

2022/2023



# MBA PROSPECTUS



Master of Business Administration  
Faculty of Commerce and Management  
***Eastern University, Sri Lanka***

## **For further details and information**

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## **For application forms and student guide**

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## **VISION OF THE EASTERN UNIVERSITY, SRI LANKA**

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Centre of Excellence for Higher Learning in Sri Lanka.

## **MISSION OF THE EASTERN UNIVERSITY, SRI LANKA**

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

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## Message from the Dean

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On behalf of the Faculty of Commerce and Management, I am delighted to deliver a message on the commencement MBA programme for yet another batch. This faculty has a long history of providing quality learning experience that is personally and professionally rewarding and producing competent individuals with graduate and postgraduate qualifications who have had a progressive path in their respective careers fitting into current trends in the field.

The main focus of our MBA programme is to mold students to be ethical and socially responsible organizational leaders who are professionally competent in the relevant field and could make a positive societal and environmental impact. The teaching, learning and assessment process is rigorous that stresses on academic excellence and dedication to continuous improvement. With a broad spectrum of learning opportunities, our MBA core curriculum sharpens the understanding of business fundamentals, while the optional courses offer flexibility to gain insights into various topics that of interest. It cultivates innovative leaders by developing critical thinking, analytical and problem-solving skills, oral and written communication, and ethical foundations integral to lifelong learning that helps stay competitive in today's dynamically changing environment.

You have made the right choice to follow this MBA programme. The faculty is committed to provide a unique and exciting learning experience and well poised with required academic capacity and physical resources to achieve the desired objectives. Good luck to all of our new students as you embark on this journey that will help set you on the path towards business excellence.

**Dr. S. Jeyarajah,**  
**Dean,**  
**Faculty of Commerce and Management,**  
**Eastern University, Sri Lanka.**

## Message from the Coordinator

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It is with great pleasure that I write this message to the student's Prospectus of MBA Programme. The MBA of the Eastern University, Sri Lanka was started in 2010 by Faculty of Commerce and Management with approval of University Grant Commission. I am very happy to note that, within a relatively very short time span, the MBA Programme at Eastern University acquired a remarkable success and recognition.

This MBA programme is designed to enable students to gain maximum knowledge of the academic and practical training programmes which are necessary for the development of effective young managers. The purpose of this Prospectus is to provide you with basic information about the University, the faculty, curriculum, the facilities and guidelines to solve various issues which will be faced by the students during the learning experiences.

Our MBA Programme features a series of systematic and innovative courses that take place both inside and outside the classroom, practical activities and international industry visit. This course provides students with real case study of the enterprises. Students also have the valuable opportunity to gain international exposure and learning experiences. Our teaching philosophy is applying theory to practice to manage the challenges in the turbulent business environment.

This MBA Programme is taught by resource personnel with rich experiences in businesses who are devoted to uplift the quality of teaching. Students are able to enrich their knowledge and exposure through interaction with their lecturers. The MBA at Eastern University, Sri Lanka has been designed for those who wish to develop their knowledge, skills and attitudes as modern day managers and entrepreneurs.

I congratulate the MBA students and wish them success in their endeavours.

**Dr. P. Pretheeba,  
Coordinator,  
Postgraduate Studies Unit,  
Faculty of Commerce and Management,  
Eastern University, Sri Lanka.**

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## 1. Eastern University, Sri Lanka

The Eastern University, Sri Lanka (EUSL) has been functioning for over 30 years in the historical place of Batticaloa and currently it occupies over 8000 students from different communities. At present, there are five faculties, namely, Faculty of Agriculture, Faculty of Science, Faculty of Commerce and Management, Faculty of Arts and Culture and Faculty of Health-Care Sciences in the University. Further, the University has a campus at Trincomalee that has the Faculty of Communication and Business Studies and Faculty of Applied Science. The EUSL also operates with an institute known as Swami Vipulananda Institute of Aesthetic Studies. Currently, the University offers several undergraduate and postgraduate study programmes with dynamic disciplines with advancement from time to time.

The evolution of the Eastern University has many successive stages. In the beginning stage, the University was established as the Batticaloa University College on 1<sup>st</sup> August 1981 with two faculties: the Faculty of Science and the Faculty of Agriculture. On 1<sup>st</sup> October 1986 the University College was elevated to the status of a full-fledged university under the name of Eastern University, Sri Lanka. In 1986, two new faculties, the Faculty of Commerce and Management and the 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 Eastern University, Sri Lanka as its institute in 2002. In 2006, the University has another remarkable development with the establishment of the Faculty of Health-Care Sciences.

The motto of the EUSL is “*Per Ardua Ad Scientiam*” meaning “Knowledge through hard work”. The Eastern University, Sri Lanka strives to achieve the vision of “to be the national center of excellence for higher learning and research with a competitive advantage, responsive to the dynamics of the regional and global conditions”. Hence, the staff of the University work with common direction of pursuing excellence in teaching and research by providing an unsurpassed range of opportunities for education and training to all those who will be able to benefit, to enhance public welfare, prosperity and culture. Hence the University is being spirit in creating sound public welfare by mastering and rendering knowledge which leads to enlighten students by showing their inner talents and skills of them. Eventually, the Eastern University, Sri Lanka is going to be operating as a contributory in creating successful societies in the nation.





#### Vision of the Faculty

“To be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes”.

## 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 1986 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 of Business Administration (BBA), Bachelor of Commerce (B.Com) and the specialized degree programmes of BBA specialization in Human Resource Management, BBA specialization in Marketing Management, B.Com specialization in Enterprise Development, B.Com specialization in Accounting and Finance and B.Com specialization in Business Economics. The two postgraduate programmes, namely the Master of Business Administration (MBA) and Master in Development Economics (MDE) are also being conducted. 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.

## **2.2. Mission of the 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 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.

### **3. Master of Business Administration**

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The Faculty of Commerce and Management intended to commence a postgraduate program in Business Administration to cater the needs of the society and the country. The main purpose of this postgraduate programme is to prepare the graduates, who are working in the government and the non-government organizations which are operating in dynamic environment, for fulfilling their expectations by improving their managerial skills for career advancement. Since the current job prospects are skill based employment opportunities and the movement towards knowledge-based economy, the MBA programme has been designed to complement the business knowledge and experience of prospectus candidates by giving them the opportunity to gain a recognized MBA that closely reflects the current market place. As the MBA is a fast-paced, highly specialized course of study it can definitely help ambitious professionals enhance their management potential or increase their success in the job market. The medium of instruction of the MBA programme is English and the duration is of two years.

#### **3.1. Objectives of MBA**

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The increased demand for postgraduate education in management, the changing trends in higher education, skill based employment opportunities and the movement towards knowledge-based economy indicate the need to provide higher learning opportunities to graduates and those who 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 Postgraduate programme prepares managers for organizations operating in turbulent environment and fulfils their expectations by improving their managerial skills for career advancement. The faculty would like to see that the new generations of managers welcome the challenges of building the kind of organizations that will thrust the nation into the 21st century.

#### **3.2. Programme of Study**

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The programme of study offered by the Faculty of Commerce and Management, Eastern University, Sri Lanka leads to Postgraduate Degree

in Business Administration. The medium of instruction is English and the duration of the programme is of two academic years consisting of four

semesters. Lectures will be held on weekends and holidays according to the schedules and special workshops on current management issues shall be organized during weekends or holidays without affecting formal teaching session of the programme. The programme will lead to the award of **Master of Business Administration (MBA)**.



### 3.3 Eligibility for Application

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- i. A degree with class in any field of study; or
- ii. A degree obtained from a recognized University with one year professional experience; or
- iii. A recognized professional qualification with one / three year/s professional experiences

#### **Recognized Professional Qualifications**

Professional qualifications recognized for admission to the Postgraduate Programme are given below, provided that the candidate is granted membership by the relevant institute / association.

#### **One of the following professional qualifications with one years' relevant experience**

- Institute of Chartered Accountants (ICA)- Passed Finalist
- Chartered Institute of Management Accountants (CIMA) – Passed Finalist
- Association of Chartered & Certified Accountants (ACCA)- Passed Finalist
- Institution of Engineers (CIE) UK /Sri Lanka – Associate member or above
- Sri Lanka Institute of Advanced Technological Education – Higher National Diploma in Accountancy (HNDA) (Four Year Course)
- Sri Lanka Institute of Advanced Technological Education – Higher National Diploma in Management / Commerce (HNDM/C) (Four Year Course)

#### **One of the following professional qualifications with three years' relevant experience**

- Diploma in Marketing awarded by the Sri Lanka Institute of Marketing (SLIM) (Two Year Course)
- Professional qualification in Human Resource Management from the Institute of Personnel Management (Two Year Course)
- Chartered Institute of Marketing (CIM) UK- Diploma (Two Year Course)
- Chartered Institute of Bankers (ACIB) UK- Diploma (Two Year Course)
- Chartered Institute of Bankers (AIB) Sri Lanka – Diploma (Two Year Course)

- Institute of Chartered Secretaries and Administrators – Member
  - Diploma in Banking Sri Lanka awarded by the Institute of Bankers of Sri Lanka. (Two Year Course)
- iv. The candidates with Postgraduate Diploma in the Management - related field not less than one year obtained from other recognized universities/Institutions will be granted exemption for the subjects in the first year of study after the assessment and approval of the Higher Degree Committee and the Faculty board of Commerce and Management.

