

**Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization**



**UNIVERSITY OF
MORATUWA**

Proposal for Bachelor of Business Science Honours Financial Services Management Specialization

**Department of Industrial Management
Faculty of Business
University of Moratuwa**

**Proposed Implementation: 2020 Intake
Proposal Submission Date: August 2020**

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Table of Contents

1. Preface.....	2
2. Need for the proposed course.....	4
2.1 Reasons for Introduction of Course	4
2.2 Demand for the Course	6
3. Programme Goals, Objectives, Outcomes and Performance Criteria	7
3.1 Programme Goals.....	7
3.2 Programme Learning Objectives	8
4. Outline of the Course	10
4.1 Common Modules.....	10
4.2 Specialized Modules	13

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

1. Preface

The services sector in Sri Lanka is the largest contributor to the Sri Lankan economy with a contribution of 55% of the national GDP in 2018 (Sri Lanka Department of Census and Statistics, 2018). Financial Services sector which includes banking sector, insurance as well as real estate was ranked at the fourth place and contributed roughly 10% to the service industry's output in 2018. Financial services related activities that take place in the economy such as those with in an organization or individual level, not limiting to the financial services industry, are sizable and therefore financial services become a key emphasis of any economy.

The financial service sector is growing at a steady rate both locally and globally. The sector has seen tremendous growth in comparison to the manufacturing sector. Financial services now represent a significant proportion of the total economic activity in most economies. However, the nature of the financial services is constantly changing. Financial services had become largely a digital industry and core competencies shifted from customer service, products and transaction handling towards the management of online channels, data analytics and platforms (Dhar and Stein 2017). The rise of fintech has led to changes in the role of technology, consumer behaviour, and ecosystems, as well as the industry and regulation (Gozman, Liebenau, & Mangan, 2018). Trends such as financial analytics, high frequency trading, robot advisors, micro finance opportunities, globalization of financial services, financial services disintermediation, bitcoin, crowd-funding and customer decision making in digital platforms are changing the nature of the industry every day.

In Sri Lankan context, current traditional "Finance" programmes or specializations embedded in business management courses have not been able to capture this changing context soon enough to get a competitive advantage to undergraduate students. Changing nature of financial services need a broader view of the field and ancillary knowledge and competencies such as IT, services management, financial services marketing etc. The students produced by traditional courses tend to target job opportunities in traditional sectors such as banks and other depository financial institutions. There is a need to develop courses which aim at producing graduates who can play the role of a skilled financial service consultant or advisor with contemporary knowledge. Such graduates can assume the role of a financial consultant as they are equipped with a broader skill set whether they are at a corporate level, SME or entrepreneurial start-up level. They will be able to handle the critical front office activities of financial services such as customer relationship management and services marketing.

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Similarly, they will support financial products development and other traditional financial related activities of a finance manager. When it comes to this skill set that traditional finance programmes are yet to realize or implement, Faculty of Business of University of Moratuwa is at a definite advantage given their current programme design.

This proposal was developed by the Department of Industrial Management taking into consideration the global and local trends in the financial services fields and understanding the present national and global human resource requirements. There has been a thorough evaluation of similar programmes available at world renowned institutions, particularly in the Asia Pacific region. There is also a simultaneous examination of the requirements of multiple stakeholders of the Faculty of Business, to ensure that there is a balance of the needs of all those requirements, conforming with the norms of a regulatory framework within which a course must be developed. In designing this proposed course, careful attention was drawn to all requirements to ensure that the graduates of this programme would be meeting all the attributes expected by the national and the institutional framework. The knowledge, skills, attitudes and mindset requirements of the graduate from this programme will be identified in line with the Sri Lanka Qualification Framework (SLQF) and the graduate attributes of the University of Moratuwa. SLQF identifies that a Sri Lankan degree programme must have the learning outcomes to achieve competencies in the following 12 areas.

- I. Subject / Theoretical Knowledge
- II. Practical Knowledge and Application
- III. Communication
- IV. Teamwork and Leadership
- V. Creativity and Problem Solving
- VI. Managerial and Entrepreneurship
- VII. Information Usage and Management
- VIII. Networking and Social Skills
- IX. Adaptability and Flexibility
- X. Attitudes, Values and Professionalism.
- XI. Vision for Life
- XII. Updating Self / Lifelong Learning

**Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization**

In the institutional context, producing a graduate with attributes such as scholarship, global orientation and lifelong learning will be the ultimate goal of the newly proposed course.

The main goal of the Faculty of Business is to produce graduates who will be equipped with the skills to transform businesses to the cutting edge of development. The faculty currently offers three Bachelor of Business Science degree programmes in Business Analytics, Financial Analytics and Business Process Management. The key feature in all degree programmes is the focus on analytical skills development and management science based course design. These degree programmes are ideal for students with high quantitative and analytical skills and will be open to students who sat G.C.E A/L in the streams of Physical Sciences and Commerce and first intake of 100 students was taken in September 2017.

