

Diploma in Business

2015 / 2016



Department of Commerce and Financial Management
Faculty of Commerce & Management Studies
University of Kelaniya

Diploma in Business Programme

The Department of Commerce and Financial Management (DCFM) is the founder of Commerce and Management education at the University of Kelaniya and offers courses since 1976. Its streamlined courses, teaching and research are aligned with the requirements of industry and community and conducts five degree programmes including one master programme. DCFM has so far produced more than 4000 graduates and most of them are in the forefront of managerial ranks in both public and private sector establishments. The department is fully-fledged with both physical and human capital to provide a cutting edge learning experience to its stakeholders. As demonstrated in its history, DCFM is committed to provide different courses to meet the requirements of the economy as a leader in business education. Accordingly, DCFM proposes the “Diploma in Business” in order to cater the needs of some identified knowledge seekers who have been deprived from the university education.

Since national universities can absorb only a very small percentage from the Advanced Level qualified students, a majority of the school leavers are left behind without having an opportunity to study at a university. Further, the employment market seeks enterprising young individuals who possess a good background in business knowledge to recruit in their junior level positions. Moreover, it is required to provide educational opportunities to the owners of micro enterprises and would-be entrepreneurs to grasp business knowledge in order to run and start their businesses successfully and to create an enterprising culture in the nation.

DCFM views that the existing educational system has not adequately addressed the requirements of these concerned parties. Thus, the department intends to fulfill this requirement by offering “*Diploma in Business*” providing with a leading edge learning environment to its students. The Diploma’s holistic approach is to foster sound business knowledge among its learners and to help the national economy.

Objectives of the degree programme are:

1. To provide an advanced knowledge and recognized qualifications to the interested parties in the field of Commerce & Management.
2. To strengthen the career prospects of school leavers who do not obtain admission into a university.
3. To provide human capital for the employment market of the country.
4. To assist and promote the new venture creation of the country.

Course Structure

<i>Semester I</i>			
<i>Course Code</i>	<i>Course Title</i>	<i>Course Status</i>	<i>Credits</i>
DIPB 01014	Management & Operations	Compulsory	4
DIPB 01024	Economics for Business	Compulsory	4
DIPB 01034	Communication for Business	Compulsory	4
<i>Semester II</i>			
<i>Course Code</i>	<i>Course Title</i>	<i>Course Status</i>	<i>Credits</i>
DIPB 02014	Marketing & Strategy	Compulsory	4
DIPB 02024	Basic Accounting for Business	Compulsory	4
DIPB 02034	Managing People & Organization	Compulsory	4
DIPB 02046	Entrepreneurship & Business Plan	Compulsory	6

Duration of the Diploma Programme

The duration of the Diploma programme is one year. The diploma comprises of two semesters. The duration of each semester will be 15 weeks. At the end of each semester, 2 week study leave will be provided and at the end of course, examination will be conducted within two weeks after the study leave. The diploma operates on a 'Course Unit System'.

Final Examination

A three hour examination will be conducted for each course unit with four credits. The entrepreneurship and Business Plan course unit will be assessed by submitting a Business Plan and a presentation. Students are required to obtain the approval for the selected topics for the business plan. Students are provided with a brief lecture series on business plan preparation and assign individual supervisors to review the progress. The research report of at least 10,000 words should be submitted to the department according to a deadline given, and it is marked out of 100 marks.

Assignments

Each course unit will contain different types of continuous assessment techniques (reports, presentations, classroom tests etc.), depending on the nature of the course unit. The type of continuous assessment method and the marks allocated for continuous method will be announced at the beginning of the course unit by each lecturer.

Final Grading

A grading will be awarded (as per the table below) by aggregating the marks obtained for continuous assessments and the final examination. A grade point value as indicated below is assigned to each grade.

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

➤ ***Students are required to complete all course units and if they fail to complete a particular course unit, “absent” will be indicated.***

Resit Examination

1. A candidate who obtains a grade below C in a particular course unit may re-sit the examination in respect of the course unit for the purpose of improving the grade and the best grade obtainable at the re-sit examination is C.
2. In the event a candidate obtains a lower grade while attempting to improve the grade he/she will be entitled to the previous grade.
3. The maximum number of re-sit examinations permitted per course unit will be two.

