: none"> 2. Explain the personality theories and its influence on consumer behavior 3. Describe the concept of brand personality and how marketers trying to crate brand personality 4. Illustrate the impact of personality on promotional strategies 	Questions and answering sessions	
4. Consumer Perception	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define perception and identify what consumers are perceiving 2. Describe the three elements of perception and their strategic implication for marketing 3. Explain the risk consumers perceive in purchasing decisions and strategies they use to reduce it 4. Examine the application of perception of price with product quality 	<p>Lectures</p> <p>Self-study</p> <p>Group discussions</p> <p>Questions and answering sessions</p>	<p>End semester examination</p> <p>Case study</p> <p>Group Assignment</p>
5. Consumer Learning	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define learning and identify learning as a process 2. Explain behavioral learning theories and their strategic application on consumer behavior 3. Describe habit and consider two possible outcomes of habitual purchase behavior 4. Illustrate the concept of brand loyalty and inertia 	<p>Lectures</p> <p>Self-study</p> <p>Group discussions</p> <p>Questions and answering sessions</p>	<p>End semester examination</p> <p>Group Assignment</p>
6. Consumer Attitude formation and Change	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Define attitude and their relationship to purchasing behaviors 2. Discuss attitude models and their strategic implication 3. Describe the strategies for changing consumer attitude 	<p>Lectures</p> <p>Self-study</p> <p>Group discussions</p> <p>Questions and answering sessions</p>	<p>End semester examination</p> <p>Group Assignment</p>

7. Communication & Consumer behavior	At the end of the session students should be able to; 1. Describe marketing communication model and identify key components of the model 2. Discuss the source effects in marketing communication on consumer behavior 3. Explain the social and ethical implications of marketing communication strategies	Lectures Self-study Group discussions Questions and answering sessions	End semester examination Group Assignment
8. Social Influence on consumer behavior	At the end of the session students should be able to; 1. Define family and identify the changing nature of families and their consumption patterns 2. Describe the role of family members in purchase decisions 3. Identify the types of social classes and its impact on purchase decisions	Lectures Self-study Group discussions Questions and answering sessions	End semester examination Group Assignment
9. The influence of culture on consumer behavior	At the end of the session students should be able to; 1. Define culture and identify the nature and characteristics of cultural values 2. Discuss the cultural influence manifest through products in the form of symbols, myths and rituals. 3. Illustrate the dynamic nature of culture and its implication to marketing activities	Lectures Case Study Self-study Group discussions Questions and answering sessions	End semester examination Group Assignment Case Study
10. Consumer behavior in cross cultural perspectives	At the end of the session students should be able to; 1. Define what is cross culture and its dimensions 2. Describe the cross cultural and global influences on consumer behavior 3. Discuss the strategic applications of cross cultural and global influences	Lectures Case Study Self-study Group discussions Questions and answering sessions	End semester examination Group Assignment
11. Consumer decision making	At the end of the session students should be able to;	Lectures	End semester examination

	<ol style="list-style-type: none"> 1. Identify the nature and the types of consumer decision making process 2. Explain the various buying roles of consumer decision making process 3. Discuss the steps of consumer decision making process and their implications to marketing actions 	<p>Self-study</p> <p>Group discussions</p> <p>Questions and answering sessions</p>	<p>Group Assignment</p>
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Recommended Readings

- Schiffman G. Leon and Kanuk Leslie Lazar (2010), “*Consumer Behaviour*”, 10th edition, Prentice Hall of India Private Ltd, .New Delhi.
- Solomon R. Michel (2012), “*Consumer Behavior*”, 10th edition, Prentice Hall of India Private Ltd, .New Delhi.
- Paul Peter J. and Olson J. (2009), “*Consumer Behavior and Marketing Strategy*”, 9th edition, McGraw-Hill/Irwin Publishers
- Hawkins D.I. and Mothersbaugh D. (2012) “*Consumer Behaviour: Building Marketing strategy*”, 12th edition McGraw-Hill/Irwin Publishers

Course	Policy Analysis
Course Code	COMC 42542
Credit Value	2
Type/Status	Elective
Level	4
Semester	2

Overall Learning Outcomes By the end of this course unit, students should be able to:

1. discuss the importance of policy analysis
2. illustrate the steps involved in policy formulation, implementation, and evaluation.
3. articulate the concepts and methods relevant to public policy analysis
4. collect, analyze, and synthesize information on policy issues.

