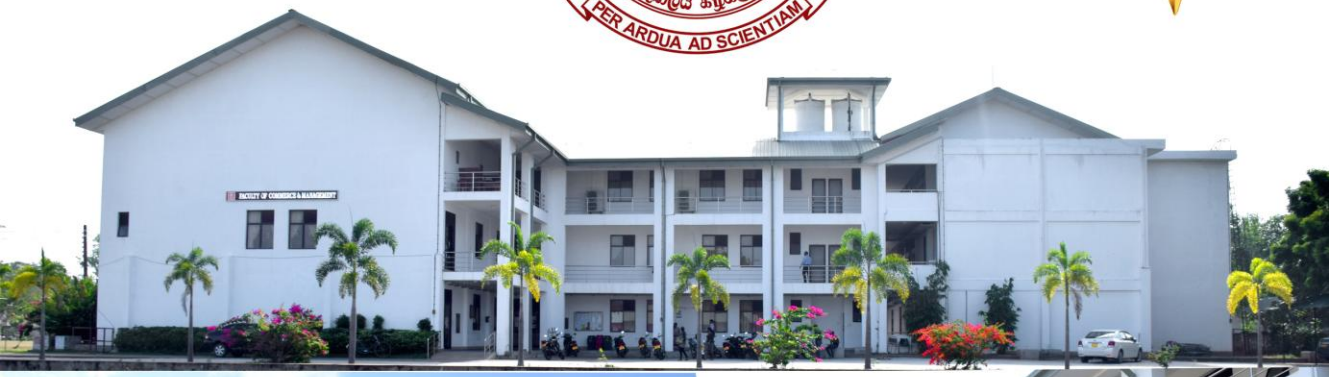
Faculty Prospectus 2018



Faculty of Commerce and Management
Eastern University, Sri Lanka

FACULTY PROSPECTUS

2018

Faculty of Commerce and Management

Eastern University, Sri Lanka

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VISION OF THE EASTERN UNIVERSITY, SRI LANKA

To be a Centre of excellence for higher learning in Sri Lanka.

MISSION OF THE EASTERN UNIVERSITY, SRI LANKA

To facilitate learning, research and dissemination of knowledge to produce competent graduates through conducive environment with industry-community collaboration to serve socio-economic, and cultural needs of the community.

……..VISION OF THE FACULTY OF COMMERCE AND MANAGEMENT

The Faculty of Commerce and Management (FCM) contributes to achieve the vision of EUSL by functioning with its vision of "to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes".

……..MISSION OF FACULTY OF COMMERCE AND MANAGEMENT

The Mission of the Faculty of Commerce and Management is "to be the leader in management education committed to the highest standard of teaching, learning and research to contribute to the holistic development of the society with concern for quality and teamwork".

MESSAGE FROM FACULTY OF COMMERCE AND MANAGEMENT

It is our great pleasure that we, the staff of Faculty of Commerce and Management, welcome you all into our well organized academic stream. Our faculty is one of the prominent faculties that offers well designed programmes to make students competitive and employable in the current labour market. The primary learning objective of the degree programmes is to brand our students to be excellent in management and business studies and practices.

In a competitive environment in general, graduates are expected to be competent with wide range of knowledge, skills and attributes. Therefore, the Faculty of Commerce and Management intends to enlighten our undergraduates to be in the right endeavour by developing their distinct competencies with human values and professionalism, which lead them to be successful, globally employable and entrepreneurial graduates in the dynamic environment. It is our responsibility to ensure that all students have acquired the required knowledge, skills and attributes stated in the graduate profile of the Faculty of Commerce and Management. In this context, all of us are very keen to extend our fullest support to students to achieve the intended learning outcomes of the study programmes of the Faculty in alliance with the University Vision, Mission, Goals and Objectives.

Nevertheless, students' commitment, enthusiasm and discipline are very much essential to be excellent graduates in the field of Commerce and Management education. However, in addition, students are expected to involve in co-curricular activities, such as sports, cultural activities, community services etc., which can pave the way for enriching them with positive qualities as to be exclusive from others. Further, students are expected to pay attention in maintaining professionalism, displaying moral values and ethics. This practice will enhance their characters that lead to reach their goals.

Working hard for acquiring knowledge by students is the key instrument to achieve the learning outcome. Our university motto is consistent with the same. Our staff always welcome you all for supporting your learning. Hence, we hope you all are very keen to be committed to develop your personality to be civilized citizens as worth as professionals for our nation.

We wish you all success and expect you all to be a role model to others.

Staff
Faculty of Commerce and Management
Eastern University, Sri Lanka

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LIST OF ABBREVIATIONS

BCom	- Bachelor of Commerce
BBA	- Bachelor of Business Administration
CGU	- Career Guidance Unit
CICT	- Centre for Information and Communication Technology
ELTU	- English Language Teaching Unit
EUSL	- Eastern University, Sri Lanka
FCM	- Faculty of Commerce and Management
GPA	- Grade Point Average
IT	- Information Technology
MBA	- Master of Business Administration
MDE	- Master of Development Economics
OGPA	- Overall Grade Point Average
UGC	- University Grant Commission

1

EASTERN UNIVERSITY, SRI LANKA

The Eastern University, Sri Lanka (EUSL) has been functioning for over 36 years and currently occupying over 8,000 students hailing from different communities. EUSL operates with six Faculties, namely, Faculty of Agriculture, Faculty of Science, Faculty of Commerce and Management, Faculty of Arts and Culture, Faculty of Health-Care Sciences, Faculty of Technology. Further, it has a campus at Trincomalee with two faculties, Faculty of Communication and Business Studies, and Faculty of Applied Science. The EUSL controls an institute called Swami Vipulananda Institute of Aesthetic Studies located in Kallady, Batticaloa.

The EUSL was established with name of Batticaloa University College on 01.08.1981 with two faculties, Faculty of Science and Faculty of Agriculture. On 01.10.1986, the University College was elevated to the university status under the name of Eastern University, Sri Lanka. In 1988, two new faculties, Faculty of Commerce and Management and Faculty of Cultural Studies were established. Later, the Faculty of Cultural Studies was renamed as Faculty of Arts and Culture. Thereafter, the Swami Vipulananda Institute of Aesthetic Studies was adjoined with the EUSL as its institute in 2002. The EUSL established the Faculty of Health-Care Sciences In 2006 and Faculty of Technology in 2017 as milestones.

The University's motto, "Per Ardua Ad Scientiam", explains the meaning that "KNOWLEDGE through HARDWORK", i.e. giving distinct energy for the learners by realizing the importance of hardworking towards achieving highest academic standards in their career.

The EUSL strives to achieve its vision of that

"To be the center of excellence for higher learning in Sri Lanka".

The vision of EUSL is substantiated with its mission of that

"To facilitate learning, research and dissemination of knowledge to produce competent graduates through conducive environment with industry-community collaboration to serve socio-economic, and cultural needs of the community".

Hence, the EUSL staff work with common direction of pursuing excellence in teaching, research and scholarships. This will pave the ways for providing an unsurpassed range of opportunities for education and training to all those who will be able to benefit and enhance public welfare, prosperity and culture. Hence, the EUSL is very much concerned about creating sustainable socio-economic livelihood by disseminating the knowledge, to lead the people well equipped with inner talents and skills, thus leading to regional and national development.

2

FACULTY OF COMMERCE AND MANAGEMENT

The Faculty of Commerce and Management (FCM) contributes to achieve the vision and mission of the Eastern University, Sri Lanka by functioning towards the direction of "to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes". The FCM was established in 1988 as the third Faculty in the Eastern University, Sri Lanka. The Faculty consists of three departments, namely, Department of Management, Department of Commerce and Department of Economics. It offers undergraduate and postgraduate degree programmes in various disciplines. Presently, the Faculty offers the degrees of Bachelor Business Administration (BBA), Bachelor of Commerce (BCom) and the specialized degree programmes of BBA specialization in Human Resource Management, BBA specialization in Marketing Management, BCom specialization in Enterprise Development, BCom specialization in Accounting and Finance and BCom specialization in Business Economics. The two postgraduate programmes, namely the Master of Business Administration (MBA) and Master of Development Economics (MDE) are also being conducted. Further, the faculty offers an external degree named Bachelor of Business Management (BBM). Nearly, 1200 students who are hailing from different ethnic communities from all parts of Sri Lanka have enrolled in these study programmes. The Faculty of Commerce and Management also has linkages with several other universities and institutions within Sri Lanka and outside the Sri Lanka.

2.1 Vision of the Faculty of Commerce and Management

The Faculty of Commerce and Management (FCM) contributes to achieve the vision of EUSL by functioning with its vision of

> "to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes".

2.2 Mission of Faculty of Commerce and Management

The Mission of the Faculty of Commerce and Management is

> "to be the leader in management education committed to the highest standard of teaching, learning and research to contribute to the holistic development of the society with concern for quality and teamwork".

2.3 Faculty Board of Commerce and Management

Faculty Board of Commerce and Management, Eastern University, Sri Lanka is the academic authority of the Faculty of Commerce and Management. The major functions of the Faculty

Board are regulating of the teaching, courses of study, examinations and research within the Faculty subject to the control of the Senate of the University.

The Faculty Board is basically a support agency of the Senate and its academic role is very important as most of the recommendations of the Senate are based on reports originating from the Faculty Boards. A Faculty Board headed by a Dean shall consist of the following persons: Professors, Associate Professors, Senior Lecturers, Lecturers, two Probationary Lecturer representatives, two student representatives and three external members appointed by the Faculty.

2.4 Faculty Linkages

The faculty has made links with the following Universities and Professional Institutions both in Sri Lanka and abroad to develop its resources and capabilities, to enhance the strengths, and to consolidate the position to achieve excellence.

1. Department of Business Administration, Annamalai University, India.
2. Sri Sairam Institute of Management, West Tambaram, Chennai.
3. University of Sri Jayewardenepura, Sri Lanka (USJP).
4. Securities and Exchange Commission, Sri Lanka.
5. Institute of Certified Management Accountants, Sri Lanka

2.5 Publications

2.5.1 Journal

The Faculty of Commerce and Management publishes a refereed Journal "**MENTOR**" (Journal of Business Management) annually.

2.5.2 Newsletters

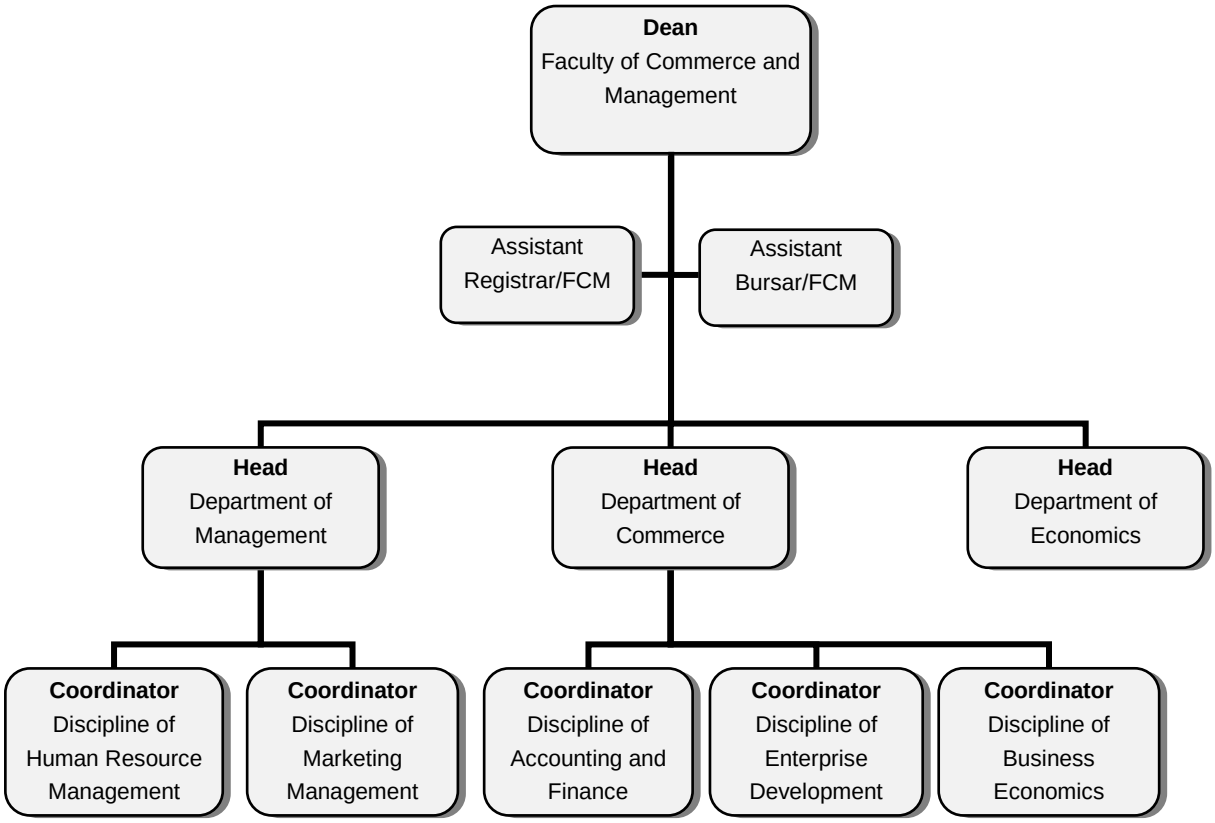
Each department publishes its own newsletter biannually. They are,

Newsletters	**Publishing Department**
Leader	Department of Management
Thedal	Department of Commerce
Coormai	Department of Economics

2.5.3 Magazine

Students of FCM publish magazine of "Illakku" by annually.

2.6 Organization Structure of the Faculty



3

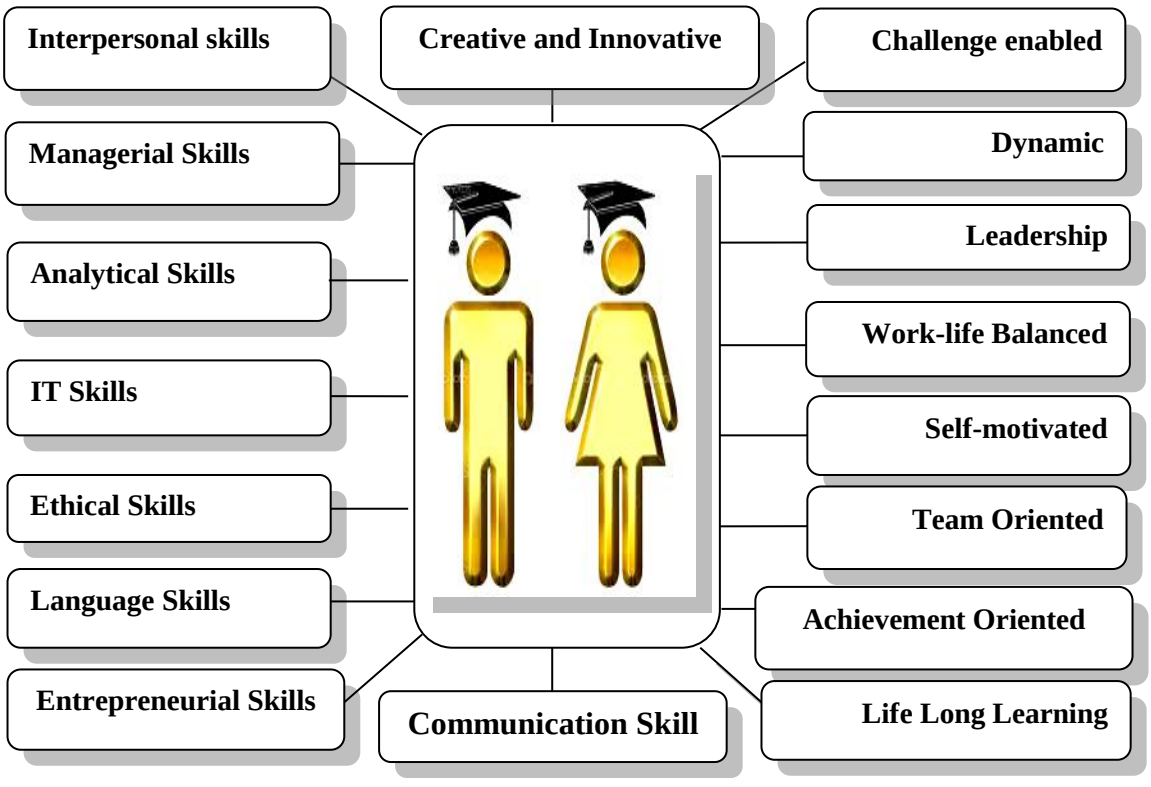
LEARNING PROSPECTS OF THE DEGREE PROGRAMMES

The primary learning aim of the degree programmes is to brand students to be excellence in management and business education. The programmes provide variety of knowledge, skills and attributes for enhancing the employability of students by matching with diverse needs of employers in the current market. Therefore the vision of the study programs of the Faculty is:

> "Enlightening undergraduates to be in the right endeavour by developing their distinct competencies with human values and professionalism which designate them as successful, globally employable and entrepreneurial graduates in the dynamic environment"

In this scenario, the following key attributes/qualities and skills are focused to build them among the students in all the degree programmes offered by the Faculty. The details are shown in Figure 1.

