



Student Handbook

**Academic Year
2015 / 2016**

**Faculty of Commerce & Management Studies
University of Kelaniya
Sri Lanka**

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DEAN'S MESSAGE



Dear Students,

It gives me great pleasure to welcome new incomers to the Faculty of Commerce & Management Studies, University of Kelaniya who succeeded in gaining access to higher education after conquering one of the most competitive examinations in the world. There is no doubt that you are our main stakeholders. All of our programmes, processes and activities focus on providing a maximum value to you all. I hope you would reap the benefits from all those efforts. It is widely acknowledged that education is the backbone of our society. Education drives the economy, lead the society and preserve the democracy and human rights.

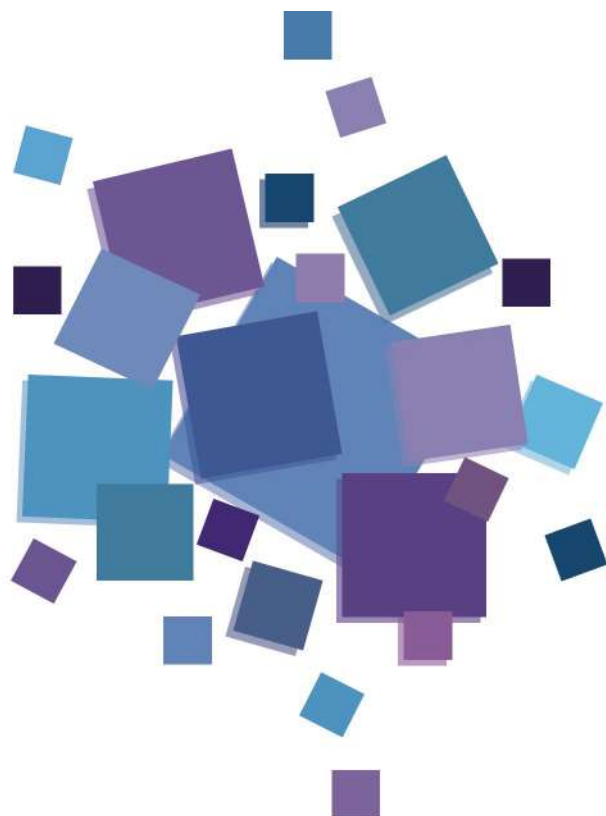
The preeminent leader of Indian nationalism Mahathma Gandhi asserts the importance of education as “Live as if you were to die tomorrow. Learn as if you were to live forever”. Further the world today concerns on “knowledge” which is the most important resource necessary to upgrade the country’s status. Thus, the expectation of Sri Lankan society from you, being the future leaders, is to contribute substantially to the development of the country while preserving finest conduct, discipline and ethics.

I wish you all the best.

Prof. D. M. Semasinghe

Dean

Faculty of Commerce & Management Studies



1

UNIVERSITY
OF
KELANIYA

1.1 History

The University of Kelaniya has its origin in the historic *Vidyalankara Pirivena* which was founded in 1875. Since then, it had been recognized as one of the two great national centers of traditional higher learning of the country. Then, in 1959, the *Vidyalankara Pirivena* became the Vidyalankara University. Later with the university reforms it was converted to a campus named the Vidyalankara Campus of the single university, University of Ceylon, and ultimately in 1978, it was named as the University of Kelaniya, again, as a separate university. Now, the University of Kelaniya is well recognized as one of the greatest seats of learning in the South Asian region.

1.2 Vision of the University

To become a Centre of excellence in creation and dissemination of knowledge for sustainable development.

1.3 Mission of the University

To nurture intellectual citizens through creativity and innovation, who contribute to the National development.

1.4 Goals of the University

- Goal 01: To create a high quality and flexible teaching and learning environment.
- Goal 02: To create a multi-disciplinary research culture of global standing.
- Goal 03: To widen the range of economic and social engagements.
- Goal 04: To develop an excellent system of governance through efficient and effective administration and financial management.

1.5 Location & Structure

The University of Kelaniya is located just outside the municipal limits of the Colombo city, in the ancient and historic city of Kelaniya, on the north bank of the Kelani River, and has the unique advantage of being located in between the two largest 'Free Trade Zones' established in Sri Lanka.

The University of Kelaniya has seven faculties and three Institutions. The seven faculties, which form the main body of the university are:


- ◆ Faculty of Commerce & Management Studies
- ◆ Faculty of Computing and Technology
- ◆ Faculty of Graduate Studies
- ◆ Faculty of Humanities
- ◆ Faculty of Medicine
- ◆ Faculty of Science
- ◆ Faculty of Social Sciences

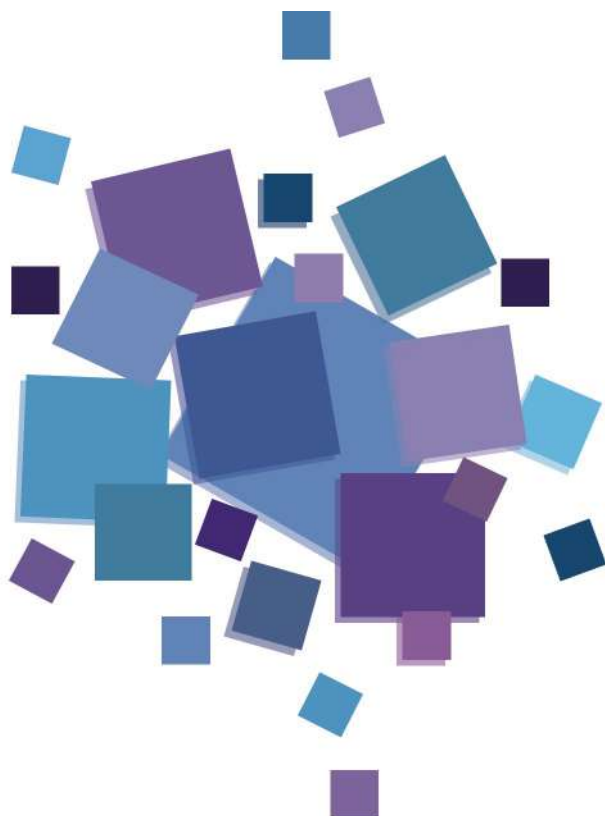
The three Institutes affiliated to the University of Kelaniya are:

- ◆ The Postgraduate Institute of Pali and Buddhist Studies (PGIPBS); Colombo
- ◆ The Postgraduate Institute of Archaeology (PGIAR); Colombo
- ◆ Gampaha Wickramarachchi Ayurveda Institute, (GWAI); Yakkala

1.6 The Chancellor and the Key Officers of the University

	The Chancellor	Thripitaka Vagishvaracharya, Mahopadya, Pandith, the Most Venerable Welamitiyawe Dharmakirithi Sri Kusala Dhamma Thero
	Vice-Chancellor	Prof. Sunanda Maddumabandara B.A. (Vidyal), M.A. (Shiga)
	Dean - Faculty of Commerce & Management Studies	Prof. D. M. Semasinghe B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D (QUT - Australia)
	Dean - Faculty of Computing & Technology	Dr. P. G. Wijayarathna B.Sc. (Kel'ya), M.Eng. (Electro-Communications, Japan), Dr.Eng. (Electro-Communications, Japan)
	Dean - Faculty of Graduate Studies	Prof. Ariyathna Jayamaha B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D (USQ), FCA
	Dean - Faculty of Humanities	Prof. Lakshman Senevirathne B.A. (Kel'ya), M.Phil. (Kel'ya), Dip. in Hindi (Agra), Vadya Visharad (L'now), Ph.D (Allahabad)
	Dean - Faculty of Medicine	Prof. (Mrs.) N. R. De Silva MBBS (C'bo), M.Sc. (Lon.), M.D. (C'bo), FNASSL
	Dean - Faculty of Science	Prof. B. Jayawardena B.Sc. (C'bo), Ph.D (University of Illinois at Chi- cago)
	Dean - Faculty of Social Sciences	Prof. A. H. M. H. Abayarathne B.A. (Kel'ya), Ph.D (Kel'ya)

	Registrar	Mr. W. M. Karunaratna B.Sc. Pub.Adm. (Sri J'pura), SATSL, LICA, M.S.Sc (Kel'ya)
	Librarian	Mr. L. A. Jayatissa B.Sc. (Vidyal), PG Dip.in Lib. Sc. & Info. Studies (Kel'ya), MLISc. (Delhi)
	Bursar	Ms. U. T. M. I. D Tennakoon B.Sc. (Sri J'pura), ACA (ICASL)



2

FACULTY OF COMMERCE & MANAGEMENT STUDIES

2.1 Introduction

The Faculty of Commerce & Management Studies (FCMS) is one of the finest and fast growing faculties in the University of Kelaniya as well as in the country in terms of quality of graduate output, qualified faculty, and diversified undergraduate and postgraduate programmes. Its genesis goes back to 1976 with the establishment of Department of Commerce under the Faculty of Social Sciences. With the commitment and efforts of academic staff, students and other stakeholders, it enabled to achieve the Faculty status in 1995. The Faculty is committed to achieving excellence in providing learners with opportunities to develop knowledge, skills and attitudes to serve the nation with respect of dignity of life. In line with this mission, the faculty has been rendering its unstinting service to prepare scholars and professionals with capacity, skills and attitude that drive economy, support civil society, lead government, and make important decisions which affect entire society. Accordingly, FCMS has so far produced more than 8000 graduates and most of them are in the forefront of managerial ranks in public and private sector organizations both locally and internationally. Further, some of our graduates are prominent entrepreneurs in the country.

2.2 Mission of the Faculty

"The Mission of the Faculty of Commerce and Management Studies of the University of Kelaniya is to produce academically and professionally competent personnel to take up managerial positions in organizations, create an entrepreneurial culture, broaden the horizon of knowledge pertaining to the discipline of Commerce & Management"

2.3 Faculty Structure

Currently the Faculty comprises with five Departments.

1. Department of Accountancy.
2. Department of Commerce & Financial Management.
3. Department of Finance.
4. Department of Human Resource Management.
5. Department of Marketing Management.

2.4 Administration of the Faculty

Chief Academic and Administrative Officers







Dean
Prof. D. M. Semasinghe
B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D (QUT - Australia)
011 2903500, 011 2917708 (Office), 011 2917708 (fax)













Senior Assistant Registrar
Mr. K. A. B. Damunupola
B.Sc. (Agric.) (Peradeniya), PGD in HR
011 2903501 (Office), 011 2917708 (Fax)

Academic Support Staff

Profile	Name	Position
1. 	Mr. P. M. J. R. Fernando B.Sc. (Kel'ya), MIT (C'bo)	Instructor in Computer Technology – Gr. I
2. 	Mr. R. T. S. Nagahawatttha B.Sc. (Kel'ya), MIT (C'bo), PGD in IT, MBCS	Instructor in Computer Technology – Gr. I
3. 	Ms. P. A. C. Deepani B.Sc.(SUSL), M.Sc. in CS (Peradeniya)	Instructor in Computer Technology – Gr. II
4. 	Ms. H. R. M. P. Ranaweera B.Sc. (Kel'ya), M.Sc. IT(SLIIT) (Distinction), PGD in IT (BCS-UK), MBCS	Programmer Cum Systems Analyst – Gr. II

Non Academic Staff

Profile	Name	Position
1. 	Mr. H. P. A. Irosh	Technical Officer - Gr. IIA
2. 	Mr. W. C. N. Jayasooriya	Technical Officer - Gr. IIA
3. 	Ms. P. E. Harshani	Clerk - Gr. II
4. 	Ms. M. A. M. Dilrukshi	Computer Application Assistant - Gr. II

5.		Ms. N. L. A. I. Narangoda	Computer Application Assistant - Gr. III
6.		Ms. M. H. Kariyawasam	Clerk - Gr. III
7.		Ms. H. K. D. W. J. Jayasinghe	Computer Application Assistant - Gr. III
8.		Ms. H. W. D. M. K. Hapugoda	Computer Application Assistant - Gr. III
9.		Mr. W. P. A. Pushpakumara	Labourer - Gr. I
10.		Mr. D. U. K Devapura	Labourer - Gr. III

2.5 Degree and Extension Programmes Offered by the Faculty

Undergraduate Degree Programmes

No	Degree Programme	Offered By
01	Bachelor of Commerce (Special) Degree	Department of Commerce & Financial Management
02	Bachelor of Commerce (Special) Degree in Entrepreneurship	Department of Commerce & Financial Management
03	Bachelor of Commerce (Special) Degree in Business Technology	Department of Commerce & Financial Management
04	Bachelor of Commerce (Special) Degree in Financial Management	Department of Commerce & Financial Management
05	Bachelor of Commerce (Special/ General) Degree External	Department of Commerce & Financial Management
06	Bachelor of Business Management (Special)	Department of Accountancy

07	Bachelor of Business Management (Special)	Department of Finance
08	Bachelor of Business Management (Special) Degree in Human Resource Management	Department of Human Resource Management
09	Bachelor of Business Management (General) Degree (External)	Department of Human Resource Management
10	Bachelor of Business Management (Special) Degree in Marketing	Department of Marketing Management

Upcoming Undergraduate Degree Programmes

No	Degree Programme	Will be offered By
01	Bachelor of Business Management (Honours) Degree in Insurance	Department of Finance
02	Bachelor of Business Management (Honours) Degree in Banking	Department of Finance
03	Bachelor of Business Management (Honours) Degree in Financial Engineering	Department of Finance
04	Bachelor of Business Management (Honours) Degree in Auditing and Forensic Accounting	Department of Accountancy
05	Bachelor of Business Management (Honours) Degree in Accounting Information Systems	Department of Accountancy
06	Bachelor of Business Management (Honours) Degree in Business Information Systems	Faculty (FCMS)

Postgraduate Degree Programmes

No	Degree Programme	Offered By
01	Doctor of Business Administration (DBA)	Faculty (FCMS)
02	Master of Business Administration (MBA)	Faculty (FCMS)
03	Master of Commerce (M.Com.)	Department of Commerce &
04	Master of Business (M.Bus) (Accountancy/Finance)	Department of Accountancy
05	Master of Business Management in Marketing	Department of Marketing Management
06	Master of HRM (MHRM)	Department of Human Resource Management
07	Postgraduate Diploma in HRM (PDHRM)	Department of Human
08	Postgraduate Diploma in Marketing (PGDM)	Department of Marketing Management

Extension Programmes

No	Diploma / Higher Diploma Programme	Offered By
01	Diploma in Business	Department of Commerce & Financial Management
02	Higher Diploma in Business	Department of Commerce & Financial Management
03	Diploma in Marketing	Department of Marketing Management
04	Higher Diploma in Marketing	Department of Marketing Management
05	Diploma in HRM	Department of Human Resource Management
06	Diploma in Business Finance	Department of Finance
07	Higher Diploma in Business Finance	Department of Finance
08	Higher Diploma in Business Accountancy	Department of Accountancy
09	Diploma in Business Information Systems	Faculty (FCMS)

Student and Staff Composition of the Faculty

Department	Students	Academic Staff
Department of Accountancy	424	21
Department of Commerce & Financial Management	796	30
Department of Finance	252	12
Department of Human Resource Management	375	23
Department of Marketing Management	360	18
Total	2207	104

2.6 Centers and Specific Functions of the Faculty

○ ICT Centre

The Faculty has a state-of-art computer lab. It provides excellent computer facilities to the students of the Faculty. All students have the access to the university PC network and to the internet. It has the capacity for 75 students to access computers at a time. The ICT Centre provides access to diverse research publication websites , databases and software's. One of the main advantages of the ICT Centre is that the students are able to access their Learning Management System of the departments, which is one of the facilitating online linkages for students to collect their lecture notes, submission of the assignments etc. and also support to have continuous communication and discussions with the staff on various matters.