Grade Point Average (GPA)

Grade Point Average (GPA) is the credit weighted arithmetic mean of the Grade Point Values, which is determined by dividing the total credit-weighted Grade Point Value by the total number of credits. GPA shall be computed to the second decimal place.

Example: A student who has completed one course unit with two credits, three course units each of three credits and two course units each of 1 credit with grades A,C, B, D, C+ and A+ respectively would have the GPA of 2.48 as calculated below.

$$\frac{(2 \times 4.00) + (3 \times 2.00) + (3 \times 3.00) + (3 \times 1.00) + (1 \times 2.30) + (1 \times 4.00)}{2 + 3 + 3 + 3 + 1 + 1} = 2.4846$$

GPA = 2.48

- ***All the prescribed course units for the programme will be taken into account in calculating the GPA for the award of the Diploma.***

Criteria for the award of the Diploma

Pass

A student registered for the Diploma will be awarded the Diploma in Business if she/he satisfies the following conditions.

1. Obtained grades of C or better in all course units
2. Obtained a minimum cumulative GPA of 2.00 from all the course units.
3. Complete the relevant requirements within the period of three year since first registration

Merit Pass

A student registered for the Diploma program will be awarded the Diploma with distinction if she/he satisfies all the following conditions.

1. Obtained grades B or better in all course units.
2. Obtained a minimum cumulative GPA of 3.30 from all course units.
3. Complete the relevant requirements at the first sitting.

- ***A candidate is entitled to receive a transcript giving grades obtained for each paper of the above examination after the confirmation of results by the Senate of the University of Kelaniya.***

Course Code	: DIPB 01014
Course Title	: Management & Operations
Type/Status	: Compulsory
Learning Outcome	: After studying this course unit students should be able to: <ul style="list-style-type: none"> • Define management and Identify fundamental concepts and principles of management • Explain the functions of management • Recognize different strategic tools, techniques and methodologies available to improve organizational performance • Identify fundamental concepts of operations management
Course Content	: Introduction to Management, Evolution of Management, Planning and Decision Making, Organizing, Leading, Controlling, Business Competitiveness and Performance Measurement, and Emerging Concepts and Issues in Management. Introduction to operations management and operations strategy, Designing & development of product and services, process planning, facilities, Supply chain, Quality Management
Method of Teaching & Learning	: Lectures, Case Studies, Class Room Discussions and Skill Development Activities.
Scheme of Evaluation	: Assignments, Presentations and Final examination. The weights given to each component of the evaluation method is announced at the commencement of the module.
Recommended Readings	: Stoner J. A. F., Freeman R. E. and Gilbert D. R. (2004).

Management. Prentice Hall Inc, New Delhi, India.

Certo and Certo. (2011). ***Modern Management Concepts and Skills***, 12th ed. Prentice Hall.

Evans, J. R. and Lindsay, W. M. (2005). ***The Management and Control of Quality***. 6th ed. Thomson-Southwestern.

Rusell R.S & Taylor III B.W (2005), Operations Management (5th edition), Prentice hall

Richard B. Chase, F. Robert Jacobs, Nicholas J. Aquilano, (2006), Operations Management for Competitive Advantage (11th edition), McGraw Hill

Course Code	: DIPB 01024
Course Title	: Economics for Business
Type/Status	: Compulsory
Learning Outcome	: After studying this course unit students should be able to; <ul style="list-style-type: none"> • Explain the basic economic concepts, principles and terms that are important to a business. • Identify the nature and behavior of all individual decision making units and all individual markets.
Course Content	: Introduction to Economics, Demand and Supply, Theory of Consumer behavior, Theory of production and Cost, Markets and the price system, Macroeconomic issues and policies, Current economic issues in Sri Lanka.
Method of Teaching & Learning	: Lectures, Tutorial and Classroom discussions.
Scheme of Evaluation	: Assignments, Presentations, Midterm tests and Final examination. The weights given to each component of the evaluation method is announced at the commencement of the course unit.
Recommended Readings	: Crystal K.A. and Lipsey R.G., (1997), <i>Economics for Business Management</i> , Oxford University Press. Dwivedi D.N., (2006), <i>Microeconomics theory and applications</i> , Person Education. Salvatore D., (2002), <i>Microeconomics: Theory & Applications</i> , 3 rd ed., New York, McGraw Hill. Salvatore D., (1994), <i>Microeconomics</i> , New York, Harper Collins.