Figure 1: Graduate Profile of FCM



The Faculty of Commerce and Management offers two basic degree programmes named Bachelor of Business Administration Honours (BBAHons) and Bachelor of Commerce Hounours (BComHons). Further, the Faculty offers two specialized degree programmes in Business Administration, namely, Bachelor of Business Administration Honours in Human Resource Management, Bachelor of Business Administration Honours in Marketing Management. It also offers three specialized degree programme in Commerce, namely Bachelor of Commerce Honours in Accounting and Finance, Bachelor of Commerce Honours in Enterprise Development, and Bachelor of Commerce Honours in Business Economics as shown in the Table1. Each degree programme has specific goals and learning outcomes as described below.

1. Bachelor of Business Administration Honours (BBAHons)

This study programme has been designed for the students who enroll into the Bachelor of Business Administration degree programme. The aim of the programme is to instill knowledge, skills and managerial qualities required to be an outstanding person in managerial positions. It covers all the areas related to modern management practices. Students who follow this study programme shall be capable in managing organizations in public and private sectors in the dynamic context with sustainable growth.

The Intended Learning Outcomes of BBAHons

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key business and management concepts required for future professionals, entrepreneurs, and for personal development and success (CLO 1-2);
2. To equip with the skills required to meet the management challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values Professionalism and Vision for Life required for personal and professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and professional life (CLO 12).

2. Bachelor of Business Administration Honours in Human Resource Management

This study programme has been designed for the students who are qualified to enroll to the Bachelor of Business Administration Honours in Human Resource Management degree programme. The aim of the programme is to instill knowledge, skills and attitudes required for managing human resource in organizations in the private and public sectors. It covers the areas related to best human resource management practices. Students who follow this study programme should be capable to be an effective and efficient human resource manager in such organizations.

The Intended Learning Outcomes of BBAHons (Human Resource Management)

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key business and human resource management concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);
2. To equip with the skills required to meet the human resource management challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and human resource management professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and human resource management professional life (CLO 12).

3. Bachelor of Business Administration Honours in Marketing Management

This study programme has been designed for the students who are qualified to enroll to the Bachelor of Business Administration Honours in Marketing Management degree programme. The aim of the programme is to instill knowledge, skills and attitudes required to be a marketer. It covers the areas related to marketing. Students who follow this study programme should be capable to be a marketing expert who can make real differences in consumer and organizational markets by using advanced marketing strategies in line with global changes and consumer demands.

The Intended Learning Outcomes of BBAHons (Marketing Management)

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key business and marketing management concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);
2. To equip with the skills required to meet the marketing management challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and marketing management professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and marketing management professional life (CLO 12).

4. Bachelor of Commerce Honours (BComHons)

This study programme has been designed for the students who enroll into the Bachelor of Commerce degree programme. The aim of the programme is to instill knowledge, skills and qualities required for managing and developing commercial establishments. It covers all the areas related with commerce and trade. Students who follow this study programme shall be capable in establishing and executing commercial establishments in the competitive world effectively.

The Intended Learning Outcomes of BComHons

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key business concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);
2. To equip with the skills required to meet the business challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and business success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and business life (CLO 12).

5. Bachelor of Commerce Honours in Accounting and Finance

This study programme has been designed for the students who are qualified to enroll to the Bachelor of Commerce Honours in Accounting and Finance degree programme. The aim of the programme is to instill knowledge, skills and qualities required to be a professionals in the field of accounting and finance. It covers the areas related to accounting and finance. Students who follow this study programme shall be capable to be an effective financial manager in public and private sectors by maintaining high ethical and professional standards.

The Intended Learning Outcomes of BComHons (Accounting and Finance)

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key accounting and finance concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);

2. To equip with the skills required to meet the accounting and finance challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and accounting and finance professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and accounting and financial professional life (CLO 12).

6. Bachelor of Commerce Honours in Enterprise Development)

This study programme has been designed for the students who are qualified to enroll to the Bachelor of Commerce Honours in Enterprise Development degree programme. The aim of the programme is to instill knowledge, skills and entrepreneurship qualities required to be an entrepreneur. It covers the areas related to entrepreneurship and small business management. Students who follow this study programme should be capable to be a successful entrepreneur in the competitive environment. In such manner, the graduates from this discipline shall be able to create new employment opportunities.

The Intended Learning Outcomes of BComHons (Enterprise Development)

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key enterprise development concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);
2. To equip with the skills required to meet the enterprise development challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and enterprise development professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and enterprise development professional life (CLO 12).

7. Bachelor of Commerce Honours in Business Economics

This study programme has been designed for the students who are qualified to enroll to the Bachelor of Commerce Honours in Business Economics degree programme. The aim of the programme is to instill knowledge, skills and attributes required to be a business economist. It covers the areas related to economics, business analysis, economic policy making and regional planning and development. Students who follow this study programme should be capable to be a business economist to forecast business trend, economic policy making and economic development.

The Intended Learning Outcomes of BComHons (Business Economics)

This study programme has been designed with the following intended learning outcomes which are aligned with the Categories of Learning Outcomes (CLO) prescribed by SLQF:

1. To provide sound theoretical and practical knowledge in the key business economics concepts required for future professionals, entrepreneurs, and for personal development and success. (CLO 1-2);
2. To equip with the skills required to meet the business economics challenges of dynamic business world (CLO 3-9);
3. To inculcate Attitudes, Values, Professionalism and Vision for Life required for personal and business economics professional success (CLO 9-11); and
4. To embed the mind-set and paradigm required to meet the challenges of personal and business economics professional life (CLO 12).

4

ADMISSION OF STUDENTS TO THE FACULTY

4.1 Registration

Every student admitted to the university may register for the programme of study offered to him/her, to follow its first year of study at the University. A student registered for the course of study shall not be permitted neither concurrent registration for any other course of study, registration for appearing for any external examination without the prior approval of the Senate.

The University expects every registered student to maintain and enhance the good name and reputation of the University.

4.2 Re-registration

All students must renew the registration for every year of the study before the commencement of each academic year. A student shall only be allowed to register to the subsequent years of study if the student gets applied and sat for both end semester examinations of course units of previous years of study. Re-registration forms are available at the Office of the Senior Assistant Registrar, Examinations and at the Reception Desk in the Administration Block.

4.3 Student Identity

All students will be given an Identity Card and a Student Record Book. The students are advised to produce his/her Identity Card when requested by any officer of the University and while attending to official matters in the University. Therefore, students should have their Identity Cards with them at all the times. The records of registrations and examinations are maintained by the Senior Assistant Registrar, Examinations in the Student Record Books.

4.4 Cancellation/ Postponement of Registration

A student shall be permitted to defer a year of study not more than one year due to the illness or any other reasonable causes prescribed by the Senate. A student shall lose the validity of registration in case the student is continuously absent on following the course units for more than one month without proper notification to the Faculty Board and the Senate. Further, the registration of those students who cannot complete the Degree/Diploma requirements within the stipulated time will automatically be cancelled.

4.5 Student Guidance

The Senior Student Counselor and the Student Counselors provide assistance and guidance to students on matters relating to outside their academic activity, such as, adapting new students into the University environment, guidance in relation to accommodation, Mahapola, Bursaries and handling personal issues of students.

5

DEPARTMENTS AND ACADEMIC PROGRAMMES

5.1 Overview of Departments and Academic Programmes

The faculty of Commerce and Management of the Eastern University of Sri Lanka has three departments which have the capacity and responsibility to offer the respective degree programmes. The faculty initially enrolls students into two primary degree programmes, namely, Bachelor of Business Administration Honours and Bachelor of Commerce Honours. Later, from the third year of study, it offers students with opportunity for enrolling into Honours degree programmes in specialized field of study based on their preference and earned learning merit. These specialized degree programmes are highly supportive to students in bringing out their variety of skills hidden in them. Further, it is also helpful to them to capture career opportunities prevailing in the global environment in various sectors. Table 1 shows the details of such degree programmes offered by respective departments.

Table 1: Degree Programmes and Academic Departments

Academic Department	Degree Programmes	Abbreviation
Department of Management	Bachelor of Business Administration Honours	BBAHons
	Bachelor of Business Administration Honours in Human Resource Management	BBAHons (Human Resource Management)
	Bachelor of Business Administration Honours in Marketing Management	BBAHons (Marketing Management)
Department of Commerce	Bachelor of Commerce Honours	BComHons
	Bachelor of Commerce Honours in Accounting and Finance	BComHons (Accounting and Finance)
	Bachelor of Commerce Honours in Enterprise Development	BComHons (Enterprise Development)
Department of Economics	Bachelor of Commerce Honours in Business Economics	BComHons (Business Economics)

5.2 Programme Structure:

The degree programmes consist of 120 credits of course units consisting of core course units, and elective course units and additionally 6 credits of auxiliary course units. The course units are structured in four academic years of study namely first year, second year, third year and fourth year. Each year of study has a minimum duration of one calendar year consisting of twelve months. Each year has two semesters. Each semester has a duration of six calendar months consisting of twenty six weeks. A semester shall include fifteen weeks of teaching and learning sessions, one week of mid semester vacation, two weeks of students' self-review of learning, four weeks of semester end examinations, and four weeks of end semester vacation.

The degree programmes consists of core or compulsory course units, optional or elective course units, and auxiliary course units to be followed by students. Each course unit is identified by a code. The core course unit code includes a three-letter abbreviation indicating either department or discipline responsible offering the course units, followed by a four-digit number denoting the year of study, serial number and the number of credits of the course units respectively. Similarly, optional and auxiliary course units are coded by the abbreviation of COC and AUX respectively followed by four-digit number indicating the year of study, serial number and the number of credits.

Abbreviation used for the course units are:

Name of the Department/Discipline	Abbreviation
Management	MGT
Commerce	COM
Economics	ECN
Marketing	MKT
Human Resources Management	HRM
Accounting and Finance	DAF
Enterprise Development	DED
Optional Courses	COC
Auxiliary Courses	AUX

Volume of learning is defined by a credit unit. One credit unit is equivalent to 50 notional hours of learning for both taught and practical course unit. The 50 notional hours of learning for a taught course unit consists of 15 hours of class room lectures and 35 hours of independent learning by students. The 50 notional hours of learning for a practical course unit consists of 30 hours of practical sessions and 20 hours of independent learning by students. In case of industrial training and research, one credit is considered equivalent to a minimum of 100 notional hours.

5.3 Minimum Requirements for enrolling into Honours degree programme in the specialized field of study

Students admitted to the Basic two courses of study namely Bachelor of Business Administration Honours and Bachelor of Commerce Honours shall be offered common course units in the first and second years of study and from the third year onwards, students shall be admitted to relevant Honours degree programmes in specialized field of study. Those students who are admitted to Bachelor of Business Administration Honours shall be allowed based on performance criteria to enroll into Bachelor of Business Administration Honours in Human Resource Management or Bachelor of Business Administration Honours in Marketing Management. Similarly those students who are admitted to Bachelor of Commerce Honours shall be admitted based on performance criteria to enroll into Bachelor of Commerce Honours in Accounting and Finance or Bachelor of Commerce Honours in Enterprise Development or Bachelor of Commerce Honours in Business Economics. However, those who are not qualified for enrolling into Honours degree programme in the respective specialized field of study shall be allowed to continue the study in the basic degree programmes of Bachelor of Business Administration Honours and Bachelor of Commerce Honours. The details of minimum requirements for enrolling into Honours degree programme in the respective specialized field of study are shown in Table 2.

Table 2: Minimum Requirements for enrolling into Honours degree programme in the specialized field of study

Honours Degree Programme in specialized field of study	Required Performance
Bachelor of Business Administration Honours in Human Resource Management	At least 'B' Grade in HRM 2033 Human Resource Management
Bachelor of Business Administration Honours in Marketing Management	At least 'B' Grade in MKT 2013 Marketing Management
Bachelor of Commerce Honours in Accounting and Finance	At least 'B' Grade in DAF 2043 Advanced Accounting
Bachelor of Commerce Honours in Enterprise Development	At least 'B' Grade in DED 2013 Entrepreneurship Development
Bachelor of Commerce Honours in Business Economics	At least 'B' Grade in ECN 2023 Macro Economics

Students shall be streamlined to these honours degree programmes in the specialized field of study based on their overall first and second year of academic performances and their preferences. "Students Guidance Committee", which consists of the Dean of the Faculty, Heads of the Departments and Senior Lecturers and Senior Assistant Registrar Examinations scrutinize and recommend the students for respective honours degree programmes in the specialized field of study.

Students should complete their first and second year of degree Programmes at first attempt and fulfill the other requirements in the second year of study as stipulated in the Table 2, to be eligible for the honours degree programmes in the specialized field of study.

5.4 Department of Management

The Department of Management is the centre for Management education and research in the Eastern University, Sri Lanka. Management education was first taught at EUSL in 1988, and is now offered in a full array of undergraduate degrees, postgraduate diploma, and master degree programmes, taught by the most experienced and best qualified lecturers in Sri Lanka.

The Management department is responsible for offering three degree programmes for the undergraduates. They are,

1 Bachelor of Business Administration Honours
2 Bachelor of Business Administration Honours in Human Resource Management
3 Bachelor of Business Administration Honours in Marketing Management

5.4.1 Course Structure for Bachelor of Business Administration Honours Degree programmes

The First and Second years of study have the common course units for all the above undergraduate study programmes offered by three Departments of the Faculty. The Third and Fourth Years of Study Programmes contain the specific course units for the above three degree programmes and major course units offered by the Department of Management. Table 3 to Table 11 provides the details of course structure for 1st, 2nd, 3rd and 4th Year study of the degree programmes.