○ National Documentation Centre (NDC)

The National Documentation Centre (NDC) is a modernized library run by the Department of Accountancy, provides students with a place of study within the department. This was established under the IRQUE project. Students can access to key text books, periodicals and journals relevant to the fields of Accounting and Finance within the National Documentation Centre. The students also can access to electronic sources of information. At a time, forty students can be accommodated in the Centre and they can conduct their group work and research work there. The Centre also provides numerous reading materials for building current awareness.

○ Business Knowledge Centre



Under the IRQUE project the Department of Commerce and Financial Management (DCFM) has established a 'Business Knowledge Centre' consisting of a Conference Room, Research Unit and Library, Post Graduate Unit and IT Lab. Conference room is used for various activities such as conducting staff meetings, coordinating students' activities and conducting presentations of students. Resource library has vital books and journals from various fields such as Management, Research, and Finance and Accounting. Both students and lecturers can use the resources of the library. Computer lab consists of nearly 50 computers and is used for conducting IT practical lectures as well as Sri Lanka Computer Driving License lectures. Other than those specified things, Business Knowledge Centre is used for conducting various activities such as the Internship Programme, Entrepreneurship skills development, fund generating activities such as conducting workshops and coordinating student, graduate and external community programmes.

○ Center for Management Research (CMR)



The CMR is the research arm of the Faculty of Commerce and Management which was established in 2013. Research base teaching enhances the knowledge dissemination effort of the university academics as well as develop research culture within the faculty. In addition, Centre is undertaking various research and consultancy assignments from both Government and Private Sector institutions. Building up close links with local and foreign professional organizations will be benefited to students and the country as a whole. Conducting research base workshops, seminars, international conferences are aiming at to establish a knowledge hub in the university.

○ **Center for Entrepreneurship Research and Development (CERD)**

The center for Entrepreneurship Research and Development (CERD) of the Department of Commerce and Financial Management, University of Kelaniya is a proposed unit which intends to be launched in 2015, January with the prime objective of constituting entrepreneurship development and research. Furthermore, provided the value of corporate entrepreneurship, this unit intends to take actions to build industry relationships and cooperative agreements to stimulate entrepreneurship in the University. Organizing entrepreneurship related development programs and workshops at the university level, providing guidance and facilitating to practice entrepreneurship to students are some of the subsidiary objectives of the unit.

○ **Reference Library**

Faculty of Commerce and Management Studies (FCMS), University of Kelaniya is currently at the process of constructing a Reference Library on the ground floor of the 3 storied MBA building. This Reference Library is intended to be fully fledged to meet the research needs of the FCMS academic staff. Hence, at the moment it has been received more than 52 books. Besides, this Library supposed to be equipped with state of art technology by establishing fiber internet connection. A new Asst. Librarian will be effectively managing this Library. Further, arrangements have been made to purchase all the related furniture and equipment for the library. Prof. D.M. Semasinghe, Dean of the FCMS has initiated this novel concept with the patronage of faculty members, having the intention of establishing a robust research culture within the faculty.

○ **Center for Advanced Marketing (CAM)**

CAM is an exclusive Knowledge Centre established at the Department of Marketing Management, University Kelaniya. It has been tied up with prominent industry partners in Sri Lanka and overseas to carry out the training programmes, conduct licensed programmes, research projects and consultancy services. CAM is therefore solely managed by the Department of Marketing Management (DMM) which is one of the premier departments affiliated to the Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka. It is well known in the local university system and industry for its unique initiatives had been taken so far.

○ **Business Development Center (Blue Key Research Company)**

Interactive learning is one of the key activities that could produce employable, best, smartest and relevant Finance graduates. Further, learning through research and introducing innovations are main goals of the university system. Current students run behind competitive examinations even within the university system instead devoting their time to acquire new knowledge through research and practice. Department of Finance proposes the Business Development Center - "Blue Key Research Company" with the intention to create a unique and more interactive academic atmosphere.

"Blue Key Research Company" is a new as well as a radical concept to the entire university system it would alter the conventional teaching methods in an effective way. It is a long felt need and a result of thinking out of the box.

Key Objectives of the Business Development Center

- To create a real company atmosphere within the university, harnessing the students with the internship and jobs while they are on academic studies.
- To enhance the Knowledge, Attitudes, Skills, Discipline, Creativity, innovativeness and Entrepreneurship through on the job training.
- To provide a job experience to students and enable them to compete well ahead in the job market.
- To create a source of income for the students and enable them to carry out the degree program with self-respect
- To discourage students joining unnecessary jobs and activities during their study period
- To generate a source of income for the Department and to the University
- To position the name of the Department among the stakeholders
- To provide some scholarships to required students as a CSR project.
- To encourage students to acquire qualifications as much as possible.
- To improve the analytical and research skills of the students.
- To encourage the undergraduates to read and comprehend.
- To encourage the innovations of the 21st century undergraduates.
- To produce a graduate equipped with all attributes that are expected by the employers.

○ Skill Development Center (SDC)

The Department established the Skill Development Center (SDC) in 2014 with aim of improving the employability of Human Resource Management graduates at a separate premises. Various workshops and training programs are implemented annually with the collaboration of the partners from the industry in order to improve the leadership skills, communication skills, team work skills, and human relation skills of the students. All facilities are available at the SDC for the students, so that they can themselves design and execute skill development programs under the supervisor of coordinators. It has been planned to form four students companies in this academic year so that students can improve their business related skills.

○ Staff Development Unit (SDU)

Commerce and Management are rapidly changing dynamic study fields which require continuous updating of knowledge, courses and delivery methods. Therefore academics of the Faculty need to be empowered to do research and involved in curriculum development activities to meet this demand. The well-established Staff Development Centre (SDC) of the University of Kelaniya has been doing a remarkable contribution particularly for the probationary lecturers through the staff development course which is a compulsory requirement for elevating their career. The newly established SDU of FCMS will be aligned to the said SDC of the university whilst facilitating for the customized requirements of the teaching faculty of FCMS depending on the uniqueness of subject discipline and the way how immediate stakeholders expect the deliveries from each degree program and fee levying courses.

○ **Kelaniya Journal of Management**

The Kelaniya Journal of Management is published semi-annual by the Faculty of Commerce and Management Studies of the University of Kelaniya and offers basic and applied research of local and international authors. The objective of this journal is to disseminate knowledge of research conducted by the academics, scientists and practitioners in the disciplines of commerce, economics, finance, management and informatics. This journal is open to scholars to publish their work in above disciplines.

○ **International Conference on Business and Information (ICBI)**

International Conference on Business and Information (ICBI) is the annual research conference of the Faculty of Commerce and Management Studies which was initiated in 2010, to encourage academics and practitioners with their authentic research work in applied Business Management and Information Technology. This is a forum for both students and, local and international academics to discuss their research findings before an intellectual gathering. This conference therefore is organized very year with the broad objectives of to strengthen the vision and understanding of the upcoming trends in management, discuss the challenges and opportunities on strategic front for the global competitiveness and influence the key policy makers to incorporate modern solutions to contentious issues in the development of industry and entrepreneurship as a whole.

○ **Doctor of Business Administration Programme (DBA)**

The Faculty of Commerce & Management Studies (FCMS), University of Kelaniya had made a milestone in the Sri Lankan higher education sector by introducing the first ever Doctor of Business Administration (DBA) programme from a national university in Sri Lanka. DBA is equivalent to PhD in Business Administration. The degree was introduced with an idea of Prof. D. M. Semasinghe, Dean Faculty of Commerce & Management Studies. This programme is aimed for the people who are already successful in business and who envision for a new intellectual challenge. DBA programme and its candidates pivot on making a seminal contribution to their chosen profession and industry. The Programme is designed to equip professionals with practical, specialized knowledge which is critical in making high-level business and enhancing the knowledge frontier.

○ **Master of Business Administration Programme (MBA)**

The Master of Business Administration (MBA) programme of the University of Kelaniya began in 2005 with the academic support from the Indian Institute of Management Lucknow. The MBA Kelaniya is of two years duration and each academic year is divided in to two semesters. The first year of the MBA programme consist of compulsory course units in the areas of Accounting and Finance, Economics, Entrepreneurship, Management, Skill Development and Technology. The second year of the MBA programme has been designed to provide the students with the opportunity either to specialize in the areas of Accounting and Finance, Business Technology, Entrepreneurship, Human Resource Management and Marketing Management or to pursue a general MBA without specializations. Accordingly, all course units pertaining to the areas of specialization are offered in the first semester of the second year. One of the key features of the MBA Kelaniya is its focus on research, thus all students are required to complete a dissertation in the second semester of the second year. Research methodology lectures, seminars, and workshops are conducted throughout the second year of the MBA programme to enhance research skills of the students.

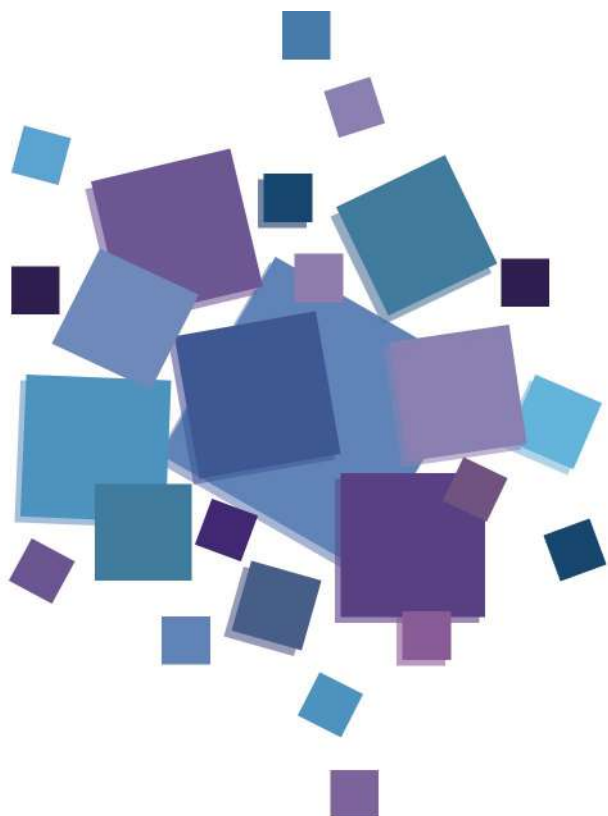
Lectures of MBA Kelaniya are conducted on weekends to accommodate the demands of prospective employed students and are conducted in the English language. MBA Kelaniya also uses Learning Management System to facilitate the learning process of the students. Since its inception, MBA

Kelaniya has been able to attract students employed in key government institutions and leading private sector organizations in Sri Lanka. Importantly, MBA Kelaniya has also been able to attract international students from China, India, Palestine and South Africa. MBA Kelaniya had pioneered the idea of international industrial visit back in 2007, and it has continued to be an integral part of the MBA programme. Today, MBA Kelaniya has become one of the best-established MBA programmes in Sri Lanka.

2.7 Gold Medals Awarded by the Faculty

- Gold Medal for the Highest GPA Achieved Student in B.B.Mgt. (Special) Degree in Marketing which is sponsored by Sri Lanka Telecom.
- Gold Medal for the Best Achiever in B.B.Mgt. (Special) Degree in Marketing which is sponsored by Chartered Institute of Marketing (CIM).
- Gold medal offered by Chartered Financial Analyst (CFA) - Society Sri Lanka for the Most Outstanding Performer in B.B.Mgt. (Special) Degree in Finance.
- Gold medal and Cash prize offered by Chartered Accountants of Sri Lanka (CASL) for the Student who Obtains Best Results in B.B.Mgt. (Special) Degree in Finance.
- Gold medal and Cash prize offered by the Securities and Exchange Commission (SEC) for the Student who Obtains Highest Marks for Finance related subjects in B.B.Mgt. (Special) Degree in Finance.
- Highest Aggregate Marks with Rs.20,000.00 in B.B.Mgt. (Special) Degree in Accountancy offered by the Chartered Institute of Management Accountants- Sri Lanka Division (CIMA).
- Gold Medal with Rs.30,000.00 for the Highest Aggregate Marks Obtained Student in B.B.Mgt. (Special) Degree in Accountancy/Finance offered by the Association of Chartered Certified Accountants (ACCA).
- Gold Medal with Rs.25,000.00 for the Highest Aggregate Marks Obtained Student in B.B.Mgt. (Special) Degree in Human Resource offered by the Institute of Personnel Management of Sri Lanka (IPMSL)
- Gold Medal for the Best HRM Student in Master of Human Resource Management (MHRM) Degree Programme offered by the Department of Human Recourse Management.
- Gold Medal with Rs.20,000.00 for the Outstanding Performer in B.B.Mgt. (Special) Degree in Human Resource offered by AIA Insurance Lanka plc.
- Gold Medal for the Highest GPA Achieved Student in Bachelor of Commerce Special Degree offered by the Sampath Bank.
- Gold Medal for the Highest GPA Achieved Student (Rahula Sanskruthayana Memorial Gold Medal) at the Faculty of Commerce and Management Studies.
- Gold Medal for the Highest GPA Achieved Student in Bachelor of Commerce Special Degree in Entrepreneurship offered by the Bank of Ceylon.

