

7  
DEPARTMENT  
OF  
MARKETING  
MANAGEMENT

## 7.1 Introduction

The Department of Marketing Management (DMM) 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 DMM 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 DMM 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 DMM 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 40 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 DMM 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 (DERP) and Diploma in People Skills (DPS) are offered to marketing undergraduates to develop their multi-skills in producing strategists who are competent, capable and confident in meeting business challenges.

The DMM 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 and Master of Business Management in Marketing 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. D. M. R. Dissanayake**


B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Mkt. (SLIM), MSLIM, MBA (PIM - Sri J'pura), DBA (European University - Switzerland), Ph.D (Taylor's University- Malaysia)

## 7.3 Academic Staff and Non Academic Staff




### Academic Staff

Profile	Name	Position
1. 	<b>Dr. D. M. R. Dissanayake</b> B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Mkt. (SLIM), MSLIM, MBA (PIM - Sri J'pura), DBA (European University - Switzerland), Ph.D (Taylor's University- Malaysia)	Senior Lecturer - Gr. I Head of the Department
2. 	<b>Prof. E. G. Ubayachandra</b> B.Com. (Kel'ya), M.Com. (Kel'ya)	Senior Professor
3. 	<b>Mr. D. Wasantha Kumara</b> B.Com. (Kel'ya), M.Com. (Kel'ya)	Senior Lecturer - Gr. I
4. 	<b>Prof. R. A. S. Weerasiri</b> B.Com. (Kel'ya), M.Com. (Kel'ya), FDP (IIMA -India), Ph.D (SCUT)	Professor
5. 	<b>Dr. Ajith Medis</b> B.Com.(Kel'ya), MBA (PIM - Sri J'pura), MCIM (UK), CMA (Aus), Ph.D (MSU)	Senior Lecturer - Gr. I
6. 	<b>Dr. W. M. C. B. Wanninayake</b> B.Sc. Mkt. Mgt. (Sri J'pura), Dip.M. (UK), MBA (C'bo), Ph.D (TBU - CZ)	Senior Lecturer - Gr. I

8.		<b>Dr. H. M. R. P. Hearth</b> B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pura), Ph.D (Newcastle -UK), CMILT, CLSSB	Senior Lecturer - Gr. I (on Sabbatical Leave)
9.		<b>Mrs. C. B. Wijesundara</b> B.B.Mgt. (Mkt.) (Kel'ya), M.Sc. in MIT (Kel'ya)	Senior Lecturer - Gr. I
10.		<b>Mr. S. S. J. Patabendige</b> B.B.A.(C'bo), PG.DIP in Finance (ICASL), M.Econ (C'bo), ACMA (UK), ACIM (UK), Dip.M. (UK)	Senior Lecturer - Gr. I (on Study Leave)
11.		<b>Mr. G. N. R. Perera</b> B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pura), MCIM, MSLIM, MCPM	Senior Lecturer - Gr. II
12.		<b>Mrs. P. M. P. Fernando</b> B. Sc. Mkt. Mgt. (Sri J'pura), MBA (PIM - Sri J'pura)	Senior Lecturer - Gr. II (on Study Leave)
13.		<b>Mr. H. M. R. S. S. Gunawardana</b> B.B.Mgt. (Mkt.) (Kel'ya), M.Sc. Mgt. (MIS) (Sri J'pura)	Senior Lecturer - Gr. II (on Study Leave)
14.		<b>Mr. B. S. S. U. Bandara</b> B.B.Mgt. (Mkt.) (Kel'ya), MBA (PIM - Sri J'pura)	Senior Lecturer - Gr. II
15.		<b>Ms. S. I. Wijenayake</b> B.Sc. MIT (Kel'ya), MBA (C'bo)	Senior Lecturer - Gr. II
16.		<b>Ms. D. A. G. P. K. Gayathree</b> B.B.Mgt. (Mkt.) (Kel'ya), MBA in Mkt (C'bo)	Senior Lecturer - Gr. II
17.		<b>Mr. W. A. D. N. R. Gunawardena</b> B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Brand Mgt. (SLIM), AMSLIM, MBA (PIM - Sri J'pura)	Lecturer