Table 3: First Year Study of Bachelor of Business Administration Honours

Year/ semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
1 / 1	MGT 1013	Management Process and Practice	3	45	105
	MGT 1022	Computing Theory and Application-I	2	30	70
	DAF 1012	Financial Accounting	2	30	70
	ECN 1013	Micro Economics	3	45	105
	COM 1013	Business Mathematics	3	45	105
	ENG 1012	Business Communication	2	30	70
	AUX 1012	Basic Tamil / Sinhala *	2	30	70
		Total	**15 + 2***		
1 / 2	DAF 1023	Cost and Management Accounting	3	45	105
	MGT 1032	Computing Theory and Application-II	2	30	70
	HRM 1012	Psychology and Social Harmony	2	30	70
	COM 1023	Business Law	3	45	105
	COM 1033	Business Statistics	3	45	105
	COM 1042	Business Skills Development	2	30	70
	AUX 1021	Career Progression – I*	1	15	35
		Total	**15 + 1***		

Table 4: Second Year Study of Bachelor of Business Administration Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
2 / 1	MKT 2013	Marketing Management	3	45	105
	DAF 2033	Fundamentals of Corporate Finance	3	45	105
	HRM 2023	Organizational Behaviour Management	3	45	105
	ECN 2023	Macro Economics	3	45	105
	COM 2053	Auditing and Assurance	3	45	105
	AUX 2032	Fundamentals of Science*	2	30	70
		Total	**15 + 2***		
2 / 2	HRM 2033	Human Resources Management	3	45	105
	MGT 2043	Management Information System	3	45	105
	DED 2013	Entrepreneurship Development	3	45	105
	MGT 2053	Management Science	3	45	105
	DAF 2043	Advanced Accounting	3	45	105
	AUX 2041	Career Progression – II*	1	15	35
		Total	**15 + 1***		

Table 5: Third Year Study of Bachelor of Business Administration Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	MGT 3063	Public Management	3	45	105
	DAF 3093	Taxation Management	3	45	105
	MGT 3073	Financial Management	3	45	105
	ECN 3073	Monetary Economics	3	45	105
	MGT 3083	Project Management	3	45	105
		Total	**15**		
3 / 2	MGT 3093	Operations and Quality Management	3	45	105
	MGT 3103	Research Methods in Business Administration	3	45	105
	COM 3063	Statistical Software Application in Business	3	90	210
	HRM 3043	Organizational Change and Development	3	45	105
	COC xxxx	Optional Course	3	45	105
		Total	**15**		

Table 6: Fourth Year Study of Bachelor Bachelor of Business Administration Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	MGT 4113	Strategic Management	3	45	105
	ECN 4153	Socio Economic Trends- Local and Global	3	45	105
	MGT 4123	Critical Thinking	3	45	105
	MGT 4133	Risk Management and Insurance	3	45	105
	MGT 4143	Corporate Sustainability Management	3	45	105
		Total	**15**		
4 / 2	MGT 4156	Dissertation in Business Administration	6	-	600
	MGT 4169	Internship in Business Administration	9	-	900
		Total	**15**		

Table 7: Third Year Study of Bachelor of Business Administration Honours in Human Resource Management

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	HRM 3053	Learning and Development	3	45	105
	HRM 3063	Human Resource Information System	3	45	105
	HRM 3073	Green Human Resource Management	3	45	105
	ECN 3103	Labour Economics	3	45	105
	DAF 3093	Taxation Management	3	45	105
		Total	**15**		
3 / 2	HRM 3083	Performance and Reward Management	3	45	105
	HRM 3093	Labour Law	3	45	105
	HRM 3103	Research Methods in Human Resource Management	3	45	105
	COM 3063	Statistical Software Applications in Business	3	90	210
	COC xxxx	Optional Course	3	45	105
		Total	**15**		

Table 8: Fourth Year Study of Bachelor of Business Administration Honours in Human Resource Management

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	HRM 4113	Strategic Human Resource Management	3	45	105
	HRM 4123	International Human Resource Management	3	45	105
	HRM 4133	Occupational Health and Safety	3	45	105
	HRM 4143	Ethical and Social Responsibility of Human Resource Management	3	45	105
	HRM 4153	Human Capital Management	3	45	105
		Total	**15**		
4 / 2	HRM 4166	Dissertation in Human Resource Management	6	-	600
	HRM 4179	Internship in Human Resource Management	9	-	900
		Total	**15**		

Table 9: Third Year Study of Bachelor of Business Administration Honours in Marketing Management

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	MKT 3023	Service Marketing	3	45	105
	MKT 3033	Retail and Direct Marketing	3	45	105
	MKT 3043	Consumer Behaviour	3	45	105
	DAF 3093	Taxation Management	3	45	105
	MKT 3053	Supply Chain Management	3	45	105
		Total	**15**		
3 / 2	MKT 3063	Integrated Marketing Communication	3	45	105
	MKT 3073	Digital Marketing	3	45	105
	MKT 3083	Research Methods in Marketing Management	3	45	105
	COM 3063	Statistical Software Applications in Business	3	90	210
	COC xxxx	Optional Course	3	45	105
		Total	**15**		

Table 10: Fourth Year Study of Bachelor of Business Administration Honours in Marketing Management

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	MKT 4093	Strategic Marketing Management	3	45	105
	MKT 4103	Global Marketing	3	45	105
	MKT 4113	Customer Relationship Management	3	45	105
	MKT 4123	Business to Business Marketing	3	45	105
	MKT 4133	Strategic Brand Management	3	45	105
		Total	**15**		
4 / 2	MKT 4146	Dissertation in Marketing Management	6	-	600
	MKT 4159	Internship in Marketing Management	9	-	900
		Total	**15**		

5.4.2 Optional Course Units

Optional Course units for the honours degree programmes in the specialized field of study in the third of year of study are as follows:

Table 11: Optional Course Units Offered by the Department of Management

Course code	Course Title	No. of Credits
COC 3013	Food Science and Nutrition	3
COC 3023	System Analysis and Design	3
COC 3033	Environmental Management	3
COC 3043	Fundamental of Nano Technology	3
COC 3053	Geographical Information System	3
COC 3063	Library Science	3
COC 3073	Community Medicines	3

5.4.3 Description of Course Units Offered by the Department of Management

MGT 1013 Management Process and Practice

This course unit is designed to provide students with knowledge of theories, principles and concepts of management and its practices for effective and efficient utilization of resources in order to achieve the organizational goals, and to impart knowledge on the role and managerial functions of planning, organizing, leading and controlling with current and emerging trends. Contents: Introduction to Management, Management and Organization, Evolution of Management Thoughts, The environment and Culture of Organization, Managing in a Global Environment, Social responsibility and organization, Diversity, Planning, Managers as decision makers, Foundation of planning, Strategic Management, Organizing, Leading, Managing Interpersonal Relations and Organizational Communication, Motivation and Employee Performance, Managing Leadership and Influence Processes, Controlling, and Special Perspectives of Management.

MGT 1022 Computing Theory and Application - I

This course unit is designed to provide students with knowledge of fundamentals of Information Technology (IT) to enable them to appreciate, use, and understand the ideas of IT, as well as use them as a tool to create digital contents, to expose students to the main computer applications used in business, and to enable them to be able to choose the appropriate application(s) for a given task. Contents: Overview of computer systems, Overview of computer architecture and organization, Hardware in practice, Overview of computer software. PRACTICAL contents: Introduction to Word Processing and Presentations.

MGT1032 Computing Theory and Application - II

This course unit is designed to provide students with knowledge on fundamentals of Information Technology (IT) to enable them to appreciate, use, and understand the ideas of IT, as well as use them as a tool to create digital contents. It also to expose students the main computer applications used in business and enable them to be able to choose the appropriate application(s) for a given task. Contents: Theoretical: Fundamentals of computer networks and Internet, Introduction to database design, Computer security and best practices, Impacts of computers and computing on individuals and on the society. Practical: Graphics and Web Development Spreadsheets, and Presentations.

MGT 2043 Management Information System

This course unit is designed to (i) provide students with theoretical knowledge and practical applications on management information systems and how computer based information systems can be utilized to gain competitive advantage in the dynamic business environment, and (ii) improve students' managerial and social skills with positive attitudes. Contents: Information Systems in Global Business Today, Global E-business and Collaboration, Information Systems, Organizations, and Strategy, Using Systems for Competitive Advantage, E-commerce, Digital Goods, E-commerce, IT Infrastructure and Emerging Technologies, Foundations of Business Intelligence, Wireless Technology, Ethical and Social Issues in Information Systems, Information System Success and Failure, Securing Information Systems and Current Trends in Management Information System.

MGT 2053 Management Science

This course unit is designed to (i) provide students with the knowledge of a comprehensive and concise introduction to the key techniques and problem structuring methods used within Management Science which are needed for managers to make effective and efficient decisions in the managerial context, and (ii) improve students' managerial and social skills with positive attitudes. Contents: Introduction to Management Science, Linear programming: Foundations, Linear Programming, Simplex Method, Transportation Technique, Assignment Technique, Network Analysis-I, Network Analysis-II, Time and Cost Analysis, Inventory Models, Decision Analysis, and The Future of Management Science.

MGT 3063 Public Management

This course unit is designed to provide students with depth knowledge and understanding about the nature and types of public organizations, their structural features, basic administration rules and regulations, and local government/district/provincial administration. Contents: Introduction to Public Management, Theory & Practice of Politics, Administrative Techniques, Introduction to Political System and Institutions, Introduction to Public Finance &

Budgeting, Supervisory Management Techniques, Introduction to Public Policy, Public Financial Management, Local, Provincial & Municipal Government, Concepts of Local, Provincial & Municipal Government, Practices in Local, Provincial & Municipal Government.

MGT 3073 Financial Management

This course unit is designed to develop knowledge and skills for students in financial management in relation to investment, financing and dividend policy decisions. And also provide working knowledge on how to apply tools and techniques of financial management for maximizing profit and shareholders' wealth. Contents: Introduction to Financial Management, Time Value of Money, Valuation of Bonds and Shares, Risk and Return, Cost of Capital, Capital Budgeting, Capital Structure, Dividend policies and Leasing.

MGT 3083 Project Management

This course unit is designed to (i) provide students with essential knowledge on project management principles, concepts and methods with practical applications in the real world context, and (ii) learn how to identify projects and manage them efficiently and effectively. Contents: Introduction to Project Management, Creating the Project Charter and Preliminary Scope, Developing the Project Scope Statement, Creating the WBS and Communicating the Plan, Create WBS: Risk Planning, Resource Planning and Procurement, Measuring and Controlling Project Performance, Monitoring and Controlling Change.

MGT 3093 Operations and Quality Management

This course unit is designed to provide the students with an understanding of the essential features of production, operations management, materials management and quality management by focusing on details on specific concepts, modeling applications and behaviors. Contents: Introduction to Operations Management, Introduction to Quality Management, Product Design, Service Design, Processes and Technology, Supply Chain Management Strategy and Design, Information technology: Forecasting, Inventory Management, Lean Systems.

MGT 3103 Research Methods in Business Administration

This course unit is designed to familiarize students with the basic concepts, tools and techniques of Research Methodology as applied in research in the field of Business. The objective of this course is to provide participants with competencies required for undertaking business research. Content: Introduction to Research and Research Process, Formulation of a Research Problem, Conceptualization of a Research Design, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, Data presentations and Writing a Research Report.

MGT 4113 Strategic Management

This course unit is designed to provide the learners with knowledge on key principles, concepts, and tools of strategy formulation, implementation and evaluation which are needed for growth and survival of individual business in the changing environment and industry, with competitive advantages for achieving long-term goals of business. Content: The nature of strategic management and its process, Environment Scanning and Industry Analysis, Strategic Direction, Strategy Implementation, Strategy Evaluation and Control and Challenges of strategist and the way towards.

MGT 4123 Critical Thinking

This course unit is designed to enable students to (i) identify and develop critical thinking skills, (ii) identify and develop critical thinking processes, (iii) identify and develop critical thinking techniques. Content: Introduction to Critical Thinking, Recognizing Arguments, Analysing Arguments, Basic Logical Concepts, Language, Logical Fallacies, Categorical Logic, Inductive Reasoning.

MGT 4133 Risk Management & Insurance

This course unit is designed to provide students with depth knowledge and understanding about the relatively narrow field of Insurance and the broader discipline of risk management to address the issues faced by individuals, companies and society in general. Content: Introduction to Risk Management, Risk Assessment, Risk Control, An Introduction to Insurance Industry, The Pricing of Insurance, Insurance Regulation and Financial Assessment, Legal Aspects of Insurance Contracts and Insurance Contract Analysis (Property and Liability Coverage, Life Insurance, and Health Insurance).

MGT 4143 Corporate Sustainability Management

This course unit is designed to enable students to (i) gain an understanding of leading-edge thinking and practice in the highly dynamic field of corporate sustainability management, (ii) gain an ability to develop and communicate a business case for sustainability, and gain familiarity with the conceptual frameworks and practical tools to apply sustainability in an organisational setting. Contents: Introduction to corporate sustainability management, Major sustainability challenges and new industrial paradigm, The responsible organisation's mind-set response, Leadership response, Value chain response, Inter-organisation network response, Championing change response, Sustainable futures and scenarios, Creating and managing sustainable organization.

HRM 1012 Psychology and Social Harmony

This course unit is designed to provide students with (i) basic psychological aspects of social harmony, (ii) opportunities to internalize the diverse socio-cultural practices of Sri Lankan society, and (iii) strengthen the process of social harmony in Sri Lanka. Contents: Introduction

to Psychology, Introduction to Social Psychology, Sensation and Perception, Introduction to Social Harmony, Empowering Individuals and Enriching Society, (working for the good of society: whose responsibility is it?) and living in a diverse society.

HRM 2023 Organizational Behaviour Management

This course unit is designed to provide students with (i) theoretical and practical knowledge on individual differences, group behaviour, and organizational dynamics in an organizational context and, (ii) how to apply this knowledge to create and sustain an effective organization / organizational effectiveness. Contents: Overview of Organizational Behaviour, Diversity in Organizations, Attitudes and Job Satisfaction, Emotions and Moods, Personality and Values, Perception and Individual Decision Making, Influences on Decision Making, Motivation Concepts and Applications, Motivating by Job Design, Flexible Benefits, Intrinsic Rewards, Foundations of Group Behaviour, Group Properties, Understanding Work Teams, Communication, Leadership, Leading for the Future, Sexual Harassment, Third-Party Negotiations. Foundations of Organization Structure, Organizational Culture, Organizational Change and Stress Management and Current Trends in Organizational Behaviour.

HRM 2033 Human Resource Management

This course unit is designed to provide students with systematic and rational approaches to acquire a sound knowledge on key HRM functions, methods and processes in managing human resources at work in order to achieve organizational success. Contents: General Introduction to HRM. Introduction, Job Design, Human Resource Planning, Recruitment, Selection and Placement, Performance Evaluation and Management, Labor – Management Relations and Discipline Management.

HRM 3043 Organizational Change and Development

This course unit is designed to provide students with (i) an introduction to organizational change and development, nature of changes, organizational development practitioner, entering and contracting with organizational practitioners, (ii) insights on selecting organizational practitioner, developing into contract, diagnosing diagnostic models, organizations, groups and jobs and (iii) Design of organizational development inventions and evaluating effective organizational inventions. Content: General introduction to planned change and nature of planned change, The OD practitioner, Entering and contracting, Diagnosing, diagnostic models and diagnosing organizations groups and jobs, Collecting and analyzing diagnostic information, Feeding back and diagnostic information, Designing intervention and Leading Managing change, Evaluating and institutionalizing interventions / interpersonal interventions, Techno structural interventions and change management.

HRM 3053 Learning and Development

This course unit is designed to provide students with the essential knowledge in the key components of human resource development and enable students to make effective interventions in issues related to human resource development. Contents: Introduction to L and D, Evolution of HRD, Scope of HRD, HRD Process and Career Development Process.

HRM 3063 Human Resource Information System

This course unit is designed to (i) provide students with basic concepts, technology, application, and management of HRIS, (ii) to increase student understanding of IT and their applications for human resource, and (iii) focus on what the technology brings to HR's most critical functions. Contents: Evolution of HRM and HRIS, The Role of Information Technology, Database Concepts and Applications in HRIS, Systems Considerations in Design of an HRIS, Planning for Implementation, HRIS Needs Analysis, System Design and Acquisition, Cost Justifying HRIS Investments, Change Management and HRIS, HR Administration and HRIS, HR Metrics and Workforce Analytics, Talent Management, Job Analysis and HR Planning, Recruitment and Selection in an Internet Context, Training and Development, Payroll and HRIS, International HRM and HRIS, HRIS Privacy and Security.

HRM 3073 Green Human Resource Management

This course unit is designed to (i) provide students with theoretical and practical knowledge about green human resource management policies and practices of the organizations, and (ii) develops Green HRM competencies of the learners. Contents: Introduction to Green HRM, Green HRM and Corporate Environmental Management,.Green HRM, Green Jobs and ISO 14001 Standard, Green Job Design, Analysis, and HRP, Green Recruitment, Selection and Induction, Green Recruitment, Green Selection, Green Induction, Green Training and Environmental Management System, Green Performance Evaluation, Employee Green Performance of Job and Firm's Environmental Performance, Green Reward Management Practices, Green Workplace, Health and Safety, Green Discipline and Employee Relations, Current Trends, Challenges and Development in Green HRM.

HRM 3083 Performance and Reward Management

This course unit is designed to provide students theoretical and practical knowledge about employee performance and reward management in an organizational context. Contents: Employee Performance Evaluation and Management, Reward Management.

HRM 3093 Labour Law

This course unit is designed to provide students with the knowledge on employee – employer relationship through better understanding on Employment Law in Sri Lanka and enhance problem solving skills of students in resolving practical labour issues in order to promote

better industrial relations in Sri Lanka. Contents: Sources of Law, History of Employee or Labour Law.

HRM 3103 Research Methods in Human Resource Management

This course unit is designed to familiarize students with the basic concepts, tools and techniques of Research Methodology as applied in research in the field of Human Resource Management. The objective of this course is to provide participants with competencies required for undertaking Human Resource related research. Content: Introduction to Research and Research Process, Formulation of a Research Problem, Conceptualization of a Research Design, Methods of Data Collection, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, Data presentations, Writing a Research Report.

HRM 4113 Strategic Human Resource Management

This course unit is designed to enable students to focus on the role of HR in integrating the HR strategies into corporate strategies contributing to the organization by directing the human capital to maximize its potential. Contents: Introduction to Strategic HRM, Talent Management & Succession planning, Resourcing Strategy, Performance Management & Compensation, Knowledge management / Learning & Development strategy.

HRM 4123 International Human Resource Management (IHRM)

This course unit is designed to provide students with an understanding of the role of human resource management (HRM) in international contexts and to make students aware of the people-related challenges arising from the internationalization of business, and teach them HRM strategies, policies and practices, which multinational companies (MNCs) pursue to effectively address these issues. Contents: IHRM and International Operations, International Talent Management Cycle, International Compensation and Performance Management, Strategic IHRM and Trends.