### **3.4. Selection Procedure for Admission**

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Eligible applicants shall be required to sit for a written examination, and to face an interview prior to selection. The written examination shall evaluate the management aptitude and the language proficiency of the candidates. The selection will be made on their performance in the examination and the interview. At the interview the candidates shall be asked to make a short presentation of 10 minutes duration.

### **3.5. Registration**

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Information pertaining to registration will be communicated to selected candidates. Duly completed registration forms have to be returned before the stipulated date to the Senior Assistant Registrar, Examinations, EUSL. The candidature of a student will valid only for five (5) academic years from the date of first registration with annual re-registration.

An applicant selected for admission may register having paid the prescribed fees. The effective date of registration will be the date of commencement of the course. A person who is currently registered as an internal or external student or a candidate of any University or higher educational institution shall not be registered for the MBA programme and a person registered for the MBA programme may not register himself/herself concurrently as an internal or external student of any other University of Higher Educational Institution.

The registration for MBA shall be deemed to have lapsed at the expiry of its period of validity. A student whose registration had so lapsed may renew the registration for a further period, providing that he is considered eligible for such registration by the Faculty and the Senate on the recommendation of the higher degree committee. However, no

registration shall be renewed after the expiry of five (5) academic years from the first registration.

### **3.6. Penalty Charges**

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In case, if any student fails to make prescribed instalments within the specified period, they are entitled for penalty chargers. 10% of the course fee instalment will be charged as penalty if they fail to pay within the specified period.

In case student failed to submit dissertation within the specified timeframe, have to pay Rs. 10,000/= as penalty charge for each extension timeframe.

### **3.7. Postponement of Registration**

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Under circumstances, acceptable to the Higher Degrees Committee, Faculty Board of Commerce and Management, and Senate, a candidate may, upon request, be granted postponement of studies by a maximum period of one academic year, given that the candidate makes the registration with the EUSL.

### **3.7. Cancellation**

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Under circumstances, acceptable to the Higher Degrees Committee, Faculty Board of Commerce and Management, and Senate, a candidate may, upon request, be permitted cancellation of registration provided that the fees paid by the candidate up to the time of cancellation will not be reimbursed.

### 3.8. Programme Structure

<b>Course Units in the 1<sup>st</sup> Year of Study</b>		<b>Credit</b>
MBA 1013	Economics for Managerial Decisions	03
MBA 1023	Project Planning and Implementation	03
MBA 1033	Managing Information and Technology	03
MBA 1043	Marketing Management	03
MBA 1053	Human Resource Management	03
MBA 1063	Financial Management	03
MBA 1073	Operational Research for Managerial Decision Making	03
MBA 1083	Strategic Planning and Management	03
MBA 1093	Operations and Process Management	03
MBA 1103	Organizational Development and Change	03
MBA 1113	Entrepreneurial skill Development	03
MBA 1123	International Trade and Finance	03
<b>Total</b>		<b>36</b>

<b>Courses Units in the 2<sup>nd</sup> Year of Study</b>		<b>Credit</b>
MBA 2013	Research Methods in Management (Compulsory)	03
MBA 2023	Office Psychology	03
MBA 2033	Critical Thinking	03
MBA 2043	Resource Planning for Regional Development	03
MBA 2053	Overseas Training (Optional)	03
MBA 2083	Leadership and Personality Development	03
MBA 2093	Disaster Management	03
MBA 20615	Dissertation	15
<b>Total</b>		<b>24</b>

**Note:**

Students are expected to select two elective courses from the basket in their second year first semester. However, the decision of offering such subject decided by the strength of students by the Programme Coordinator with the concern of the Head.

### 3.9. Examination Structure

#### 3.9.1. Credit Composition for Completing PGDM

To obtain a PGDM, a student is expected to obtain total credits of 36.

##### Marks Composition per course

A course will be evaluated as follow.

Final Examination	50 marks
Continuous Assessment	50 marks
<b>Total</b>	<b>100 marks</b>

#### 3.9.2. Credit Composition for Completing MBA

To obtain an MBA, a student is expected to undertake an empirical study on a chosen topic and defend his/her findings at a viva-voce examination. The total credits for MBA is 60. These credits include,

<b>Credit Composition for Completing MBA</b>	<b>Credits</b>
Credits obtained from 1 <sup>st</sup> year (MBA)	36 credits
Dissertation (maximum of 8 months duration)	15 credits
Research Methods in Management	03 credits
Optional Course/s	06 credits

##### Marks Composition per course and Dissertation

A course will be evaluated as follow.

Final Examination	50 marks
Continuous Assessment	50 marks
<b>Total</b>	<b>100 marks</b>

The Dissertation will be evaluated as follow.

Report Writing	<b>80 marks</b>
Viva Voce	<b>20 marks</b>
<b>Total</b>	<b>100 marks</b>

### 3.10. Evaluation

In keeping with the course unit system, the evaluation of performance will become the basis of the Grade Point Average (GPA) achieved by the student.

#### Scheme for Grading and Computation of GPA

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

Marks	Grade	Grade Point
85 - 100	A+	4.00
75 - 84	A	3.70
65 - 74	A-	3.40
60 - 64	B+	3.10
55 - 59	B	2.80
50 - 54	B-	2.50
40 - 49	C	2.00
00 - 39	F	0.00

2. Grades obtained for courses will then be converted into "Grade Points" on the above basis.
3. The number of points allotted to a grade should be multiplied by the credit rating of the course for which it was given.
4. The number of points obtained for all the courses 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).

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

### 3.11. Determination of results

#### Pass in a course unit

To pass in a course unit and to obtain the specified credits the candidate

should obtain minimum “B-” grade in each course unit.

### 3.12. Repeating the Course unit

A student who has obtained a grade less than **B-** in a course unit has to repeat the course unit at the first available opportunity. The maximum grade for an examination repeated would be **B-** grade. A student will be allowed only twice to repeat the subject in which, he/she has secured a grade less than **B-**. The repeat examination will be conducted after the approval of the Higher Degrees Committee and the Faculty Board of Commerce and Management with an additional payment of LKR 3,000.00 per subject.

### 3.13. Award of MBA

The MBA will be awarded to those who successfully completed all requirements of the program including submission of a dissertation and facing the viva-voce examination.

A student who has fulfilled the above requirements is eligible to secure distinction, merit, or pass depending on overall performance at the examination. If a student fails to fulfil the above requirement within the given time schedule, not eligible to earn distinction or merit award. The GPA obtained is used in the determination of distinction/merit/pass/fail as follows

Status of Award	GPA for MBA
Distinction	$\geq 3.70$
Merit	3.40 - 3.69
Pass	2.50 - 3.39
Fail	0.00 - 2.49

**The PGDM will be awarded to those who failed to fulfil the requirements of the MBA within the stipulated time period as stated in the section 3.5.**

### 3.14. Infrastructure Facilities

As MBA program is designed to be held in weekends, Faculty is able to use the lecture rooms which are generally used for internal study programme on week days. The main library of the university with the capacity of having more than eighty thousand books including Economics and Management are available for the use of MBA students with referencing and borrowing facilities. Students’ rest room and the main

canteen of the university are also available for the use of postgraduate students. The Faculty has sufficient utility facilities (water and sanitary) for the use of such students. The faculty is able to receive uninterrupted power supply with generator facility.

### 3.15. Total Investment

	Rs.
Application processing fee	2,000
Registration fee	3,000
Course fee	330,000
Examination fee	27,000
Library fee (Non-Refundable)	3,000
Library fee (Refundable)	500
<b>Total</b>	<b>365,500</b>

Payment of total Course Fee shall be made at 3 instalments. The paid course fee will not be reimbursed in any circumstance.



## 4. Course Description

### 4.1. MBA1013 Economics for Managerial Decision Making

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1013
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Economics for Managerial Decision Making
<b>Aim:</b> To discuss the central decision problems that managers' face and to provide the economic analysis tools for making these decisions. Thus, the course not only concentrates on economic analysis and its tools, but also constantly puts emphasis on managerial decision-making. Managerial Economics course is the synthesis of microeconomic theory and decision making in practice. The course covers such topics as demand analysis, elasticity and optimal pricing, production and cost analysis, Game theory and competitive strategy, regression and demand forecasting, market structure and pricing techniques etc. Some mathematical techniques are used in this course, but understanding the logic of decisions is more emphasized. As the course teaches students how to make better business decisions, various case studies are analysed as well.		
<b>Intended Learning outcome:</b> After studying this course, students will be able to: <ul style="list-style-type: none"> <li>• acquainted with major topics in managerial economics,</li> <li>• have more confident while participating in firm decision making process,</li> <li>• enhance analytical skills, that are needed for strategic decision making and decision making under uncertainty.</li> </ul>		
<b>Content:</b> <b>Introduction to Managerial Economics;</b> Definition, Nature and Scope, Relationship with other areas in Economics, The role of managerial economist. <b>Fundamental economic concepts;</b> Opportunity cost, Discounting principle, Time perspective, Incremental concept, Marginal Utility and Equi-marginal Utility, Risk and Uncertainty. <b>Objectives of the Firm;</b> Profit Maximization, Sales Maximization and other objectives-Structure of the Firm, Characteristics and types. <b>Demand Analysis;</b> Price and Demand, Demand Function its Determinants: law of Demand and its Exceptions, Elasticity of demand: Types of Elasticity of Demand – Measurement of Price Elasticity of Demand, Factors affecting Elasticity of Demand, significance Elasticity of Demand. Demand forecasting: Types of		