- Gold Medal for the Highest GPA Achieved Student in Bachelor of Commerce Special Degree in Business Technology offered by the Department of Commerce and Financial Management.
- Gold Medal for the Most Outstanding Student for the Subject of Risk and Insurance Service Management in B.B.Mgt. (Special) Degree in Finance offered by the Asian Alliance Insurance PLC.
- Gold Medal for the Highest GPA Achieved Student in Bachelor of Commerce Special Degree in Business Technology offered by Dell Sri Lanka.



3

DEPARTMENT OF ACCOUNTANCY

3.1 Introduction

The Department of Accountancy (DoA) in the Faculty of Commerce and Management Studies has been a leading provider of accounting education and research. It was established in 1998 with an objective of generating high quality accounting graduates who are globally employable and marketable. The mission of the department of accountancy is “to advance accounting education through Bachelor of Business Management (Special) Degree in Accountancy which provides outstanding accounting and management education for students, creates and disseminates knowledge, promotes the understanding and ethical practice of accounting and finance profession and serves the community”. The DoA have strived to accomplish excellence in Accounting education and research in the mainstream areas of accounting and related disciplines.

The Department of Accounting has already signed four Memoranda of Understanding (MOU) with the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka); Association of Chartered Certified Accountants (ACCA) and Microsoft Sri Lanka (Pvt) Ltd., in order to focus on areas such as mutual collaborative initiatives to uplift the accounting education and profession in Sri Lanka.

3.2 Administration



Head of the Department





Dr. W. V. A. D. Karunarathne

B.B.Mgt. (Accountancy) (Kel'ya), PGD in Bus., Stat (Sri J'pura), M.Com. (Kel'ya), MAAT, Ph.D. (CCNU)







011 2908784, 011 2903550

3.3 Academic Staff and Non Academic Staff





Academic Staff

Profile	Name	Position
1. 	Dr. W. V. A. D. Karunarathne B.B.Mgt. (Accountancy) (Kel'ya), PGD in Bus., Stat (Sri J'pura), M.Com. (Kel'ya), MAAT, Ph.D. (CCNU)	Senior Lecturer - Gr. I Head of the Department Director - Extra Curricular Activities, UoK
2. 	Prof. J. M. D. Ariyaratna B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D, (USQ), FCA	Professor Dean - Faculty of Graduate Studies, UoK
3. 	Prof. P. M. C. Thilakerathne B.Com. (Kel'ya), M.Com. (Panjab), Ph.D (Aegean)	Professor Director - Center for Distance and Continuing Education, UoK
4. 	Ms. U. L. T. P. Gunasekara B.Sc. (Bus. Admin.) (Sri J'pura), MBA (C'bo)	Senior Lecturer - Gr. I

5.		Dr. K. K. Thilakasiri B.Com. (Sri J'pura), M.Sc. Mgt. (Sri J'pura), Ph.D (Victoria)	Senior Lecturer - Gr. I
6.		Dr.(Mrs) M. W. Madurapperuma B.A. (Econ) (C'bo), M.A. (Econ) (C'bo), M.Com. (Kel'ya), Ph.D (UK)	Senior Lecturer - Gr. I
7.		Ms. M. A. T. K. Munasinghe B.Sc. (Accountancy) (Sri J'pura), MBA (C'bo), FCA	Senior Lecturer - Gr. I
8.		Dr. D. K. Y. Abeywardana B.Com. (Sri J'pura), M.Sc. (Mgt) (Sri J'pura), MAAT, Ph.D (B'ham, UK)	Senior Lecturer - Gr. I Director - Center for Management Research, FCMS
9.		Mr. A. M. I . Lakshan B.B.Mgt. (Accountancy) (Kel'ya), MBA (Sri J'pura)	Senior Lecturer - Gr. II
10.		Dr. K. D. D. Perera B.B.Mgt. (Accountancy) (Kel'ya), MBA (Sri J'pura), Ph.D (Macquarie)	Senior Lecturer - Gr. II
11.		Mr. C. R. Thilakarathne B.Sc. (Comp. Sci.) (Peradeniya), M.Sc. (C'bo)	Senior Lecturer - Gr. II Technical Coordinator - M.Bus Degree Programme
12.		Mr. W. P. N. Pushpakumara B.B.Mgt.(Accountancy) (Kel'ya), ACA, MBA (Sri J'pura)	Senior Lecturer - Gr. II
13.		Mr. R. M. S. Bandara B.B.Mgt. (Accountancy) (Kel'ya), ACA, MBA(C'bo), CPA (Aust)	Senior Lecturer - Gr. II

14.		Ms. K. D. G. N. Wijesinghe B.B.Mgt. (Accountancy) (Kel'ya), MBA (C'bo)	Senior Lecturer - Gr. II Academic Coordinator - M.Bus Degree Programme
15.		Mr. G. M. M. Sujeewa B.B.Mgt. (Accountancy) (Kel'ya), M.Sc. (Finance) (Sri J'pura), CASL Passed Finalist	Senior Lecturer - Gr. II
16.		Ms. U. A. H. A. Ratnasiri B.B.A. (Finance) (C'bo), M.Sc. (Mgt) (Sri J'pura)	Senior Lecturer - Gr. II
17.		Ms. R. M. D. A. P. Rajapakshe B.B.A. (Finance) (C'bo), M.Sc. (Mgt) (Sri J'pura)	Senior Lecturer - Gr. II Coordinator - HDBA Programme, DoA
18.		Ms. W. M .H. N. Wijekoon B.B.Mgt. (Accountancy) (Kel'ya), MBA (C'bo), CASL Passed Finalist	Lecturer
19.		Mr. H. A. P. L. Perera B.B.Mgt. (Finance) Kel'ya, AMA (CMAA), M.Sc. (IT) (Moratuwa)	Lecturer
20.		Ms. W. D. N. Aruppala B.B.Mgt. (Finance) (Kel'ya), MBA (Moratuwa)	Lecturer
21.		Mr. M. D. Pubudu Kaushalya B.B.Mgt. (Accountancy) (Kel'ya), CASL Passed Finalist	Lecturer (Probationary)

Non Academic Staff

Profile	Name	Position
1. 	Mr. M. A. J. P. K. Perera	Technical Officer - Gr. IIB
2. 	Ms. K. G. C. S. Gero	Staff Assistant
3. 	Ms. R. K. R. Dhamayanthi	Clerk Gr. I
4. 	Mr. H. A. Sisira Kumara	Labourer - Gr. I

3.4 Structure of the Degree Programme

The Bachelor of Business Management (Special) Degree in Accountancy is four years degree programme which consists of eight (08) semesters. To support its mission, the DoA seeks to provide its students with unique opportunities for personal and professional growth by increasing their knowledge and understanding of the world around them and by improving their skills for analyzing, synthesizing and critical thinking. Subsequently, the DoA has revised its curriculum three times since its inception in 1999 and one of such major achievements is the introduction of employment oriented training - known as "Internship in Accounting" with credit-bearing. At present, the DoA is further optimistic about full-scale graduate employability in suitable sectors by further improving the existing curriculum. The DoA produces nearly one hundred graduates per year. All students of the DoA are being facilitated by Learning Management System (LMS) for their learning process. To be eligible for the degree a student should obtain hundred and twenty four (124) credits including ninety six (96) credits in first three years and twenty eight (28) credits in year four (4).

The DoA's undergraduate program is among the most popular accounting programs in Sri Lanka. The DoA aim is to provide students with wide exposures to the global business environment and to nurture their ability to adapt to rapidly changing business environment. Graduates from the DoA's undergraduate program have an excellent employment record: over the years, about 97% of them find their jobs immediately on graduating or decide to pursue advanced studies. Over the years, The DoA graduates from both undergraduate and post-graduate programs have played an important leadership role in accounting profession as well as on other business sectors, including the government, banking and other financial services industries and various nonprofit and public organizations.

Accreditation

The Bachelor of Business Management (Special) degree in accountancy programme is accredited by the Association of Chartered Certified Accountants (ACCA)-UK.

Internship Programme

The Department of Accountancy is committed to providing its students with the experiential learning opportunity to achieve success in their professional careers. The DoA's well-established Internship programme aims to immerse undergraduate students in a professional setting for a period of typically 12-18 months in major accounting firms, reputable organizations or government bodies. Students will be enrolled in a credit-bearing course "BACC 43498 -Internship in Accountancy" and required to undergo a on-the-job training covering accounting, auditing, taxation, information technology and company secretariat practices in reputed Audit or non-audit organizations. To maximize student learning, the programme requires students to undertake pre-internship training, post-internship sharing and submission of reflective case study.

Bachelor of Business Management (Special) Degree in Accountancy

Course Code	Title of the Course Unit	Course Status	Credits
LEVEL 1: SEMESTER I			
BACC 11313	Financial Accounting	Core	3
BACC 11323	Mathematics for Business	Core	3
BACC 11333	Microeconomics	Core	3
BACC 11343	Principles of Management	Core	3
BACC 11352	Cost Accounting	Core	2
BACC 11362	IT Applications in Business	Core	2
LEVEL 1: SEMESTER II			
BACC 12373	Computerized Accounting	Core	3
BACC 12383	Financial Reporting Framework	Core	3
BACC 12393	Macroeconomics	Core	3
BACC 12403	Business Statistics	Core	3
BACC 12412	Business Law	Core	2
BACC 12422	Business Skills Development	Core	2
ELTU 13034	English for Business Communication	Core	0
LEVEL 2: SEMESTER I			
BACC 21313	Financial Reporting	Core	3
BACC 21323	Auditing and Assurance	Core	3
BACC 21333	Management Accounting	Core	3
BACC 21343	Fundamentals of Corporate Finance	Core	3
BACC 21352	Management Information Systems	Core	2
BACC 21362	Human Resource Management	Core	2

LEVEL 2: SEMESTER II			
BACC 22373	Advanced Corporate Finance	Core	3
BACC 22383	Advanced Management Accounting	Core	3
BACC 22393	Managerial Economics	Core	3
BACC 22403	Taxation	Core	3
BACC 22412	Corporate Law	Core	2
BACC 22422	Marketing Management	Core	2
LEVEL 3: SEMESTER I			
BACC 31313	Advanced Financial Reporting	Compulsory	3
BACC 31323	Management Science Applications	Compulsory	3
BACC 31333	Advanced Auditing and Assurance	Compulsory	3
BACC 31343	Strategic Management	Compulsory	3
BACC 31352	International Financial Management	Optional	2
BACC 31362	Entrepreneurship & Small Business Management	Optional	2
BACC 31372	Performance Management	Optional	2
BACC 31382	Data Modeling and Databases for Business Intelligence	Optional	2
LEVEL 3: SEMESTER II			
BACC 32393	Advanced Accounting Theory	Compulsory	3
BACC 32303	Business Research Methodology	Compulsory	3
BACC 32313	Advanced Taxation	Compulsory	3
BACC 32323	Forensic and Investigative Accounting	Compulsory	3
BACC 32332	Project Management	Optional	2
BACC 32342	Public Sector Accounting	Optional	2
BACC 32352	Financial Risk Analysis	Optional	2
BACC 32362	Business Systems Development	Optional	2
LEVEL 4: SEMESTER I			
BACC 41413	Advanced Computer Based Accounting	Compulsory	3
BACC 41423	Contemporary Accounting Issues	Compulsory	3
BACC 41432	Organizational Behavior	Compulsory	2
BACC 41442	Econometrics	Compulsory	2
BACC 41452	Investment Analysis & Portfolio Management	Optional	2
BACC 41462	Information Security	Optional	2
BACC 41472	Multidisciplinary Case Studies in Business	Optional	2
Level 4: Semester II			
BACC 42488	Dissertation	Compulsory	8
BACC 43498	Internship in Accountancy**	Compulsory	8

** Internship in Accountancy spreads throughout the fourth academic year and will be evaluated in the second semester of the same year.

3.5 New Degree Programmes

The Department of Accountancy (DoA) seeks to provide its students with unique opportunities for individual and professional growth by enhancing their knowledge, competency and understanding of the world around them and by improving their analytical skills and critical thinking.

Further strengthening the visionary thinking of DoA, it is motivated to propose new degree programmes as Bachelor of Business Management (Honours) Degree in Auditing and Forensic Accounting and Bachelor of Business Management (Honours) Degree in Accounting Information Systems by addressing the changing needs of accounting in the world and to cater the emerging opportunities available in national and international arena.

3.6 IRQUE Project

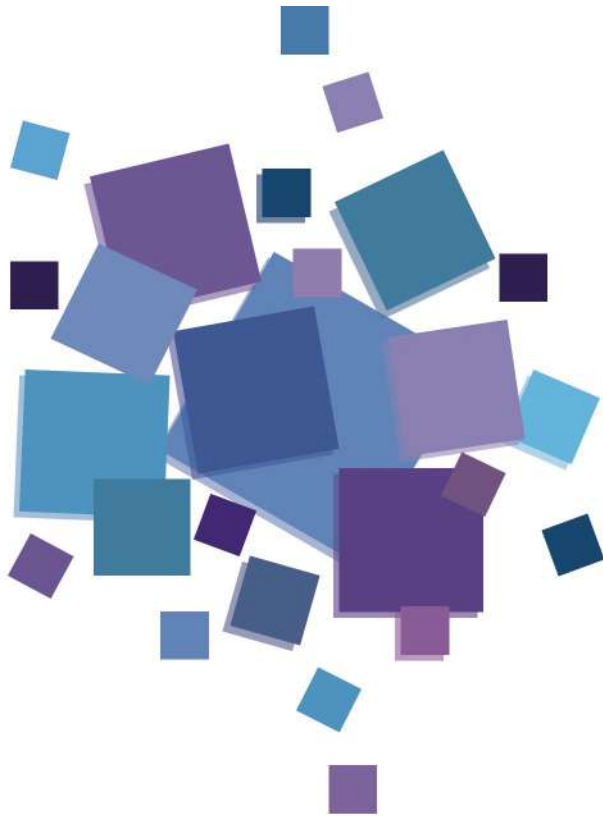
The first ever Quality Enhancement Fund (QEF) of the IRQUE project was introduced to the Sri Lankan university system in 2004 and the DoA responded by preparing initial and comprehensive proposal for winning the competitive grant to improve the quality and relevance of the above degree programme. Dedication, group effort and cohesiveness, coupled with innovativeness of the academic staff of the DoA was able to win Rs. 95 Mn competitive grant in the tier-I one by securing the highest marks in management field in the university structure. The award of the competitive grant was the outcome of desk evaluation and the site visits done by the national and international academia and consultants.