HRM 4133 Occupational Health and Safety

This course unit is designed to introduce the student to the study of workplace occupational health and safety and to assist the student with the implementation of safe healthy practices at work and at home. Contents: Personal Health and Safety, Personal Safety, Accidents & Their Effect on Industry, Theories of Accidents, Falling, Impact, Acceleration and Lifting Hazards, Roles of Health and Safety Personnel, Stress and Safety, Mechanical Hazards and Safeguarding, Heat and Temperature Hazards, Fire Hazards, Preparing for Emergencies, Health and Safety Training, Industrial Hygiene.

HRM 4143 Ethical and Social Responsibility of Human Resource Management

This course unit is designed to (i) provide students with sufficient knowledge and practices to understand and analyze the ethical and social responsibility of Human Resource Management in a wider organization context, and (ii) make students to become more effective decision makers by examining the role of ethics and social responsibility from the perspective of HRM. Contents: Introduction to Ethics and social responsibility of Human Resource Management, Role of HRM in Business Ethics, Managing Diversity through HRM, Sustainable HRM and Sustainable Development, Social Responsibility of HRM in Small and Family Businesses, Socially Responsible HRM and Socially Responsible International HRM, The Role of HRM in Corporate Social Responsibility Context, Knowledge Management and CSR, Social Responsibility of HRM in Downsizing and Outsourcing Context.

HRM 4153 Human Capital Management

This course unit is designed to (i) provide students with a practical guide to how Human Capital Management policies and practices can help to deliver added value through people while continuing to meet their aspirations and needs, and (ii) provide knowledge on the processes of measurement, reporting and evaluating critical of both quantitative and qualitative data and the use of predictive analysis to determine the future outcomes of existing and proposed practices. Contents: The Concept of Human Capital, The concept of HCM, The process of HCM, Human Capital Data, Measuring Human Capital, Human Capital Reporting, Applications of HCM, The Role of HR in HCM and The Skills HR Specialists Need for HCM.

MKT 2013 Marketing Management.

This course unit is designed to provide students with knowledge on theories, concepts and practices in Marketing to enable the learners to become as marketers in the competitive business environment with the perspective of the national and global challenges in marketing. Contents: The Nature of marketing, The Environment of Marketing Decisions, The Market Segmentation Process, Marketing Strategy and the marketing Plan, Marketing Research and marketing information System, Consumer Behaviour, Business to Business Marketing, Marketing the Total Product, Brand, Image, Warranty, and Packaging, Service marketing, Production Strategies, Pricing Strategies, Distribution Strategies, Communication Strategies.

MKT 3023 Service Marketing

This course unit is designed to provide students with knowledge on the best current thinking on services marketing and management, through contemporary readings, current case analysis, and lectures, sensitize to services operations, service quality, and other elements of services which customers and service providers experience and immerse in the services issues facing a particular service firm, so that the students can apply their knowledge & skills in analysis and problem-solving. Content, Introduction to Services Marketing, Consumer Behavior in a Services Context, Positioning Services in Competitive Markets, Developing

Service Products, New Service Development. Distributing Service through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management, Revenue Management, vices and Educating Customers, Designing and Managing Service Processes, Crafting the Service Environment, Managing People for Service Advantage, Managing Relationships and Building Loyalty, CRM, Complaint Handling and Service Recovery, Improving Service Quality and Productivity, Organizing for Change Management and Service Leadership.

MKT 3033 Retail and Direct Marketing

This course unit is designed to provide students with an in-depth understanding and practical knowledge of the Retail Marketing to the students through contemporary readings, current case analysis, lectures and specially focused chapters; such include an overview of retail marketing, retail marketing strategy and Retail Marketing Mix. Content: Introduction to Retail Marketing Management, Marketing Strategy, Retail Marketing Mix, Introduction to direct and database marketing, Direct Marketing Media.

MKT 3043 Consumer Behaviour

This course unit is designed to (i) provide students with the understanding on key terms, definitions, and concepts used in the study of consumer behaviour. Content: Understanding Consumer Behavior, Internal & External Influences, Technology -Driven Consumer Behaviour, Segmentation, Targeting & Positioning, Consumer Motivation & Personality, Consumer Perception, Perceptual Interpretation, Consumer Learning, Consumer Attitude, Formation & Change, Persuading Consumers, Social and Mobile Media, Reference Groups and Word-of-Mouth, Diffusion of Innovations, Cross-Cultural Consumer Behavior, Consumer Decision-Making and Diffusion of Innovations.

MKT 3053 Supply Chain Management

This course unit is designed to (i) provide an introduction to business logistics, logistic customer service, location decision, transport decisions and inventory policy decisions and (ii) Give insights regarding resolving complex and dynamic issues associated with the supply chain decisions and improvement of supply chain and processes. Content: Introduction to Supply Chain Management, Supply Chain Product, Logistic Customer Service, Transport Fundamentals, The Storage and Handling System, Designing Distribution Network, Supply Chain Control, Information Technology and Supply chain, Green Supply Chain Management,

MKT 3063 Integrated Marketing Communication

This course unit is designed to enable students to (i) explore the integrated use of marketing communication tools, (ii) build sustainable brands based on the knowledge of how marketing communication works, (iii) develop a marketing communication plan with the use of knowledge on advertising, sales promotion, public relations, publicity and direct marketing in a

digital and contemporary environment. Content: Fundamentals of Marketing Communications, The Marketing Communications Plan, Advertising, Direct Marketing, Personnel Selling, Measuring the Effectiveness of the Promotional Program, Contemporary Issues in Marketing communication.

MKT 3073 Digital Marketing

This course unit is designed to provide students with knowledge on a strategic framework to assess and implement various digital marketing tactics and assist to apply digital marketing tactics to achieve business objectives. Content: An introduction to Internet marketing, The Internet micro-environment, Digital and Internet marketing strategy, The Internet and the marketing mix, Interactive marketing communications, Maintaining and monitoring the online presence, Social Media Strategy, Mobile Marketing.

MKT 3083 Research Methods in Marketing Management

This course unit is designed to familiarize students with the basic concepts, tools and techniques of Research Methodology as applied in research in the field of Marketing. The objective of this course is to provide participants with competencies required for undertaking marketing research. Content: Introduction to Research and Research Process, Formulation of a Research Problem, Conceptualization of a Research Design, Methods of Data Collection, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, Data presentations, Writing a Research Report.

MKT 4093 Strategic Marketing Management

This course unit is designed to provide students with the understanding on key terms, definitions, and concepts used in the study of strategic marketing management. Content: Introduction to Strategic Marketing Management, Forces of Change and Their Impact, Achieving Competitive Advantage, Understanding Consumer Behaviour, Business Markets and Buying Behaviour, The stages of the Marketing Planning Process, The Marketing Audit and Strategic Outcomes, Key Dimensions of Implementing Marketing Planning in Practice.

MKT 4103 Global Marketing

This course unit is designed to (i) provide students with knowledge on a strategic framework to assess and implement various digital marketing tactics and assist to apply digital marketing tactics to achieve business objectives. Content: Introduction to Digital Marketing, Web Site Analytics, Affiliate Marketing, Social Media Marketing, Email Marketing, Mobile Marketing.

MKT 4113 Customer Relationship Management

This course unit is designed to (i) provide students with knowledge on creatting insight and new learning in the area of customer relationship management, and (ii) equip students with

both a conceptual understanding and the knowledge pertaining to Practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers. Content: Introduction to customer relationship management, Planning and implementing customer relationship management projects, Developing, managing and using customer-related databases, Customer Portfolio Management, Customer acquisition, Managing the customer lifecycle, customer retention and development, Managing networks for customer relationship management performance, Managing supplier and partner relationships, Information technology for customer relationship management, Organizational issues and customer relationship management.

MKT 4123 Business to Business Marketing

This course unit is designed to (i) provide students with knowledge on Business-to-Business marketing activities, (ii) use the application of B2B strategy formulation, strategy design and implementation. Content: Introduction to B2B Marketing, Introduction to Business Information Systems, B2B Market Segmentation and Positioning, Organizational Buying Behaviour, Marketing Channels, Channel Structures and Networks, B2B Marketing Communications Strategy, The Tools of B2b Marketing Communications.

MKT 4133 Strategic Brand Management

This course unit is designed to provide students with knowledge on business strategy and product policy issues as general background to product management, allow the student to comprehend with the innovation process and structural and strategic features of new product management and help develop student's critical thinking, creativity, and decision making skills. Content: Brands and Brand Management, Choosing Brand Elements to Build Brand Equity, Designing Marketing Programs to Build Brand Equity, Integrating Marketing Communications to Build Brand Equity, Leveraging Secondary Brand Associations to Build Brand Equity , Developing a Brand Equity Measurement and Management System, Measuring Sources of Brand Equity, Measuring Outcomes of Brand Equity, Capturing Market Performance, Designing and Implementing Brand Architecture Strategies, Introducing and Naming New Products and Brand Extensions, Managing Brands Over Time, Closing Observations.

5.4.4 Staff Profile of the Department of Management

Dr. A Anton Arulrajah	Head of the Department & Senior Lecturer G I
Dr. V Kanagasingam	Senior Lecturer G I
Mr. A Andrew	Senior Lecturer G I
Dr. T Prabaharan	Senior Lecturer G I
Ms. V R Ragel	Senior Lecturer G I
Ms. F B Kennedy	Senior Lecturer G I
Ms. L D Victor	Senior Lecturer G II
Ms. D Thavakumar	Senior Lecturer G II
Mr. R Kishokumar	Lecturer (Probationary)

5.5 Department of Commerce

The Department of Commerce is one of the leading departments in the EUSL, which offers competitive and diverse subjects areas to enhance the employability of the students who are enrolled from all ethnic communities. The vision and mission of the study programmes of the Department of Commerce are consistent with the vision and mission of the FCM and the department is very keen in functioning in align with faculty operations.

The Department is responsible for offering the following degree programmes.

1. Bachelor of Commerce Honours
2. Bachelor of Commerce Honours in Accounting and Finance
3. Bachelor of Commerce Honours in Enterprise Development

5.5.1 Course Structure for Bachelor of Commerce Honours Degree Programmes

The First and Second years of study have the common course units for all the above undergraduate study programmes which are offered by three Departments of the Faculty. The Third and Fourth Years of Study Programmes contain specific course units for the above three degree programmes and major course units offered by the Department of Commerce. Table 12 to Table 20 provide the details of course structure for 1st, 2nd, 3rd and 4th year study of the degree programmes.

Table 12: First Year Study of Bachelor of Commerce Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
1 / 1	MGT 1013	Management Process and Practice	3	45	105
	MGT 1022	Computing Theory and Application-I	2	30	70
	DAF 1012	Financial Accounting	2	30	70
	ECN 1013	Micro Economics	3	45	105
	COM 1013	Business Mathematics	3	45	105
	ENG 1012	Business Communication	2	30	70
	AUX 1012	Basic Tamil / Sinhala *	2	30	70
		Total	**15 + 2***		
1 / 2	DAF 1023	Cost and Management Accounting	3	45	105
	MGT 1032	Computing Theory and Application-II	2	30	70
	HRM 1012	Psychology and Social Harmony	2	30	70
	COM 1023	Business Law	3	45	105
	COM 1033	Business Statistics	3	45	105
	COM 1042	Business Skills Development	2	30	70
	AUX 1021	Career Progression – I*	1	15	35
		Total	**15 + 1***		

Table 13: Second Year Study of Bachelor of Commerce Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
2 / 1	MKT 2013	Marketing Management	3	45	105
	DAF 2033	Fundamentals of Corporate Finance	3	45	105
	HRM 2023	Organizational Behaviour Management	3	45	105
	ECN 2023	Macro Economics	3	45	105
	COM 2053	Auditing and Assurance	3	45	105
	AUX 2032	Fundamentals of Science*	2	30	70
		Total	**15 + 2***		
2/ 2	HRM 2033	Human Resources Management	3	45	105
	MGT 2043	Management Information System	3	45	105
	DED 2013	Entrepreneurship Development	3	45	105
	MGT 2053	Management Science	3	45	105
	DAF 2043	Advanced Accounting	3	45	105
	AUX 2041	Career Progression – II*	1	15	35
		Total	**15 + 1***		

Table 14: Third Year Study of Bachelor of Commerce Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	DAF 3053	Computer Applications in Accounting	3	45	105
	DAF 3063	Advanced Financial Accounting	3	45	105
	COM 3073	Capital Market and Financial Institutions	3	45	105
	COM 3083	Business Environment	3	45	105
	DAF 3093	Taxation Management	3	45	105
		Total	**15**		
3 / 2	COM 3093	Research Methodology in Commerce	3	45	105
	COM 3063	Statistical Software Application in Business	3	90	210
	ECN 3033	Managerial Economics	3	45	105
	ECN 3093	International Trade and Finance	3	45	105
	COC xxxx	Optional course	3	45	105
		Total	**15**		

Table 15: Fourth Year Study of Bachelor of Commerce Honours

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	DAF 4133	Financial Reporting & Statement Analysis	3	45	105
	COM 4103	E-Commerce	3	45	105
	COM 4113	Retail Management	3	45	105
	COM 4123	Contemporary Issues in Commerce	3	45	105
	ECN 4133	Development Problems and Policies	3	45	105
		Total	**15**		
4 / 2	COM 4136	Dissertation in Commerce	6	-	600
	COM 4149	Internship in Commerce	9	-	900
		Total	**15**		

Table 16: Third Year Study of Bachelor of Commerce Honours in Accounting and Finance

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	DAF 3053	Computer Applications in Accounting	3	90	210
	DAF 3063	Advanced Financial Accounting	3	45	105
	DAF 3073	Strategic Management Accounting	3	45	105
	DAF 3083	Advanced Cost Accounting	3	45	105
	DAF 3093	Taxation Management	3	45	105
		Total	**15**		
3 / 2	DAF 3103	Research Methods in Accounting and Finance	3	45	105
	COM 3063	Statistical Software Application in Business	3	90	210
	DAF 3113	Accounting and Reporting Standards	3	45	105
	DAF 3123	Advanced Corporate Finance	3	45	105
	COC xxxx	Optional Course	3	45	105
		Total	**15**		

Table 17: Fourth Year Study of Bachelor of Commerce Honours in Accounting and Finance

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	DAF 4133	Financial Reporting & Statement Analysis	3	45	105
	DAF 4143	Public Sector Accounting	3	45	105
	DAF 4153	International Accounting	3	45	105
	DAF 4163	Contemporary Issues in Accounting and Finance	3	45	105
	DAF 4173	Portfolio Investment Analysis	3	45	105
		Total	**15**		
4 / 2	DAF 4186	Dissertation in Accounting and Finance	6	-	600
	DAF 4199	Internship in Accounting and Finance	9	-	900
		Total	**15**		

Table 18: Third Year Study of Bachelor of Commerce Honours in Enterprise Development

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	DAF 3053	Computer Applications in Accounting	3	90	210
	DED 3023	Entrepreneurial Practices	3	45	105
	COM 3073	Capital Market and Financial Institutions	3	45	105
	DED 3033	Enterprise Resource Planning	3	45	105
	DAF 3093	Taxation Management	3	45	105
		Total	**15**		
3 / 2	DED 3043	Research Methods in Enterprise Development	3	45	105
	COM 3063	Statistical Software Application in Business	3	90	210
	DED 3053	Business Counselling	3	45	105
	DED 3063	Insurance and Banking	3	45	105
	COC xxxx	Optional Course	3	45	105
		Total	**15**		

Table 19: Fourth Year Study of Bachelor of Commerce Honours in Enterprise Development

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	DED 4073	Social Entrepreneurship	3	45	105
	DED 4083	Entrepreneurial Finance	3	45	105
	DED 4093	Creativity and Innovation Strategies	3	45	105
	DED 4103	Business Ethics	3	45	105
	DED 4113	Technopreneurship	3	45	105
Total			**15**		
4 / 2	DED 4126	Dissertation in Enterprise Development	6	-	600
	DED 4139	Internship in Enterprise Development	9	-	900
Total			**15**		

5.3.2 Optional Course Units

Optional Course units for honours degree programme in the specialized field of study the third of year of study, are as follows:

Table 20: Optional Units Offered by the Department of Commerce

Course Code	Course Title	No. of Credits
COC 3013	Food Science and Nutrition	3
COC 3023	System Analysis and Design	3
COC 3033	Environmental Management	3
COC 3043	Fundamental of Nano Technology	3
COC 3053	Geographical Information System	3
COC 3063	Library Science	3
COC 3073	Community Medicines	3

5.5.3 Description of Course Units Offered by the Department of Commerce

COM 1013 Business Mathematics

This course unit is designed to provide students with knowledge on basic mathematical knowledge, and techniques which are necessary to develop capabilities for mathematical applications encountered in the field of business, finance and economics. Contents: Fundamentals of Algebra, Functions, Differential Calculus, Integral Calculus, Financial Mathematics.

