

FIRST YEAR FIRST SEMESTER		
BBM1113	Principles of Management	Credits: 3
Aim: The aim of this course unit is to provide the students with the basic concepts, principles, procedure, challenges, and practices in the field of management.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • define the term management and its process • describe the evolution of management thoughts and categories of different approaches to management • describe the managerial roles, levels, and skills • discuss the major functions of management and their sub divisions • evaluate the theories and their applications in Sri Lankan organisations 		
BBM1123	Business Environment	Credits: 3
Aim: The aim of this course unit is to sensitize the overall business environment in which an organisation is supposed to operate and to provide insight of its implication for decision making in business organisations.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • analyse the environment of a business from the micro and macro environment perspective • assess the business environment of an organisation using selected strategic tools. • conduct an in-depth analysis of a specific component of the business environment and relate it to the organisation • explain scenarios that synthesize business environment information 		
BBM1133	Introductory Accounting	Credits: 3
Aim: The aim of this course unit is to provide an introduction of accounting and the role of accounting information in organisational decision-making and accountability.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • identify nature and roles of accounting in a range of realistic management problems. • identify events and transactions and apply the effects of events and transactions on the accounting equation. • prepare financial statements for a sole proprietorship and partnership. 		
BBM1143	Introduction to Information and Communication Technology	Credits: 3
Aim: The aim of this course unit isto provide the knowledge related to information and communication technology for business processes.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • describe evolution of computers and information technology • identify input, output, storage devices, and software • explain the methods of data communication, networks, and internet • explain about web development and tools • apply application software for business purposes 		
BBM1153	Introduction to Corporate Finance	Credits: 3
Aim: The aim of this course unit is to provide the basic knowledge on corporate finance and its		

applications in business context.		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the nature of corporate finance • analyses the financial statements • compute the time value of money • calculate the values of bond and shares • compute risk and return • describe investment decisions and cost of capital 		
BBM 1162	Business English I	Credits: 2
<p>Aim: The aim of this course unit is to provide students with opportunities to improve the language skills such as reading, writing, speaking, and listening and to enrich the vocabulary of ESL learners.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • identify the main idea of paragraph on a familiar topic and guess the meaning of unfamiliar vocabulary and phrases from context • write short paragraphs describing people and places related to the business field and personal notes • interact in Face to Face social conversations and telephone conversations related mostly on personal information • formulate meaningful sentences using appropriate tenses • respond to tasks while listening to business related passages 		
Total Credits		17
FIRST YEAR SECOND SEMESTER		
BBM 1213	Organisational Behaviour	Credits: 3
<p>Aim: The aim of this course unit is to equip students with theories and concepts related to organisational Behaviour and its application in the workplace.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain individual behaviour in organisations, including attitudes, emotions, moods, personality, values, and perception • discuss group behaviour in organisations, including communication, conflict, and negotiation • assess the organisational culture and change • describe motivational theories, diversity, job satisfaction, and decision making • apply the basic principles of organisational behaviour in managing human resources • appraise multiple perspectives to employees' behaviour related issues 		
BBM1223	Cost and Management Accounting	Credits: 3
<p>Aim: The aim of this course unit is to provide students fundamental knowledge in cost accounting, equip them with skills in identification, analysis, and classification of cost components to facilitate managerial decision – making, and using cost accounting as a control mechanism.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and services businesses • apply cost concepts and cost behaviors in solving of management decision • determine the cost of products and services 		