<p>Forecasting and Forecasting methods, Forecasting Demand for New Products. <b>Production Analysis</b>; Production function, Cobb-Douglas Production Function, Iso-Quants, Iso-Costs and Least Combination, MRTS, Laws of Production and Economies of scale. <b>Cost Analysis</b>; Cost concepts, short run and long run cost-output relationship; Cost control and its Techniques. <b>Break-Even Analysis</b>: Determination of BEP, Assumptions and Significance of BEA and Problems; <b>Market Structure and Pricing Strategies</b>; Classification of Markets, Competitions and its features; Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly; Pricing methods and Strategies, Theories of profit.</p>	
<b>Methods of Teaching and Learning</b>	: The method of conducting of this subject is classroom lecture, discussion and problem solving.
<b>Assessment</b>	: Mid-term Examination 20%, Class room presentation 15%, Tutorial/Assignment/project report 15%, and Final Examination 50%
<b>Recommended Readings</b>	: Damodar N.Gujarathi (2002). <i>Basic Econometrics</i> (4 <sup>th</sup> ed.). Dominick Salvatore (2001). <i>Managerial Economics in Global Economy</i> (4 <sup>th</sup> ed.). Edward T.Dowcing (2011) <i>Introduction to Mathematical Economics</i> (3 <sup>rd</sup> ed.). H.Craig Petersen and W.Cris Lewis (1994). <i>Managerial Economics</i> . Truett and Truett (2006). <i>Managerial Economics Analysis-Problems-Cases</i> (8 <sup>th</sup> ed.)

## 4.2. MBA 1023 Project Planning and Implementation

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1023
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Project Planning and Implementation
<b>Aim:</b> To gain knowledge sufficient to analyse and understand Project Planning and Management. To introduce the key concepts in project planning and management and to develop both knowledge and relative empirical evidence and the capacity to critically evaluate the evidence available.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• develop both knowledge of relative empirical evidence and the capacity to evaluate critically the evidence available.</li> <li>• apply theoretical knowledge into practical situation related to project planning and management.</li> <li>• use some software package related to the Project Management.</li> </ul>		
<b>Content:</b> <b>Project Management Concept;</b> Project programme, The Scope Triangle, Principles of Traditional Project Management, Traditional Project Life Cycle, Quality Management, Risk Management, Procurement Management. <b>An Introduction to Planning and Scheduling;</b> The planning and scheduling environment, Distinction between planning and scheduling, The planning time frame, Matrix charts, Bar charts. <b>Scoping the Project;</b> Managing Client Expectation, Crating the Project over view Statement, Using the joint project planning Session, Submitting To Building the WBS. <b>Identifying Project Activity;</b> The Work Breakdown Structure, Six Criteria To Test For Completeness in the WBS, Approaches To building the WBS. <b>Estimating Duration, resource, requirement and Cost;</b> Estimating duration, Estimating resource requirement, Estimating duration as a function of resource available, Estimating Cost, Using IPP Session to Estimate duration, Resource requirement and Cost. <b>Constructing and Analyzing the Project Network Diagram;</b> The Project Network Diagram, Building the network, diagram using the precedence Diagramming method, Analyzing the internal network diagram, Using the IPP Session to construct and analyze Network. <b>Network analysis in practice;</b> Developing network logic, Interface events and activities, Estimating activity duration, Gantt chart. Finalizing and Schedule and Cost based on Resource Availability; Considering the Resource availability, leveling Resource,		

<p>Resource Leveling strategies, Cost impact of Resource Leveling, Implementing Micro-Level Project Planning, Work Package. <b>Recruiting, Organizing, and Managing the Project Team;</b> Project Manager vis-à-vis the Functional Manager, Projects as Motivation and Development tools, Recruiting the Project Team, Recruiting the Project Team, Establishing team operating tools, Managing Team Communications. <b>Monitoring and Controlling tools;</b> Control versus Risk, Control versus Quality, Applying graphical Reporting tools, Deciding on report tools, Managing change. <b>Managing costs;</b> Objective of project cost management, The total cost approach, Budgets, Cost collection methods, Audits, Comparing actual costs with planned costs. <b>Project management organization;</b> Effective organizations and communication, The emergence of project management in a developing company, Project matrix organizations, Project teams and task forces, Organization of central administration function, The project manager, Project services group, Organization with more than one project manager. Closing out the project; Steps in closing a project, Installing projects Deliverables, Post-Implementation Audit, The Final Report. Computer Aided Project Management Using Microsoft Project.</p>	
<b>Methods of Teaching and Learning</b>	: The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	: Assignment-01 15%, Assignment-02 15%, Mid-Semester Examination 20%, Final Examination 50%, Total 100 %.
<b>Recommended Readings</b>	: Bhavesh M Patel, <i>Project Management</i> (2 <sup>nd</sup> ed.). Dennis Lock, Gower, <i>Project Management</i> (8 <sup>th</sup> ed.) Joshop Phillips, <i>Project Management</i> , Michael Brassard. (1995). <i>The memory Jogger II</i> , Goal-Qpc Mike Field and Laurie Keller, <i>Project Management</i> , Project Management Institute (1996). <i>Body of Knowledge</i> . Project Management Institute, <i>A guide to the Project Management</i> Robert K. Wyzocji., Rudd Mc Gary, <i>Effective project management</i> (3 <sup>rd</sup> ed.)

### 4.3. MBA 1033 Managing Information and Technology

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1033
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Managing Information and Technology
<b>Aim:</b> To provide theoretical and practical knowledge about Management Information Systems and Technology in an organisational context. And also to provide an understanding of information needs of management, information technology used by various business subsystems, and how technology can be utilized for competitive advantage.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• relate and apply the diverse concepts in managing information systems and technology.</li> <li>• analyze the information needs of knowledge workers and management as well as how information systems might use to gain competitive advantage as an organizational resource.</li> <li>• appraise the role of information technology in the acquisition, production, and distribution of goods and services throughout the economy.</li> <li>• judge the possible information system solutions to organizational problems (by identifying, analyzing, and proposing possible information systems solutions to organizational problems).</li> </ul>		
<b>Content:</b> <b>Information Systems in Global Business Today;</b> The role of information systems in business today, Perspectives on information systems, Contemporary approaches to information systems, Relevant research paper discussion. <b>How Businesses Use Information Systems;</b> Business processes and information technologies, Major types of information systems in organizations, Management of information technology in organizations, Research paper/case study discussion. <b>Information Systems, Organizations and Strategy;</b> Organizations and Information Systems, How ISs impact organizations and organizations impact ISs, Information Systems and Business Strategy, Research paper/case study discussion. <b>Electronic Commerce: Digital Markets, Digital Goods;</b> Introduction to the EB, EC and the emerging digital firm, Electronic Commerce or Business-various categories and models, Electronic Business payment methods, Management opportunities, challenges, and solutions-case study		

<p>discussion. <b>IT Infrastructure and Emerging Technologies;</b> IT infrastructure level and components, Hardware platform trends, emerging technologies and vendors, Software platform trends, emerging technologies and vendors, Management Issues, problems and solutions-case study discussions. <b>Foundation of Business Intelligence: Databases and Information Management;</b> Organizing data in a traditional file management environment, The database approach to data management, Using databases to improve business performance and decision making, and Big Data Analysis and Research paper/case study discussion. <b>Telecommunication, the Internet and Wireless Technology;</b> Telecommunications and networking, Modern networking infrastructure, Wireless technology in the enterprise, Research paper/case study discussion. <b>Ethical and Social Issues in Information System;</b> Understanding ethical and social issues related to information systems, Ethical in an information society, The moral dimensions information systems, Research paper discussion. <b>Information System Success and Failure;</b> Information system failure, Causes of information system successes and failure, Managing information system development and implementation, Research paper discussion. <b>Securing Information Systems, Security and control of IS;</b> A key issue for management, Information system vulnerability and hazards, Controls and auditing information systems, Implementing controls and disaster planning, BCM and ISCM.</p>	
<b>Methods of Teaching and Learning</b>	: Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents, Discussion and Classroom exercises.
<b>Assessment</b>	: Final Examination 50%, Individual Assignment (Creative Writing) 10%, Mid-semester examination 20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	: Khalil, T.M. <i>Management of Technology</i> , The Key to Competitiveness and Wealth Creation, Boston: McGraw Hill. Laudon, K.C. and Laudon, J.P. (2012), <i>Management Information Systems: Managing the Digital Firm</i> (12 <sup>th</sup> ed.). Prentice-Hall of India Private Limited, New Delhi. Laudon, K.C. and Laudon, J.P. (2014), <i>Management Information Systems: Managing the Digital Firm</i> (13 <sup>th</sup> ed.). Prentice-Hall of India Private Limited, New Delhi.