Course Code	: DIPB 01034
Course Title	: Communication for Business
Type/Status	: Compulsory
Learning Outcome	: After studying this course unit students should be able to: <ul style="list-style-type: none"> • Read and comprehend academic and business texts intensively and fluently • Demonstrate proficiency in oral communication for business • Learn language skills necessary to attend to the business /official correspondence • Demonstrate ability for increased command of English language especially in business communication
Course Content	: <i>Grammar</i> : Tenses, Direct and Indirect speech, Active and Passive Voice , Modals <i>Writing Skills</i> : Business Reports, Resume, Basic official correspondence including Letters (Request, Complaint, Thank you Apology and Cover letters), Memos and Emails. <i>Speaking and Listening Skills</i> : Meetings, Facing Interviews, Negotiation Skills, Telephone conversations, Customer relations, listening to formal speeches, Discussions etc.(listening for specific information, listening to take the gist etc.) <i>Reading Skills</i> : Reading Business Texts; Business Reports, Business Articles, Advertisements and Notices, Business Magazines.(skimming, scanning and inferring)
Method of Teaching & Learning	: Lectures and Class room discussions.

Scheme of Evaluation

: Assignments, Presentations, and Final Examination. weights given to each component of the evaluation method is announced at the commencement of the module.

Recommended Readings

: Penrose, J.M., Rasberry, R., and. Myers, R., (2003),

Business Communication for Managers: An Advanced Approach, McGraw Hill.

Witrell, D., Harvey, E., (2003), *The Manager's Communication Handbook*, Performance Systems Corporation.

Course Code	: DIPB 02014
Course Title	: Marketing & Strategy
Type/Status	: Compulsory
Learning Outcome	: After studying this course unit students should be able to: <ul style="list-style-type: none"> • Define marketing • Describe marketing concepts • Explain the marketing mix
Course Content	: Introduction to Marketing, Concepts in Marketing, Marketing Research and Information, Buyer Behavior, Segmentation, Targeting and Positioning, Marketing Mix: Product, Price, Place, and Promotion, Strategies in Marketing(BCG Matrix; Ansoff Matrix; Porter's Generic Strategies; Marketing warfare strategies), Marketing plan
Method of	
Teaching & Learning	: Lectures, Case studies and Class room discussions.
Scheme of Evaluation	: Assignments, Presentations, Case studies and Final Examination. The weights given to each component of the evaluation method is announced at the commencement of the module.
Recommended Readings	: Kotler, P., and Keller, K.L. (2006), <i>Marketing Management</i> , 12 th ed. Prentice Hall. Kotler .P (2002), <i>Marketing Management</i> , 11 th ed., Prentice Hall.

Course Code	: DIPB 02024
Course Title	: Basic Accounting for Business
Type/Status	: Compulsory
Learning Outcomes	: After studying this course unit students should be able to; <ul style="list-style-type: none"> • Identify and define basic principles and concepts of accounting • Prepare control accounts, books of accounts and Financial Statements for sole proprietorships • Interpret the financial statements • Understand the business and professional ethics • Identify the concept of basic costing systems
Course Content	: Introduction to Financial Accounting, Accounting principles and concepts, Accounting equation and double entry system, Control accounts and other subsidiary ledgers, Components of Financial Statements for sole proprietorships, Interpretation and decision making on Financial Statements: (Ratio analysis), Business and professional ethics, Concepts of absorption and Marginal costing and their reconciliation.
Method of Teaching & Learning	: Lectures, Class room activities and discussions
Scheme of Evaluation	: Assignments, Presentations and Final examination. The weight given to each component of the evaluation method is announced at the commencement of the module.
Recommended Readings	: Sri Lanka Accounting Standards (Framework),2012, Institute of Chartered Accountants of Sri Lanka, Maheshwari,S N and Maheshwari, S K (2006), Financial Accounting, 4 th edition, Vikas Publishing House Pvt Ltd, Code of Best Practice, Institute of Chartered Accountants of Sri Lanka, Duray, C (2007), Management and Cost Accounting, Thomson Learning, India