	<ul style="list-style-type: none"> • discuss the various techniques available to measure managerial performance 	
BBM 1233	Marketing Management	Credits: 3
Aim: The aim of this course unit is to promote understanding of concepts, philosophies, processes and techniques of managing marketing operations.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • describe the principles of marketing and their application in the marketing • apply marketing approaches, strategies, tools, and techniques in analysing and solving marketing issues • explain key marketing concepts, theories, and techniques relevant to marketing • discuss on current and future marketing issues and trends in the marketing environment 		
BBM 1243	Mathematics and Statistics for Business	Credits: 3
Aim: The aim of this course unit is to provide mathematical and statistical knowledge and skills for business decision making.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • solve the business problems using basic algebra and matrix operations • apply differentiation and integration in business applications • explain the sampling techniques, methods of data collection, and presentation • calculate the measures of central tendency and dispersions • analyse the business problems using correlation and regressions techniques 		
BBM 1253	Business Economics	Credits: 3
Aim: The aim of this course unit is to provide an overview of the economics of organisation and business decision making and thereby develop the skills which are necessary to make optimal managerial decisions given different situations.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • describe key micro- and macro-economic concepts. • interpret demand functions and elasticity and use this information to make optimal pricing decisions. • describe consumer behavior, marginal utility, and indifference curve analysis. • determine the firm's optimal input usage, given alternative production functions, and input prices. • identify the causes and consequences of different market structures. • determine equilibrium level of national income. • explain Fiscal and Monetary policies. 		
BBM 1262	Business English II	Credits: 2
Aim: The aim of this course unit is to develop the receptive and productive skills of the students to communicate effectively in English, both orally and in written, on business related topics.		
Learning Outcomes: At the end of the course unit student should be able to;		
<ul style="list-style-type: none"> • read, summarise, and discuss books, newspaper, articles, and scientific articles on business related topics • improve business vocabulary and grammar • write effective and coherent paragraphs on business people and their organisations, using a 		

variety of accurate sentence structures <ul style="list-style-type: none"> • respond to questions while listening to business related passages • apply communication strategies to participate in group and class discussions 		
Total Credits		17
SECOND YEAR FIRST SEMESTER		
BBM 2113	Business Law	Credits: 3
Aim: The aim of this course unit is to enable students to appreciate and grasp the basic tenets and concepts of law affecting business relationships and transactions.		
Learning Outcomes: At the end of the course unit student should be able to; <ul style="list-style-type: none"> • describe the relevant laws in Sri Lanka which affects an organisation directly and indirectly • apply alternative disputes resolution in the ordinary court system to settle industrial disputes • identify negotiable instruments • explain all types of business entities and its accountability 		
BBM 2123	Quantitative Methods for Business	Credits: 3
Aim: The aim of this course unit is to introduce the tools of research and statistical analysis in Business and to enable students to apply such tools in business decisions making.		
Learning Outcomes: At the end of the course unit student should be able to; <ul style="list-style-type: none"> • discuss the main features of quantitative analysis and decision making process • apply inventory models, distribution, and network models in problem solving • develop linear programming model • apply project scheduling • use decision analysis • demonstrate the ability to use waiting line analysis 		
BBM 2133	Human Resource Management	Credits: 3
Aim: The aim of this course unit is to provide students with the fundamental knowledge in effective management of human resources, and to apprehend current issues and emerging trends in the field of human resource management.		
Learning Outcomes: At the end of the course unit student should be able to; <ul style="list-style-type: none"> • define the basic concepts in Human resource management (HRM) • explain the importance of HRM • identify the needs for HR audit and HRIS • describe the major functions of HRM • discuss the application of HRM practices in the Sri Lankan context. • evaluate the contemporary issues and emerging trends in HRM 		
BBM 2143	Advanced Management Accounting	Credits: 3
Aim: The aim of this course unit is to build on insights about major themes of management accounting, range of budget techniques to develop budgets of businesses, advanced standard costing to apply in an organisation and relevant costing in managerial decision making process and transfer pricing to apply in a multi-entity firms.		
Learning Outcomes: At the end of the course unit students should be able to; <ul style="list-style-type: none"> • describe major themes of management accounting 		