#### 4.4. MBA 1043 Marketing Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1043
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Marketing Management
<b>Aim:</b> To provide an in-depth understanding and practical knowledge of the Marketing Management to the students through contemporary readings, current case analysis, lectures and specially focused chapters, such include an overview of marketing management, concepts of marketing, gathering information and scanning the environment, marketing research, forecasting and measuring demand & marketing productivity, customer behavior & their buying behavior and managing B2B customer relationship		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• understand the practical knowledge of marketing, scope, core concepts, new marketing realities, company orientation towards market place and marketing management tasks</li> <li>• identify the Marketing environment</li> <li>• predict the marketing research and forecasting demand</li> <li>• illustrate the nature of consumer behaviour, buying process and the factors which influence on consumer behaviour</li> <li>• apply the knowledge of subject into current scenario of marketing management</li> </ul>		
<b>Content:</b> <b>Introduction to Marketing;</b> Importance of Marketing, Scope of Marketing, Core Marketing concepts, New Marketing realities, Company orientation towards market place, Marketing management tasks. <b>Gathering information and scanning the environment, Conducting marketing research and forecasting demand;</b> Internal records and marketing intelligence, Analysing the macro environment, Marketing research, Measuring marketing productivity, Forecasting and demand measurement. <b>Consumer Behaviour;</b> What influences consumer behaviour? Key psychological process, Buying decision process, What is organizational buying? Participants in business buying process, The procurement process, Stages in the buying process, Managing B2B customer relationship.		
<b>Methods of Teaching and Learning</b>	:	Lecturing, Problem based learning, Case Study method, Small group work, Critical

		incidents, and Discussion and Classroom exercises.
<b>Assessment</b>	:	Take home assignment 15%, Mid Term Evaluation 20%, Individual presentation 15%, Final Examination 50%
<b>Recommended Readings</b>	:	<p>Arun Kumar &amp; Meenakshi, N. (2010). Marketing Management - Comprehensive Text, Best Practices and Corporate Insights.</p> <p>Govindarajan, M. (2015). Marketing Management. Concepts, Cases, Challenges and Trends (2<sup>nd</sup> ed.)</p> <p>Gupta, C.B., &amp; Rajan Nair, N. (2016). Marketing Management - Text &amp; Cases (16<sup>th</sup> ed.).</p> <p>Jayaprakash, R., Reddy (2010). Marketing Management</p> <p>Michael R.Czinkota &amp; Masaaki Kotabe (2009). Marketing Management (2<sup>nd</sup> ed.). 2009.</p> <p>Parag Diwan &amp; Aggarwal, L.N. (2001). Marketing Management.</p> <p>Philip Kotler, Kevin Lane Keller, Abraham Koshy &amp; Mithileshwar Jha (2013). Marketing Management, A South Asian Perspective, Prentice Hall, 14th edition.</p> <p>Philip Kotler &amp; Kevin Lane Keller (2015). Marketing Management (15<sup>th</sup> ed.). Pearson, Global.</p> <p>Prof. P.K. Chopra &amp; Bhawna Mehra (2010). Marketing Management (Dream tech management series) (12<sup>th</sup> &amp; 14<sup>th</sup> ed.).</p> <p>Ramaswamy, V.S., &amp; Namakumari, S. (2015). Marketing Management Global Perspective, Indian Context (5<sup>th</sup> ed.).</p> <p>Varshney, R.L., &amp; Gupta S.L. (2005). Marketing Management: Text and Cases - An Indian Perspective (3<sup>rd</sup> ed.).</p>

#### 4.5. MBA 1053 Human Resource Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1053
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Human Resource Management
<b>Aim:</b> To provide a systematic and rational approach to the analysis and handling of issues/problems in HRM. Though advanced technical issues in HRM are dealt, it is not intended basically to train specialists but to equip managers to ensure that the aspects of HRM are efficiently and effectively managed. This course will help to manage human resources of an organization. Using functional perspective, the course covers major functions of HRM which are directly related to any manager in an organization.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• believe in the sound HRM to achieve organisational success.</li> <li>• explain the key functions of the Human Resource Management.</li> <li>• acquire a sound knowledge of fundamentals of managing people at work.</li> <li>• list applied principles of HRM.</li> <li>• develop capability and potential to apply concepts, principles and techniques of HRM to real life situations which will be faced by learners in future or are being faced currently in their respective organizations.</li> <li>• explain how various methods of HRM contribute to success of organizations.</li> </ul>		
<b>Content:</b> <b>General Introduction to HRM. Human Resource Planning. Job Design. Job Analysis. Recruitment, Selection and Placement. Performance Evaluation and Management. Training and Development. Career Management. Pay Management. Employee Movements. Labour – Management Relations. Grievance Handling. Discipline Management. Health and Safety Management.</b>		
<b>Methods of Teaching and Learning</b>	:	Lecturer Methods, Group Work, Case Study Analysis, Assessments
<b>Assessment</b>	:	Midterm Examination 20%, Class Presentation 10%, Project Report 10%, Article review 10%, Final

		Examination 50%.
<b>Recommended Readings</b>	:	<p>Asian Journal of Management – India: SAGE Publication.</p> <p>Graham. H. T. &amp; Benett. R. <i>Human Resource Management</i> (7<sup>th</sup> ed.).</p> <p>Ivancevich, J. M. (2008). <i>Human Resource Management</i>, New Delhi: Tata McGraw- Hill Publishing Company Limited</p> <p>Michael Armstrong (2006). <i>A Handbook of Human Resource Management Practice</i> (10<sup>th</sup> ed.).</p> <p>Opatha, H. H. D. N. P. (2012). <i>Human Resource Management</i> (3<sup>rd</sup> ed.).</p> <p>Schular, R. S. &amp; Youngblood, S. A. (1986). <i>Effective Personnel Management</i> (Latest Edition). New York: West Publishing Company.</p> <p>Srinivas R. Kandula. <i>Human Resource Management in Practice with 300 models, Techniques and Tools</i>.</p> <p>Werther, B. W. &amp; Davis, K. (1994). <i>Human Resources and Personnel Management</i> (Latest Edition). New York: McGraw- Hill Book Company.</p>

#### 4.6. MBA 1063 Financial Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1063
<b>Semester</b>	:	First Year First Semester
<b>Title</b>	:	Financial Management
<b>Aim:</b> The main objective is to give the students a better understanding of Financial Management theory, Concepts, and techniques applied in financial decision making process of business organizations.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• explain role of Financial Managers and Goal of the Firm.</li> <li>• analyse Financial Statements, CVP and Risk and Return.</li> <li>• create relevant data in analytical models to support various short-term and capital expenditure decisions.</li> <li>• write internal management reports embodying relevant calculations</li> </ul>		
<b>Content:</b> <b>Introduction;</b> Finance, Functions of Finance, Role of Financial Managers, Financial Goal and Firm's Goal. <b>Financial Analysis;</b> Statements of Financial Information, Financial Statement Analysis. <b>Cost- Volume- Profit Analysis;</b> <b>Financial Planning;</b> <b>Concept of Value and Return;</b> <b>Valuation of Bonds and Shares;</b> <b>Risk and Return;</b> Risk and Return of a single asset, Portfolio Theory and Risk Diversification, Capital Asset pricing Model (CAPM), Security Market Line (SML), Arbitrate Pricing Model (APM). <b>Capital Budgeting Decisions;</b> Investment Evaluation Criteria, Capital Budgeting Techniques. <b>Cost of Capital. Capital Structure and Dividend Policy. Capital Market Efficiency. Mergers and Acquisitions.</b>		
<b>Methods of Teaching and Learning</b>	:	The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	:	Mid term Examination 20%, Group Assignments 10%, Term Paper 20%, Final Examination 50%.
<b>Recommended Readings</b>	:	Brealey Myers, Principles of Corporate Finance James C. Van Horne, Fundamentals of Financial Management Pandey, I. M., (2002). Financial Management (8 <sup>th</sup> ed.). India: Vikas publishing house (Pvt) Ltd. Pransanna Chandra, Financial Management

#### 4.7. MBA 1073 Operational Research for Managerial Decisions

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1073
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	Operational Research for Managerial Decisions
<b>Aim:</b> The main aim of this course is the optimal decision making. This course suggests using various scientific approaches to obtain optimal and rational decisions. The typical scientific method is to represent the problem in mathematical formulation and find its solution. Then, the solution should be interpreted in real world terminology.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• explain features of operations research.</li> <li>• formulate and solve problems using linear programming.</li> <li>• recognize and solve transportation and assignment problems.</li> <li>• use network planning procedures for solving problems.</li> <li>• develop and solve dynamic programming models for certain set of decision problems.</li> </ul>		
<b>Content:</b> <b>Introduction to Operations Research (OR);</b> Historical Background, Scope of operation Research, Important Features of OR, Phases of OR, Types of OR Models, A broad classification of OR models, Methodology of OR, Techniques or Tools of OR, The structure of Mathematical Model. <b>Linear programming;</b> Requirements for Linear programming, Limitations of Linear programming, Graphical Methods, Formulating and solving Linear Programming Models on a Spreadsheet. <b>The Simplex Methods: Solving linear programming problems;</b> The essence of simplex method, Setting up simplex method, M-Method Duality, Special cases in Simplex Method. <b>Transportation;</b> Introduction, Balance Transportation problem, Solution to the transportation problem, Finding the optimum solution, The unbalanced transportation problem, Maximization problem, Degeneracy, Alternative optimal solution. <b>Assignment;</b> Introduction, Hungarian method of finding the solution of the Assignment problem, Multiple optimal solution, Assignment problem for Maximization, Unbalanced Assignment problem. <b>Network Analysis;</b> Objectives of Network Analysis, Stages of Network Analysis, PERT Diagram, CPM Diagram, Critical path and Event times, Earliest event times and Latest Event times, Crashing. <b>Inventory Analysis;</b> Inventory cost, The Economic Order Quantity Model, The EOQ		

Model with non-Zero lead time, The EOQ Model with uniform replenishment rate, The EOQ Model with shortages. <b>Dynamic Programming;</b> Characteristics of Dynamic programming problems, Deterministic Dynamic programming, Probabilistic of Dynamic programming problems.	
<b>Methods of Teaching and Learning</b>	: The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	: Take home assignments (best three) 10%, Mid Term examination 20%, Presentation 20%, Final examination 50%.
<b>Recommended Readings</b>	: Gupta, P. K. & Hira, D. S. (2007). <i>Operations Research</i> . India: S. Chand and Company Ltd. Hillier, S. F. & Lieberman, G. J. (2009). <i>Introduction to Operations Research</i> (8 <sup>th</sup> ed.). New York: Tata McGraw-Hill. Karunaratna, K. R. M. T. (2005). <i>Quantitative methods for Management with application in planning and decision making</i> . Colombo: University of Sri Jayewardenapura. Taha, H. A. (2008). <i>Operations Research</i> (8th ed.). New Jersey: Prentice-Hall Tulsian, P. C. and Pandey, V. (2002), <i>Quantitative Techniques</i> . India: Person Education.