18.		<b>Mr. R. K. T. D. Karunanayake</b> B.B.Mgt. (Mkt.) (Kel'ya), Dip. in Business IT (Sunderland - UK), MBA (PIM - Sri J'pura)	Lecturer
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**Non Academic Staff**

	Profile	Name	Position
1.		<b>Ms. B. A. N. I. Balasuriya</b>	Management Assistant - Gr. II
2.		<b>Ms. R. M. D. D. N. K. Ranasinghe</b>	Management Assistant - Gr. III
3.		<b>Mr. L. L. D. I. Dayananda</b>	Works Aide - Gr. II

**7.4 Structure of the Degree Programme**

The Bachelor of Business 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	Course Status	Credits
<b>LEVEL 1: SEMESTER I</b>			
BMKT 11214	Business Mathematics	Core	4
BMKT 11222	Information Technology for Business	Core	2
BMKT 11234	Fundamentals of Marketing	Core	4
BMKT 11242	Business and Society	Core	2
BMKT 11253	Principles of Management	Core	3
<b>LEVEL 1: SEMESTER I</b>			
BMKT 12262	Communication for Business & Managers	Core	2
BMKT 12272	Business Ethics and Values	Core	2
BMKT 12284	Essentials of Economics	Core	4
BMKT 12293	Fundamentals of Accounting	Core	3
BMKT 12304	Marketing Operations	Core	4

LEVEL 2: SEMESTER I			
DELT 21532	Advanced English for Commerce and Management Studies	Core	2
BMKT 21212	Learning and Development Skills	Core	2
BMKT 21222	Analysis of Accounting and Personal Wealth Management	Core	2
BMKT 21232	Quantitative Techniques for Business	Core	2
BMKT 21243	Consumer Behavior	Core	3
BMKT 21252	Business Law	Core	2
LEVEL 2: SEMESTER II			
BMKT 22262	Confidence Development for Managers	Core	2
BMKT 22272	Strategy Execution for Managers	Core	2
BMKT 22282	Management Information Systems	Core	2
BMKT 22293	Digital Marketing	Core	3
BMKT 22302	Marketing Communication	Core	2
BMKT 22312	Sustainable Business Practices	Core	2
BMKT 22322	Managing Human Resource	Core	2
BACC 22712	Corporate Reporting for Decision Making **	Auxiliary	2
BHRM 22242	Career Planning**	Auxiliary	2
BCOM 22902	Creativity and Innovation**	Auxiliary	2
BFIN 22562	Personal Finance**	Auxiliary	2
LEVEL 3: SEMESTER I			
DELT 31522	English for Commerce & Management Professionals	Core	2
BMKT 31213	Entrepreneurship & Innovation	Core	3
BMKT 31223	Services & Experience Marketing	Core	3
BMKT 31232	Marketing Research	Core	2
BMKT 31242	Supply Chain Management	Core	2
BMKT 31253	Brand Value Creation	Core	3
BMKT 31712	Retail Marketing***	Optional	2
BMKT 31722	Industrial Marketing***	Optional	2
LEVEL 3: SEMESTER II			
BMKT 32262	Strategic Management Accounting and Personal Wealth Planning	Core	2
BMKT 32273	Research Methodology	Core	3
BMKT 32282	Marketing Communication & Promotional Analysis	Core	2
BMKT 32292	Event Management	Core	2
BMKT 32304	Marketing Skill Project	Core	4
LEVEL 4: SEMESTER I			
BMKT 41214	Strategic Management	Core	4
BMKT 41732	Personal Branding and Career Development***	Optional	2
BMKT 41742	Global Marketing***	Optional	2
BMKT 41222	Corporate Finance and Wealth Management	Core	2
BMKT 41234	Advertising and Media Management	Core	4
LEVEL 4: SEMESTER II			
BMKT 43246	Internship	Core	6

BMKT 43258	Dissertation	Core	8
BMKT 42264	Business Case Analysis	Core	4

**Note \*\*:** These subjects will be offered by other departments as listed below and students should select one course unit out of the given four (04) course units based on their interest.