3.7 Higher Diploma in Business Accounting (HDipBAcc.)

Having identified the fastest growing demand for the Accountancy related study courses and with the industry reputation gained through vivid collaborations, The DoA firmly believes that it has a responsibility in continuously upgrading knowledge and educating people who engage in the field of accounting and finance. In order to support this, The DoA wishes to offer Higher Diploma in Business Accounting (HDipBAcc.) to address the need of the students who have not reached higher education in this field and to proceed with this discipline. Since there is a growing demand for such a programme from the experienced entry level and mid level accountants, The DoA has identified this program as a complementary qualification to reach higher education in this field. Therefore this program would be an extension program for the students who desire to become specialized mid level professionals in accounting and finance.

3.8 Master of Business (Accountancy/Finance) Degree Programme

The DoA, offers a Master of Business (Accounting/Finance) degree through online mode and it is designed for accounting and business professionals to obtain life-long learning opportunity and thereby to enhance their skill set to explore competitive employment opportunities related to accounting and finance. The curriculum aims to remove the mundane memorization of textbooks and instead focus on issues relevant to the modern accounting professional.



4

DEPARTMENT OF COMMERCE & FINANCIAL MANAGEMENT

4.1 Introduction

The Department of Commerce and Financial Management (DCFM) is the founder of Commerce & Management education at the University of Kelaniya and is the largest department in terms of student intake in the Faculty. At present over 700 students are studying for the B.Com. (Special) Degree. The department is also offering the only Master of Commerce (M.Com.) degree programme available in Sri Lanka.

“Creating Futures” the theme of the department highlights that the main focus of the department is to help, sustain a university environment that fosters life-changing experiences for its students, faculty, country, and society. The DCFM achieve this objective through five pillars;

- ◆ Internship
- ◆ Diffusion of knowledge
- ◆ Soft skills development
- ◆ Research and innovation
- ◆ Creating entrepreneurs

The Curriculum provides students with opportunities to interact with real business through Forum, Seminars, Workshops, Case studies, Field trips, Research and Internships. The Curriculum is also embedded with activities to enhance soft skills of student. A dedicated and committed team of academics ensure the quality of teaching and learning activities of the department and various resource personnel from the industry take part in academic and other activities in the department.

3.2 Administration



Head of the Department



Dr. S. M. A. K. Samarakoon

B.Com. (Kel'ya), M.S.Sc. (Kel'ya),
Ph.D (UTB-CZ), MAAT

011 2914485, 011 2903575

3.3 Academic Staff and Non Academic Staff

Academic Staff

Profile	Name	Position
1. 	Dr. S. M. A. K. Samarakoon B.Com. (Kel'ya), M.S.Sc. (Kel'ya), Ph.D (UTB-CZ), MAAT	Senior Lecturer - Gr. I Head of the Department
2. 	Prof. D. M. Semasinghe B.Com. (Kel'ya), M. Com. (Kel'ya) Ph.D (QUT - Australia)	Professor Dean of the Faculty

3.		Dr. W.R.P.K. Fernando B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D (Bharathidesan Uni- India)	Senior Lecturer - Gr. I
4.		Ms. S. Amarathunga B.A.Econ (Sri J'pura), MA Econ (C'bo), M.Sc. Econ (Saga-Japan)	Senior Lecturer - Gr. I
5.		Dr. S. D. Edirisinghe B.A. (Stat) (Sri J'pura), Dip (Eng) (Kel'ya), M.Sc. (Kel'ya), Ph.D (UoH- USA)	Senior Lecturer - Gr. I
6.		Ms. G. K. Rathnayake B.Com. (Kel'ya), M.Com. (Kel'ya)	Senior Lecturer - Gr. I
7.		Dr. L. V. K. Jayathilaka B.Com. (Kel'ya), PGD Bus. Stat. (Ruhuna), MBA (AeU-Malaysia), M.Phil. (Ruhuna), Ph.D (Ruhuna)	Senior Lecturer - Gr. I
8.		Dr. C. Pathirawasam B.Sc.(Bus. Ad) (Sri J'Pura), PGD in Acc. & Fin. Mgt. (Sri J'pura), M.Sc. in Mgt. (Sri J'pura), MBA (Saga-Japan), Ph.D (UTB-CZ))	Senior Lecturer - Gr. I
9.		Dr. G. W. J. S. Fernando B.Com. (Kel'ya), M.Com. (Kel'ya), Ph.D (Giffth- Australia)	Senior Lecturer - Gr. I
10.		Dr. C. N. Wickramasinghe B.Com. (Sri J'pura), PGD in IT (Kel'ya), MBA in IT (Moratuwa, Ph.D (UPM-Malaysia), MAAT	Senior Lecturer - Gr. II
11.		Mr. M. M. M. Shamil B.Com. (Kel'ya), MBA (C'bo), CMA (Australia), Reading for Ph.D (Curtin)	Senior Lecturer - Gr. II
12.		Dr. S. S. Thrikawala B.Com. (Kel'ya), M.Sc. in MIT (Kel'ya), Ph.D (Waikato-New Zealand)	Senior Lecturer - Gr. II

13.		Dr. R. A. A. S. Perera B.Com. (Kel'ya), M.Sc. in Mgt. (Sri J'pura), Ph.D (Lincoln - New Zealand)	Senior Lecturer - Gr. II Coordinator - M.Com. De- gree Programme
14.		Mr. S. C. Thushara B.Com. (Kel'ya), ACMA, MIntBus (Hons) (Griffith-Australia), CMA (Australia), Reading for Ph.D (Giffth- Australia)	Senior Lecturer - Gr. II
15.		Ms. H. M. T. S. Herath B.Com. (Kel'ya), MEcon (C'bo), Reading for Ph.D (C'bo)	Senior Lecturer - Gr. II
16.		Ms. R. Gajanayaka B.B.Mgt. (Marketing) (Kel'ya), MBA (Sri J'pu- ra), Dip.M (SL)	Senior Lecturer - Gr. II
17.		Ms. S. A. C. L. Senerath B.Com. (C'bo), M.Econ (C'bo), CIMA, AAT, Reading for Ph.D (RMIT University-Australia)	Senior Lecturer - Gr. II
18.		Ms. W. A. D. S. Wijethunga B.Com. (Kel'ya), MBA in Fin (C'bo)	Senior Lecturer - Gr. II
19.		Ms. K. G. M. Nanayakkara B.B.Mgt. (Acc) (Kel'ya), MBA in Fin (C'bo), FCA, ACMA, ACPM, Reading for Ph.D (Federation University - Australia)	Senior Lecturer - Gr. II
20.		Ms. N. L. E. Abeywardena B.Com. (Kel'ya), MBA in Fin (Sri J'pura), AAT, CBA	Senior Lecturer - Gr. II
21.		Dr. M. R. K. N. Yatigammana B.Com. (Kel'ya), M.Sc. in MIT (Kel'ya), Ph.D (MSU-Malaysia)	Lecturer
22.		Ms. H. A. K. N. S. Surangi B.Com. (Peradeniya), M.Phil (Peradeniya), Reading for Ph.D (Lincoln- UK)	Lecturer Coordinator - Higher Di- ploma in Business

23.		Ms. L. C. H. Jayarathna B.Com. (Kel'ya), MBA in IS (Sri J'pura), CBA	Lecturer
24.		Ms. P. M. Jeewandara B.Com. (Kel'ya), M.Acc. (CQU-Australia), MBA (C'bo), Reading for Ph.D (QUT- Australia)	Lecturer
25.		Mr. S. A. R. Lasantha B.Sc. Finance (Sri J'pura), MBA (PIM-SJP), ACMA, ACA	Lecturer Coordinator - Diploma in Business
26.		Mr. D. M. N. S. W. Dissanayake B.Com. (Kel'ya), M.Phil. (C'bo), AMIMSL, AMABE (UK)	Lecturer
27.		Ms. B. C. P. Jayarathna B.Com. (Kel'ya), MBA in MOT (Moratuwa)	Lecturer (Probationary)
28.		Mr. H. A. H. Hettiarachchi B.Com. (Bus.Tech.) (Kel'ya)	Lecturer (Probationary)
29.		Mr. B. K. H. Dulip Anuranga B.Com. (Kel'ya)	Lecturer (Probationary)
30.		Ms. B. A. H. Kawshala B.Com. (Bus.Tech.) (Kel'ya)	Lecturer (Probationary)

Non Academic Staff

Profile	Name	Position
1. 	Mr. R. A. S. J. Ranathunga	Technical Officer - Gr. IIB

2.		Ms. K. M. G. L. D. Dias	Staff Assistant
3.		Ms. W. Indrani	Sinhala Typist - Gr. I
4.		Mr. J. K. Arunasiri	Labourer - Gr. III

4.4 Structure of the Degree Programmes

Bachelor of Commerce (Special) Degree

Course Code	Title of the Course Unit	Status
LEVEL 1: SEMESTER 1		
BCOM11114	Principles of Management	Compulsory
BCOM11124	Financial Accounting	Compulsory
BCOM11134	Mathematics for Business	Compulsory
BCOM11142	Business Law	Compulsory
BCOM11152	Information Technology I	Compulsory
LEVEL 1: SEMESTER II		
BCOM12114	Microeconomics	Compulsory
BCOM12124	Business Statistics	Compulsory
BCOM12134	Cost & Management Accounting	Compulsory
BCOM12142	Information Technology II	Compulsory
BCOM12152	Introduction to Entrepreneurship	Compulsory
ELTU13012	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER I		
BCOM21114	Organizational Behavior	Compulsory
BCOM21123	Operations Management	Compulsory
BCOM21133	Macroeconomics	Compulsory
BCOM21144	Advanced Financial Accounting	Compulsory
BCOM21152	Taxation	Compulsory

LEVEL 2: SEMESTER II		
BCOM22114	Marketing Management	Compulsory
BCOM22124	Financial Management	Compulsory
BCOM22133	International Economics	Compulsory
BCOM22143	Management Information Systems	Compulsory
BCOM22152	Audit and Assurance	Compulsory
LEVEL 3: SEMESTER I		
BCOM31114	Human Resource Management	Compulsory
BCOM31123	Development Economics	Compulsory
BCOM31133	Operations Research	Compulsory
COMC31143	International Business	Compulsory
COMC31153	Portfolio and Investment Management	Compulsory
LEVEL 3: SEMESTER II		
BCOM32114	Strategic Management	Compulsory
BCOM32122	Basic Econometrics	Compulsory
COMC32133	Services Marketing	Compulsory
COMC32143	Project Management	Compulsory
COMC32152	Organizational Psychology	Compulsory
COMC32162	Computer Based Accounting and Finance	Compulsory
LEVEL 4: SEMESTER 1		
COMC41113	Human Resource Development	Compulsory
COMC41123	Managerial Perspective of E-Commerce	Compulsory
COMC41132	Research Methodology	Compulsory
COMC41542	Corporate Ethics and Governance	Elective
COMC41552	Banking Theory & Practice	Elective
COMC41562	Family Business Management	Elective
LEVEL 4: SEMESTER II		
COMC42118	Dissertation	Compulsory
COMC42126	Business Internship	Compulsory
COMC42532	Knowledge Management	Elective
COMC42542	Consumer Behavior	Elective
COMC42552	Risk Management & Insurance	Elective

* Not considered to calculate the GPA

Bachelor of Commerce (Special) Degree in Entrepreneurship

Under this new degree the present curriculum and teaching practices have been changed to develop entrepreneurial skills among students. Accordingly, it will provide students with entrepreneurial skills to start up new ventures or to contribute to existing businesses to explore new opportunities.

Course Code	Title of the Course Unit	Status
LEVEL 1: SEMESTER 1		
BCOM11114	Principles of Management	Compulsory
BCOM11124	Financial Accounting	Compulsory
BCOM11134	Mathematics for Business	Compulsory
BCOM11142	Business Law	Compulsory
BCOM11152	Information Technology I	Compulsory
LEVEL 1: SEMESTER II		
BCOM12114	Microeconomics	Compulsory
BCOM12124	Business Statistics	Compulsory
BCOM12134	Cost & Management Accounting	Compulsory
BCOM12142	Information Technology II	Compulsory
BCOM12152	Introduction to Entrepreneurship	Compulsory
ELTU13012	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER 1		
BCOM21114	Organizational Behavior	Compulsory
BCOM21123	Operations Management	Compulsory
BCOM21133	Macroeconomics	Compulsory
BCOM21144	Advanced Financial Accounting	Compulsory
BCOM21152	Taxation	Compulsory
LEVEL 2: SEMESTER II		
BCOM22114	Marketing Management	Compulsory
BCOM22124	Financial Management	Compulsory
BCOM22133	International Economics	Compulsory
BCOM22143	Management Information Systems	Compulsory
BCOM22152	Audit and Assurance	Compulsory
LEVEL 3: SEMESTER I		
BCOM31114	Human Resource Management	Compulsory
BCOM31123	Development Economics	Compulsory
BCOM31133	Operations Research	Compulsory
COME31143	International Business	Compulsory

COME31153	Business Planning	Compulsory
LEVEL 3: SEMESTER II		
BCOM32114	Strategic Management	Compulsory
BCOM32122	Basic Econometrics	Compulsory
COME32134	New Venture Financing	Compulsory
COME32143	Project Management	Compulsory
COME32153	Corporate Entrepreneurship	Compulsory
LEVEL 4: SEMESTER I		
COME41114	Business Simulation	Compulsory
COME41122	Family Business Management	Compulsory
COME41132	Research Methodology	Compulsory
COME41542	Entrepreneurial Leadership	Elective
COME41552	Social Entrepreneurship	Elective
COME41562	New Venture Management	Elective
LEVEL 4: SEMESTER II		
COME42118	Dissertation	Compulsory
COME42126	Business Internship	Compulsory
COME42532	Knowledge Management	Elective
COME42542	Contemporary Topics on Entrepreneurship	Elective
COME42552	Strategic Entrepreneurship	Elective

* Not considered to calculate the GPA

Bachelor of Commerce (Special) Degree in Business Technology

Bachelor of Commerce (Special) Degree in Business Technology is the most modern business degree in Sri Lanka that combines all the state of the art contents to a modern day business degree. This degree, thus, has been designed as a 'degree for the future' by empowering students to be experts in using Information & Communication Technology in the field of modern Commerce and Business Management.