COM 1023 Business Law

This course unit is designed to provide with knowledge concerning the legal system and its basic legal concepts, to give you insight into judicial reasoning, and to develop the skills you need for legal analysis. Business laws exist to create reliable standards for companies to follow. Most business transactions fall under contracts law, concerning themselves with issues such as uniformity and creating standards that are easy to follow in the ordinary course of business. Content: Torts and Courts, Contracts, Contracts and Sales, Negotiable Instruments, Negotiable Instruments, Agency & Employment, Choice of Business Entity, Mergers and Acquisitions.

COM 1033 Business Statistics

This course unit is designed to provide students with knowledge on statistical methods which are applied for decision making in business and economics with emphasis on the interpretation of graphs, tables and results. Contents: Introduction to Business Statistics and Data, Visual and Statistical Description of Data, Probability and Probability Distributions, Sampling and Sampling Distributions, Inference about Population Parameters, Bivariate Regression and Correlation, Time Series Analysis, Statistical Quality Control.

COM 1042 Business Skills Development

This course unit is designed to provide students with knowledge on developing several vital business skills and competences of contemporary managers. Contents: Basics skills in writing and oral communication, Skills of assertiveness in tricky situations, Crisis communication skills, Interviews, individual practical simulations , Effective meetings and negotiating, Persuasive writing, writing with style (CV etc.), Effective presentations and public speaking, Time management, Creativity in innovations, Change management, Learning.

COM 2053 Auditing and Assurance

This course unit is designed to provide students with knowledge on the principles of auditing, General auditing practices, Application to audit of different organizations. Contents: Quality Control in audit work (SLAuS: 03), Internal Control System (SLAuS: 10), Auditing in Computer Information Systems (CIS) Environment (SLAuS: 11), Audit Evidence Additional

Consideration for Specific items (SLAuS: 14), Analytical Procedures (SLAuS: 16), Audit Sampling (SLAuS: 17), Controlling Public Finance, Audit Engagements.

COM 3063 Statistical Software Application in Business

This course unit is designed to provide students with (i) knowledge on a survey of statistical techniques commonly used in the business world, (ii) hands-on experience to acquire necessary skills and techniques for preparing data, performing statistical analysis and presenting results of the analysis with the use of statistical software, IBM SPSS Statistics, (iii) an experience to promote the use of statistical thinking and techniques to make the logical decisions in the business world. Contents: Getting started, preparing the data file, Preliminary analyses, Exploring relationships among variables, Comparing groups.

COM 3073 Capital Market and Financial Institution

This course unit is designed to (i) provide students with knowledge on the capital markets and financial institution (ii) the primary market and secondary market. (iii) investing in Capital market. Contents: Over view of Market Participation and Financial Innovation: Depository Institutions, Non-Depositing Institutions, Investing Banking firms. Organization and Structure of Markets, The Primary Market, Secondary Markets. Risk and Return Theory, Risk and Return Theory-I, Risk and Return Theory –II, Derivatives Market, Introduction to Option Markets, Introduction to Swaps, Caps, Floor Markets. Equity Markets, Common Stock Market-I, Common Stock Market – II, Stock Option Market.

COM 3083 Business Environment

This course unit is designed to provide students with knowledge of the environmental, social, personal and economic factors that drive “voluntary” business environmental/sustainability management strategies. Contents: Introduction, The Environment as a Business Problem and an Opportunity, Environmental Management and Economic Competitiveness, Theories and Models of Business Environmental Regulation and Voluntary Environmental Management, Evidence on Voluntary‟ Business Environmental Management and Performance, Environmental Product Differentiation, Managing Competitors, Reducing Costs in the Firm Redefining Markets, Managing Risk and Uncertainty, Future of Business Environmental Management.

DAF 3093 Taxation Management

This course unit is designed to provide students with knowledge of the law of taxation and its application to resident and non-resident individuals and entities. Contents: Principles and introduction in Tax System, Ethics in Taxation, Taxation in Partnership, Company Taxation, Calculation of Income Tax for Individuals, Tax Administration, Case Law.

COM 4103 E-Commerce

This course unit is designed to provide students with knowledge and skills on the managerial aspects of electronic commerce and in building web sites in order to provide an in-depth understanding of electronic commerce as the basis for interactive communication and commerce platform and as a marketplace for performing business activities. Contents: Introduction of e-Commerce, E-Commerce Business Models and Concepts, The Internet and World Wide Web, E-Commerce Infrastructure, Building an E-Commerce Web Site, Online Security and Payment Systems, E-Commerce Marketing Concepts, E-Commerce Marketing Communications, Ethical Social Issues in E-Commerce, Online Retailing and Services, Online Content and Media, Social Networks, Auctions, and Portals, B2b E-Commerce, Supply Chain Management and Collaborative Commerce.

COM 4113 Retail Management

This course unit is designed to provide students with knowledge on concepts of retail management with an application of marketing concepts in Business Environment. Contents: Introduction, Retailing concept, Evolution of retailing, Forms of retailing, Strategic planning in retail management, Building and sustaining relationships in retailing, Analysing consumers, Choosing Store Location, Managing a retail business, Pricing in retailing, Communicating with customers.

COM 4123 Contemporary Issues in Commerce

This course unit is designed to (i) provide students with knowledge on the development of accounting theory and the related implications for current and future accounting practices (ii)to enable students to examine and evaluate the process of accounting theory development, its implementation, and current application and is to enable you to develop a broader set of professional skills, whereby these skills will be integrated with your working knowledge of accounting (iii) critically analyze accounting issues, and to more effectively communicate your analysis and points of view in both verbal and written formats. Specifies reporting issues in sustainability reporting and Cases studies and research review in accounting.

DAF 1012 Financial Accounting

This course unit is designed to provide students with knowledge of Generally Accepted Accounting Principles, Bookkeeping, and Preparation of financial statements of business firms in various forms such as sole proprietorship, partnership, and company, Contents: Introduction to Financial Accounting, book keeping, Preparation of financial statements of Sole Proprietorship, Partnership, and Public limited companies, Accounting errors and rectification of errors, Bank Reconciliation, Incomplete Records, and Accounts for Not for profit organizations.

DAF 1023 Cost and Management Accounting

This course unit is designed to provide students with knowledge on decision making techniques related to cost and management Accounting, and (ii) preparation of reports analyzing the position and performance of business. Contents: Introduction to Management Accounting, An introduction to cost terms and concepts, Accounting for material, labour and overheads Cost, Volume and Profit (CVP) analysis, Relevant Costs and Short Term Decisions. Budgeting.

DAF 2033 Fundamentals of Corporate Finance

This course unit is designed to (i) provide students with knowledge on the fundamental concepts, principles and approaches of corporate finance, and (ii) enable the students to apply relevant principles and approaches in solving problems of corporate finance and help the students improve their overall capacities. Contents: Over View of Corporate Finance, Time value of money, Cost-Volume Profit Analysis, Capital Budgeting Decisions, , Risk and Return Analysis, Bond and Share valuation.

DAF 2043 Advanced Accounting

This course unit is designed to (i) provide the students with the knowledge of theories, concepts, and practices in the advanced accounting in order to assist them in understanding the financial aspect of organizations in the world and making accurate financial decision. Contents: Manufacturing Accounts, Branch Accounts, Joint venture accounts, Royalty accounts, issues of shares, re-issues of shares, redemption of redeemable preference shares, redemption of redeemable debentures, and reconstruction and liquidation of firms.

DAF 3053 Computer Application in Accounting

This course unit is designed to provide students with knowledge on application of IT knowledge in Accounting function as a solution provider and learn the important aspects of computerization of accounting data. Contents: Applications of MS Excel for Accounting, Lookup Functions in the MS Excel, Financial functions in the MS Excel, Investment appraisal, Developing Models for Financial Statement Analysis, Developing Models for Budgeting, Developing Depreciation models for Non-Current Assets, Inventory Control, Formulating and solving Linear Programming Models on a Spreadsheet. QuickBooks: Introduction to QuickBooks. Chart of Accounts. Managing Revenues, Managing Expenses, Bank reconciliation. Exchange data with MS Excel, Inventory management. Depreciation. Class option. Payroll, Financial Statement Analysis. Computerizing a manual accounting system.

DAF 3063 Advanced Financial Accounting

This course unit is designed to provide students with knowledge on accounting of various kinds of business firms in advanced aspects such as financial statement analysis and interpretation, consolidation of accounts, and reporting of specialized transactions. Contents: Cash Flow Statement preparation and analysis, Financial Statement Analysis, Consolidated financial statement, Preparation of Accounts for Specialization Institutions, Investment Accounting, Hire Purchase and Leasing Accounts, and Environmental Account.

DAF 3073 Strategic Management Accounting

This course unit is designed to provide students with knowledge on concepts of Management Accounting and analysis of collected management accounting data for applying in organizational strategic decision making. Contents: Accounting and Decision making, Working Capital Management, Capital Investment Decisions in the Perspective of Project Appraisal, Management Control systems and Responsibility Accounting, Management Control in Decentralized organizations, Contemporary Management Accounting, Linear programming, Network Analysis, Transportation.

DAF 3083 Advanced Cost Accounting

This course unit is designed to provide students with knowledge on theories, concepts and practices in cost accounting in order to apply cost accounting techniques for managerial decision making as well as to manage cost in an organization. Contents: Introduction, Cost elements and cost analysis, Costing methods, Cost assignment and activity based costing, Applications of costing in management, Standard costing and variance analysis, Pricing decisions and profitability analysis, Designing and book-keeping of costing systems, Costing and Strategic cost management.

DAF 3093 Taxation Management

This course unit is designed to provide students with knowledge on the law of taxation and its application to resident and non-resident individuals and entities. Contents: Principles and introduction in Tax System, Ethics in Taxation, Taxation in Partnership, Company Taxation, Calculation of Income Tax for Individuals, Tax Administration, Case Law.

DAF 3103 Research Methods in Accounting and Finance

This course unit is designed to provide students with knowledge on steps involved in research process in social sciences, the application of research methods in the field of accounting and finance. Contents: Introduction to research and research process, Formulation of a Research Problem, Conceptualization of a Research Design, Methods of Data Collection, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, and Writing a Research Report.

DAF 3113 Accounting and Reporting Standard

This course unit is designed to provide students with knowledge on the Financial Reporting and Sri Lanka Accounting Standards. Contents: Introduction to Sri Lanka Accounting Standards SLFRS & Standards Setting Process and Framework for the Preparation and Presentation of Financial Statements, LKAS 1 - Presentation of Financial Statements, LKAS 2 – Inventories, LKAS 7 - Statements of cash flows, LKAS 8 - Accounting Policies, Changes in Accounting Estimates and Errors, LKAS 10 - Events after the reporting period, LKAS 11 - Construction Contracts, LKAS 12 - Income Taxes, LKAS 16 - Property Plant & Equipment, LKAS 17 – Leases, LKAS 23 - Borrowing costs, LKAS 27 - Consolidated and Separate Financial Statements, LKAS 33 - Earnings per Share, LKAS 34 - Interim Financial Reporting, LKAS 38 - Intangible Assets.

DAF 3123 Advanced of Corporate Finance

This course unit is designed to provide students with knowledge on the advanced concepts, principles and approaches of corporate finance for enabling the students to apply relevant principles and approaches in solving problems of corporate finance. Contents: Introduction, Financial Analysis, Cost volume profit analysis for multi products firm, cash estimation for Capital Budgeting Decisions, Cost of capital, Dividend policies, Merger and Acquisition.

DAF 4133 Financial Reporting and Statement Analysis

This course unit is designed to provide students with knowledge on the links among the balance sheet, the income statement and the cash flow statement, and analysis of operating activities, investing activities, and operating activities of business firms. Contents: Overview of Financial Statement Analysis, Analysis Objectives and Financial Reporting, Analysis of Financing Activities, Analysis of Investing Activities, Analysis of Operating Activities, Analysis of Business Activities, Short-Term Liquidity, Forecasting and Pro Forma Analysis, Capital Structure and Solvency, Return on Invested Capital, Profitability Analysis, and Earning-Based Analysis and Valuation.

DAF 4143 Public Sector Accounting

This course unit is designed to provide students with knowledge on public sector accounting practices accordance with the Financial Regulations and other relevant legislations in Sri Lanka. Contents: Introduction, Institutional framework, Regulatory framework, Project planning and approval, Government budgetary process, Public finance management and accountability, Losses and waivers, Imprests and sub-imprests, Advance accounts, Accounting practices in selected areas, Recent trends and further developments in public sector accounting.

DAF 4153 International Accounting

This course unit is designed to provide students with knowledge on the international dimensions of accounting, financial reporting and financial control relating to how national culture and legal and cultural differences across countries affect the application of accounting standards and the importance of IFRS in financial reporting throughout the world. Contents: Introduction, Development and Classification, Comparative Accounting, Europe, Comparative Accounting, Americas and Asia, Reporting and Disclosure, Foreign Currency Translation, Financial Reporting and Changing Prices, Global Accounting and Auditing Standards, International Financial Statement Analysis, Managerial Planning and Control, Financial Risk Management, International Taxation and Transfer Pricing.

DAF 4163 Contemporary Issues in Accounting and Finance

This course unit is designed to provide students with knowledge on (i) the development of accounting theory and the related implications for current and future accounting practices, (ii) critical analysis of accounting issues, and to more effectively communicate your analysis and points of view in both verbal and written formats. Contents: Introduction of Contemporary issues in accounting, The Conceptual Framework for Financial Reporting, Standard setting, Measurement, Theories in accounting, Products of the Financial reporting process, Corporate governance, Capital market research and accounting, Sustainability and environmental accounting, Corporate failure, Special reporting issue.

DAF 4173 Portfolio investment analysis

This course unit is designed to provide students with knowledge on analysis of a range of pricing models including Capital Asset Pricing Model (CAPM) and multifactor models with reference to both conceptual and practical implications arising in investment settings, asset allocation decision-making, the functioning of securities markets, indexes, and achieving capital market efficiency. Contents: Investment environment and investment management process, Quantitative methods of investment analysis, Theory for investment portfolio formation, Investment in stocks, Investment in bonds, Psychological aspects in investment decision making, Using options as investments, and Portfolio management and evaluation.

DED 2013 Entrepreneurship Development

This course unit is designed to (i) provide students with knowledge on the process of entrepreneurship and the institutional facilities available to an entrepreneur in Sri Lanka, (ii) develop and strengthen entrepreneurial quality and motivation in students, (iii) impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, (iv) to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur. Contents: Introduction to entrepreneurship attributes and competencies of entrepreneurs, Business development, Innovation and creativity, Regulatory frame work for the entrepreneurship.

DED 3023 Entrepreneurial Practices

This course unit is designed to provide students with knowledge on the key theories and methods, which is related to the progress of starting up a new business. Students need to develop a new business by practicing those concepts taught in the class, step by step. This progress thorough whole class will bring students about the concept, attitude and skills of being a real entrepreneur. Contents: The nature of Entrepreneurship, Business opportunity identification, Product/service design, Business model design, Financial planning, Business plan writing, Business negotiation and Mental training for an entrepreneur.

DED 3033 Enterprise Resource Planning

This course unit is designed to enable student (i) understanding of issues and decisions that must be made when embarking upon an ERP selection and implementation journey (ii) understanding the challenges associated with managing extant ERP systems (iii) familiarizing with the forces and organizational conditions leading to the acquisition of such enterprise wide systems (iv) having the opportunity to identify extant and missing organizational competencies that may be drawn upon to create an appropriate ERP implementation method. Contents: Introduction and Overview and review of Enterprise Level and ERP Concepts.

DED 3043 Research Methods in Enterprise Development

This course unit is designed to provide students with knowledge on steps involved in research process in social sciences, the application of research methods in the field of enterprise development. Contents: Introduction to research and research process, Formulation of a Research Problem, Conceptualization of a Research Design, Methods of Data Collection, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, and Writing a Research Report.

DED 3053 Business Counseling

This course unit is designed to provide students with knowledge on operating a business and sustaining in business market. Contents: Introduction to counseling, Counselling Types, Skills and Values Meaning of Business counseling, Theories of business counselling, Strategy in Organizations Counselling, Strategy and Operations Management Counseling.

DED 3063 Insurance and Banking

This course unit is designed to provide students with knowledge on theories, practices and nature of insurance industries and banking sector to materialize significance of insurance for effective operation of firms and individual protection. Contents: Introduction of insurance, Principles of insurance, Contract and documents used in contract, Life Insurance, General/ Non – life insurance product, Parties in insurance market, Banking system of Sri Lanka, Types of bank and Duties of bank.