<ul style="list-style-type: none"> • prepare advanced budget techniques in budgeting • apply standard costing techniques at an advanced level • apply costing techniques in managerial decision making • provide an understanding of transfer pricing 		
BBM 2153	Bank Management	Credits: 3
<p>Aim: The aim of this course unit is to enable students to understand policies, practices, and specific mechanisms used in bank management.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain structure of financial system in Sri Lanka • discuss banking system and procedures in Sri Lanka • explain structure, functions, laws and contributions of Central Bank of Sri Lanka • discuss credit and risk management 		
BBM 2160	Business English III	Credits: 2
<p>Aim: The aim of this course unit is to develop student's language skills such as reading, writing, speaking and listening and to enrich the vocabulary of the ESL learners.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • develop critical reading skills • identify main points from various texts through critical reading • Identify the meaning of unfamiliar vocabulary and phrases from context • apply the appropriate tense and grammatical knowledge in making meaningful sentences • interact in face-to-face social conversations and telephone conversations 		
Total Credits		17
SECOND YEAR SECOND SEMESTER		
BBM 2213	International Trade	Credits: 3
<p>Aim:The aim of this course unit is to introduce students to the main theoretical and empirical concepts in international trade and focuses on analysing the gains from trade, the changing patterns of trade.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • describe the evolution of international trade and its importance • discuss various theories of international trade • apply partial equilibrium in analysing the economic effects of trade policy instruments • identify retaliatory measures such as anti-dumping duties and countervailing duties • discuss the creation of regional trading arrangements and its consequences • discuss the role of the World Trade Organisation and major recent developments in the world trading system 		
BBM 2223	Project Management	Credits: 3
<p>Aim: The aim of this course unit is to provide the skills and competencies for planning and implementing successful projects.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the design and development of project management • apply the tools and techniques for planning and tracking a project 		

<ul style="list-style-type: none"> • manage project cost, quality, and delivery • identify the project management process groups • explain the role of project manager in the project process 		
BBM 2233	Small Business Management	Credits: 3
<p>Aim: The aim of this course unit is to provide learners with awareness of the concept of small business management and its application in the modern business world.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • define the term small business • explain the importance of small business and medium enterprises • describe the characteristics of Small business • distinguish small business from entrepreneurial opportunity • assess the feasibility of starting up new businesses • prepare the business plan 		
BBM 2243	Financial Accounting	Credits: 3
<p>Aim: The aim of this course unit is to equip students with ability to prepare financial statements and to analyse and interpret events and transactions as per the accounting standards and provide information for decision making.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • identify the elements and components of financial statements • explain accounting treatment and disclosure requirements as per the Sri Lanka Accounting Standards (LKAS 1, LKAS 2, LKAS 7, LKAS 8 and LKAS 10, LKAS 16 and SLFRS 16) • prepare a set of financial statements for a limited liability firm • explain the importance of ethics in accounting 		
BBM 2253	Customer Relationship Management	Credits: 3
<p>Aim: The aim of this course unit is to understand the importance of customer relationship management (CRM) and to familiarize with customer relationship management tools.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the significant benefits of CRM to an organisation • interpret the importance of adopting CRM to an organisation • compare relationship marketing and customer relationship marketing • apply various tools in CRM • evaluate customer life time value and its impact 		
BBM 2260	Business English IV	Credits: 2
<p>Aim: The aim of this course unit is to develop oral and in written competency among the learners on business related areas in English.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • identify the main facts given in business related articles • construct simple, compound and complex sentences • write active and passive voice sentences • describe charts, tables and graphs 		

<ul style="list-style-type: none"> • write effective and logical business reports, memos and business letters • interact in face to face discussions using communicative strategies 		
Total Credits		17
THIRD YEAR FIRST SEMESTER		
BBM 3113	Financial Reporting	Credits: 3
<p>Aim: The aim of this course unit is to provide a knowledge and understanding of the framework of financial reporting, regulatory, and disclosure requirements of Sri Lankan Accounting Standards and Sri Lankan Financial Reporting Standards.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • recognise the regulatory requirements applicable to the submission of financial statements of public listed firms • explain on the application of Sri Lankan Accounting Standards (LKAS 12, LKAS 19, LKAS 37, LKAS 38, SLFRS 15, and SLFRS 16) • prepare consolidated financial statements involving one subsidiary • analyse and interpret Financial Statements using financial ratios 		
BBM 3123	Financial Strategy	Credits: 3
<p>Aim: The aim of this course unit is to provide knowledge and skills for formulating and implementing financial strategies in business.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the process of formulating financial strategy • discuss various techniques and models of financial strategy • explain capital budgeting and investment appraisal techniques • discuss working capital management strategies • discuss different types of dividend policies 		
BBM 3133	Consumer Behaviour	Credits: 3
<p>Aim:The aim of this course unit is to provide students with the knowledge of consumer behaviour concepts to develop better marketing strategies.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • evaluate the different patterns of consumer behaviour • discuss the different factors affect the consumer behaviour • explain buyer behaviour model • differentiate household consumer behaviour with organisational behaviour • recognise the steps in buying process 		
BBM 3143	Information Management	Credits: 3
<p>Aim: The aim of this course unit is to enable students to understand concept of information management, information systems and its application in business organisations.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain management information systems • identify the data models in the organisations • apply the normalization process for the firm data • write queries to manage business data 		