Course Code	Title of the Course Unit	Status
LEVEL 1: SEMESTER 1		
BCOM11114	Principles of Management	Compulsory
BCOM11124	Financial Accounting	Compulsory
BCOM11134	Mathematics for Business	Compulsory
BCOM11142	Business Law	Compulsory
BCOM11152	Information Technology I	Compulsory

LEVEL 1: SEMESTER II		
BCOM12114	Microeconomics	Compulsory
BCOM12124	Business Statistics	Compulsory
BCOM12134	Cost & Management Accounting	Compulsory
BCOM12142	Information Technology II	Compulsory
BCOM12152	Introduction to Entrepreneurship	Compulsory
ELTU13012	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER I		
BCOM21114	Organizational Behavior	Compulsory
BCOM21123	Operations Management	Compulsory
BCOM21133	Macroeconomics	Compulsory
BCOM21144	Advanced Financial Accounting	Compulsory
BCOM21152	Taxation	Compulsory
LEVEL 2: SEMESTER II		
BCOM22114	Marketing Management	Compulsory
BCOM22124	Financial Management	Compulsory
BCOM22133	International Economics	Compulsory
BCOM22143	Management Information Systems	Compulsory
BCOM22152	Auditing and Assurance	Compulsory
LEVEL 3: SEMESTER I		
BCOM31114	Human Resource Management	Compulsory
BCOM31123	Development Economics	Compulsory
BCOM31133	Operations Research	Compulsory
COMT31142	Data Base Management System	Compulsory
COMT31152	Management of Technology	Compulsory
COMT31162	Networking and Data Communication	Compulsory
LEVEL 3: SEMESTER II		
BCOM32114	Strategic Management	Compulsory
BCOM32122	Basic Econometrics	Compulsory
COMT32134	Supply Chain and Logistic Management	Compulsory
COMT32142	Web Design and E - Commerce Technology	Compulsory
COMT32152	Organizational Psychology	Compulsory
COMT32162	Human Resource Information System	Compulsory
LEVEL 4: SEMESTER I		
COMT41114	Innovation & New Product Development	Compulsory
COMT41124	IT Project Management	Compulsory
COMT41132	Research Methodology	Compulsory

COMT41542	Corporate Ethics and Governance	Elective
COMT41552	Business Model Generation & Process Technology	Elective
LEVEL 4: SEMESTER II		
COMT42118	Dissertation	Compulsory
COMT42126	Business Internship	Compulsory
COMT42532	Knowledge Management	Elective
COMT42542	Science, Technology & Society	Elective
COMT42552	Global Information Management	Elective

* Not considered to calculate the GPA

Bachelor of Commerce (Special) Degree in Financial Management

Bachelor of Commerce (Special) Degree in Financial Management is designed to train accounting and financial professionals in view of the growing demand for this profession locally and globally. It includes all the relevant subjects which are crucial for you to perform exceptionally in this field. The entire programme is crafted in a way that you gain both theoretical and practical knowledge in this area.

Course Code	Title of the Course Unit	Status
LEVEL 1: SEMESTER 1		
BCOM11114	Principles of Management	Compulsory
BCOM11124	Financial Accounting	Compulsory
BCOM11134	Mathematics for Business	Compulsory
BCOM11142	Business Law	Compulsory
BCOM11152	Information Technology I	Compulsory
LEVEL 1: SEMESTER II		
BCOM12114	Microeconomics	Compulsory
BCOM12124	Business Statistics	Compulsory
BCOM12134	Cost & Management Accounting	Compulsory
BCOM12142	Information Technology II	Compulsory
BCOM12152	Introduction to Entrepreneurship	Compulsory
ELTU13012	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER I		
BCOM21114	Organizational Behavior	Compulsory
BCOM21123	Operations Management	Compulsory
BCOM21133	Macroeconomics	Compulsory
BCOM21144	Advanced Financial Accounting	Compulsory
BCOM21152	Taxation	Compulsory

LEVEL 2: SEMESTER II		
BCOM22114	Marketing Management	Compulsory
BCOM22124	Financial Management	Compulsory
BCOM22133	International Economics	Compulsory
BCOM22143	Management Information Systems	Compulsory
BCOM22152	Auditing and Assurance	Compulsory
LEVEL 3: SEMESTER I		
BCOM31114	Human Resource Management	Compulsory
BCOM31123	Development Economics	Compulsory
BCOM31133	Operations Research	Compulsory
COMF31143	Advanced Taxation & Strategic Tax Planning	Compulsory
COMF31153	Portfolio & Investment Management	Compulsory
LEVEL 3: SEMESTER II		
BCOM32114	Strategic Management	Compulsory
BCOM32122	Basic Economics	Compulsory
COMF32134	Strategic Financial Management	Compulsory
COMF32142	Microfinance	Compulsory
COMF32152	Advanced Management Accounting	Compulsory
COMF32162	Computer Based Accounting & Finance	Compulsory
LEVEL 4: SEMESTER I		
COMF41113	Advanced Financial Reporting	Compulsory
COMF41123	Business Valuation Theory & Application	Compulsory
COMF41132	Research Methodology	Compulsory
COMF41142	International Financial Management	Compulsory
COMF41552	Banking Theory and Practice	Elective
COMF41562	Corporate Ethics & Governance	Elective
COMF41572	Financial Statement Analysis	Elective
LEVEL 4: SEMESTER II		
COMF42118	Dissertation in Finance	Compulsory
COMF42126	Business Internship	Compulsory
COMF42532	Risk Management and Insurance	Elective
COMF42542	Contemporary Topics in Accounting & Finance	Elective
COMF42552	Advanced Audit & Assurance	Elective

* Not considered to calculate the GPA

4.5 Master of Commerce

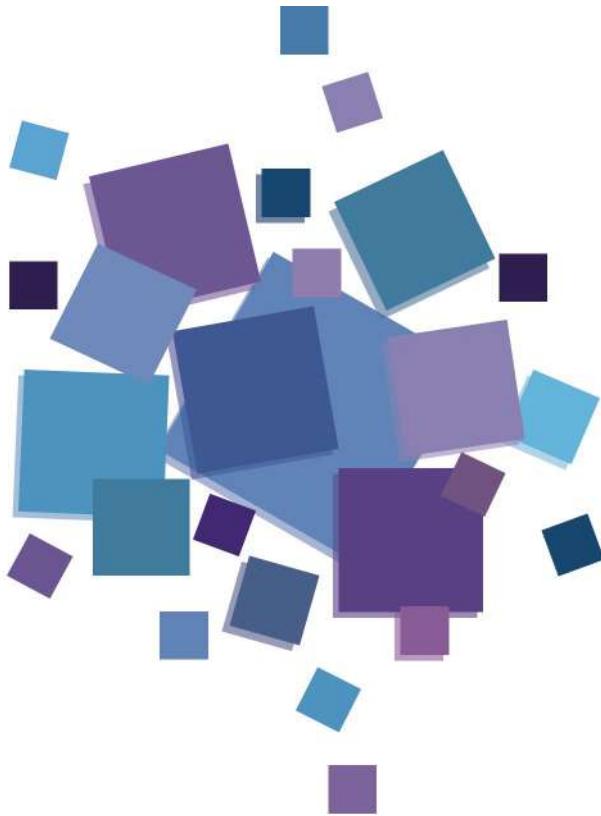
The objective of the degree programme is to disseminate knowledge on advanced aspects of Commerce and Management through teaching and research. The degree programme attracts candidates from the public sector as well as from the private sector. The Master of Commerce (M.Com.) degree programme is a two year fulltime degree programme offered by the Department, which was launched in 1993. M.Com. programme includes one year course work and one year research as its unique feature.

4.6 Diploma in Business

National Universities absorb only a very small percentage from an Advanced Level qualified students, and the majority of the school leavers are left behind without having an opportunity to study at a university. Most importantly the employment market seeks enterprising young individuals who possess a good background in business knowledge to recruit in their junior level positions. Therefore, to fill this gap, the DCFM introduced Diploma in Business to provide a leading edge to students.

4.7 Higher Diploma in Business

The DCFM introduced Higher Diploma in Business programme as an extension to the current Diploma in Business programme allowing students to pursue Bachelor of Commerce (Special) degree (External) and Master of Commerce degree. This extended diploma programme allows students to develop analytical and critical thinking abilities of students.



5

DEPARTMENT
OF
FINANCE

5.1 Introduction

The Department of Finance is the latest gift to the undergraduates of the FCMS, who wishes to broaden their knowledge in the areas of finance, banking, insurance and related phenomena. It is a product of the Department of Accountancy, by which the Bachelor of Business Management (Special) Degree in Finance was introduced in 2004. Consequently the Finance Studies Unit was established in 2008 to further strengthen the degree programme. The unit received full departmental status in 2011 and was named as the Department of Finance.

The Department strives to achieve its vision which is to “Be a powerhouse of financial expertise which can push the boundaries of business thinking by providing internationally competitive human capital and to serve the expectations of the stakeholders”. The Bachelor of Business Management (Special) Degree in Finance programme has been designed to fulfill the aspirations of students who are willing to take managerial positions in finance, insurance and banking sectors; particularly as bankers, finance managers, insurance consultants, portfolio managers, investment analysts and risk managers.

Bachelor of Business Management (Special) Degree in Finance was the first degree programme in Sri Lanka to be accepted into the University Recognition programme of Chartered Financial Analysts (CFA) Institute, USA. The degree programme follows semester based examinations and the curriculum has been designed in par with international standards. The medium of instructions is English and the degree programme not only delivers classroom lectures but also guest speeches, tutorials, workshops, student discussions, company visits and field trips etc., to broaden the horizons of the undergraduates.

Internship in Finance is a value addition to the degree programme where students are given an opportunity to be part of the dynamic business environment and to experience how theories they learnt in class can be put into practice. This is a compulsory course unit and students are required to commence their internship from the second semester of the third year. Through the internship programme, students may not only improve their knowledge but may secure career opportunities in the highly competitive and the fast growing spheres of the finance sector. Moreover the undergraduates experience is vastly enriched by gaining research experience, which is made possible through the module “Dissertation in Finance”, which is offered to students in the final year.

Currently the Department of Finance has joined hands with several dominant industry players for many fruitful endeavors. Providing internship opportunity for students, conducting guest lectures and workshops are to name a few. Educational Institutions such as the Chartered Financial Analysts (CFA) Society Sri Lanka, Institute of Chartered Accountants of Sri Lanka and various other business organizations such as Asian Alliance Insurance PLC and Securities and Exchange Commission of Sri Lanka are currently offering gold medals for students who have performed remarkably well in the degree programme.

Last but not least, in recognition of the responsibility entrusted as a national university, to deliver more student centered education and to meet market demand, the Department of Finance, University of Kelaniya introduced three new honours degree programmes, namely; Bachelor of Business Management Honours Degree in Banking, Bachelor of Business Management Honours Degree in Insurance and Bachelor of Business Management Honours Degree in Financial Engineering, out of which Bachelor of Business Management Honours Degree in Banking & Insurance degrees will be commenced from 2017 onwards.

5.2 Administration



Head of the Department

Dr. P. N. D. Fernando

B.B.Mgt. (Acc.) (Kel'ya), MBA (WBUT), Ph.D (CCNU)

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5.3 Academic Staff and Non Academic Staff

Academic Staff

Profile	Name	Position
1. 	Dr. P. N. D. Fernando B.B.Mgt. (Acc.) (Kel'ya), MBA (WBUT), Ph.D (CCNU)	Senior Lecturer - Gr. I Head of the Department
2. 	Prof. R. P. C. Ranjani B.Com. (Kel'ya) M.Com. (Panjab), Ph.D (Panjab)	Professor
3. 	Dr. R. Abeysekara B.Sc.(Ind.Mgt.)(Kel'ya), DipM (UK), MBA (C'bo), Ph.D (UK)	Senior Lecturer - Gr. I Coordinator - Master of Business Administration (MBA)
4. 	Dr. S. S. Weligamage B.Com. (Ruhuna), MBA (AIT-Thailand- UK), MEB (ESCP-EAP-UK), Ph.D (Panjab), CBA (CASL), PGD (C'bo)	Senior Lecturer - Gr. I Director - Kalanamithuru Unit
5. 	Mr. C. S. P. K. Fernando B.Sc. (Mkt. Mgt.) (Sri J'pura), M.Sc.(Mgt.) in Fnance (Sri J'pura), CFA, MSLIM	Senior Lecturer- Gr. II
6. 	Ms. P. W. N. A. Kumari B.B.Mgt. (Finance) (Kel'ya), M.Sc. (Sri J'pu- ra), Reading for Ph.D	Senior Lecturer- Gr. II
7. 	Ms. J. M. R. Fernando B.B.Mgt (Finance) (Kel'ya), M.Sc. (Sri J'pu- ra), Reading for Ph.D	Senior Lecturer- Gr. II

8.		Mr. P. S. Morawakage B.B.Mgt. (Finance) (Kel'ya), MBA (C'bo)	Lecturer
9.		Ms. K. M. K. N. S. Kulathunga B.B.Mgt. (Finance) (Kel'ya), MBA in Finance (C'bo)	Lecturer
10.		Mr. M. R. P. Wijesinghe B.B.Mgt. (Finance) (Kel'ya), CASL Passed Finalist, MBA (C'bo)	Lecturer
11.		Ms. W. B. M. D. Basnayake B.B.Mgt. (Finance) (Kel'ya), CIMA Passed Finalist, MBA (PIM-Sri J'pura)	Lecturer
12.		Ms. Supun Chandrasena B.Sc. (Pub. Mgt.) (Sri J'pura), M.Sc. in Finance & Accounting (UK), ACMA, CGMA, Reading for Ph.D	Lecturer (Probationary)

Non Academic Staff

Profile	Name	Position
1.	 Mr. W. G. C. P. Weerasinghe	Technical Officer - Gr. IIB
2.	 Ms. H. H. M. T. N. Herath	Clerk - Gr. III
3.	 Mr. D. B. Kulathunga	Labourer - Gr. III

5.4 Structure of the Degree Programme

The Department of Finance (Dfin) has identified the fact that higher education is going through a paradigm shift in the 21st century. In this scenario, the dimensional changes are globalization, growing importance of knowledge and information and communication revolution that calls for changes in education and training needs and demand for higher skills levels and continuing education, institutional change of inter- and multi-disciplinary programmes, new pedagogical approaches and flexibility. Student centered focus and quality of education is given prominence in all activities. Hence, the structure of Finance degree programme has been designed in par with these requirements and student centered focus and a sound quality management system is natured throughout the degree programme to achieve academic excellence. Total number of credit in the finance degree programme are 124 and the curriculum is divided into eight clusters with different objectives as discipline knowledge, communication skills, problem solving and reasoning, information literacy, interpersonal skills, cognitive skills, professional and practical skills and ethical attitudes.