Course Code	: DIPB 02034
Course Title	: Managing People & Organization
Type/Status	: Compulsory
Learning Outcome	: After studying this course unit students should be able to: <ul style="list-style-type: none"> • Describe the importance of understanding human behavior in organizations • Explain the importance of managing human resources in organizations
Course Content	: Introduction to understanding human behavior in Organizations, Perception, Personality, Communication, Motivation, Leadership, Stress Management, Organizations structures and designs, Functions of Human Resource Management, Human resource development; Performance Management; Rewards.
Methods of Teaching & Learning	: Lectures, Case studies, and Class Room Discussions.
Scheme of Evaluation	: Assignments, Presentations and Final examination. The weights given to each component of the evaluation method is announced at the commencement of the module.
Recommended Readings	:Robbins. S.P. and Judge. T. A. (2009). <i>Organizational Behavior</i> . 13 th ed. Prentice Hall. Dessler, G. (2009). <i>A Framework for Human Resource Management</i> . 5 th ed. Prentice Hall.

Course Code	: DIPB 02046
Course Title	: Entrepreneurship & Business Planning
Type/Status	: Compulsory
Course Objectives	: After studying this course unit students should be able to <ul style="list-style-type: none"> • Identify entrepreneur and entrepreneurship • Identify and evaluate entrepreneurial opportunities for launching a new venture and expanding exiting ventures • Identify marketing, financial and legal requirements for business start up • Develop an effective business plan
Course Content	: Introduction to entrepreneurship, recognition and exploitation of venture opportunities, creativity and innovation, assembling resources, marketing in a new venture, legal issues relating to new ventures, strategic planning for competitive advantage, business planning
Method of	
Teaching & Learning	: Lectures, workshops and individual project to create and present a business plan
Scheme of Evaluation	: Assessment by report on business plan and presentation on business plan. The weights given to each component of the evaluation is announced at the commencement of the module.
Recommended readings	: Baron, R. A., & Shane, S. (2005). Entrepreneurship: a Process perspective . South-Western: Thompson. Kuratko, D. F., & Hodgetts, R. M. (2004). Entrepreneurship: Theory, process and practice (6th edition ed.): Thompson, South western.

Rogers, E. M. (1995). **Diffusion of Innovations** (4th ed.). New York: The Free Press

Shane, S. (2003). **A General Theory of Entrepreneurship: The Individual- Opportunity Nexus**. Cheltenham, UK: Edward Elgar

Timmons, J. (2003). **New Venture Creation: Entrepreneurship for the 21st Century**. Boston: MA: Irwin McGraw-Hill