<ul style="list-style-type: none"> • discuss the recent developments in information technology in the business environment 		
BBM 3153	Labour Laws and Labour Relations	Credits: 3
<p>Aim: The aim of this course unit is to create profound knowledge on Sri Lankan labour Laws, Law system and managing employer-employee relationship.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • describe different employment laws practiced in Sri Lanka and the globe • explain the implications of labour laws in managing employer and employee relationship in organisations • explain the activities carried out by the Labour Department of Sri Lanka. • discuss about employee relations, forming trade union and collective bargaining 		
Total Credits		15
THIRD YEAR SECOND SEMESTER		
BBM 3213	Strategic Management	Credits: 3
<p>Aim: The aim of this course unit is to enable the students to analyse the strategic situation facing the organisation, to access strategic options available to the organisation, and to implement the strategic choices made.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the basic concepts, principles, and practices of strategic management • describe strategy and strategic management process • evaluate the internal and external environmental factors influencing the strategic management process • describe corporate, business, and functional level strategies • discuss strategy implementation and evaluation process • describe the concept of competitive advantage and associated best practices for creating and maintaining advantages 		
BBM 3223	Leadership & Team Management	Credits: 3
<p>Aim: The aim of this course unit is to provide theoretical and practical knowledge of leadership and team management and to develop unique leadership skills and qualities among students.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • explain the basic concepts of leadership • describe various theories and styles of leadership • describe types of teams in organisations • evaluate the team processes and the effectiveness of teams • propose the ways of managing teams effectively • discuss new trends in the leadership approach in contemporary organisations 		
BBM 3233	Operations Management	Credits: 3
<p>Aim: The aim of this course unit is to create various strategies in production and operations management.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • discuss the production and operations management function • assess operations and production related problems 		

<ul style="list-style-type: none"> • manage the issues related to designing and managing operations • apply appropriate tools in respective situations • differentiate the service and product operations 		
BBM 3243	Public Finance	Credits: 3
<p>Aim: The aim of this course unit is to provide knowledge and skills in public financial management in Sri Lanka.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • describe the general aspects in public financial management • describe the legal, regulatory, and institutional framework for governing public finance in Sri Lanka • explain the functions of ministry of finance and role of treasury on public financial management • describe the government budgetary procedures • discuss the techniques of monitoring and controlling of public expenditures • explain the Sri Lankan government's procurement planning and management 		
BBM 3253	Auditing & Taxation	Credits: 3
<p>Aim: The aim of this course unit is to provide the knowledge to the students about the fundamentals of auditing, relevant auditing standards, apply auditing standards, principles & practices of taxation and the ability to apply them in ascertaining the tax liability of resident individual in Sri Lanka.</p>		
<p>Learning Outcomes: At the end of the course unit student should be able to;</p> <ul style="list-style-type: none"> • describe auditing concepts • list out terms of audit engagement letter • briefly explain importance of audit planning • briefly explain types of audit evidence and procedures • identify elements of the audit report • explain the tax system of Sri Lanka • Identify sources of income • calculate assessable income, taxable income, gross income tax and balance tax payable of an individual 		
<u>Total Credits</u>		<u>15</u>