Bachelor of Business Management (Special) Degree in Finance

Course Code	Title of the Course Unit	Type
LEVEL 1: SEMESTER I		
BFIN11313	Economics Theory	Compulsory
BFIN11323	Business Mathematics	Compulsory
BFIN11333	Financial Accounting	Compulsory
BFIN11343	Fundamentals of IT	Compulsory
BFIN11352	Fundamentals of Psychology & Sociology	Compulsory
BFIN11362	Legal Environment of Business	Compulsory
LEVEL 1: SEMESTER II		
BFIN12313	Fundamentals of Management Accounting	Compulsory
BFIN12323	Introduction to Corporate Finance	Compulsory
BFIN12333	Management Functions and Practices	Compulsory
BFIN12343	Business Statistics	Compulsory
BFIN12352	Skills Development	Compulsory
BFIN12362	Marketing for Financial Services	Compulsory
ELTU13032	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER I		
BFIN21314	Advanced Management Accounting	Compulsory
BFIN21323	Advanced Financial Accounting	Compulsory
BFIN21333	Management Information Systems & Database Management Systems	Compulsory
BFIN21342	Auditing and Assurance Service	Compulsory
BFIN21352	Corporate Governance & Business Ethics	Compulsory
BFIN21362	Managerial Economics	Compulsory
ELTU21012	English for Today's World *	Compulsory

LEVEL 2: SEMESTER II		
BFIN22313	Quantitative Investment Analysis	Compulsory
BFIN22323	Management Science Applications	Compulsory
BFIN22333	Strategic Management	Compulsory
BFIN22342	Corporate Law	Compulsory
BFIN22353	Project Management and Financing	Compulsory
BFIN22362	Taxation	Compulsory
LEVEL 3: SEMESTER I		
BFIN31313	Monetary Economics	Compulsory
BFIN31323	Analysis of Equity Investment	Compulsory
BFIN31333	Risk and Insurance Service Management	Compulsory
BFIN31343	Financial Reporting and Analysis	Compulsory
BFIN31612	Computerized Business Environment	Optional
BFIN31622	Small Business Management	Optional
BFIN31632	Banking Law	Optional
BFIN31642	Financial Services Management	Optional
LEVEL 3: SEMESTER II		
BFIN32313	Advanced Corporate Finance	Compulsory
BFIN32323	Research Methodology	Compulsory
BFIN32333	Econometrics	Compulsory
BFIN32343	Internship In Finance I	Compulsory
BFIN32612	Analysis of Fixed Income Investment	Optional
BFIN32622	Micro Finance	Optional
LEVEL 4: SEMESTER I		
BFIN41313	Econometrics for Financial Markets	Compulsory
BFIN41323	Portfolio Management and Wealth Planning	Compulsory
BFIN41612	Alternative Investments	Optional
BFIN41622	Organizational Behavior	Optional
BFIN41632	Public Sector Accounting and Financing	Optional
LEVEL 4: SEMESTER II		
BFIN42312	Analysis of Derivatives	Compulsory
BFIN42322	Behavioral Finance	Compulsory
BFIN42612	Credit Management	Optional
BFIN42622	E - Business	Optional
BFIN42632	Cases in Finance	Optional
BFIN43316	Internship in Finance II	Compulsory
BFIN43328	Dissertation in Finance	Compulsory

* Not considered to calculate the GPA

5.5 Rules and Regulations Pertaining to the B.B.Mgt. (Special) Degree in Finance

- 1) A minimum of 80% attendance is compulsory for all the course units at the first year, second year and third year first semester respectively.
- 2) The cumulative attendance of each student will be published on a monthly basis at the department notice board within the first week of each month. Any grievances pertaining to the attendance published should be submitted to the department office on or before 15th of same month. The acceptance of the grievance are subjected to the approval of the head of the department.
- 3) Medical certificates will not be accepted unless it has been issued by the Chief Medical Officer of the University or Medical specialist or Head of the Government Base Hospital or Medical Superintendent of an Ayurvedic Government Hospital.
- 4) When providing justifiable reason for the attendance pertaining to extracurricular activities related to Finance Students' Association, Sports Council and any other academic related work assigned by the teaching faculty or other should be supported by the written approval obtained from the respective divisional heads/ lecturers-in-charge. Such written approval should be submitted to the Officer for the Head of the department's approval within ten days of such involvement.

Assessment Procedure

- 1) Student performance at a course unit is assessed through end of course examinations, assignments, reports, presentations, class room activities, etc. The method of assessment will be announced by the relevant subject lecturer at the commencement of the course unit.
- 2) If the student re-sits for a course unit in the consecutive year, subject to a medical reason who has provided a valid medical certificate, respective assignment marks will be carried forward for the grading purposes.
- 3) If the student feels his/ her grade for the total or one assignment (s) is below the expected level, he/she can repeat assignments pertaining to the relevant course unit in the next year (s) and whichever is higher will be taken as assignment marks when she/ he re-sit for the examinations.

General

In issuing recommendation letters for students, the priority will be given for those who had contributed to the development of the department and the students at large through Finance Student's Association (FinSK) or any other means. Therefore students are advised to actively participate in all such events.

5.6 Diploma / Higher Diploma in Business Finance

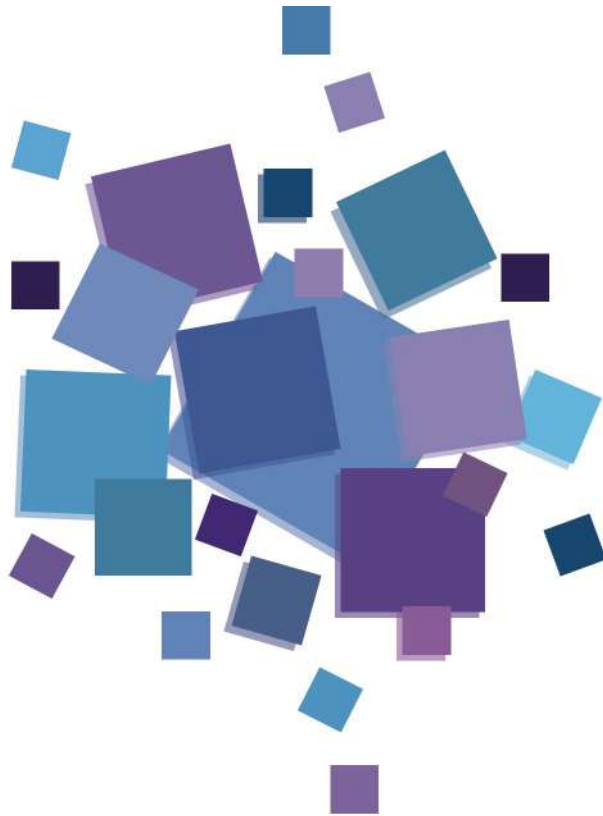
Diploma program conducted by the department of Finance has been designed with the objective of crafting knowledgeable and competent personnel for the field of business finance. Also it paves a path for the students who are willing to continue their education up to bachelors and masters degree level in the field of Finance, Insurance and Banking.

Students with Advanced Level qualification in any stream or with equivalent qualification are eligible for the Diploma in Business Finance programme. Upon the successful completion of one year diploma, students are eligible for the Higher Diploma in Business Finance. Alternatively candidates with recognized diploma in the field of finance can directly register for the Higher Diploma in Business Finance programme. According to Sri Lankan Qualification Framework, Higher Diploma in Business Finance is equivalent to the second year of a bachelor's degree programme.

Diploma in Business Finance comprises the course modules such as Economics, Mathematics, Financial Accounting, Business communication, Management Accounting, Management, Business finance and Business case studies in Finance. One of the interesting and timely course modules included in the diploma program is the Business case studies in Finance which enables students to apply their theoretical knowledge into real world business cases and to recommend their own constructive solutions for the issues.

Higher Diploma in Business Finance consists of 6 compulsory course modules and 3 optional course modules. One of the most valued course modules in the Higher Diploma is the Internship in Finance which is a value addition to the diploma programme. Internship in Finance course module holds an added value among other course modules as it requires students to work in a real organizational context which will eventually lead to improve their practical knowledge. It will also provide them with career opportunities in highly competitive and fast growing spheres of the finance sector. Remaining course modules will enrich the knowledge of the student in the areas of Corporate Finance, Corporate Law, Information Technology and Economics.

Due to the competitive demand in the field of Finance, obtaining a high quality and well recognized qualification is a challenge. Selection of the respective candidates for the diploma program is based on qualification and interview performance. As per the calendar events the next intake for the Diploma in Business in Finance will be in June 2017.



6

DEPARTMENT
OF
HUMAN
RESOURCE
MANAGEMENT

6.1 Introduction

We are a national arm, that has pioneered HRM education in Sri Lanka with notable landmarks: start of Bachelor of Business Management (Human Resource Management) degree in 1995; start of nation's first postgraduate diploma in HRM and Master of Human Resource Management degree, in 2005 and 2010; launching the first HRM journal in 2004 and nation's first MHRM journal in 2014 while providing leadership for many innovative events. Further, we contributed to the development of the HRM profession by offering Bachelor of Business Management, General (External) Degree Programme for external students commencing from 1999 and Higher Diploma in HRM since 2015. Further, the Department of Human Resource Management gets the credits for organizing the first national summit on '**People Management: Peopling for National Wealth**' with the theme of arousing a new praxis of people management for creative development.

We dream to shape our future as the " true HR value provider in terms of research, education and consultancies' while defining our audience in a nontraditional way to include all relevant stakeholders going beyond private and public corporate organization where the demand is created for people management and people development. Thus we promise to deliver to be the best choice of industries' demand for HRM graduates; the nation's first choice for HRM postgraduate studies; and the cost effective HR solution provider for organizations. We value our dynamic talents, performing culture and academic leadership as the competitive strengths in the realization of our dream. Our department comprises of well qualified academics, with professors, doctoral academics and academics with masters qualifications to ensure the quality of teaching and learning activities. With its high caliber delivery, the department could win the award for the most outstanding researcher of the faculty, awarded by the Vice chancellor in 2014, 2015 and 2016 consecutively while intended to secure its place on 2017 as well.

Our curricular focuses on student development through its course work and extracurricular events. Action Learning projects, industry based assignments, workshops and special skills projects are powerful means we use to develop students' skills and competencies. AHEAD (Association of Human Resource Escalation and Development), our student arm is the platform for HRM students to plan, organize and implement their activities in organizing CSR projects, students' talent shows, industry collaborative events and other skill based student activities. Further, our department focuses on fostering and bringing research driven culture among our undergraduates by conducting HRM Student Research Symposium annually, having pioneered to introduce the students' dissertation into the curriculum in the faculty since 1995. Besides each year the department offers three gold medals for the highest achievement among students such as for the highest GPA, outstanding performance and the HR student of the year.

Vision and Mission of the Department

The vision of the department is *"To be the best branded HR Solution Provider in Sri Lanka"* with its mission of *"being the nation's choice for HRM research & consultancies, industries' first choice for HRM graduates and professionals' and the best choice for HRM/HRD postgraduate studies"*.

6.2 Administration



Head of the Department

Dr. D. U. Mohan

B.B.Mgt. (HRM) (Kel'ya), MBA(PIM - Sri J'Pura),
Ph.D (HRD) (UPM - Mal'sia)





011 2914483, 011 2903601

6.3 Academic Staff and Non Academic Staff




Academic Staff

Profile	Name	Position
1. 	Dr. D. U. Mohan B.B.Mgt. (HRM) (Kel'ya), MBA (PIM - Sri J'Pura), Ph.D (HRD) (UPM - Mal'sia)	Senior Lecturer - Gr. II Head of the Department
2. 	Prof. (Ms.) Prasadini N. Gamage B.Sc. (Bus.Ad.) (Sri. J'Pura), M.Sc. (Mgt.) (Sri. J'Pura), Ph.D (MSU-Malaysia), Attorney at Law	Professor
3. 	Prof. K. A. S. Dhammika B.B.Mgt. (HRM) (Kel'ya), M.Com. (Kel'ya), PGD in Bus. Stat. (Sri J'pura), PG Cert.in HRM (PIM), Ph.D in Mgt. (UUM - Mal'sia), MIM (SL)	Professor
4. 	Ms. I. Welmilla B.Com. (Sri J'pura), M.Com. (Kel'ya)	Senior Lecturer - Gr. I
5. 	Mr. M. D. P. Pieris B.Sc. (C'bo), M.Phil. (Comp.Sci.) (Kel'ya), PGD in Comp.Tech. (ICT - C'bo)	Senior Lecturer - Gr. I
6. 	Ms. M. P. N. Janadari B.B.Mgt. (HRM) (Kel'ya), M.Sc.(Mgt) (Sri J'pura), Reading for Ph.D (UUM)	Senior Lecturer - Gr. I
7. 	Dr. A. Chamaru De Alwis B.Sc. (Bus.Ad.) (Sri J'pura), M.Sc. (Mgt.) (Sri J'pura), Ph.D (Tomas Bata - Zlín, CZ)	Senior Lecturer - Gr. I
8. 	Ms. W. A. S. Weerakkody B.B.Mgt. (HRM) (Kel'ya), M.Sc. in Mgt. (Sri J'pura)	Senior Lecturer - Gr. II
9. 	Ms. A. N. Edireweera B.B.Mgt. (HRM) (Kel'ya), M.Sc. in Mgt. (Sri J'pura), Reading for Ph.D (University of Victoria)	Senior Lecturer - Gr. II