Lecture Panel of the Department of Commerce & Financial Management

01.	Dr. D.M. Semasinghe (Dean, FCMS) <i>B.Com (Special) (Kel'ya), M.Com. (Kel'ya), Ph.D (QUT-Australia)</i>
02.	Dr. C. Pathirawasam (Head, DCFM) <i>B.Sc. (Bus. Ad) (Sri J'Pura), PG Dip in Acc. & Fin. Mgt.(Sri J'pura), M.Sc in Mgt. (Sri J'pura), MBA (Shiga-Japan), Ph.D. (UTB-Czech Republic)</i>
03.	Ms. S.D. Edirisinghe (study leave) <i>BA (Special-Stat.) (Sri J'pura), M.Sc. (Kel'ya), Dip.in Eng (Kel'ya)</i>
04.	Ms. S. Amaratunge <i>B.A. Econ (Sri J'pura), M.A. Econ (C'bo), M.Sc. Econ (Saga-Japan)</i>
05.	Ms. L.V.K. Jayathilaka <i>B.Com. (Special) (Kel'ya), PG Dip. in Bus. Stat. (Ruhuna), M.Phil. (Ruhuna)</i>
06.	Dr. W.R.P.K. Fernando <i>B.Com. (Special) (Kel'ya), M.Com. (Kel'ya), Ph.D. (Bharathidesan Uni.)</i>
07.	Mr. G.W.J.S. Fernando (study leave) <i>B.Com. (Special)(Kel'ya), M.Com. (Kel'ya)</i>
08.	Ms. G.K. Rathnayake <i>B.Com. (Special) (Kel'ya), M.Com. (Kel'ya)</i>
09.	Ms. M.M.D. Wijerathna (study leave) <i>B.Com. (Special) (Kel'ya), MBA (C'bo)</i>
10.	Dr. S.M.A.K. Samarakoon <i>B.Com. (Special) (Kel'ya), M.S.Sc. (Kel'ya), Ph.D. (UTBCzech Republic)</i>
11	Dr. C.N. Wickramasinghe <i>B.Com. (Sri J'pura), MBA in IT (Moratuwa), PG Dip.in IT (Kel'ya), MAAT, PhD(UPM-Malaysia)</i>
12.	Mr. M.M.M. Shamil (study leave) <i>B.Com. (Special) (Kel'ya), MBA (C'bo), CMA (Australia)</i>
13.	Ms. R.A.A.S. Perera (study leave) <i>B.Com. (Special) (Kel'ya), M.Sc. in Mgt. (Sri J'pura)</i>
14.	Ms. S.S. Thrikawala (study leave) <i>B.Com. (Special) (Kel'ya), M.Sc. in MIT (Kel'ya)</i>
15.	Ms. D.N. Ranasinghe (study leave) <i>B.Com (Special) (C'bo), MBA (C'bo), CIMA</i>

16.	Mr. S.C. Thushara <i>B.Com. (Special) (Kel'ya), CMA (SL), MIntBus (Hons) (Griffith-Australia), CMA (Australia)</i>
17.	Ms. M.R.K.N. Yatigammana (study leave) <i>B.Com. (Special) (Kel'ya), M.Sc. in MIT (Kel'ya)</i>
18.	Ms. H.M.T.S. Herath (study leave) <i>B.Com. (Special) (Kel'ya), MEcon (C'bo)</i>
19.	Ms. H.A.K.N.S. Surangi (study leave) <i>B.Com. (Special)(Peradeniya), M.Phil (Peradeniya)</i>
20.	Ms. R. Gajanayake <i>B.B.Mgt.(Marketing)(Special) (Kel'ya), MBA (PIM), Dip.M (SL)</i>
21.	Ms. W.A.D.S. Wijetunge <i>B.Com. (Special) (Kel'ya), MBA (Sri J'pura)</i>
22.	Ms. S.A.C.L. Senarath <i>B.Com. (Special) (C'bo), CIMA, AAT, MEcon(C'bo)</i>
23.	Ms. K.G.M. Nanayakkara <i>B.B.Mgt. (Acc) (Special) (Kel'ya, ACA, ACMA, ACPM, MBA in Finance (C'bo)</i>
24.	Ms. N.L.E. Abeywardena <i>B.Com. (Special) (Kel'ya), AAT</i>
25.	Ms. L.C.H. Jayarathna (Course Coordinator) <i>B.Com. (Special) (Kel'ya)</i>
26.	Ms. P.M. Jeewandarage <i>B.Com. (Special) (Kel'ya), M.Acc (CQU-Australia)</i>
27.	Mr. S.A.R. Lasantha <i>B.Sc. Finance (Special) (Sri J'pura), ACA</i>
28.	Mr. D.M.N.S.W. Dissanayake <i>B.Com. (Special) (Kel'ya), AMABE (UK), AMIM (SL)</i>
29.	Mr. H.A.H. Hettiarachchi <i>B.Com. (Special) (Kel'ya)</i>
30.	Ms. B.C.P. Jayarathna <i>B.Com. (Special) (Kel'ya)</i>

Note

- The students those who fail to pay the full course fee are not allowed to sit for the examination.
- The course fee which had been paid by a student will not be refunded.

Contact Details

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