Department	Course Code	Offering Course
Department of Accountancy	BACC 22712	Corporate Reporting for Decision Making
Department of Human Resource Management	BHRM 22242	Career Planning
Department of Commerce and Financial Management	BCOM 22902	Creativity and Innovation
Department of Finance	BFIN 22562	Personal Finance

**Note \*\*\*:** Students have the option to select a (02) two course units out of the given four (04) course units in year 3 semester I and year 4 semester I.

## 7.5 Evaluation System

**Grading System:** Marks obtained in respect of a course unit will be graded according to a twelve-category system shown as follows:

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

Students should complete all course units that they have registered for and if they fail to produce valid reasons for not completing a particular course unit a grade of 'E' will be given.

**Registration for Optional/Auxiliary Course Units:** Students are strongly advised to obtain advice from respective/relevant departments prior to registration for optional course units and must complete their registration for selected course units within first three (03) week from the commencement of each academic semester. No changes are allowed after the registration for such course units.

**Repeat Examination:** A student who obtains grade below C (eg. C-, D+, D, or E) in a particular course unit may repeat the examination in respect of that course unit for the purpose of improving the grade; the best grade obtainable in this instance is 'C'. In the event a student who obtains a lower grade while attempting to have a better grade, he/she will be entitled to the higher grade. Students who are sitting the examination on medical grounds will not be considered as repeat candidates. Continues assessment marks for a repeat student will not be carried forward, instead the student will be evaluated solely based on the marks obtained at the end semester examination.



**Re-sit Examination:** A final year student who obtains grade below C ( eg C-, D+, D, or E) in a particular course unit at level 4 semester 2 examination may re-sit the examination in next academic year (in semester 1) of that course unit/s for the purpose of improving the grade; the best grade obtainable in this instance is 'C'. In the event a student who obtains a lower grade while attempting to have a better grade, he/she will be entitled to the higher grade. Students who are sitting the examination on medical grounds will not be considered as re-sit candidates. Continues assessment marks for a re-sit students will not be carried forward, instead the student will be evaluated solely based on the marks obtained at the end semester examination.

**Class Room Evaluation:** A student will be awarded 20 marks for the active class room participation. This includes lectures, tutorials, practical classes, field surveys, factory visits, industry visits and any other sessions mentioned by the course lecturer. To be eligible, he/she should have a minimum active classroom participation of 60%. If the active classroom participation is 60%-70% total of 05 marks, 70%-80% total of 10 marks 80%-90% 15 marks and 90%-100% total of 20 marks will be awarded as assessed by the relevant lecturer.

**Marks for Examinations at Each Level:** Marks for the examination will be calculated/ marked after deducting the continues assessment marks (written, oral, practical sessions at the class itself, field work/ research, industry/factory visits and etc.) and active class room participation marks. Students should obtain minimum 40% out of the end semester examination to be eligible for the relevant pass mark.

**Medical Grounds :** Students who do not sit for final exam on medical reasons will be allowed to carry forward their attendance and continues assessment marks for the next sitting. If he /she has not earned marks for attendance /assignments then he/she will be allowed to attend the classes with the current respective batch in order to earn marks and if not he/she will be entitled only for the marks allocated for end semester examination.

**Grade Point Average:** Grade Point Average (GPA) is the credit-weighted arithmetic mean of the Grade Point Values and the GPA is determined by dividing the total credit-weighted Grade Point Value by the total number of credits.

GPA shall be computed to the second decimal place.