10.		Ms. G. V. Hewagama B.Sc. (HRM) (Sri J'pura), M.Sc.(Mgt.) (Sri J'pura), Reading for Ph.D (Auckland-Newzeland), CIMA Finalist	Senior Lecturer - Gr. II
11.		Ms. W. M. S. K. Wanigasekera B.Com. (Peradeniya), M.Phil. (Peradeniya), Reading for Ph.D (Queensland- Australia), HNNDM	Senior Lecturer - Gr. II
12.		Ms. Y. M. S. W. V. Sangarandeniya B.B.Mgt. (HRM) (Kel'ya), M.Sc. (Mgt.) (Sri J'pura), MAAT, HNDA, HNDE, ACA	Senior Lecturer - Gr. II
13.		Ms. J. A. C. B. Jayasinghe B.B.Mgt. (HRM) (Kel'ya), MBA (C'bo), Diploma in Counseling, Associate member of SLNIP	Senior Lecturer - Gr. II
14.		Ms. P. Wijewantha B.Sc. (HRM) (Sri J'pura), MBA (C'bo), Reading for Ph.D (PIM- Sri J'pura), Associate Member (IPMSL), ACCA Part qualified	Senior Lecturer - Gr. II
15.		Ms. R. A. I. C. Karunarathne B.B.Mgt. (HRM) (Kel'ya), M.Sc. (Mgt.) (Sri J'pura), Reading for Ph.D (Georg August-Germany), CMA (PII), Dip. (Psychology), Ad. Dip. in Acc. & Bus. (ACCA,UK), ACPM	Lecturer
16.		Ms. H. M. Nishanthi B.B.Mgt. (HRM) (Kel'ya), MBA (PIM - Sri J'pura), CIMA Part qualified	Lecturer
17.		Mr. G. H. B. Arjun De Silva B.Sc. (Bus. Ad.-IS) (Sri J'pura), MBA (PIM - Sri J'pura), MAAT, CBA	Lecturer
18.		Ms. H. M. S. V. Silva B.B.Mgt. (HRM) (Kel'ya), MBA (C'bo)	Lecturer
19.		Ms. R. K. N. D. Darshani B.Sc. (Bus. Mgt.) (SUSL), MBA (PIM - Sri J'pura)	Lecturer

20.		Ms. T. J. R. Thisera B.Sc. (HRM) (Sri J'pura), MBA (C'bo)	Lecturer
21.		Mr. T. D. Weerasinghe B.Sc. (HRM) (Sri J'pura), MBA(PIM-Sri J'pura)	Lecturer (Probationary)
22.		Ms. S. M. D. Y. Jayarathna B.B.Mgt. (HRM) (Kel'ya), Reading for MBA (C'bo)	Lecturer (Probationary)
23.		Ms. Dinithi Padmasiri B.B.Mgt. (HRM) (Kel'ya), Reading for MBA - (PIM-Sri J'pura), Reading for MHRM (Kel'ya), Dip. In Counseling, High Dip. In Psychotherapy	Lecturer (Probationary)

Non Academic Staff

	Profile	Name	Position
1.		Ms. J. A. D. S. Gunawardhana M.A. (Kel'ya), B.A. (Kel'ya)	Staff Assistant
2.		Ms. S. Mandalawaththa M.A. (Kel'ya), B.A. (Kel'ya)	Staff Assistant
3.		Mr. W. S. P. K. Gunarathne	Labourer - Gr. III

6.4 Structure of the Degree Programme

Our degree curriculum for the B.B.Mgt Human Resource (Special) Degree is a uniquely designed to give the most possible avenues for student employability.

- 1). It allows students to gain vast area of knowledge to be effective HR professionals in the area of HRM & HRD.
- 2). It paves the way to be successful business entrepreneurs if they wish to be entrepreneurs.
- 3). It gives opportunity to acquire sufficient amount of on the job experiences through management internship and HRD internship.

Bachelor of Business Management (Special) Degree in Human Resource

Course Code	Title of the Course Unit	Status
LEVEL 1: SEMESTER I		
BHRM11114	Management Principles & Application	Compulsory
BHRM11123	Mathematics for Business	Compulsory
BHRM11133	Business Law	Compulsory
BHRM11142	Introduction to Information Technology	Compulsory
BHRM11153	Business Accounting	Compulsory
LEVEL 1: SEMESTER II		
BHRM12114	Introductory Human Resource Management	Compulsory
BHRM12123	Business Economics I	Compulsory
BHRM12132	Principles of Sociology	Compulsory
BHRM12142	Principles of Psychology	Compulsory
BHRM12154	Business Statistics	Compulsory
ELTU13274	English for Business Communication *	Compulsory
LEVEL 2: SEMESTER I		
BHRM21114	Finance for HR Managers	Compulsory
BHRM21122	Organizational Studies	Compulsory
BHRM21132	Business Economics II	Compulsory
BHRM21143	Marketing For HR Managers	Compulsory
BHRM21512	Managerial Communication	Optional
BHRM21522	Seminar In HRM	Optional
BHRM21532	Organizational Counselling	Optional
LEVEL 2: SEMESTER II		
BHRM22114	HR Administration	Compulsory
BHRM22122	Management Information Systems	Compulsory
BHRM22133	Introduction to Total Quality Management	Compulsory
BHRM22142	Managerial Skills Development	Compulsory
BHRM22512	Ethics in HRM	Optional
BHRM22522	Management Accounting	Optional
BHRM22532	Introduction to Entrepreneurship	Optional
LEVEL 3: SEMESTER I		
BHRM31113	Labor Economics	Compulsory
BHRM31123	Strategic Management	Compulsory
BHRM31133	Organizational Behavior	Compulsory
BHRM31142	Industrial Psychology	Compulsory
BHRM31512	Leadership Theories and Practices	Optional
BHRM31522	Team Management	Optional

BHRM31532	Job Evaluation	Optional
BHRM31542	Techniques in Training and Development	Optional
LEVEL 3: SEMESTER II		
BHRM32113	HR Preventive Management	Compulsory
BHRM32123	Employment Law and Industrial Relations	Compulsory
BHRM32132	HR Information Systems	Compulsory
BHRM32143	Project Management & Quantitative Technique	Compulsory
BHRM32512	Conflict Management and Negotiation Skills	Optional
BHRM32522	Business Plan Development	Optional
BHRM32532	International Management	Optional
BHRM32542	Total Quality Management for HR Managers	Optional
LEVEL 4 - Optional Stream 1: Human Resource Maintenance		
LEVEL 4: SEMESTER I		
BHRM41114	Human Resource Development	Compulsory
BHRM41123	Strategic HRM	Compulsory
BHRM41132	International HRM	Compulsory
BHRM41144	Research Methodology	Compulsory
BHRM41152	HRM Application Skills	Compulsory
LEVEL 4: SEMESTER II		
BHRM42114	Dissertation	Compulsory
BHRM42123	Organizational Change & Development	Compulsory
BHRM42132	HRM Measurements	Compulsory
BHRM42516	Management Internship	Optional
BHRM42526	Business Plan Implementation	Optional
LEVEL 4 - Optional Stream 2: Human Resource Development		
LEVEL 4: SEMESTER I		
BHRM41163	Theories in HR Development	Compulsory
BHRM41172	Individual Development	Compulsory
BHRM41182	Performance Management	Compulsory
BHRM41192	Career Development	Compulsory
BHRM41144	Research Methodology	Compulsory
BHRM41152	HRM Application Skills	Compulsory
LEVEL 4: SEMESTER II		
BHRM42114	Dissertation	Compulsory
BHRM42123	Organizational Change & Development	Compulsory
BHRM42142	Macro HR Development	Compulsory
BHRM42156	HR Development Internship	Compulsory

* Not considered to calculate the GPA

6.5 Master of Human Resource Management

The Department commenced the Postgraduate Diploma in Human Resource Management (PGDHRM) in August 2006. This is the first postgraduate diploma in HRM introduced in the university system of Sri Lanka, to face the challenge posed to us by the public and the private sector to develop the HRM profession in the country.

In the year 2010, the postgraduate diploma programme was promoted to a master programme (Master of Human Resource Management - MHRM). The programme has been designed to provide HR practitioners, with an opportunity to upgrade their knowledge and skills required to perform their roles effectively and for the graduates to enhance the career prospects in the field of Human Resource Management. The MHRM programme further offers a scholarship for the "HR Student of the Year" to follow MHRM programme and two scholarships to follow PGDHRM to the "Outstanding Performance" and to the "Highest GPA Holder".

6.6 Higher Diploma in Human Resource Management (HDHRM)

The Department of Human Resource Management of the University of Kelaniya has been delivering outstanding graduates in human resource management to the country aligned with the corporate sector. Having properly analyzed the potentials of emerging trends in the field of human resource management, Department of Human Resource Management started offering HDHRM from 2015 with the aim of enriching with intellectual and professional insights. HDHRM is designed for those who are already employed and interested in further studies in the discipline of HRM.

6.7 Bachelor of Business Management General (External) Degree

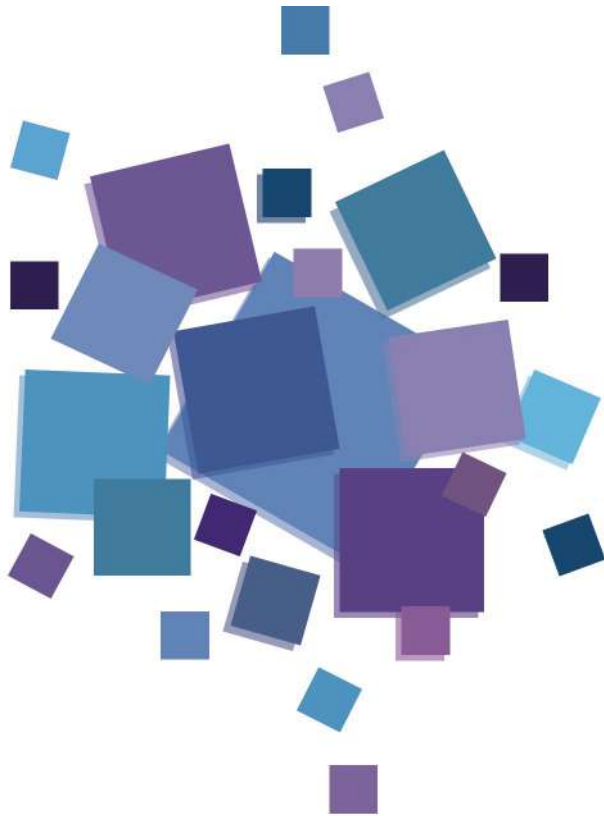
The Department of Human Resource Management of the Faculty of Commerce and Management Studies offers Bachelor of Business Management (General) Degree with the aim of providing an opportunity to read a bachelor degree to those who are unable to enter the state university due to resource limitations. This Degree commenced in 1999 and catering for the industry needs with an almost equal focus on the knowledge and skills developed, encompassing up-to-date knowledge base, skills developments, dissertation and management internships in the curriculum.

6.8 Department's Publication Portfolio

We are the pioneers to publish the faculty's first ever journal - "Kelaniya Journal of Human Resource Management" bi-annually, since 2006. This is a refereed journal to publish high quality academic articles.

In addition, the department has launched the "People Master Journal" to integrate action learning projects of master of HRM students. The People Management Review - The Pioneering People Management Periodical in Sri Lanka is our latest initiative to present academic work to HR practitioners in a more reader friendly manner. Further we have initiated a series of publications for undergraduates namely,

- 1) HR Flash - To publish HR First year action learning projects
- 2) Essence of HRM - To publish project outcomes of AHEAD Student Arm
- 3) HR Entrepreneurs - To integrate undergraduate small business project outcomes
- 4) Green People Management Review - To publish articles on green HRM



7

DEPARTMENT OF MARKETING MANAGEMENT

7.1 Introduction

The Department of Marketing Management was initially formed as a unit under the Department of Commerce & Financial Management in 1998 and was given the full departmental status in 2005. The Department of Marketing Management offers the Bachelor of Business Management (Special) Degree in Marketing for its undergraduates and the number of student population has been increasing over the years. Currently the department is catering around 400 undergraduates through 18 full-time well qualified and experienced academic staff and a visiting faculty comprising both academia and industry professional including foreign staff.

The focus of the Department of Marketing Management is to create a complete learning environment where students can develop and experience academic, social, and personal success. The faculty with its students strives to realize the vision of the Department which is, *"to be the most recognized marketing qualifications in the country by year 2020"*. The mission of the Department of Marketing Management is, *"to foster effective teaching, learning environment and enhancing research abilities among its students to become intellectually, critically and professionally confident graduates who can take challenges in the competitive environment"*.

The Bachelor of Business Management (Special) degree in Marketing programme is designed to prepare graduates with the requisite knowledge, skills, and values to apply effectively in various marketing and business principles and tools in an organizational setting and sustain in the modern business environment. The degree programme follows a semester-based course unit system and offers 45 compulsory and optional course units within the 04 years of academic period. The Department regularly revises the syllabi of the degree programme based on the changes taking place in the environmental domain enabling to meet the dynamic demands from the industry. Emphasis is also laid on giving students comprehensive and knowledge-based working skills in all the aspects of management through one year compulsory internship.

With Marketing Management as a discipline ever evolving, and organizations requiring professionals with updated futuristic qualifications, the Department has realized the need of positioning itself as a dynamic, innovative and market oriented academic body and taken the responsibility of producing graduates to meet these challenges. Committed to high academic standards and professional support for students, the department is dedicated to student success, engaged and life-long learning, advancement of knowledge, effective student service, and Development of students of character in order to build confident marketing graduates. Today, The Department of Marketing Management remains committed to excellence in research and teaching in the Management and Marketing; through its strong network in industry. In 2012, the Department won the competitive grant from the World Bank to upgrade its teaching and research capacities through modern technologies and teaching practices. Under this, Diploma in Enterprise Resource Planning and Diploma in Peoples Skills are offered to marketing undergraduates to develop their multi-skills in producing strategists who are competent, capable and confident in meeting business challenges.

The Department of Marketing Management also offers a Diploma in Marketing and Higher Diploma in Marketing to private sector executives who wish to pursue their studies in Marketing and Management with the aim of developing the theoretical and practical knowledge, enhancing the skills needed to be dynamic and novel marketers. The Department also conducts a Post Graduate Diploma in Marketing programme for the external candidates. Going further, the Department is issuing the Sri Lanka Journal of Marketing which is an impressive collection of articles and research papers from reputed academicians from the field of marketing.