DED 4073 Social Entrepreneurship

This course unit is designed to provide students with knowledge on the field of social entrepreneurship, the players and business structures used by social entrepreneurs and the mechanics, tensions, and realities of starting and/or managing a social enterprise. Contents: Introduction to Social Entrepreneurship, Capital/Funding/Financing, Marketing in Social Ventures, the tensions/challenges, Other Important Issues.

DED 4083 Entrepreneurial Finance

This course unit is designed to provide students with knowledge on entrepreneurial finance such as cash flow, returns and recognizable value. Contents: Overview of Entrepreneurial Finance, Venture Capital Funding and Valuation, VC funding and how it works, funding rounds and the business of funding, challenges of managing and funding growth, Term sheets and the concept of Due Diligence, Growth and Exit Strategies, liquidity events such as Initial Public Offerings, sales and mergers, later stage financing, including mezzanine financing and buy-outs, international growth and Corporate and strategic venture funds.

DED 4093 Creativity and Innovation Strategies

This course unit is designed to provide students with knowledge on techniques for improving the flexibility and originality of their thinking and will explore approaches used by managers and organizations to create and sustain high levels of innovation. Topics include, personal thinking preferences, everyday creativity and eliminating mental blocks, creative thinking techniques, idea selection approaches, teaming techniques for creativity, conditions that promote creativity, design for interaction, disruptive technologies, and intellectual property. The course uses fun and hands-on activities to stimulate innovation. Contents: Introduction, Making a case for creativity, Creative thinking as a skill, Valuing diversity in thinking, Thinking preferences, Creativity styles, Setting the stage for success, Basic philosophy, Having a vision, Setting the right attitude, Recognizing and avoiding mental blocks, Avoiding mindsets, Risk taking, Paradigm shift and paradigm paralysis, Individual and team work, Creativity in problem solving , Problem Definition (Understanding, Representing), Pattern Breaking, Thinking differently, Watching for paradigm shift, Challenging conventional wisdom, Lateral thinking, provocation (escape, random word), Mind stimulation, Idea-collection processes, Brainstorming/Brain-writing, The SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts, Other (new approaches), Using Math and Science, Systematic logical thinking, Using math concepts. Eight-Dimensional (8D) Approach to Ideation, Uniqueness, Dimensionality, Directionality, Consolidation, Segmentation, Modification, Similarity, Experimentation. Systematic Inventive Thinking. Systematic inventive thinking, The TRIZ methodology, Levels of inventions, Evolution of technical systems, Ideality and the ideal final result (IFR), Stating contradictions and the contradiction table, 39 standards features and 40 inventive principles, Separation principles, Using physical, geometrical, and chemical effects, fields. Decision and Evaluation, Focused thinking framework, Six thinking hats, PMI,

Ethical considerations, Design for Interaction, Introduction to design for interaction, Intellectual Property.

DED 4103 Business Ethics

This course is designed to provide students with opportunities to apply ethical reasoning to the demands of business management to explore key ethical principles and the various ways in which business practitioners and ethical theorists address the issues that commonly arise in the business world. Contents: Introduction to Business ethics, Ethics and the market, History of business ethics, Shareholder Theory, Corporate Social Responsibility (CSR), Stakeholder Theory, Opportunities and challenges, Globalization, Markets and the State, Managing ethics in organizations, Developing moral capital, Understanding labor, capitalizing labor, Socializing capital, Moral capital and leadership, Actions, moral capital's basic currency, Habits, moral capital's compound interest, Character, moral capital's investment bond. The legacy of character, Lifestyles and moral capital estates, Corporate Governance and Ethics.

DED 4113 Technopreneurship

This course unit is designed to provide students with knowledge on the fundamental issues related to starting and managing technology-based new ventures to encourage students to consider how technology-based solutions can solve economic and socially oriented problems. Contents: Entrepreneurial motivation, Entrepreneurial creativity, Entrepreneurial opportunities and the "inevitabilities", Business models, Platform standards, Intellectual property search Techniques, Mobile and Web Programming, Entrepreneurial role and identity, Entrepreneurial journeys, Business Model Review.

5.5.4 Staff Profile of the Department of Commerce

Mr. T Paranthaman	Head of the Department & Senior Lecturer II
Mr. R Uthayakumar	Senior Lecturer I
Ms. S Sritharan	Senior Lecturer I
Mr. S Balendran	Senior Lecturer I
Dr. N Rajeshwaran	Senior Lecturer II
Mr. M S Thayaraj	Lecturer (Probationary)
Ms. D G P Kaluarachchi	Lecturer (Probationary)
Mr.S.Dinesh	Lecturer (Probationary)

5.4 Department of Economics

The Department of Economics functions as service department at the Faculty of Commerce and Management and extents its service to other Faculties of the Eastern University as well. The Department is currently teaching subjects to the undergraduates to enhance knowledge and skills in Economics. In this respect, the Department offers course units covering the area of Microeconomics, Macro Economics, International Economics, Managerial Economics, Financial Economics, Labour Economics, Development Economics, Public Sector Economics, Resource and Environment Management and Econometrics

The Department takes responsibility for offering Bachelor of Commerce Honours in Business Economics. Table 21 and Table 22 provide the details of course structure for 3rd and 4th year study of the degree programme.

Table 21: Third Year Study of Bachelor of Commerce Honours in Business Economics

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
3 / 1	DAF 3053	Computer Applications in Accounting	3	90	210
	ECN 3043	Econometrics	3	45	105
	COM 3073	Capital Market and Financial Institutions	3	45	105
	ECN 3052	Banking and Finance	3	45	105
	DAF 3093	Taxation Management	3	45	105
		Total	**15**		
3 / 2	ECN 3063	Research Methods in Business Economics	3	45	105
	COM 3063	Statistical Software Application in Business	3	90	210
	ECN 3033	Managerial Economics	3	45	105
	ECN 3083	Sri Lankan Economy	3	45	105
	COC xxxx	Optional course	3	45	105
		Total	**15**		

Table 22: Fourth Year Study of Bachelor of Commerce Honours in Business Economics

Year /semester	Course Code	Course Title	Credits	Notional Learning Hours	
				Lecture Hours	Student Learning Hours
4 / 1	ECN 4163	Public Sector Economics	3	45	105
	ECN 4113	Tourism and Regional Development	3	45	105
	ECN 4123	Transportation Economics	3	45	105
	ECN 4143	Contemporary Issues in Business Economics	3	45	105
	ECN 4133	Development Problems and Policies	3	45	105
Total			**15**		
4 / 2	ECN 4176	Dissertation in Business Economics	6	-	600
	ECN 4189	Internship in Business Economics	9	-	900
Total			**15**		

5.4.1 Description of Course Units Offered by the Department of Economics

ECN 1013 Micro Economics

This course unit is designed to provide students with knowledge on basic micro economic concepts. Contents: Introduction to micro economics: basic concepts of demand and supply theory Determinants of Demand and Supply; Theory of Demand: Utility theory of Demand Application of Indifference Curve, Substitution and Income Effect, Revealed Preference Theory; Production and Cost Theory: Long-run Production Function, Cobb-Douglas Production Function, Traditional Long-run Production Function, Modern Cost Theory; Market Structures: Perfect Competition – short and Long run, Monopoly –short and Long run, Monopolistic Competition, Oligopoly; Markets for Productive Resources, Demand and Supply in Resource Markets, Distribution Theory and Wage Determination: Perfectly Competitive Labour Market, The Supply of Labour, The Upward sloping supply of Labour, The Backward bounding Supply Curve of Labour, Monopsony Labour Markets

ECN 2023 Macroeconomics

This course unit is designed to provide students with knowledge on macroeconomic conditions such as unemployment, inflation, and growth to understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions. Contents: Introduction to macro Economics, Classical Theory of Output and Employment. National Income Accounting, Determination of the level of output and Income, The Alternative theories of Consumption Function, Theory of Investment, Unemployment and the Phillips Curve, Balance of Payment and Exchange rate.

ECN 3033 Managerial Economics

This course unit is designed to provide students with knowledge on the central decision problems that managers' face in manufacturing and service sectors, and construct knowledge to facilitating decision making. Contents: Introduction, Demand Estimation with Regression Analysis, Forecasting Methods and the Firm, Production Analysis, Cost Analysis, Market Structure and Pricing Strategies.

ECN 3043 Econometrics

This course unit is designed to provide students with knowledge on basic regression techniques used in economics emphasizing on parameter estimation and hypothesis testing in economic applications. Contents: Introduction to Econometrics, Data, Review of Probability and Statistics, Simple Regression, Multiple Regression, Problems of Application of the linear regression model.

ECN 3052 Banking and Finance

This course unit is designed to provide students with knowledge on banking and financial sector which will prepare students for the requirements of the sector. Contents: Commercial Banking, Central Banking, The function of Financial markets, The capital market, The money market, Financial markets and their economic functions, Financial intermediaries and their functions. Financial markets and Interest Rates, Fundamentals of finance, Basics of NPV Analysis, NPV Decision Rule, Independent and Interdependent Projects, Power of Discount Rate, Equivalent Annual Annuity Approach, NPV Profile. Other Financial Attractiveness Criteria.

ECN 3063 Research Methodology in Business Economics

This course unit is designed to provide students with knowledge on steps involved in research process in social sciences, the application of research methods in the field of business economics. Contents: Introduction to research and research process, Formulation of a Research Problem, Conceptualization of a Research Design, Methods of Data Collection, Sampling Methods, Writing a Research Proposal, Methods of Data Presentation and Analysis, and Writing a Research Report.

ECN 3073 Monetary Economics

This course unit is designed to provide students with knowledge on concepts and theories of money, banking, credits and liquidity and their applications to monetary issues. And also it provides the knowledge on transmission mechanisms, effectiveness and limitations of monetary policy in coherent macroeconomics models. Nature and function of money, Demand for Money, Types of inflation, Balance of payment and Disequilibrium, Monetary policy, Exchange rate, Commercial Bank, Central Bank.

ECN 3083 Sri Lankan Economy

This course unit is designed to provide students with knowledge on the structure, economic performance and policies of Sri Lankan economy in the past and present. To provide knowledge of the compositions of Sri Lankan Economy and Its transitions. Contents: Introduction of Sri Lankan Economy, The Structure of the Sri Lankan Economy, Rural Agriculture, Export Agriculture, Industrialization in Sri Lanka, Income and Income distribution, Population growth of Sri Lanka, Foreign Trade and Balance of payment, Globalization and its Impact on Sri Lankan Economy Structural Adjustment Programmes in Sri Lanka.

ECN 3093 International Trade and Finance

This course unit is designed to provide students with knowledge on the reasons for international trade and to understand welfare effects of international trade and trade policy. Contents: Introduction to Global Economy and international trade & Finance, International Trade Theories, Standard Trade Models and Heckscher- Ohlin Trade Theory Shortcomings in the Ricardian model, New Trade Theories, Trade Policies and The Political Economy of Trade Policy, Non-Tariff Barriers Quotas, A comparison of tariffs and quotas, Export subsidies and countervailing duties, Administrative and technical barriers and Measuring non-tariff barriers, International Economic Integration, International Finance Functions of Exchange rate market, determinates of exchange rate and financing for international trade, Trade Payment Methods.

ECN 3103 Labour Economics

This course unit is designed to provide students with knowledge on functions and outcomes of labour market. Contents: the important aspects in labour economics, addressing topics of labor supply and labor demand, elasticity of labor force, labor leisure choice, theories and practice of wage determination, and how wage structures and wage differentials develop and evolve. Macro-institutional forces related to labor, labor markets, and wages are considered, including labor force participation, evolution and change in labor markets at global level, employment, and unemployment. Trends, measurement and analyses of labor productivity, cost benefit analysis on human capital aspects are analyzed using appropriate quantitative techniques. Labor market discrimination and the role of government and unions in labor markets are also focused throughout the lessons.

ECN 4113 Tourism and Regional Development

This course unit is designed to provide students with knowledge on tourism development, regional theory and regional development, and knowing the impacts of tourism sector on regional development. Contents: Introduction to tourism, Relationship between tourism and development, The evolution of tourism and regional theory, The government contribution to tourism into regional development, Tourism& Regional Development in Sri Lanka, Tourism as a contributor to development in Sri Lanka.

ECN 4123 Transportation Economics

This course unit is designed to provide students with knowledge in economics of the transport system and, in particular, how transportation relates to urban, regional, and national development, and application of economic theories and quantitative methods. Contents: Introduction to Transportation economics, Pricing of Transportation Services, Regulation and Competition, Movement, Transportation, and Location, Investment and Financing, Economic Impact Analysis of Transportation Investments and Policies.

ECN 4133 Development Problems and Policies

This course unit is designed to provide the students with knowledge of global development issues and effectiveness of the materialized policies. Contents: Introducing Economic Development, Poverty, Inequality, and Development, Population Growth and Economic Development, Urbanization and Rural-Urban Migration, Human Capital, Agricultural Transformation and Rural Development, The Environment and Development, Development Policymaking and the Roles of Market, State, and Civil Society.

ECN 4143 Contemporary Issues in Business Economics

This course unit is designed to provide students with the knowledge and skills to enable then to enhance their commercial awareness and business communication skills by studying contemporary business issues and highlighting how these issues affect a range of organizations. Contents: Trade liberalization, economic integration, globalization, issues and problems shaping the contemporary business environment, The key factors involved in the international business environment, The key ethical challenges and issues defining the business landscape, Multinational enterprises, current issues and developments.

ECN 4153 Socio Economic Trends - Local and Global

This course unit is designed to provide students with knowledge of the socio-historical dynamics of societies and how such societies evolve and change. Contents: the internal cultural and structural dynamics of a large range of societies, societies in the developed core and those in the less developed periphery, those of ancient times, of post-Renaissance history and of the present day.

ECN 4163 Public Sector Economics

This course unit is designed to (i) provide students with knowledge of public sector financial activities, public goods, and public choice, and (ii) develop skills in preparation of government budget. Contents: Introduction to Public finance, Economic analysis of public goods, Taxation, Public expenditure growth, Public choice, Government measures to reduce poverty, Government and the distribution of income.

5.4.2 Staff Profile of the Department of Economics

Dr S Jeyarajah	Head of the Department & Senior Lecturer I
Mr. A Soundaralingam	Senior Lecturer I
Dr. T Bhavan	Senior Lecturer I
Ms. S Maheswaranathan	Senior Lecturer I
Mr. K Pushpakaran	Senior Lecturer II
Ms. J Suresh	Senior Lecturer II
Ms. G Kajenthini	Lecturer (Probationary)

5.5 Internship Training

After the completion of the fourth year first semester examinations, students are sent to the selected Organizations for practical training. This is part of the degree programme. Successful completion of this component is essential for a student to qualify for the Degree. The emphasis during this practical training period is to provide students with hands-on experience in the areas of Marketing Management, Human Resource Management, Accounting and Finance, Enterprise development, and Business Economics. Training will be provided in the suitable public or private Sector.

Training Regulations

1. Students are required to submit their internship applications for placements/requests for approval of private placements on or before dates stipulated by the faculty.
2. On requests made by students, placements are generally organized by the faculty. However, students are allowed to find their own placements provided that such placement satisfies the requirements of the faculty. In case of such arrangements prior approval has to be obtained from the faculty.
3. Students are not permitted to commence training until they sit the Semester II examination of 4th year.
4. Every intern should start and complete his/her internship training according to the time schedule of the faculty and should submit internship report on time.
5. Every intern should submit his/her internship request stating an internship provider through the faculty internship coordinator who are appointed and authorized by the faculty and must submit confirmation letter as approved by the said internship provider within one week from the starting date of the internship training.
6. Every intern must inform about his/her internship place, official address of internship work place of organization, his/her direct supervisor/manager's name, contact number and email address to the faculty internship coordinator through email/registered post within one week from the starting date of internship training.
7. During the internship period, if an intern sends any email to the faculty internship coordinator, he/she must confirm that his/her email has reached to the faculty coordinator by confirming over the phone or by getting actual (not automatic) reply from the coordinator. This is one of the primary responsibilities of students.
8. During the internship period, no intern is allowed to change the internship provider approved himself/herself without the proper approval of the faculty.
9. No Intern is allowed to leave the internship training place unless otherwise approved by the faculty.
10. Every intern should receive internship record book before starting internship training and properly update it (daily/weekly basis) and must submit internship record book with his/her internship report.

11. During the internship period, the intern should return to the faculty and place his/her signature in the Mahapola / Bursary name list in a notified date. If he/she failed to do so, he/she may lose the Mahapola/Bursary payment for the internship period.
12. Submission of fraudulent training records will lead to an extension of the training period, re-commencement of training or / and any other disciplinary action deemed to be necessary as decided by the faculty.