#### 4.8. MBA 1083 Strategic Planning and Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1083
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	Strategic Planning and Management
<b>Aim:</b> To expose students to the many facets of strategy, which translated to why certain companies outperform their competition and gain sustainable competitive advantage. It is mainly the application and use of strategic management concepts and models within the context of the strategic planning process. From a general perspective, the course will provide students with the tools necessary to formulate and implement a successful business strategy.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• explain the complexities that general managers face in strategy development and implementation at various phases in a company's growth cycle</li> <li>• determine the attractiveness of various industries and competitive positions of firms within these industries using various strategic models</li> <li>• provide knowledge in the fundamentals and process of strategic management to relate the theories of strategic management to the practical business environment</li> <li>• demonstrate the inter-dependent nature of business activities in strategic terms</li> <li>• provide students with the tools to prepare a thorough and comprehensive strategic analysis of an industry and the firm(s) within such industry</li> </ul>		
<b>Content:</b> <b>The nature of strategic management and its process;</b> description of strategic management, key terms, strategic management models, the benefits of the process, pitfalls of strategic planning, comparing business strategies with military strategies. <b>Environment Scanning and Industry Analysis;</b> The Nature of an External Audit, Key External Forces & the Process of Performing an External Audit, the Industrial Organization (I/O) View, Economic Forces, Social, Cultural, Demographic, and Natural Environment Forces, Political, Governmental, and Legal Forces, Technological Forces, Competitive Forces, Competitive Intelligence Programs & Market Commonality and Resource Similarity, Competitive		

<p>Analysis-Porter's Five-Forces Model, Sources of External Information, Forecasting Tools and Techniques, Industry Analysis-The External Factor Evaluation (EFE) Matrix, the Competitive Profile Matrix (CPM). <b>Internal Scanning and Organizational Analysis;</b> The Nature of an Internal Audit, The Resource-Based View (RBV), Integrating Strategy and Culture, Value Chain Analysis (VCA), The Internal Factor Evaluation (IFE) Matrix. <b>Strategic Direction;</b> importance of business vision, mission, goals and objectives, business scope the evaluation of vision and mission statement. <b>Formulation of goals and objectives. Strategy Formulation:</b> Business-level strategy; five types of business strategies, industry life cycle and evaluation. <b>Corporate-level strategy;</b> directional strategies, portfolios and parenting. <b>Strategy Choice;</b> in-put stage, matching stage and selection stage. <b>Strategy Implementation;</b> nature of strategy implementation, policies, annual objectives, resource allocation, managing conflict, matching structure with strategy, restructuring, re-engineering and e-engineering, implementation of functional strategies. <b>Strategy Evaluation and Control;</b> nature of strategy evaluation and framework, balanced scorecards and contingency planning.</p>	
<b>Methods of Teaching and Learning</b>	: The main mode of teaching is lecturing companied with case study discussions, and company based issues and problem solving.
<b>Assessment</b>	: Group Assignment – Strategic Management project 15 %, Mid-Semester examination 20 %, Individual Assignment 15 %, Final Examination 50%.
<b>Recommended Readings</b>	: Fred R. David (2011). <i>Strategic Management – Concepts and Cases</i> (13 <sup>th</sup> ed.). USA: Pearson Education. Harrison & St. John (2001). <i>Strategic Management of Organizations and Stakeholders</i> (2 <sup>nd</sup> ed.). Hill, C. W. L. & G. R. Jones (2004). <i>Strategic Management – an integrated approach</i> (5 <sup>th</sup> ed.). Hitt, M. A., R. D. Ireland & R. E. Hoskisson (2003). <i>Strategic Management: Competitiveness and Globalization</i> (5 <sup>th</sup> ed.). Thomson. Thomas, L. Wheelen & Davis, J. Hunger (2003), <i>Concepts in Strategic Management and Business Policy</i> (8 <sup>th</sup> ed.). USA: Pearson Education.

#### 4.9. MBA 1093 Operations and Process Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1093
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	Operations and Process Management
<b>Aim:</b> To gain sufficient knowledge to analyze and understand Operations and Process Management. This module aims to introduce the key Concepts in the analysis of Operations Management and to develop both knowledge of relative empirical evidence and the capacity to evaluate critically the evidence available.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• examine in the terms of a professional operations and process management.</li> <li>• analyse operations problem.</li> <li>• use some software package related to the Operations and Process Management</li> <li>• Solve stylized quantitative questions in a business context.</li> </ul>		
<b>Content:</b> <b>Operations management;</b> The operations functions in organizations, Historical evolution of production and operations management, A system view of operations, Managing the operations subsystem, Operations managers seek employee participation, A framework for managing operations, The strategic role of operations, Trends in operations management, Production and operations management careers. <b>Operations strategies for competitive advantage;</b> Strategic planning, The process and content of operation strategies, Productivity and quality, International operations management, Meeting the competitive challenge in operations management. <b>Forecasting;</b> Forecasting in operations, Useful forecasting models for operations, manufacturers apply forecasting in operations, Selection of the forecasting model, Behavioral dimensions of forecasting. <b>Locating production and service facilities;</b> Need for facility location planning, General procedures for facility location planning, Facility location models, Behavior impact in facility location. <b>Layout planning;</b> Layout concepts, Developing the process layout, Developing the product layout, Manufacturing Cellular layouts. <b>Japanese contributions to World Class manufacturing;</b> Japanese management overview, Just in time manufacturing, Japan's Global power is growing. <b>Managing for quality;</b>		

<p>Managerial responsibility in managing for quality, Product quality, managing for quality products and services, Analysis for improvement assurance and control, Behavior and quality. <b>Quality analysis and control;</b> process variation, Statistical process control, Statistical quality control, Inspection, Acceptance sampling. <b>Scheduling systems and aggregate planning for production and services;</b> Operations planning and scheduling systems, The aggregate planning process, Strategies for developing aggregate planning, Master scheduling and rough-cut capacity planning, Aggregate planning for service organization, Implementing aggregate plan and master schedule, New technology affords better scheduling for deliveries. <b>Inventory control fundamentals;</b> Demand and control system characteristics, Inventory concepts, Inventory costs, Inventory modelling, Deterministic inventory models. Material requirements planning; Planning for materials needs, Applying MRP as a scheduling and ordering system, Detailed capacity planning, Limitations and advantages of MRP, Manufacturing resource planning (MRP II), Purchasing.</p>	
<b>Methods of Teaching and Learning</b>	: The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	: Take home assignment 15%, Mid Term Evaluation 20%, Individual presentation 15%, Final Examination 50%.
<b>Recommended Readings</b>	: Chary, S.N. Production and Operations management, , Tata McGraw- Hill Publishing Company, 2nd Edition. Everett E. Adam, JR. Ronald J. Ebert, Production and Operations management, Prentice-Hall of India, 5th Edition. Lee.J.Krajewski, Larry P. Rotzman Operations management- Process and Value Chain, , Prentice-Hall of India, 7th Edition.

#### 4.10. MBA 1103 Organisational Change and Development

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1103
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	Organisational Change and Development
<b>Aim:</b> General Subject Description is Innovation, technology, and downsizing are three examples of changes that impact an organisation. The change process involves a series of steps that focuses on the vision, implementation, change agents, and other components. This course provides insight into types of changes impacting on organizations and possible strategies to address those changes. To explain information concerning: Organizational structure and operations of their organizations; and Administrative/Management practices		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• Conduct an environmental scan of their operations to determine strengths, weaknesses, opportunities, and threats;</li> <li>• Articulate how organizations change; Display knowledge of techniques for dealing with resistance to change within the organization;</li> <li>• Assess change alignment between management's views on the need for change and those of employees throughout the operation;</li> <li>• Demonstrate and understanding of their readiness to carry out the role as change agents;</li> <li>• Assess change situations for possible consequences, both intended and unintended;</li> <li>• Demonstrate and understanding of the difference stages of change commitment and their impact on the organization as a whole, and on managers and employees;</li> <li>• Articulate role of organizational culture in the change process;</li> <li>• explain the importance of communication to change process; and identify organizational antecedents and how change impacts them.</li> <li>• demonstrate intervention in organization and the process of institutionalizing it.</li> </ul>		
<b>Content:</b> <b>Overview of Organizational development and change process. Process of Organizational Development. Nature of change: Focus on models. Organization Development Interventions. Human Process Interventions. Techno structural Interventions. Strategic</b>		