7.2 Administration



Head of the Department

Dr. Ajith Medis











B.Com. (Kel'ya), MBA (PIM - Sri J'pura), MCIM (UK), CMA (Aus), Ph.D (MSU)


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7.3 Academic Staff and Non Academic Staff




Academic Staff

Profile	Name	Position
1. 	Dr. Ajith Medis B.Com.(Kel'ya), MBA (PIM - Sri J'pura), MCIM (UK), CMA (Aus), Ph.D (MSU)	Senior Lecturer - Gr. I Head of the Department
2. 	Prof. E. G. Ubayachandra B.Com. (Kel'ya), M.Com. (Kel'ya)	Professor
3. 	Mr. D. Wasantha Kumara B.Com. (Kel'ya), M.Com. (Kel'ya)	Senior Lecturer - Gr. I
4. 	Dr. R. A. S. Weerasiri B.Com. (Kel'ya), M.Com. (Kel'ya), FDP (IIMA-India), Ph.D (SCUT)	Senior Lecturer - Gr. I
5. 	Dr. W. M. C. B. Wanninayake B.Sc. Mkt. Mgt. (Sri J'pura), Dip.M. (UK), MBA (C'bo), Ph.D (TBU - CZ)	Senior Lecturer - Gr. I
6. 	Dr. H. M. R. P. Hearth B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pura), Ph.D (Newcastle -UK)	Senior Lecturer - Gr. II
7. 	Mrs. C. B. Wijesundara B.B.Mgt. (Mkt.) (Kel'ya), M.Sc. in MIT (Kel'ya)	Senior Lecturer - Gr. II

8.		Dr. D. M. R. Dissanayake B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Mkt. (SLIM), MSLIM, MBA (PIM - Sri J'pura), DBA (European University - Switzerland)	Senior Lecturer - Gr. II
9.		Mr. S. S. J. Patabendige B.B.A.(C'bo), PG.DIP in Finance (ICASL), M.Econ (C'bo), ACMA (UK), ACIM (UK), Dip.M. (UK)	Senior Lecturer - Gr. II
10.		Mr. G. N. R. Perera B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pu- ra), MCIM, MSLIM, MCPM	Senior Lecturer - Gr. II
11.		Mrs. S. G. W. K. Jayawickramarathna B.B.Mgt. (Mkt.) (Kel'ya), MBA (Kel'ya)	Senior Lecturer - Gr. II
12.		Mrs. P. M. P. Fernando B. Sc. Mkt. Mgt. (Sri J'pura), MBA (PIM - Sri J'pura)	Senior Lecturer - Gr. II
13.		Mr. H. M. R. S. S. Gunawardana B.B.Mgt. (Mkt.) (Kel'ya), M.Sc. Mgt. (MIS) (Sri J'pura)	Senior Lecturer - Gr. II
14.		Mr. B. S. S. U. Bandara B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pu- ra)	Lecturer
15.		Ms. S. I. Wijenayake B.Sc. MIT (Kel'ya), MBA (C'bo)	Lecturer
16.		Ms. D. A. G. P. K. Gayathree B.B.Mgt. (Mkt.) (Kel'ya)	Lecturer (Probationary)
17.		Mr. W. A. D. N. R. Gunawardena B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Brand Mgt. (SLIM)	Lecturer (Probationary)

18.		Mr. R. K. T. D. Karunanayake B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Business IT (Sunderland - UK)	Lecturer (Probationary)
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Non Academic Staff

Profile	Name	Position
1. 	Ms. B. A. N. I. Balasuriya	Computer Application Assistant - Gr. III
2. 	Ms. R. M. D. D. N. K. Ranasinghe	Computer Application Assistant - Gr. III
3. 	Mr. L. L. D. I. Dayananda	Labourer - Gr. II

7.4 Structure of the Degree Programme

B. B. Mgt. (Special) Degree in Marketing programme is a semester based course unit system and of 4 years duration.

Bachelor of Business Management (Special) Degree in Marketing

Course Code	Title of the Course Unit	Type
LEVEL 1: SEMESTER 1		
BMKT11214	Management Fundamentals	Compulsory
BMKT11224	Marketing Fundamentals	Compulsory
BMKT11234	Business Mathematics	Compulsory
BMKT11244	Information Technology for Business	Compulsory
LEVEL 1: SEMESTER 2		
BMKT12254	Business Economics	Compulsory
BMKT12264	Marketing Essentials	Compulsory
BMKT12274	Executive Accounting	Compulsory
ELTU13034	English for Business Communication*	Compulsory
LEVEL 2: SEMESTER 1		
BMKT21214	Consumer Behavior	Compulsory
BMKT21223	Marketing Communication	Compulsory

BMKT21233	Decision Mathematics	Compulsory
BMKT21243	Analysis of Accounting Information	Compulsory
BMKT21252	Human Resource Management	Compulsory
LEVEL 2: SEMESTER 2		
BMKT22263	Marketing Operations	Compulsory
BMKT22273	Marketing Research	Compulsory
BMKT22284	Digital Marketing	Compulsory
BMKT22293	Operations Management	Compulsory
BMKT22302	Legal Aspects of Business	Compulsory
LEVEL 3: SEMESTER 1		
BMKT31213	Applied Marketing Communication	Compulsory
BMKT31223	Business Statistics	Compulsory
BMKT31233	Service Marketing	Compulsory
BMKT31244	Integrated Digital Marketing	Compulsory
BMKT31254	Strategic Marketing Management	Compulsory
LEVEL 3: SEMESTER 2		
BMKT32263	Management Accounting for Decision Making	Compulsory
BMKT32274	Brand Management	Compulsory
BMKT32283	Research Methodology	Compulsory
BMKT32713	Sustainable Marketing	Optional**
BMKT32723	Industrial Marketing	Optional**
BMKT32733	Food and Agricultural Marketing	Optional**
BMKT32743	Retail Marketing	Optional**
LEVEL 4: SEMESTER 1		
BMKT41213	Financial Strategizing	Compulsory
BMKT41222	Brand Activation	Compulsory
BMKT41232	Global Marketing	Compulsory
BMKT41242	Package Based Data Analysis	Compulsory
BMKT41713	Entrepreneurship	Optional***
BMKT41723	Innovation and New Product Development	Optional***
LEVEL 4: SEMESTER 2		
BMKT42254	Case Study Based Strategic Management	Compulsory
BMKT42262	Marketing Consultancy	Compulsory
BMKT43218	Dissertation	Compulsory
BMKT43226	Internship	Compulsory

Note * : Credits will not be counted for GPA calculation.

Note ** : Students are required to select one optional subject in Level 3. Electives will be offered subject to a minimum number of student requirement per class.

Note *** : Students are required to select one optional subject in Level 4.

7.5 Diploma in Enterprise Resource Planning

Introduction to DERP

The Department of Marketing Management (DMM) has now embarked on yet another ground-breaking initiative in the University education system in Sri Lanka by becoming the very first SAP (SAP stands for Systems, Applications, and Products in data processing, and is the number one ERP solutions provider among the world leading vendors of Oracle, Navision, J D Edwards) University Alliance Partner. SAP-University Alliance Programme (SAP-UAP) provides plug and play curriculum to its member institutes along with SAP software solutions through the University Competency Centers. In the case of DMM, becoming a partner of this global SAP-UAP, having the access to a dummy company data set (called the Global Bike Inc. or GBI data set which is running their business operations through SAP) has introduced a unique diploma called Diploma in ERP. Thus, DMM can now train its students on how business functions are integrated through ERP systems with their vital hands-on experience in SAP.

In offering ERP based learning along with the Marketing Degree, DMM under the HETC Project has developed a fully equipped IT lab with an ERP simulated environment. Additionally, DMM members have undergone an intense in-house training programme on ERP based teaching with the support of renowned Associate Professor Paul Hawking in the Victoria University, Australia. Moreover, SAP-UAP provides the latest study material and support for lecturers as well as students to make learning more interactive and interesting.

With such a background DMM in partnership with SAP-UAP is now prepared to offer a standalone qualification called Diploma in Enterprise Resource Planning (DERP). DERP basically consisted of two sets of course modules based on GBI data set: one is a foundation set of courses to familiarize new entrants to ERP systems and their operations, and another set of course modules which provides a holistic view of ERP application in organizations making student truly employment ready.

Why ERP Diploma?

There were number of motivations behind this novel approach to teach an ERP system to students who are following business management subjects. It was observed that, students learn a number of different subject disciplines from any academic or professional business education programme, where their learning is generally silo (i.e. subject interactions are not realized or understood). But in the business world it is universally agreed that different business functions need to work in unison to create value. Thus, there is a mismatch between how educational entities make their students ready for employment and what will make them readily employable.

Additionally, it has observed that higher ERP (Enterprise Resource Planning systems which is a generic name used for; “software that is designed to support and automate the business processes” or “information systems those which aid in identifying and planning the enterprise wide resources needed to make, account for and deliver customer orders”) system penetration rate in Sri Lankan and global businesses environment. Hence the majority of the businesses conduct their business activities on ERPs, so the students incapable of operating with such systems will find it tough to seamlessly integrate from education programmes to employability.

Therefore, DERP is expected students to see how different subject disciplines work in integration at organizations, get hands-on experience through working in ERP environment, and to be a part of the global SAP alliance with numerous access to global businesses and universities, unveiling the opportunities for true global employable mobility.

Furthermore, the DERP is structured to be aligned with the guidelines specified in the Sri Lanka Qualification Framework (SLQF) and will establish an advisory board representing the industry, so DERP can ensure to maintain its industry relevancy in to the future.

Diploma in ERP : Course Content and Credit Limits

Subjects	Course Code	Credit	Status
Business Information Systems	11014 DERP	4	Compulsory
Introduction to ERP & SAP	11023 DERP	3	Compulsory
Sales, Distribution and Supply Chain Management	13034 DERP	4	Compulsory
Accounting & Controls	13042 DERP	2	Compulsory
Human Capital Management	13052 DERP	2	Compulsory
Project Management	13062 DERP	2	Compulsory
Business Intelligence and Value Creation	12074 DERP	4	Compulsory
Practical Aspects of ERP Implementation	12083 DERP	3	Compulsory
Integrated Project	12096 DERP	6	Compulsory
Total Number of Credits		30	

7.6 Diploma in People Skills

'People Skills' or 'Soft Skills' can be broadly defined as personal attributes that enhance an individual's interactions, job and career prospects. Both educational and corporate institutions have realized the importance as well as the significance of these skills in developing the competencies of human capital. The behavioral attributes which can be generalized as 'People Skills' are having aspects such as communication, leadership, personal effectiveness, creative problem solving, strategic thinking, conflict resolution, negotiation and interpersonal skills to name a few. Hence, 'People Skills' encompass the character traits that decide how well one interacts with others and are usually a definite part of one's personality. Such personalities are likely to command a premium over their counterparts in today's ever demanding job market.

Having realized the importance of grooming the skills of undergraduates at the university level, Department of Marketing Management is offering its internal students the opportunity of following Diploma in People Skills - a well recognized diploma with full alignment to Sri Lanka Qualification Framework (SLQF).

Diploma in People Skills is a unique soft skills development that takes the students through a transformation of skills and attitudes barring hard knowledge skills. It is structured with a precursor level and two main levels, and comprised of seven (07) course units structured in a progressive manner, in transforming a learner to a competent, capable, and confident professional. The undergraduates who demonstrate 80% or more attendance for the Precursor Level are eligible to follow 'Level I' of the Diploma in People Skills. At the end of six main course units, undergraduates following the Diploma, will be directed to an industry secondment comprising of 90 hours of internship leading to the successful completion of the final course unit 'Soft Skills Project'. The programme delivery is done through an industry based training faculty who takes the students through a journey of discovery and transformation. The activity based teaching learning and assessment are carried out within a simulated work environment in a tailor made classroom for soft skills development.

Diploma in People Skills: Course Content and Credit Limits

Level of the Programme	Semester	Subject	Course Code	Credit	Status
Precursor Level		Soft Skills in Marketing		0	Compulsory
Level 01	1 st Semester	Communication	DPS 11114	04	Compulsory
		Learning and Development	DPS 11124	04	Compulsory
	2 nd Semester	Strategy Execution	DPS 12134	04	Compulsory
		Confidence	DPS 12144	04	Compulsory
Level 02	1 st Semester	Collaboration	DPS 21114	04	Compulsory
		Leadership & Innovation	DPS 21124	04	Compulsory
	2 nd Semester	Soft Skills Project	DPS 22136	06	Compulsory
Total Number of Credits				30	

7.7 Rules & Regulations Pertaining to the B.B.Mgt. (Special) Degree in Marketing***Class Room Attendance***

1. A minimum of 80% attendance is compulsory for all the course units in the first year, second year and third year respectively.
2. If the attendance at a course unit is greater than or equals to 60% but less than 80%, the best grade obtainable by a student will be C and if the attendance at a course unit is less than 60%, the best grade obtainable by the student is D. (this is subject to a special approval of students not meeting the requirements of above item 1)
3. The cumulative attendance of each student will be published on a monthly basis at the department notice board within the first week of each month. Any grievances pertaining to the attendance should be submitted to the department office within a week's time by the student who is unable to attend lectures. The acceptances of the grievances are subjected to the approval of the Head of the Department.
4. Medical certificates will not be accepted unless it has been issued by the Chief Medical Officer of the University or Medical specialist or Head of a Government Base Hospital or Medical Superintendent of an Ayurvedic Government Hospital.
5. When providing justifiable reasons for the attendance pertaining to extra-curricular activities related to the Future Marketers Association, Sports Council and any other academic related work assigned by the teaching faculty or others should be supported by a written approval obtained from the respective divisional heads/ lecturers-in-charge. Such written approval should be submitted to the Office for the Head of the Department's approval within ten days of such involvement.

Assessment Procedure

1. Student performance in a course unit is assessed through end of course examinations, assignment reports, presentations, class room activities, etc. The method of assessment will be announced by the relevant subject lecturer at the commencement of the course unit.
2. If a student re-sits for a course unit in the consecutive year, respective assignment marks will be carried forward for the grading purposes.
3. If a student feels his/her grade for the total or one assignment (s) is below the expected level, he/she can re do assignments pertaining to the relevant course unit in the next year (s) and whichever is higher will be taken as assignment marks when he/she re-sit for the examination.

7.8 External Degree Programmes

Identifying the social responsibility of an academic institute, Department of Marketing Management of University of Kelaniya has been contributing to the Sri Lankan marketing fraternity by introducing four external programmes; two postgraduate programmes and two diploma programmes for the professionals who expect to attain academic and career development. Postgraduate Diploma in Marketing and newly introduced Masters of Business Management in Marketing programmes are designed for the young individuals who are pursuing a postgraduate level qualification in marketing. Diploma in Marketing and Higher Diploma in Marketing programmes which are equivalent to the level one and level two of a degree programme, are for the entry level employees who pursue a career in marketing.

External Programmes Offered by the Department of Marketing Management