Documentation and Supervision of Training

Interns are required to maintain a record book where details of work done have to be recorded on a daily basis. Such records have to be reviewed and approved by the supervisor on weekly basis. Further, interns are required to prepare a summary at the end of the semester which will also be reviewed and approved by the supervisor. These records should be submitted to the faculty when requested, which will be reviewed by the faculty on a periodic basis.

Interns shall obtain the Training Record Book issued by the faculty for documentation purposes of their training. This book is a property of the faculty and is not transferable.

However, those who enter into a training agreement with the Institute of Chartered Accountants of Sri Lanka (ICASL) are permitted to use the training record book issued by the Institute.

Evaluation

A student is required to cover the minimum of 06 months of practical training in the fourth year in order to complete this component. Students are required to submit the “Training Evaluation Form” together with certified copies of summaries at the end of academic Semester, on a date stipulated by the faculty. The Training Evaluation Form should be duly completed by the student and approved by the supervisor. The following Evaluation Criteria will be used for assessing students performance in the internship training programme.

1.	Assessment by the External Supervisor	
	Attendance & Performance	20%
2.	Assessment by the Internal Supervisor	
	Attendance & Performance	30%
3.	Assessment by the Faculty Examiners	
	Interview/Presentation	50%
		100%

6

EXAMINATION STRUCTURE AND EVALUATION

Examination Structure and Evaluation

The policies and regulations stipulated relates to the examinations conducted by the faculty for the respective honours degree programmes. The academic programmes of the Faculty of Commerce and Management runs into four academic years with two semester systems at each year. Therefore, degree programme constitute of 8 semesters, and examinations are held at the end of each semester.

6.1 Semester Examination

Performance of a candidate for the respective programme shall be evaluated through a combined system of continuous assessments and end of semester examination. The end semester examination for each course units can vary depending on the requirements of each course of a maximum of three hours (One-hour examination equal to one credit). Besides, there will be continuous assessments incorporating mid-semester examination, case studies, term and research papers, presentations, practical reports, class participation etc. The method of continuous assessment and its evaluation will be announced by the relevant department at the commencement of the course unit.

For the final grading of the course unit, the continuous assessment and the end of semester examination shall be marked out of a maximum mark as given below.

6.2 Marks Composition (100%)

Maximum

Semester End Examination	65%
Continuous Assessments	35%
Total	**100**%

Internship training and dissertation shall be evaluated by examining the reports and viva-voce. The evaluation system of these respective course units would be decided by the respective departments at the beginning of these courses.

6.3 **Pass in a course unit**

A candidate will be deemed to have passed in a course unit, if he/she obtains a grade "C" or above or a grade point of 2.00 or above.

6.4 **Completion of a Year of study**

A candidate shall be deemed to be passed any year of the degree programme if he/she has earned a minimum overall Grade Point Average (GPA) of not less than 2.00 and grades of D/D+ /C- in course units aggregating to not more than 6 credits for each year of study.

The grades of D / D+ / C- allowed with condition above is not allowed for dissertation and Internship in the final year.

A candidate also have to pass the auxiliary course units with minimum grade of 'C' in which ever year of study it is included and would not be included for the calculation of GPA for a year of study and for overall GPA of the degree programme.

6.5 **Repeating the course unit**

(i) A student who obtains a grade of E shall repeat that course unit when it is held next.

(ii) A student who obtains a grade of D /D+ / C- and having a minimum GPA not less than 2.00 may repeat the course for the purpose of improving the grade, the best grade obtained 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.

(iii) Those who fail to obtain the required number of credit passes or fail to appear for an examination are required to appear for such an examination when it is conducted during the next academic year.

(iv) Examination can be repeated not more than thrice

6.6 **Absence from an examination:**

Absences are treated as per the following

If a student provides valid evidence proving for absences would be treated as a proper candidate and if not he/she would be treated as a repeat candidate.

A candidate who is absent at examination due to medical reasons shall submit a medical certificate obtained from a government medical officer, the university medical officer shall endorse this medical certificate. This must be submitted to the senior assistant registrar / Assistant registrar of the faculty within two weeks after the holding the examination for the particular paper to be presented to the faculty

board and the senate for approval. In that event, the student will receive a symbol of "MC" (Medical) for that course.

Absence of a student from an examination on account of bereavement in the family (death of parent, brother or sister and if married, spouse or child) will be excused if approval is obtained from the faculty board and the senate by the submission of the death certificate and appropriate proof of relationship. In that event the student would receive a symbol of 'DFR' (Deferred) for that course unit.

Absence without valid reason will be given the symbol of "AB" (Absent)

6.7 **Evaluation**

Evaluation of the achievement of performance by the candidate in the examination shall be done on the basis of the GPA achieved by the candidate.

Calculating the GPA

1. Percentage of marks obtained for each course unit will be converted into a letter grade on the following basis.

Table 23: OGPA and Awards of Degree

Marks	Grade	Grade Point
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**

1. Grades obtained for course units will then be converted into "Grade Points" on the above basis.

2. The number of points allotted to a grade should be multiplied by the credit rating of the course for which it was given.

3. The number of points obtained for all the course unit taken by a student will be divided by the number of credits due for the program as a whole to get the "Graded Point Average" (GPA).

$$GPA = \frac{\sum C_i g_i}{\sum C_i}$$

C_i = number of credits units

g_i = for the 'i' course, and grade point for the like course unit

* Note: Decimal beyond two places are truncated, not rounded, in computing the GPA

6.8 **Release of Examination Results**

Results of the semester examinations will be released in every semester after evaluating answer scripts. The GPA will be reported to the candidates at the end of each year. The results sheet will be issued to each candidate after the release of results of semester 2 of each year.

6.9 **Award of Degree**

In order to complete the degree a student should have:

i. completed 120 credits from compulsory and optional course units and 6 credits from auxiliary course units
ii. obtained a minimum overall GPA of 2.0 in the entire degree program, and
iii. no fail grades and not more than grades of D / D+ / C- for a total of 24 credits.
iv. obtained a minimum grade of "C" in the auxiliary course units.
v. fulfilled all the requirements given above within a maximum of seven academic years of original enrolment in the Faculty other than approved valid reasons by Faculty Board and Senate.

6.10 Award of Class

A student who fulfills the above requirements is eligible to secure a First Class or a Second Class – Upper Division or a Second Class Lower Division, a Pass depending on his/her overall performance at all four years examinations. The above program should be completed within 4 academic years.

Awards	**Overall GPA**
First Class Honors	= 3.70 or > than 3.70
Second Class (Upper division) Honors	= 3.30 - < 3.70
Second Class (Lower division) Honors	= 3.00 - < 3.30
Pass	= 2.00 - < 3.00

(i) First Class

A Candidate shall be awarded First Class if he /she

(a) is eligible for Bachelor Degree
(b) obtains a minimum over all GPA of 3.70
(c) shall not have earned grades below C.
(d) shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

(ii) Second Class (Upper Division)

A candidate shall be awarded Second Class (Upper Division) if he/ she

(a) is eligible for a Bachelor Degree
(b) obtains a minimum of over all GPA of 3.30
(c) shall not have earned more than two C- grades for entire degree programme.
(d) shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

(iii) Second Class (Lower Division)

A candidate shall be awarded Second Class (Lower Division) if he/she

(a) is eligible for a Bachelor Degree
(b) obtains a minimum weighted GPA of 3.00
(c) shall not have earned more than two C- or D+ grades for entire degree programme.
(d) shall have fulfilled these requirements within four academic years from the first academic year of registration other than approved valid reason.

6.11 Effective Date of the Degree

The effective date of the degree shall be the last date of the stipulated examination period of written examinations scheduled or viva voce examination whichever comes last.

6.12 Incompletion and award of qualification below SLQF Level 6

The maximum period allowed for completing a degree programme by a student is set at seven (7) academic years reckoned from the date of commencement of the degree programme excluding any period of delay or backlog caused by common causes such as trade union actions, natural disasters, political and civil disturbances, and so on. In case a

student become incomplete in the degree programme by this time of maximum period stipulated, he/she shall be considered for an award of qualification below the SLQF level 6 as appropriate upon the written request of such student made within one year reckoned from the end of seventh academic year.

7

ADDITIONAL FACILITIES FOR STUDENTS

7.1 The Library

The Library, Eastern University, Sri Lanka has Lending, Reference and Periodical Sections. The Lending Section issues books for a period of one week to students. The Reference Section houses Permanent Reference materials and Scheduled Reference books. Scheduled Reference books are copies of books in demand. In addition to old books the Library has the recent editions of almost all books required for undergraduate and postgraduate studies. The students are expected to make use of the Library as much as they can.

Full membership of the Library is available to registered students (undergraduate and postgraduate) and the staff of the EasternUniversity. The University is taking all the steps necessary to provide more facilities in the Library.

7.2 The English Language Teaching Unit (ELTU)

The English Language Teaching Unit services all the faculties at the Eastern University and it is set up for the specific purpose of teaching English for the undergraduate students who enter the university with varying levels of proficiency in English. The ELTU conducts an Intensive Course for the new entrants and this is followed by a continuing English Course throughout the study of the students at the Eastern University.

The objectives of the English courses are

(i) To improve the students' general proficiency in English covering grammar and the different language skills such as reading, writing and speech.

(ii) To acquire rapidly the technical vocabulary in the respective field of study.

(iii) To develop the students capability to comprehend lectures delivered in their fields of study and to take down notes in English.

(iv) To improve the students ability to read text books in English and make their own notes

(v) To develop the writing skills on chosen topics and gain proficiency in order to be able to answer examination papers in English.

Now the ELTU conducts a new programme named English Clubs to students to improve their communication skills. ELTU also conducts extension programmes and courses for Teachers of English during week-ends.

7.3 Center for Information and Communication Technology (CICT)

Considering the rapid development in Information Technology over the past decade and recognizing the current trends in the global IT industry there is a need for establishing centers for information technology in the universities. The Center for Information and Communication Technology was established in the Eastern University in 2003.

The Center for Information and Communication Technology (CICT), Eastern University, conducts various courses in Computer Science including Information Technology (IT) to all faculties of the University.

A wide range of software is available in the Centre to fulfill the requirements of all field of study. Now the campus wide computer network system is in operation in the university and the Internet and the Intranet facilities are made available to students in all faculties and staff in all Departments/Sections/Units of the University.

The CICT conducts certificate and Diploma courses in Computer Science, during the weekends and vacations. Candidates for these courses are selected by competitive examinations.

7.4 Career Guidance Unit (CGU)

The Career Guidance Unit was established in the Eastern University, Sri Lanka in 2001 to concentrate on facilitating employable graduates. This unit conducts awareness programmes for students on employment opportunities in private sectors, public sectors, global job market and self employment etc. The major objective of this unit are motivating and helping the undergraduates to seek out opportunities for developing themselves the qualities and attributes demanded by the today's world of work.

7.5 Hostels

Four hostels are available in Vantharumoolai, two for male students and two for female students. A warden is in-charge of each hostel and in addition there are residential and part time sub-wardens to attend to hostel matters of students. The students are advised to meet the sub-wardens in all matters related to activities of students in the hostels.

7.6 University Medical Services

A university health service is available to staff and students of the university for immediate medical assistance.

7.7 Sports Facilities

The facilities for sports activities are provided by the University. The Instructor on Physical Education the Sports Council and the Sports Advisory Boards are in-charge of these activities. The students should make the best use of such opportunities for sports provided by the university.

7.8 Financial Assistance

The Mahapola Scholarship Programme and the Bursary Scheme are the two major sources that provide financial assistance to the university students. Further information regarding this may be obtained from the welfare Branch of the University.

8

OTHER COURSES OFFERED BY THE FACULTY

8.1 External Degree Programme

The Faculty of Commerce and Management has been conducting undergraduate External Degree Programme since 1996. This programme aims to provide those who are unable to obtain the university admissions internally with the opportunity to pursue undergraduate degree courses in the fields of Commerce and Business Administration.

Under this programme, a degree course, namely, Bachelor of Business Management (BBM) is currently conducted. It is of three academic year duration and conducted on year-end system. The medium of instruction is Tamil. The course structure and other details are published in the hand book for the External Degree Programme.

This External Degree programme is a great opportunity for those who seek higher education while they are working in government or private sectors. More than 250 students register to this course every year and most of them successfully complete the course at the end of the programme. The degree course is highly recognized in the job market at regional, national and global level and carry the equal status to the internal degree courses.

8.2 Postgraduate Degree Programme

The increased demand for postgraduate education in management, economics the changing trends in higher education, skill based employment opportunities and the movement towards knowledge – based economy indicates the need to provide higher learning opportunities to graduates and to those who are already in employment. The private and public sectors urge and demand the senior officials to gain a postgraduate education appropriately for their career advancement and personal development.

Considering the above, the faculty of Commerce and Managementhas established a Postgraduate Studies Unit to offer Postgraduate programmes. The programs of study currently offered by the Postgraduate Studies Unit are:

1. Master of Business Administration (MBA)
2. Master of Development Economics (MDE)

9

AWARDS AND MERIT PERFORMANCE

9.1 Overall Best Performance Awards by the Faculty

The Faculty of Commerce and Management offers several awards to the student who shows Overall Best Performance in their studies. The details of awards are shown in the Table 28.

Table 24: Overall Best Performance Awards by the Faculty

Department	Programme	Purpose	Name of Award
Management	Bachelor of Business Administration	For the best performance at the first year examination of Bachelor of Business Administration	M.P.C.S CHENKALADY AWARD
	Bachelor of Business Administration	For the overall best performance at the any Bachelor of Business Administration Degree Programme	CHELLAPPAH KANAPATHIPILLAI MEMORIAL AWARD
Commerce	Bachelor of Commerce Degree Programme	For the overall best performance at the any Bachelor of Commerce Degree Programme	PONNAMMAH KANAPATHIPILLAI MEMORIAL AWARD

9.2 Overall Best Performance Awards by the University

The Eastern University, Sri Lanka will invite applications for **Dharmaretnam Memorial gold Medal Award** from the Graduands of all the Faculties. The Gold Medal will be awarded to a most outstanding student of the University at the Annual General Convocation. Those interested candidates will be requested to submit their Bio-data with copies of certified supportive documents to the Eastern University, Sri Lanka, Vantharumoolai, Chenkalady by giving the following details under registered cover. The criteria is used for evaluation of merit performance of candidates for the award is shown in Table 29.

1. Personal information
2. Registration number
3. Index number

4. Degree obtained
5. Academic performance for the whole academic programme
6. Awards obtained during the whole academic programme
7. Involvements in the University activities
8. Participation in Social activities
9. Communication Skills
10. Other relevant information, if any.

Table 25: Dharmaretnam Memorial gold Medal Award

Criteria	Award of Points	Maximum Points
Academic Performance during the entire University career.	1st Class 20 2nd Upper 15 2nd Lower 10 Pass 05	20
Awards obtained during the undergraduate career in the University – Awards given by the University and other academic organizations	5 per Award	15
Involvement in the University Activities a) Membership in Faculty Board, EXCO in Student Unions/ Societies b) Representing the University in Sports c) Representing the University, Cultural and other activities	 5 per Membership 3 per Membership 3 per Membership	 10 15 15
Social commitment – This should be measured by the active participation and membership in NGOs, GOs and other social and cultural organizations.	2 Per Membership	10
Ability to articulate – Writing and Oral. [This should be demonstrated through publications]	3 Per Publication	15

Appendix I: Authorities of the University and Hierarchy

Minister of Higher Education

The minister shall be responsible for the administration of the Universities Act and for the general direction of University Education, in accordance with National Policy as determined by the cabinet of ministers, from time to time.

University Grants Commission (UGC)

UGC objected to plan and co-ordinate of Higher Education in accordance with National Policy. The UGC shall be responsible for the allocation of funds to Higher Educational Institutions and monitoring of expenditure of each Higher Educational Institutions, maintenance of high academic standards. The UGC shall consist of a Chairman, Vice Chairman and five other members, all of whom shall be appointed by the president for a term of five years.

The Council

The Council of a University shall be the Governing Authority and the Executive Body of the University and shall exercise, perform and discharge the powers, duties and functions of the University.

The Council shall consist of the Vice Chancellor, Rector, Deans of Faculties, two members elected by the Senate from its members, persons appointed by the UGC. The Chairman of the Council shall be the Vice Chancellor who shall preside over all the meetings of the Council. If the Chairman is unable to preside over a meeting, the meeting shall be presided over by a Dean of Faculty, elected by the members present.