Course Content

Topic	Learning Outcomes	Teaching & Learning Method	Method of Assessment
1. Policy analysis: An overview	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss what policy analysis is. 2. Discuss the significance of policy analysis. 	Lecture Self-study	In-class discussion Group Assignment End-semester examination
2. Foundation of policy science	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss historical foundation of policy science 2. Discuss the frameworks applied in policy science 	Lecture Self-study	In-class discussion Group Assignment End-semester examination
3. Rationale for public policy	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain various rationales influencing policy initiation 		
4. Policy Formulation	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain policy formulation 2. Apply policy formulation to address identified problem(s) 	Lecture Self-study	In-class discussion Group Assignment End-semester examination
5. Policy Implementation	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Explain policy implementation 2. Discuss challenges to policy implementation 	Lecture Self-study	In-class discussion Group Assignment End-semester examination
6. Policy Evaluation	At the end of the session students should be able to;	Lecture Self-study	In-class discussion

	<ol style="list-style-type: none"> 1. Explain policy evaluation 2. Evaluate the outcome of a public policy 		Group Assignment End-semester examination
7. Cost-benefit analysis	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Assess efficiency of public policy applying cost-benefit analysis 	Lecture Case study Self-study	In-class discussion Group Assignment End-semester examination
8. Policy research	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Explain the nature of policy research 2. Discuss the theories found in policy science studies. 3. Outline the methodology for policy research 	Lecture Journal Papers Self-study	In-class discussion Group Assignment End-semester examination
9. Case studies in policy analysis	<p>At the end of the session students should be able to;</p> <ol style="list-style-type: none"> 1. Critically examine problem(s) and issue(s) found in policy analysis case studies 2. Discuss frameworks, approaches and tools applied in policy analysis case studies to address problem(s) and issue(s) 	Lecture Case study Self-study	In-class discussion Group Assignment End-semester examination

Recommended Readings – Textbooks

- Weimer, D. L., and Vining, A. R. (2011). *Policy Analysis: Concepts and Practice*, 5th ed. Pearson Education, Inc.
- Dunn, W. N. (2012). *Public Policy Analysis*. 5th ed. Pearson Education, Inc.
- Fischer, F., Miller, G. J., and Sidney, M. S. (2007). *Handbook of Public Policy Analysis: Theory, Politics, and Methods*. Taylor & Francis.
- Gooding R. E., Moran, M., and Rein, M. (2008). *The Oxford Handbook of Public Policy*. Oxford University Press.
- Araral, E., Fritzen, S., Howlett, M. Ramesh, M., and Xun Wu. (2013). *Routledge Handbook of Public Policy*. Routledge.

Course	Sustainable Business
Course Code	COMC 42552
Credit value	2
Type/Status	Elective
Level	4
Semester	2

Overall learning outcomes By the end of this cause unit students should be able to;

1. discuss the business case for sustainability
2. discuss principles, frameworks, strategies, and tools for sustainable businesses.

Course Content

Topic	Learning Outcomes	Teaching and Learning Method	Method of Assessment
1. The business case for sustainability	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss the meaning of sustainability for businesses. 2. Identify drivers and outcomes of sustainable business initiatives. 3. Discuss the business case for sustainability. 	Lecture Self-study	In-class discussion Mid-semester test End-semester examination
2. Principles and frameworks for sustainable businesses	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss principles and frameworks for sustainable business initiatives. 	Lecture Self-study	In-class discussion Mid-semester test End-semester examination
3. Theories underpinning corporate sustainability	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss theories found in corporate sustainability literature 	Lecture Research paper Self-study	In-class discussion End-semester examination
4. Strategy for sustainable businesses	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Discuss corporate sustainability strategies 2. Discuss the integration between corporate strategy and sustainability 	Lecture Case study Self-study	In-class discussion Mid-semester test End-semester examination
5. Sustainability Performance	At the end of the session students should be able to; <ol style="list-style-type: none"> 1. Identify sustainability performance metrics 	Lecture Case study Self-study	In-class discussion Mid-semester test End-semester examination

6. Accounting and standards for sustainable businesses	At the end of the session students should be able to; 1. Demonstrate awareness of sustainability accounting standards 2. Demonstrate awareness of standards for sustainable businesses	Lecture Self-study	In-class discussion Mid-semester test End-semester examination
7. Sustainability reporting and assurance	At the end of the session students should be able to; 1. Identify sustainability reporting and assurance frameworks and guidelines	Lecture Case study Self-study	In-class discussion End-semester examination
8. Climate change and business adaptation	At the end of the session students should be able to; 1. Discuss global initiatives to climate change 2. Discuss business adaptation to climate change	Lecture Self-study	In-class discussion End-semester examination
9. Contemporary Issues in business sustainability	At the end of the session students should be able to; 1. Demonstrate awareness of contemporary business sustainability issues	Lecture Case study Self-study	End-semester examination
10. Case studies on sustainable businesses	At the end of the session students should be able to; 1. Evaluate sustainable business initiatives of organizations	Case study discussion	In-class discussion End-semester examination