<b>Interventions. System – wide process Approach. Quality of Work/Life Approach.</b>		
<b>Methods of Teaching and Learning</b>	:	The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	:	Mid-term Examination 20%, Class Presentation 10%, Project Report 20%, Final Examination 50%.
<b>Recommended Readings</b>	:	<p>Andrew Pettigrew, &amp; Richard Whipp, (1993). <i>Managing Change for Competitive Success</i>, 108 Cowley Road Oxford OX4 1JF UK.</p> <p>Audley Genus, (1998). <i>The Management of Change: Perspective &amp; Practice</i>, International Thomson Business Press.</p> <p>Bolman, L.G. &amp; Deal, T.E. (1997). <i>Reframing organizations: Artistry, choice, and leadership</i> (2<sup>nd</sup> ed.). San Francisco: Jossey-Bass Publishers.</p> <p>Colin Carnall, (1995). <i>Managing Change in Organizations</i> (2<sup>nd</sup> ed.). Prentice Hall International (UK) Limited. French, W.Well, C.Zausacki, R. Organization development, Theory, practice and Research, latest edition.</p> <p>Edwin Cumming, <i>Organization development &amp; change</i> (5<sup>th</sup> ed.).</p> <p>Galip, T.J. (1996). <i>The human side of change</i>. San Francisco: Jossey-Bass Publishers.</p> <p>Hussay D E, (2000). <i>How to Manage Organizational Change</i> (2<sup>nd</sup> ed.). New Delhi: Kogan Page India Private Limited</p>

#### 4.11. MBA 1113 Entrepreneurial Skill Development

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1113
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	Entrepreneurial Skill Development
<b>Aim:</b>		
To give an understanding of the concept of entrepreneurship and the management of a small business ventures.		
<b>Intended Learning outcome:</b>		
After studying this course, students should be able to:		
<ul style="list-style-type: none"> <li>• define concept, nature and characteristics of entrepreneurship.</li> <li>• recognize phases of entrepreneurship development, causes of slow growth of entrepreneurship, entrepreneurship stimulants.</li> <li>• explain contents of Business Plan.</li> <li>• explain business ethics and role of entrepreneurship in national development.</li> </ul>		
<b>Content:</b>		
<p><b>Introduction to Entrepreneurship;</b> Concept of Entrepreneurship, Nature and characteristics of Entrepreneurship, Kinds of Entrepreneurial opportunities or Routes to Entrepreneurship, Importance of Entrepreneurship, Rewards of Entrepreneurship, Drawbacks of Entrepreneurship, Phases of Entrepreneurship Development, Causes of slow growth of Entrepreneurship, Entrepreneurship stimulants.</p> <p><b>Entrepreneur Concept and Percept;</b> Introduction, Concept of Entrepreneur, Characteristics of an Entrepreneur, Qualities of an Entrepreneur, Functions of an Entrepreneur, Types of an Entrepreneur, Personal Entrepreneurial Competencies (PEC). <b>Identification of Business Opportunities;</b> Generating a New Business, Generate Your Business Idea, What is a business idea?, Are you right kind of person to start a business, Generate your own business idea, Analyze your business ideas and select the best one, Environment Impact Assessment. <b>Starting a New Business;</b> Start your business (Preparation of Business Plan). <b>Improving an Existing Business;</b> Marketing, Buying, Stock Control, Record Keeping, Costing, Business Planning. <b>Social Responsibility and Business Ethics;</b> Introduction and Meaning of Social Responsibility, Definition of Social Responsibility, Evolution of Social Responsibility, Social Responsibility in the Present Context, Introduction and Meaning of Business Ethics, Application of Ethics to Business. <b>Role of Entrepreneurship in National Development;</b> Introduction, Employment Creation, Gross Domestic</p>		

Product (GDP), Gross National Product (GNP), National Income.		
<b>Methods of Teaching and Learning</b>	:	The main mode of teaching is the lecture. There are some tutorials and these are used for a mixture of discussion and problem solving.
<b>Assessment</b>	:	Take home assignment 10%, Mid Term Exam 15%, Business plan preparation 15%, Individual presentation 10%, Final Examination 50%.
<b>Recommended Readings</b>	:	<p>Alen West, Business plan;</p> <p>Anil Kumar S., Poornima S.C., Mini K. Abraham, Jayashree K. <i>Entrepreneurship Development Generate Your Business Idea Manual</i>; Start and Improve Your Business Association of Sri Lanka</p> <p>Longenecker. Moore, Petty Small Business Management- <i>An Entrepreneurial Emphasis</i>;</p> <p>Paul Burns and Jim Hal. Dewhurst <i>Small Business and Entrepreneurship</i>;</p> <p><i>Start Your Business Manual</i>; Start and Improve Your Business Association of Sri Lanka</p> <p>The Open University, <i>Managing of a Small business venture</i>.</p> <p>The Open University, <i>Setting up of a Small business venture</i>.</p>

#### 4.12. MBA 1123 International Trade and Finance

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 1123
<b>Semester</b>	:	First Year Second Semester
<b>Title</b>	:	International Trade and Finance
<b>Aim:</b> This course is designed for Master of Business Administration students, examining and make the students knowledgeable on the economic rationale for trade among nations and its consequences for the citizens of the nations involved. Emphasis is given to the principle analytical concepts and results relevant to the special problems of developing nations. Topics to be considered include comparative advantage, gains from trade, possible gains from tax-subsidy programs, traditional and recent arguments for protectionism, and the effects of special trade arrangements such as regional trade zone Tariff and non tariffs impacts and FDI and Multinational corporations. In addition, the course considers the effects of trade and other policies on economic growth and development such as poverty alleviation and international capital flows by trade.		
<b>Intended Learning outcome:</b> After studying this course, students should be able to: <ul style="list-style-type: none"> <li>• interpret relevant theories in international trade</li> <li>• recognize advantages and disadvantages of international trade with the experience of the nations in international trade</li> <li>• develop strategies through international trade and their practical implications across the world.</li> <li>• criticize trade agreements and their existing components, and impact in development.</li> <li>• discuss findings in the literature in terms of international trade and development.</li> </ul>		
<b>Content:</b> <b>Introduction to International Trade:</b> Importance of international Trade, Advantages and disadvantages of international trade, International trade as component in National Income accounting. <b>Introduction/ The Law of Absolute and Comparative Advantage:</b> The Mercantilists' Views on Trade, <b>Trade Based on Absolute, and Advantage:</b> Adam Smith, <b>Trade Based on Comparative Advantage:</b> David Ricardo, Comparative Advantage and Opportunity Costs, The Basis for and the Gains from Trade under Constant Costs, Empirical Tests of the Ricardian Model. <b>The Standard Theories of International Trade:</b> Production Frontier with Increasing Costs, Community Indifference Curves Equilibrium in Isolation, Basis for and		

<p>Gains from Trade with Increasing Costs Trade Based on Differences in Taste. Demand and Supply, Offer Curves, and the Terms of Trade: The Equilibrium-Relative Commodity Price with Trade-Partial Equilibrium Analysis, Offer Curves, The Equilibrium-Relative Commodity Price with Trade-General Equilibrium Analysis, Relationship between General and Partial Equilibrium Analyses, The Terms of Trade. Factor Endowments and the Heckscher-Ohlin Theory: Assumptions of the Theory, Factor Intensity, Factor Abundance, and the Shape of the Production Frontier, Factor Endowments and the Heckscher-Ohlin Theory Factor-Price Equalization and Income Distribution, Empirical Tests of the Heckscher-Ohlin Model. <b>Trade Restrictions: Tariffs and Non-tariff Trade Barriers and the New Protectionism:</b> Partial equilibrium analysis of a Tariff, effect of tariff on consumer and producer surplus, The theory of tariff structure, general equilibrium analysis of a tariff in small and large country. <b>Nontariff Trade Barriers and New protectionism:</b> Import quotas, other nontariff barriers; dumping export subsidies etc. <b>Economic Integration Customs Union and Free Trade:</b> Trade-creating custom unions, Trade-Diverting custom union, The theory of the second best and other static welfare effects of custom unions. <b>Exchange Rate and International Trade:</b> Foreign exchange market and exchange rate, Determinants of exchange rate, impact of currency appreciation and depreciation, advantage and disadvantages of floating and fixed exchange rate. Foreign Direct Investment and Trade: Multi-national corporation movement, horizontal and vertical integration, gravity theory, relationship between FDI and foreign aid, and trade, FDI in Sri Lankan perspective.</p>	
<b>Methods of Teaching and Learning</b>	: The method of conducting of this subject is classroom lecture, discussion and problem solving.
<b>Assessment</b>	: Mid-term Examination 20%, Class room presentation 10%, Tutorial/Assignment/project report 20%, and Final Examination 50%
<b>Recommended Readings</b>	: Appleyard, Dennis R. (1998). <i>International Economics Trade Theory and Policy</i> (3 <sup>rd</sup> ed.). Chacholiades, Miltiades (1978). <i>The pure theory of international trade</i> Grimwade, Nigel (2000). <i>International trade: new patterns of trade production &amp; investment</i> (2 <sup>nd</sup> ed.). Dominick Salvatore (2009). <i>International Economics</i> (10 <sup>th</sup> ed.). India: John Wiley & sons. Paul R. Krugman & Maurice Obstfeld (2003). <i>International Economics: Theory and Policy</i> (6 <sup>th</sup> ed.)