For example, a student who has completed five course units each of four credits and two course units each of two credits with grades A, C, B+, D, C+ and B, A+ respectively would have the GPA.

$$\begin{aligned} & \frac{4 \times 4.0 + 4 \times 2.0 + 4 \times 3.3 + 4 \times 1.0 + 4 \times 2.3 + 2 \times 3.0 + 2 \times 4.0}{4 + 4 + 4 + 4 + 4 + 2 + 2} \\ & = \frac{16.0 + 8.0 + 13.2 + 4.0 + 9.2 + 6.0 + 8.0}{24} \\ & = \frac{64.4}{24} \\ & = 2.6833 \quad = 2.68 \end{aligned}$$

## 7.6 By-Laws Applicable to B.B.Mgt. (Special) Degree in Marketing

By-Laws made by the Council of the University of Kelaniya under section 135 of the University Act No.16 of 1978.

1. Subject to these By-Laws, a student may be awarded the Bachelor of Business Management (Special) Degree in Marketing if he/ she,
  - a. Has been admitted to the University as a student under section 15(vii) of the Universities Act No.16 of 1978;
  - b. Has been a duly registered student of the University for the period prescribed for courses of study leading to the Bachelor of Business Management (Special) Degree in Marketing and his/her registration continues to be in force;



- c. Has completed, to the satisfaction of the Vice-Chancellor, the courses of study leading to the Bachelor of Business Management (Special) in Marketing; Prescribed by these By-Laws, and the regulations and rules made by the University in respect of examinations/assessments pertaining to each course unit counted towards the said Degree;
  - d. Has satisfied the following requirements-
    - i. pursued the relevant programme of study for a minimum period of four academic years,
    - ii. accumulated 30 credits in each of level 1,2, 3 and level 4 respectively, totaling to 120 credits of which 114 credits should be from the core-course units, 04 credits from the optional course units and the remaining 02 credits from the auxiliary course units,
    - iii. obtained, in respect of the course units taken into consideration in the computation of the GPA, grades of C or better in course units aggregating to at least 104 credits, and grades of D or better in the remaining course units, with grades of C-/D+/D in course units aggregating to not more than 6 credits from each level. In the computation of the GPA, the grades obtained in respect of the core course units aggregating to 114 credits, the best grades obtained in respect of optional course units aggregating to 4 credits in level 3 and 4 and the best grades obtained in respect of auxiliary course units aggregating to 2 credits in level 2 should be considered.
    - iv. obtained a minimum GPA of 2.00,
    - v. completed the relevant requirements within a period of six academic years.
  - e. Has paid such fees as may have been prescribed by the University and any other dues payable by him/her to the University;
  - f. Has fulfilled all other conditions and requirements as may have been prescribed by these By-Laws and the Regulations and Rules of the University.
2. The structure of each Programme of study and syllabuses in each course unit counted towards the Bachelor of Business Management (Special) Degree in Marketing shall be prescribed by Regulations.
  3. The Senate shall have power, on the recommendation of the Faculty Board, to change, to amend or to add to or delete from the list of subjects, course units and their content pertaining to each subject and programmes of study and to change or amend or add or delete any Rules and Regulations relating to any of the examinations/assessments counted towards Bachelor of Business Management (Special) Degree in Marketing. Due notice shall be given to the students of any such amendments, changes, additions or deletions.
  4. Each of the examinations/assessments counted towards the Bachelor of Business Management (Special) in Marketing shall be held at the end of the relevant semester. The University reserves the right to hold the examinations at any time during an academic year. A student shall not be permitted to sit an examination in a course unit unless the Head/Heads of the relevant departments shall have certified that he/she has completed the relevant course unit by attending such proportions of tutorial and practical classes and other forms of instruction in the subject matter of that course unit as may be prescribed by the Senate.
  5. The Examinations prescribed by these By-Laws shall be, conducted by a Board of Examiners appointed by the Senate on the recommendation of the Faculty Board. Such a Board;
    - a. Shall, if the Senate has on the recommendation of the Faculty Board so decided, test any candidate in writing and/or orally and may adopt any other forms of evaluation, and
    - b. May take into consideration the tutorials, practical courses, field work, seminars, dissertations/project reports done in respect of any course unit.
  6. A candidate shall present himself/herself for examination/ assessment in respect of each course unit counted towards Bachelor of Business Management (Special) Degree in Marketing on the first occasion

on which the examination is held up on the completion of studies pertaining to the course unit, unless the Senate decides otherwise.