Recommended Readings - Textbooks

- Nada R. Sanders, and John D. Wood. (2014). *Foundations of Sustainable Business: Theory, Function, and Strategy*. John Wiley & Sons.
- Kopnina, H. and Blewitt, J. (2015). *Sustainable Business: Key Issues*. Routledge.
- Gray, R., and Bebbington, J. (2001). *Accounting for the Environment*. 2nd ed. Sage Publications.
- Bebbington, J., Unerman, J., and O'Dwyer, B. (2014). *Sustainability Accounting and Accountability*. Routledge.
- Jones, S. and Ratnatunga, J. (2012). *Sustainability Accounting, Assurance and Reporting*. Emerald Publishers.
- Brockett, A. and Rezaee, Z. (2012). *Corporate Sustainability: Integrating Performance and Reporting*. John Wiley & Sons.

Recommended Readings Journals

- Academy of Management Executive
- Academy of Management Review
- Business & Society
- Business and Society Review
- Corporate Social Responsibility and Environmental Management
- Harvard Business Review
- Journal of Business Ethics
- Journal of Cleaner Production
- Social and Environmental Accountability Journal
- Strategic Management Journal
- Sustainability Accounting, Management and Policy Journal 12. Sustainable Development

Electronic Sources

- <https://www.globalreporting.org/Pages/default.aspx>
- <http://www.sasb.org/>
- <https://www.unglobalcompact.org/>
- <http://www.unescap.org/>
- <http://www.wbcsd.org/home.aspx>

Course	Dissertation
Course Code	COMC 43286
Credit value	6
Type/Status	Compulsory
Level	4
Semester	1

Overall learning outcomes By the end of this course unit students should be able to;

1. identify a research problem and to review pertaining literature in the problem domain.
2. plan an appropriate research design with the guidance of the supervisor in relation to the problem identified.
3. collect pertaining data (primary or secondary) in implementing the research design.
4. analyze, summarize and interpret the data in answering research the research problem.
5. write the research report provided the timeframe and publishing research work.

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
Students are required to provide research area as their intended area of study. Research areas will be assigned with supervisors and students will undergo their research work accordingly. Pertaining research deign will be planed and implemented in collecting data. Data will be collected, summarized, analyzed and will be interpreted in answering the research problem. Finally the written dissertation will be presented to the examination department within the time schedule.	At the end of the session, students should be able to, <ul style="list-style-type: none"> - Identify a research problem as the basis of conducting the course unit. - Review pertaining literature in the problem domain. - Plan an appropriate research design with the guidance of the supervisor in relation to the problem identified. - Collect pertaining data (primary or secondary) in implementing the research design. - Analyze, summarize and interpret the data in answering research the research problem. - Write the research report provided the timeframe. 	Workshops, Research work, Supervising	Dissertation Viva Voce Examination Research Papers

Recommended Readings

- Graustein, J.S. (2013), “How to write an Exceptional Thesis or Dissertation: A step by step Guide from proposal to successful defence”, Atlantic Publishing Company
- Sharp, S.(2011) “Mastering the Thesis Statement”, Untreed Reads Publishing, LLC.
- Roberts- Holmes, G (2011),”Doing your early years research project: A step by step guide”, SAGE publications

Course	Business Internship
Course Code	COMC 43296
Credit Value	6
Type/Status	Compulsory
Level	4
Semester	2

Overall Learning Outcome: By the end of this course unit students should be able to:

1. integrate academic knowledge with practical experience to solve organizational issues
2. display continuous learning through experiencing the role of commerce and management in business
3. integrate the theory and concepts taught in business and management to the latest business world practices through practical job experience
4. develop networking with professionals and identify possible mentors
5. demonstrate and internalize the skills necessary to deal with practical issues of Business, commerce and management

Course Content

Topic	Learning Outcomes	Teaching and Learning Methods	Methods of Assessment
2. Internship	<p>At the end of the session, students should be able to:</p> <ol style="list-style-type: none"> 1. Integrate the knowledge in business management and commerce to blend with the organizational environment 2. Practice management related work activities in the organizational setting 3. Outline day to day work experiences in the internship records 4. Practice and internalize work practices for career development 5. Display a comprehensive understanding of the work completed in the organizational setting 	A minimum of 75 days (approximately 600 hours) internship in a private sector or public sector organizations	<p>Internship record book</p> <p>Work evaluation report</p> <p>Presentation</p>