#### 4.13. MBA 2013 Research Method in Management

<b>Status</b>	:	Core
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2013
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Research Method in Management
<b>Aim:</b> To provide the students with the knowledge on the Research Methods in the field of Management in order to assist them in applying the knowledge in carrying out researches or surveys in the same field with the purpose of meeting their various requirements.		
<b>Intended Learning outcome:</b> At the end of this course students should be able to: <ul style="list-style-type: none"> <li>• explain the general meaning of Research</li> <li>• explain the Research Process in Social Sciences</li> <li>• identify and formulate Research Problems</li> <li>• conceptualize Research Designs</li> <li>• prepare Research Proposal</li> <li>• prepare a Research Report</li> </ul>		
<b>Content:</b> <b>Introduction to Research and Research Process;</b> What is research?, Applications of Research, Definition of Research, Characteristics of Research, Types of Research, Paradigms of Research, Research Process. <b>Formulating Research Problems;</b> Meaning of Research Problem (RP), Importance of formulating RP, Sources of RP, Considerations in selecting RP, Establishing RP, Steps in formulating RP, Literature Review, Identifying Variables, Constructing Hypotheses. <b>Conceptualization of a Research Design;</b> Definitions of a Research Design, Functions of a Research Design, Types of Study Design. <b>Methods of Data Collection;</b> Observation Method, Interviewing Methods, Questionnaire Method, Collecting data using Attitudinal Scales, Establishing Validity and Reliability of a Research Instrument. <b>Sampling Methods;</b> Random Sampling Methods, Non-Random Sampling Methods. Writing a Research Proposal. Methods of Data Presentation. <b>Methods of Data Analysis;</b> Univariate Analysis, Bivariate Analysis, Multivariate Analysis. Writing a Research Report- Guidelines.		
<b>Methods of Teaching and Learning</b>	:	Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents, Discussion and Classroom exercises.
<b>Assessment</b>	:	Final Examination 50%, Individual Assignment (Creative Writing) 10%, Mid-semester examination

		20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	:	<p>Anderson, V. (2013) Research Methods in Human Resource Management. UK: CIPD</p> <p>Ranjit, K. (2014) Research Methodology: A Step-by-Step Guide for Beginners. 4th edn. Thousand Oaks, California: Sage Publications.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2011) Research Methods for Business Students, 5th edn. UK: Pearson Education Limited.</p> <p>Sekaran, U. (2007) Research Methods for Business: A Skill Building Approach. 4th edn., New Delhi: Wiley India (P.) Ltd.</p>



*Workshop on Research Methodology and Proposal Development to MBA Students at Hotel Sudu Araliya, Polonnaruwa*

#### 4.14. MBA 2023 Office Psychology

<b>Status</b>	:	Optional
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2023
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Office Psychology
<b>Aim:</b> Industrial and Organisational psychology are areas of psychology that concerns the scientific study of human behaviour in workplaces and organisations. They are specialist areas that apply psychological knowledge to the work context, with the aim of improving organisational effectiveness and the quality of work life.		
<b>Intended Learning outcome:</b> At the end of this course students should be able to: <ul style="list-style-type: none"> <li>• explain key concepts, theoretical perspectives, empirical findings, and historical trends in industrial and organisational psychology</li> <li>• discuss the role of occupational/work psychology within the wider global context</li> <li>• explain the behavior of individual, group and organization</li> <li>• describe theories and concepts related to the areas of work and systems design, organisational change and development</li> <li>• use personnel assessment and selection, training and motivational method to enhance employee productivity</li> <li>• apply basic research methods, including research design, data analysis, and interpretation that applies to industrial and organisational psychology.</li> <li>• apply theory and research in Industrial and Organisational Psychology to real-world issues and challenges and the practice of industrial and organisational psychology.</li> </ul>		
<b>Content:</b> <b>Introduction;</b> Origin of world of work, What is office psychology/Organisational Behaviour?, Significance of studying office psychology. <b>Introduction to Psychology;</b> Overview, Major domain, Areas applied. <b>Behaviour in Organisation;</b> Individual, Group, Work environment. Psychology Applied to Work; Role of Office Psychologist, (Consultancy; Research and Predictions), How make employee more productive? (Testing, Selection and promotion; <b>Learning, training and development;</b> Attitude and motivation), How make organisation stronger? (Work design, organisational change and development; Leadership, engagement and motivation; <b>Strategic planning:</b> use human capital to		

achieve organizational goals; Workforce issues; Diversity). Emerging trends and future directions in Office Psychology.	
<b>Methods of Teaching and Learning</b>	: Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents, Discussion and Classroom exercises.
<b>Assessment</b>	: Final Examination 50%, Individual Assignment (Creative Writing) 10%, Mid-semester examination 20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	: Jennifer M. George and Gareth R. Jones, (2014). <i>Understanding and Managing Organizational Behavior</i> (6 <sup>th</sup> ed.). Pearson. Jerald Greenberg (2013). <i>Managing Behavior in Organizations</i> (6 <sup>th</sup> ed.). Prentice Hall. Rachel Lewis, Lara Zibarras (2013). <i>Work and Occupational Psychology: Integrating Theory and Practice</i> Stephen P. Robbins and Timothy A. Judge (2013). <i>Organizational Behavior</i> (15 <sup>th</sup> ed.). USA: Pearson Education.

#### 4.15. MBA 2033 Critical Thinking

<b>Status</b>	:	Optional
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2033
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Critical Thinking
<b>Aim:</b> To; (i) describe the role that evidence plays in supporting strong arguments and explanation, (ii) understand the differences between critical and non-critical thinking, (iii) teach strategies for improving the thinking necessary to make effective decision at work.		
<b>Intended Learning outcome:</b> At the end of this course students should be able to: <ul style="list-style-type: none"> <li>• describe the role that evidence plays in supporting strong arguments and explanation.</li> <li>• explain nature of argument.</li> <li>• explain strategies for improving the thinking necessary to make effective decision at work.</li> </ul>		
<b>Content:</b> <b>What is critical thinking What is good argument. Making effective argument. Evaluating the true nature of an argument. The structure of an argument. Avoiding bad argument. Population pressure and natural resources.</b>		
<b>Methods of Teaching and Learning</b>	:	Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents, Discussion and Classroom exercises.
<b>Assessment</b>	:	Final Examination 50%, Individual Assignment (Creative Writing) 10%, Mid-semester examination 20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	:	Brooke Noel Moore, Richard Parker, <i>The Science of Logic</i> . Daniel A Feldman, <i>Critical Thinking</i> . Greg Restall, <i>Logic -An introduction</i> . John. H.Piet, <i>The Science of Logic</i> . Paul Tomassi, <i>Logic</i> . Richard L. Epstein, <i>Critical Thinking</i> .

#### 4.16. MBA 2043 Resource Planning for Regional Development

<b>Status</b>	:	Optional
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2043
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Resource Planning for Regional Development
<b>Aim:</b> To; (i) impart an advanced knowledge of Resource planning in the developed and developing world, (ii) acquaint students with the socio economic ramifications on the current regional planning practice.		
<b>Intended Learning outcome:</b> At the end of this course students should be able to: <ul style="list-style-type: none"> <li>• gain skills on optimal allocation of scarce resources in order to achieve successful regional development.</li> </ul>		
<b>Content:</b> <b>Theories of Regional Development;</b> Meaning of regional development, Classifications of region, The Development-From-Above School, The Development-From-Below School. <b>Types of resources;</b> Renewable resources, Non renewable resources, Natural resource degradation, Property rights and resources, Economics of natural resource utilization. Regional Development and the Environment, Economic importance of the environment, Sustainable development and the Environmental Accounting, Population, Resources and the Environment, Growth versus the Environment, Rural Development and the Environment, Urban Development and the environment. Resources and Policy; Introduction to Resource Policies, Resource and Environmental Policy issues, Some common attributes of resource management Problems. <b>Environmental and resource problems created by Development Projects;</b> Urban Pollution, Irrigation Project, Livestock Project, Mining Project. Advanced Concepts in Natural resource Management; Basis for Natural Resource Management, The three Es of Natural Resource Management, Anthropocentricity of Natural Resources Management. <b>The evolution of regional planning practice;</b> The western heritage, Planning for super-urban spaces, Planning for resource regions. <b>Rural resources and regional planning;</b> Land reforms, Government intervention in labor market, The role of social institutions, Rural credit institutions.		
<b>Methods of Teaching and Learning</b>	:	Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents, Discussion and Classroom exercises.
<b>Assessment</b>	:	Final Examination 50%, Individual Assignment

		(Creative Writing) 10%, Mid-semester examination 20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	:	<p>Higgins, Benjamin and savoie (2003). <i>Regional Development Theories and their Application</i></p> <p>Isard ,Walter (2000). <i>Location and Space Economy</i></p> <p>Karunanayake M M (2000). <i>Rural –Urban interface in Sri Lanka, Studies in Regional Development</i></p> <p>Quenten Grafton R, (2006). <i>Economics of the Environmental and Natural Resources</i></p> <p>Rechard D. Bingham, Robert mier (1996). <i>Theories of Local Economic Development</i></p> <p>Tom Titenberg, (2004). <i>Environmental and Natural Resource Economics</i> (6<sup>th</sup> ed.).</p>