7. Award of Honours

- a. A candidate who has satisfied the requirements in (1.) above in respect of the Bachelor of Business Management (Special) Degree in Marketing may be awarded First Class Honours, Second Class (Upper Division) Honours or Second Class (Lower Division) Honours, as the case may be, on the overall performance in the course units counted towards the said Degree.
- b. A candidate shall be eligible for the award of Honours if he/she satisfies the criteria as laid down in section (8.) below, unless the Senate decides otherwise.

8. Eligibility for Award of Honours

a. **First Class Honours**

A candidate may be awarded First Class Honours provided he/she has

- i. obtained, in respect of the course units taken into consideration in the computation of the GPA, grades of A or better in course units aggregating to at least 60 credits, provided that a portion of the said grades are from third year and/or fourth year course units aggregating to at least 20 credits, and grades of C or better in the remaining course units,
- ii. obtained a minimum GPA of 3.70, and
- iii. completed the relevant requirements within four academic years

b. **Second Class (Upper Division) Honours**

A candidate maybe awarded Second Class (Upper Division) Honours provided he/she has

- i. obtained, in respect of the course units taken into consideration in the computation of the GPA, grades of C or better in course units aggregating to at least 112 credits with grades of B or better in course units aggregating to at least 60 credits, provided that a portion of the latter grades are from third year and/ or fourth year course units aggregating to at least 20 credits, and grades of D or better in the remaining course units with grades of C-/D+/D in course units aggregating to not more than six (06) credits from each level,
- ii. obtained a minimum GPA of 3.30, and
- iii. completed the relevant requirements within four academic years.

c. **Second Class (Lower Division) Honours**

A candidate may be awarded Second Class (Lower Division) Honours provided he/she has

- i. obtained, in respect of the course units taken into consideration in the computation of the GPA, grades of C or better in course units aggregating to at least 112 credits with grades of B or better in course units aggregating to at least 60 credits, provided that a portion of the latter grades are from third year and/ or fourth year course units aggregating to at least 20 credits, and grades of D or better in the remaining course units with grades of C-/D+/D in course units aggregating to not more than six (06) credits from each level,
- ii. obtained a minimum GPA of 3.0, and
- iii. completed the relevant requirements within four academic years.

9. A candidate shall be deemed to have appeared for any examination/assessment in respect of the course units that he/ she had registered for at the beginning of a semester/year irrespective of whether the candidate appears or not for the examination/assessment unless the Senate decides otherwise.

## 7.7 Diploma in Enterprise Resource Planning (DERP)

### *Introduction to DERP*

In 2014, DMM embarked on yet another ground-breaking initiative in the University education system in Sri Lanka by becoming the very first SAP-University Alliance Programme (SAP-UAP : 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). SAP-UAP provides a plug and play curriculum to its member institutes along with SAP software solutions. Through SAP-UAP, DMM have 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) with a comprehensive case study which enables the DMM to train their undergraduates on how business functions are integrated in real business organizations.