The Senate

A University shall have a Senate which shall be the Academic Authority of the University. The Senate of the University shall consist of the Vice-Chancellor, Deans of Faculties, Rectors of each campus, Heads of Departments of Study, Professors, Librarian, two teachers elected from each Faculty.

The Faculty Board

A Faculty Board shall exercise and perform to establish divisions, units, and subject to the control of the Senate, to regulate matters connected with teaching, examination and research in the Faculty. The Chairman of the Faculty Board shall be the Dean. If the Chairman is unable to preside over a meeting, the members present shall elect a Head of a Department to preside over such meeting. The Faculty Board shall consist of the Dean, all permanent academic staff including Professors, Associate Professors, Senior Lecturers and confirmed Lecturers, two members elected by the Permanent Lecturers (Probationary) among their members, two students elected by the students, three persons not being members of the staff of the University elected by the Faculty Board among persons of eminence in the areas of study relevant to the Faculty.

Department of Study

Departments of study shall come under the purview of the relevant Faculty Board and shall be responsible for the development of teaching, research, examination and other relevant academic matters of the departments. Department of study shall consist of Head, lecturers and non-academic staff in the Department.

The Vice-Chancellor

The Vice-Chancellor of a University shall be appointed by the President. The Vice Chancellor shall be the principal Executive Officer, Principal Academic Officer and the principal Accounting Officer. The Vice Chancellor shall preside over all the meetings of the Council and Senate of the University and shall be responsible for the maintenance of discipline within a University.

The Registrar

The Registrar of a University shall be appointed by the Council. The Registrar shall be a full time officer of the University and responsible for the custody of the records and the property of the University. The Registrar shall be the Ex-officio Secretary of the Council and the Senate and responsible for the general administration and the Assistant Accounting Officer of the University and the discipline of its non-academic staff.

The Bursar

The Bursar shall be appointed by the Council. The Bursar shall, subject to the direction and control of the Vice-Chancellor, have the custody of the funds of the University and be responsible for the administration of the finance of the University and maintaining its accounts.

The Librarian

Appointed by the Council, subject to the direction and control of the Vice-Chancellor, the Librarian shall be responsible for the administration of the Libraries in the University. The Librarian shall be a full time academic officer of the University and shall be an Ex-officio member of the Senate.

The Dean

The Dean shall be a full time officer of the University and the academic and administrative Head of that Faculty. The Dean shall be elected by the Faculty Board among the Heads of the Departments of study comprising such Faculty.

Head of the Department

Appointed by the Council on the recommendations of the Vice-Chancellor, among those in the department holding the rank of Professor, Associate Professor and Senior Lecturer. The Head shall be responsible for the monitoring and supervising of teaching research and other academic and administrative matters of the department.

Appendix II: Rules and Regulation at Examinations

1.2 PART II Rules and Regulation to Candidates

1. Candidates are responsible for ensuring that they have been entered correctly for their examinations. All candidates must ensure that they know the date, time and location of all examinations they are required to take.
2. Candidates are required to be at the examination hall at least 15 minutes before the commencement of each paper, but shall not enter the hall until they are requested to do so by the Supervisor.
3. A pre-planned seating schedule has been arranged for each exam session. Students must familiarise his/herself with the seat(s) allocated to him/her, in advance.
4. All personal belongings, briefcases, bags, books, notes etc. must be placed in a designated area identified by the invigilator. Students requiring further equipment from a bag or briefcase after the commencement of the examination must ask an invigilator to obtain it for them.
5. Students are requested to switch off mobile phones and place them with their belongings in the designated area. If a candidate is found in possession of their mobile phone during the examination they will be deemed to be contravening the examination regulations.
6. Students are requested to ensure their watches do not chime hourly.
7. Students are permitted to use silent, non-programmable calculators, unless expressly prohibited for a particular examination. Where appropriate, however, programmable calculators will be permitted in examinations where authorised by a Module Leader in accordance with the assessment regulations issued to these particular students.
8. Any unauthorised material discovered inside dictionaries will be confiscated and candidates will be deemed to be in breach of examination regulations. Electronic dictionaries are not permitted in examinations.
9. Strict silence must be observed at all times in the examination room
10. Students must not communicate with each other during the examination
11. Latecomers will not be given any extra time for the examination.
12. No candidate shall be admitted to the examination hall for any reason whatsoever after the expiry of half an hour from the commencement of the examination. Nor shall a candidate be allowed to leave the hall until half-an-hour has lapsed from the commencement of .the examination or during the last 15 minutes of the paper.
13. On admission to the hall, a candidate shall occupy the seat allotted to him/her and shall not change it except on the specific instructions of the Supervisor.
14. Candidates are responsible for ensuring that they have the correct question papers.
15. A candidate shall have his /her student Identity Card, National Identity card, and the Admission Card with him/her in the examination hall on every occasion he/she presents himself/herself for a paper. His/her candidature is liable to be cancelled if he/she does not produce the Identity Card when requested to do so. If he/she failed to bring his/her Identity Card on any occasion, he/she shall sign a declaration in respect of the paper for which he/she has not produced the Identity Card in the examination hall and produce the Identity Card to the Registrar on the following day. If a candidate loses his/her Identity Card in the course of the Examination, he/she shall obtain a duplicate Identity Card from the Examination Registrar, for production at the examination hall..
16. Admission Cards signed in the presence of the Supervisor/Invigilator shall be handed over to the Supervisor/Invigilator on the day of your last paper.
17. Candidates shall bring their own pens, ink, mathematical instruments, erasers, pencils or any other approved equipment or stationery which they have been instructed to bring. Do not share pens, erasers or calculators, etc.

18. Examination stationery (i.e. writing paper, graph paper, drawing paper, ledger paper, precise paper etc.) will be supplied. As and when necessary. No sheet of paper or answer book supplied to a candidate may be tom, crumpled, folded or otherwise mutilated. No papers other than those supplied to him/her by the Supervisor/Invigilator shall be used by a candidate. Log tables or any other material provided shall be used with care and left behind on the desk. All material supplied whether used or unused other than the answer scripts, shall be left behind on the desk and not removed from the examination halls.
19. No candidate shall have on his/her person or in his/her clothes or on the Admission Card, Time Tables or any other object he/she is permitted to bring into the examination hall, any notes, signs and formula or any other unauthorized material. Books, notes, parcels, hand bags cellular phones etc. which a candidate has brought with him/her should be kept at a place indicated by the Supervisor/Invigilator. The supervisor shall not take the responsibility in case any of these materials kept is lost:
20. A candidate may be required by the Supervisor to declare any item in his/her possession or person.
21. Every candidate shall enter his/her Index Number at the appropriate place on the answer book and on every continuation paper. He/she shall also enter all necessary particulars as indicated in the cover of the answer book. A candidate who inserts on his/her script an Index number other than his/her own is liable to be considered as having attempted to cheat. The supervisor/Invigilator has, the authority to check the answer scripts of the candidate. A script that bears no Index Number or an Index Number which cannot be identified, is liable to be rejected. No candidate shall write his name or any other identifying mark on the answer scripts.
22. Candidates are under the authority of the Supervisor and shall assist him/her by carrying out his/her instructions and those of the Invigilators, during the examination and immediately before and after it. ,
23. Every candidate shall conduct himself/herself in the examination hall and its precincts so as not to cause disturbance or inconvenience to the Supervisor or his/her staff or to the other candidates. In entering and leaving the hall, he/she shall conduct himself:/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct. '
24. Absolute silence shall be maintained in the examination hall and its precincts.
25. A candidate is not permitted for any, reason whatsoever to communicate or to have any dealings with any person other than the Supervisor/Invigilator. The attention of the Supervisor/Invigilator shall be drawn by the candidate by raising his hand from where he is seated.
26. After the examination has commenced no candidate shall be permitted to leave the examination hall even temporarily. In case of an emergency, the Supervisor/Invigilator shall grant him permission to do so but the candidate shall be under his constant surveillance.
27. Candidates who wish to leave an examination room must do so quietly, and with the minimum of disturbance both inside and immediately outside the examination room. To avoid disturbance to others candidates are not permitted to leave the examination room during the last twenty minutes of an examination. For examination rooms where papers of mixed duration are running it is at the invigilators' discretion if the candidate is permitted to leave. Any candidate wishing to leave the examination room temporarily should raise their hand to request permission from an invigilator. Candidates permitted to leave the room will be escorted by the male or female attendant who will be on duty outside the room throughout each session. Any candidates who leave the examination room without the invigilators permission will be deemed to have withdrawn from the examination and will not be re-admitted.

28. In the event of illness, should the candidate feel unable to continue with the examination, the student should remain seated and raise their hand to attract the attention of an invigilator.
29. Candidate shall stop work promptly when ordered by the Supervisor/Invigilator to do so. If this instruction is not strictly followed the Supervisor/Invigilator has the authority to make an endorsement to this effect on the answer scripts.
30. All calculations and rough work shall be done only on paper supplied for the examination, and shall be cancelled and attached to the answer scripts. Such work should not be done on admission cards, time tables, question papers, record books or on any other paper. Any candidate who disregards these instructions is liable to be considered as having written notes or outlines of answer with the intention of copying.
31. Students found copying, communicating with another student, or using any unauthorised materials may be expelled from the room. A written report on the incident will be submitted by the invigilator to the Examination Offence Committee.
32. Any answer or part of the answer which is not to be considered for the purpose of assessment shall be neatly crossed out. If the same question has been attempted in more than one place the answer or answers that are not to be considered shall be neatly crossed out.
33. Every candidate shall hand over the answer script personally to the Supervisor/Invigilator or, remain in his/her seat until it is collected. On no account shall a candidate hand over his/her answer script to an Attendant, a minor employee or another candidate.
34. A candidate who has handed over his/her answer script shall under no circumstances be entitled to call it back.
35. Any candidate who wishes to leave the examination early must have their script collected by the invigilator before they leave their desk.
36. No candidate shall remove his/her or any other candidate's answer script from the examination hall.
37. No candidate shall copy or attempt to copy from any book or paper or notes or similar materials or from the scripts of another candidate. Nor shall any candidate either help another candidate or obtain help from another candidate or any other person. Nor shall any candidate conduct himself/herself so negligently that an opportunity is given to any other candidate to read anything written by him/her or to watch any practical examination performed by him/her. Nor shall any candidate use any other unfair means or obtain or render improper assistance at the examination.
38. No candidate shall submit a practical or field book or dissertation 'or project study or term paper or assignment or answer script which has been done wholly or partly by anyone other than the candidate himself/herself.
39. No person shall impersonate a candidate at the examination, nor shall any candidate allow himself/herself to be impersonated by another person.
40. If circumstances arise which in the opinion of the Supervisor render the cancellation or postponement of the examination necessary, he/she shall stop the examination, collect the scripts already written and then report the matter as, soon as possible to the Vice chancellor /Registrar.
41. The Supervisor/Invigilator is empowered to request any candidate to make a statement in writing on any matter which may have arisen during the course of the examination and such statement shall be signed by the' candidate. No candidate shall refuse to make' such a statement or to sign it.
42. Every candidate who registers for an examination shall be deemed to have sat the examination unless:
    (a) He/she is permitted by the Senate for valid reason to withdraw from such' examination on a ground acceptable to the Senate within the specified period or

(b) He/she submits a medical certificate prior to the commencement of the examination.

43. The medical certificate shall be from the University Medical Officer. If this is not possible the medical certificate should be obtained from the Government Medical Practitioner and submitted to the Examination Registrar at the earliest possible time, but in any case not later than one week from the first day of the examination. (Please indicate the Faculty and Registration Number in your Medical Certificate.)
44. When a candidate is unable to present himself/herself for any part/section of an examination, he/she shall notify or cause-to be notified this fact to the Registrar, immediately. This should be confirmed in writing with support documents within 48 hours by registered post.
45. A, student eligible to sit the examination shall be deemed to have sat the first scheduled examination irrespective of the fact whether he/she has already sat or not unless the Senate is satisfied that he/$he has been prevented from sitting the examination due to illness or any other reasonable cause.
46. A student who withdraws or absents himself/herself from the examination shall not be eligible for honors at the next examination unless relevant faculty and the Senate decides otherwise.
47. Candidates who are 'unsuccessful at the first attempt will be given two further consecutive attempts to complete the examination. The student shall be deemed to have sat, the examination irrespective of the fact whether he/she sat or not unless the Senate is satisfied that he/she has been prevented from sitting the examination due to illness or any other reasonable cause.
48. NQ student shall sit an examination, if he/she has exhausted the number of attempts that he/she is allowed to sit the particular examination, unless he/she has been granted special permission to do so by the Senate. '
49. Any how four chances can be given by relevant faculty and one grace chance can be given by senate.
50. When time is called at the end of the examination, students must stop writing immediately.
51. If the alarm sounds during the examination, students must follow the instructions of the invigilator. Students must leave the room in silence and must not take any papers or material from the room and must adhere to examination regulations. Students must not re-enter the room before they are instructed to do so.
52. Students must ensure by the end of the examination that the front cover of the answer book has been completed, any additional sheets have been securely attached to the answer book with the tag provided and that their details have been entered on each additional sheet.
53. Students must remain seated until all scripts have been collected and counted and the invigilator gives the signal to leave the room.
54. Smoking is not permitted in any University buildings, including examination rooms.
55. Students are required to be available throughout all formal examination and marking periods to answer any queries from the examiners or from the Examinations Office. Students who cannot be contacted will be subject to such academic penalties as the examiners see fit (including in relation to the illegibility of a script the award of a mark of zero).

1.3 PART III Examination Offences and Punishments

Offences

1. Any candidate who violates any of the requirements or conditions stipulated in Part I shall be considered as having committed an examination offence.
2. Examination offences may be classified as follows:
    (a) Possession of unauthorized documents
    (b) Copying
    (c) Cheating
    (d) Removal of stationery.
    (e) Disorderly conduct
    (f) Impersonation
    (g) Unauthorized assistance
    (h) Aiding and abetting in the commission of above offences
    (i) Other offences.
    (j) Obtaining or attempting to obtain improper assistance or cheating or attempting to cheat.
    (k) Violation of any of the requirements or conditions stipulated in Part I
3. There shall be an Examination Offence Committee consisting of the Vice-Chancellor and the Deans of the Faculties to investigate into and make recommendations (including punishments) regarding examination offences referred to it. The punishments recommended by the Examinations Offence Committee shall be submitted to the Senate for decision.
4. In all cases of commission of examination offences detected, the Supervisor shall take action as outlined below and forward his report to the Registrar.
    (a) Prior knowledge of a question paper, or part thereof, shall constitute an examination offence.
    (b) Where a student has been in possession of unauthorized material at an examination hall, he/she shall be presumed to have made use of such material until the contrary is proved by him/her.
5. In cases of disorderly conduct the Supervisor shall in the first instance warn the candidate to, be of good behavior, where the candidate persists in unruly or disorderly conduct the Supervisor may exclude the candidate from the examination hall and issue him a letter cancelling his candidature from the examination. Where a candidate's offence is only disobedience, the Supervisor shall warn the candidate and forward a report to the Registrar.
6. In all other cases of examination offences detected, the Supervisor shall on the detection of the offence take possession of unauthorised documents if any, obtain a statement from the candidate and write his report on the matter on the form provided for this purpose.
7. The Registrar shall place all reports of examination offences submitted by the Supervisors for the consideration of the Vice-Chancellor who shall decide whether they shall be referred to the Examination Offence Committee for further action.
8. Any examiner, Head of Department, Dean of the Faculty or any other official of the University who detects an examination offence, shall report the matter in writing to the Registrar, who shall submit same to the Vice Chancellor for necessary action.
9. Any allegations regarding the commission of Examination Offences from whom so ever received shall be submitted by the Registrar to the Vice-Chancellor, who shall decide whether these shall be referred to the Examination Disciplinary Committee for necessary action.
10. A candidate who is found guilty of an examination offence is liable to anyone or more of the following punishments.

(a) deem the candidate to be innocent of the allegation(s). In such a case the Examination Board shall be instructed to consider the assessment or examination results in the normal manner.
(b) issue a written warning to the candidate. In such a case the candidate may be informed that the written warning constitutes a formal record of breach of assessment regulations.
(c) determine if the candidate shall be ineligible for any special award of the Institute
(d) Removal of his name from the pass list. Cancellation of his candidature from whole or part of the examination, or Suspension from any University examination for such period as the senate may decide or indefinitely, or
(e) Suspension from all activities of the Institute for a stated period as the Senate may decide or indefinitely.
(f) Recommend the expulsion of the candidate from the Institute. In such a case the expulsion order shall be signed by the Vice Chancellor and reported to the Governing Body

11. Any candidate found aiding and abetting the commission of any examination offence shall be liable to the same punishment as that applicable to the offence.

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