#### 4.17. MBA 2083 Leadership and Personality Development

<b>Status</b>	:	Optional
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2083
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Leadership and Personality Development
<b>Aim:</b>		
To provide a better understanding of the leadership and the personality development and its impacts on the organizational behaviour of individuals.		
<b>Intended Learning outcome:</b>		
At the end of this course students should be able to:		
<ul style="list-style-type: none"> <li>• understand the leadership and personality development through various concepts</li> <li>• relate leadership and personality with management process</li> <li>• develop and refine personal traits and skills needed for effective leadership</li> <li>• understand the role of personality in the development of an effective leadership</li> <li>• relate the personality development factors on various stages of leadership</li> </ul>		
<b>Content:</b>		
<p><b>Introduction to leadership and personality development;</b> the nature of leadership and the styles, the nature of personality and its impact on leadership. <b>Approaches to leadership;</b> the evolution of leadership theories, Managerial leadership. Behaviour, Contingency theories and situational factors of leadership. <b>Transactional, Transformational and Inspirational leadership;</b> leadership in the present context and its challenges. <b>The process of personality development; the structure of personality;</b> trait theory, Big Five personality traits and Myers-Brigger types, Freud and the dynamics of Personality. Interpersonal Relations; Introduction to Interpersonal Relations, Analysis of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position. <b>Communication;</b> Introduction to Communication, Flow of Communication, Listening, Barriers of Communication, and how to overcome barriers of communication. <b>Stress Management;</b> Introduction to Stress, Causes of Stress, Impacts of Stress and Managing Stress. Motivation; Introduction to Motivation, Relevance and types of Motivation, Motivating the subordinates and Analysis of Motivation. <b>Time Management;</b> Time as a Resource, Identify Important Time Wasters, Individual Time Management Styles, Techniques for better Time</p>		

Management. <b>Group Dynamics and Team Building;</b> Importance of groups in organization, Interactions in group, Group Decision Taking, Team Building, Interaction with the Team and How to build a good team. Conflict Management; Introduction to Conflict, Causes of Conflict, Managing Conflict. <b>Performance Appraisal;</b> Introduction to Performance Appraisal, Vertical Appraisal, Horizontal Appraisal, 360° Performance Appraisal and Methods of improving Techniques of Performance Appraisal.		
<b>Methods of Teaching and Learning</b>	:	Lecturing, Case study discussion, Group work Exercises
<b>Assessment</b>	:	Individual Assignment 10%, Mid-semester examination 20%, Case creation and solving 20%. Total 100%.
<b>Recommended Readings</b>	:	Antonakis, J., & Cianciolo, A. T. & Sternberg, R. J. (2004). <i>The Nature of leadership</i> , Thousand Oaks, Sage Publications. Pittik Chandra (2013). <i>Personality Development</i> , BookRix GmbH & co, Munich Germany Roberts, S. & Rowley (2008). <i>Leadership: The challenge for the information profession</i> , London: Facet Publishing.

#### 4.18. MBA 2093 Disaster Management

<b>Status</b>	:	Optional
<b>Credit rating</b>	:	3
<b>Course Code</b>	:	MBA 2093
<b>Semester</b>	:	Second Year First Semester
<b>Title</b>	:	Disaster Management
<b>Aim:</b> To; (i) provide a basic understanding the phenomenon of Disasters, (ii) develop the necessary skills, knowledge and the attitude among the students to prevent and deal with their impact in the future, (iii) empower students to lead the communities in pre and post disaster periods.		
<b>Intended Learning outcome:</b> At the end of this course students should be able to: <ul style="list-style-type: none"> <li>• define and describe disaster management, hazard, emergency, disaster, vulnerability and risk.</li> <li>• identify and describe the main types of natural and non–natural disasters and the implications of disasters on your region and environment.</li> <li>• list and describe the main hazards to which is, or may be vulnerable.</li> <li>• explain the importance of disaster mitigation and preparedness.</li> <li>• state and explain the importance of the Community Based Approach to education and awareness.</li> <li>• compare the importance of indigenous knowledge in education and public awareness on disaster management.</li> <li>• explain how Global Information Systems, Global positioning Systems technology are used within all phases of disaster management cycle.</li> <li>• identify the components involved in emergency medicine.</li> <li>• identify the main communicable diseases common in disaster situations, the risk factors that increase the likelihood of an outbreak and ways of preventing / minimizing such outbreaks.</li> <li>• state the impacts of disaster on society</li> </ul>		
<b>Content:</b> <b>Introduction to Disaster Management course unit. Overview of Disaster management. Disaster Management cycle. Education, training and public awareness. Role of technology in Disaster Management. Disaster associated health issues. Physical and socio – economic impacts of Disaster. Emotional impacts of Disaster. Vulnerable groups in Disaster.</b>		
<b>Methods of Teaching and</b>	:	Lecturing, Problem based learning, Case Study method, Small group work, Critical incidents,

<b>Learning</b>		Discussion and Classroom exercises.
<b>Assessment</b>	:	Final Examination 50%, Individual Assignment (Creative Writing) 10%, Mid-semester examination 20%, Case Study Presentation (Group-Classroom based) 20%. Total 100%.
<b>Recommended Readings</b>	:	Aravind kumar, <i>Disaster Management – Recent approaches</i> . David A. Mc Entrie, <i>Disaster Responses Recovery</i> . Jagbir Singh, <i>Disaster Management – Future Challenges and opportunities</i> . Sri Lanka Management Act No 13 of 2005.

## 6. Format of a Dissertation for the MBA Programme

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Page setup	:	Paper size	:	A4		
		Margin	:	Left	-	1.5"
				Right	-	1"
				Top	-	1"
				Bottom	-	1"
Font	:	Times New Romans / Arial				
Font Size	:	14 for Main Titles				
		12 for Sub Titles and the Text				
Bold	:	Main Titles and Sub Titles				
Tables	:	Title Top centered with serial Number				
Figures	:	Title Bottom centered with serial Number				
Page No	:	Bottom Centered				
Reference	:	American Psychological Association (APA) style				
Final Report	:	1 <sup>st</sup> Copy – 2 copies in Spiral bound (for Examiners)				
		Hard Copies:				
		2 copies				
		Hard bound				
		Colour of Front page – Black				
		A Soft Copy in CD				

**TITLE OF THE RESEARCH**

**FULL NAME**

**YEAR OF COMPLETION**  
**TITLE OF THE RESEARCH**

**By**

**FULL NAME**  
**Index Number**  
**Registration Number**

**A Dissertation**  
**submitted to the Faculty of Commerce and Management,**  
**Eastern University as a partial fulfillment of the requirements of**  
**the**  
**Master of Business Administration (MBA)**

**Postgraduate Studies Unit**  
**Faculty of Commerce and Management**  
**Eastern University, Sri Lanka**

**Month and Year of Completion****Declaration**

I hereby declare that this dissertation contains no material that has been accepted for the award of any other degree or diploma in any university or equivalent institution, and that to the best of my knowledge and belief, this dissertation contains no material previously published or written by another person, except where due reference is made in the text of this thesis.

Name of the student: (Signature of the student) .....

Date: .....

## Certification

This is to certify that the dissertation titled

“Title of the Research”

by

**FULL NAME**

**Index Number**

**Registration Number**

has been accepted as a partial fulfillment of requirements of the Master of  
Business Administration (MBA)

Supervisor :..... Date:.....

Name :.....

Institution :.....

Examiner I :..... Date:.....

Examiner 2 :..... Date:.....

Dean :..... Date:.....

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### Chapter - 1: Introduction (10-12 pages)

- 1.1 Background of Study
- 1.2 Problem Statement
- 1.3 Research Questions
- 1.4 Objectives of the Study
- 1.5 Significance of the Study
- 1.6 Scope of the Study

### Chapter - 2: Literature Review (15-20 pages)

- 2.1 Introduction
- 2.2 Body
- 2.3 Summary

### Chapter - 3: Conceptual Framework and Hypotheses (15-20 pages)

- 3.1 Introduction

- 3.2 Conceptualization and Formulation of Hypotheses
- 3.3 Operationalization
- 3.4 Summary

Chapter – 4: Methodology (15-20 pages)

- 4.1 Introduction
- 4.2 Study Setting, Design, and Method of Survey
- 4.3 Sampling
- 4.4 Data Collection
- 4.5 Methods of Measurements
- 4.6 Methods of Data Analysis and Evaluation
- 4.7 Hypotheses Testing
- 4.8 Summary

Chapter – 5: Data Presentation and Analysis (20-25 pages)

- 5.1 Introduction
- 5.2 Analysis of Reliability and Validity of the Instruments
- 5.3 Univariate Analysis
- 5.4 Bivariate Analysis
- 5.5 Multivariate Analysis
- 5.6 Hypotheses Testing
- 5.7 Summary

Chapter 6: Discussion (15-20 pages)

- 6.1 Introduction
- 6.2 Discussion on the research variables
- 6.3 Summary

## Chapter – 7: Conclusions and Recommendations (5-10 pages)

- 7.1 Introduction
- 7.2 Conclusions and Recommendations on research variables
- 7.3 Limitations of the Study
- 7.4 Suggestions for future studies
- 7.5 Implication of the Study

## Appendices

Appendix - 1: The Questionnaires used for the study

Appendix - 2: The Output of the Analyses

Appendix – 3: Index of Statistical Definitions

## References



**POSTGRADUATE STUDIES UNIT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

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**Master of Business Administration Programme  
Dissertation**

**9. Details of Supervision**

Name of the Supervisor:.....

Name of the Student:.....

Registration No.:.....

Title of Report:.....

Date	Time	Details	Supervisor's Signature	Student's Signature

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