DMM has developed their infrastructure and the human resource to successfully offer ERP based learning along with their main academic programme the specialized degree in Marketing. Under the HETC Project which was carried out in the DMM was able to develop a fully equipped interactive e-library 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 and few other facilitators recommended by the SAP-UAP. Further, a set of video tutorials were developed with the contribution of Prof. Aradhana Gandhi, an associate professor at Symbiosis Centre for Management and HRD, Pune. 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 three levels where level one is a foundation set of courses to familiarize new entrants to ERP systems, level two is designed on course modules based on the GBI case study and the third level 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 Level 03 (SLQF 03) 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
<b>Total Number of Credits</b>		<b>30</b>	

**7.8 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 Level 03(SLQF 03).

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 <sup>st</sup> Semester	Communication	DPS 11114	04	Compulsory
		Learning and Development	DPS 11124	04	Compulsory
	2 <sup>nd</sup> Semester	Strategy Execution	DPS 12134	04	Compulsory
		Confidence	DPS 12144	04	Compulsory
Level 02	1 <sup>st</sup> Semester	Collaboration	DPS 21114	04	Compulsory
		Leadership & Innovation	DPS 21124	04	Compulsory
	2 <sup>nd</sup> Semester	Soft Skills Project	DPS 22136	06	Compulsory
<b>Total Number of Credits</b>				<b>30</b>	

**7.9 Master of Business Management in Marketing (MBM)**

Master of Business Management in Marketing (MBM in Marketing) is designed for young, passionate graduates and professionals seeking to cultivate their managerial skills in a hands-on marketing context. MBM in Marketing offers a strategically developed programme to provide academic and professional competence needed for managerial positions in marketing, both in Sri Lanka and abroad. MBM in Marketing develops strategic know-hows in marketing with an extended understanding on business practices. Combining a core specialization in marketing is highly sought after. This specialism enables students to focus studies within the area of Marketing while guiding them to face diverse real-world business situations.

**7.10 Postgraduate Diploma in Marketing (PGDM)**

Postgraduate Diploma in Marketing is a programme targeting executives and managers who involved mainly in marketing and sales functions in organizations. PGDM has developed for experienced marketing executives who are having fundamental marketing knowledge academically and practically. Practicing managers in marketing or non-marketing are targeted as today's marketing has become a core area in every business. PGDM is a one year programme conducted in English medium. Those who complete this programme can enter into Masters of Business Management in Marketing (MBM) or any other master's programme.

**7.11 Higher Diploma in Marketing (HDIM)**

The Higher Diploma in Marketing is a qualification that emerged as a result of fulfilling the industry and academics needs. DMM has figured out the potential of emerging trends in the marketing profession and advancing the needs of the stakeholders. HDIM duration is one year and it has scheduled for two semesters covering eight subjects overall. Those who have gotten Diploma in Marketing or any other business management related discipline from a recognized university become eligible to follow the programme. Those who complete HDIM eligible to register for the final year of Bachelor of Business Management (General) Degree - (External).



### 7.12 Diploma in Marketing (DIM)

DMM has extended its holistic contribution to stakeholders by introducing the programme of “Diploma in Marketing”. DMM duration is one year and it has scheduled for two semesters covering nine subjects overall. Those who have gotten at least pass level in A/L or any acceptable professional qualification along with a minimum of one year working experience become eligible to follow the program. The medium of the programme is English and both internal and external faculties are available in teaching panel. The entire course has been developed to deliver a comprehensive knowledge to learn and sharpen the marketing discipline and its professional insight what exactly needed in the contemporary marketing .

### 7.13 The Self Evaluation Report (SER)

The Programme Review conducted by the Quality Assurance Council of University Grant Commission is the main review process assessing the academic quality of study programs offered by the state universities of Sri Lanka which leads to nationwide ratings of undergraduate study programs. Programme review evaluates the effectiveness of Faculty’s or Institute’s processes for managing and assuring quality of study programmes, student learning experience and standards of awards within a programme of study. The Department of Marketing Management faced the Programme Review site visit in year 2018, for the five year period from year 2013 to 2017. Overall performance of the Bachelor of Business Management (Special) degree in Marketing programme was reviewed through eight criteria consist of 156 standards. All criteria have gained more than the minimum weighted score requirement. The rounded total mark received for all eight criteria is 80%, resulting “A” Grade which is the highest possible grade that could be achieved by a study programme.