The proposed Financial Services Management (FSM) specialization will ensure that the FoB caters for the growing Finance and Accounting Industry. As traditional roles in banks and non-bank financial institutions are being revolutionized due to technological advances and increasing complexity of financial markets. Faculty of Business can cater for the demand for graduates with specialist skills in the financial sector, required due to growth and structural transformation of the financial sector.

The modules from the proposed specialization will be designed so that the graduate will have a sound understanding of the principles and foundations of financial markets, along with the necessary service management and service marketing knowledge required for the provision of financial services in various settings.

2. Need for the Proposed Course

2.1 Reasons for Introduction of Course

The overall goal of the University of Moratuwa is to produce academically sound, self-confident, flexible, highly employable, internationally recognized, high quality graduates who are readily employable soon after the graduation, and also to train our students to become "job creators" rather than "job seekers" when they graduate. There is a need for graduates who have a sound theoretical knowledge in the discipline of finance, while being able to apply new technology for the provision of financial services. The proposed specialization will support the

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

strategic direction of the university, by focusing on the practical aspects that are highly valued by employers in the financial services industry.

- The specialization differs in content from a “general finance” degree offered by other state and private universities because of the emphasis on technology, innovation, and global financial trends within the course.
- This specialization also will include a significant component of service management and marketing modules, to ensure that graduates are able to understand the provision of high-quality services in the financial services industry.
- Furthermore, the specialization aims to equip students with heightened problem solving skills, by utilizing case study based teaching approaches.

This degree programme is focused on producing the graduates with both quantitative and qualitative analytical skills. In par with this both traditional and non-traditional finance subjects are included. Further services marketing related modules are incorporated in order to give the market sense and relationship management. In keeping with BBS. overall program objectives and Faculty core competency, undergraduates will be equipped with quantitative and qualitative analytics skills as well as they would have broader sense on business where they can look at a situation in a broader view. This is the major reason why the proposed degree would be different from a traditional “finance” degree programmes offered in Sri Lanka.

The proposed specialization will be offered in conjunction with the Business Analytics (BA), Financial Analytics (FA) and Business Process Management (BPM) specializations. The proposed specialization will be complimenting the existing specializations which falls under broader umbrella of business science, and is unlikely to cannibalize the number of students in the existing courses because the FSM specialization targets a distinguishable sub-set of employment within the Accounting and Finance Sector. Whilst incorporating quantitative analytical aspects of the existing specializations to the proposed specialization, it is also intended to incorporate qualitative analysis skills, people skills and marketing skills. Even though understanding the quantitative aspects of businesses is a very sought-after skill in the industry, this new specialization will take FOB graduates one step further and provide them the extra gear to understand the business beyond numbers. While FOB graduates will be able to easily accommodate traditional finance and banking job roles, through this new specialization, other high skilled roles in the broader financial services sectors are targeted.

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Whilst providing solid core knowledge on Finance, Department of Industrial Management aims to equip students with the necessary knowledge in financial services management and financial service marketing which is required for survival in competitive financial services sector.

2.2 Demand for the Course

This course will be catering for the students who are interested in the behavioral aspects of financial markets, while having sound analytical and technological competencies. The Student's ability to understand client requirements and needs of the market will be targeted.

Below is a non-comprehensive list targeted sectors:

- Investment Advisory
- Fund Management
- Research Firms
- Risk Management
- Banking and Investment Banking
- Insurance
- Finance and Accounting Outsourcing (FAO)

Below are some indications that the introduction of the Financial Services Management specialization is a timely requirement:

- Within the service lines of BPM, Finance and Accounting (FAO) demands the highest number of graduates. The proposed specialization aims to bridge the gap for graduates in the FAO sector, by providing knowledge in international financial markets as well as financial reporting standards (e.g. IFRS regulations), which would allow graduates to be employable in the financial outsourcing industry. The recently introduced IFRS standards have also increased the demand for financial graduates within the FAO industry.
- The Labour Demand Survey of 2017 carried out in SL indicates a strong demand for Financial Analysts and in the Insurance sector. The insurance services sector which is heavily client focused will also provide many employment opportunities. The proposed specialization aims to equip students with thorough knowledge in insurance and other

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

non-bank financial services, while having the soft skills needed for client relationship management.

- The course also offers students many opportunities in specialized areas such as *dealing in financial products, investment banking, fund management and financial and tax advisory*. Although, these are niches in the labor market, there is potential for growth in these sectors when Sri Lanka becomes the financial hub of South Asia.
- Service is an intangible product that brings utility or value to the customer. Service Management is thus a managerial discipline focused on a customer and a service. Given the unique nature of services, it has emerged recently as separate field of management. Few degree programs in SL currently address this area of knowledge, but services management is considered as a key knowledge repository for those who are engaged in business related services.

The proposed degree will be producing versatile graduates who could cater for the needs of various financial sector clients, rather than limiting the scope to one sector. This would suit the ever changing nature of financial services, institutions and markets in the global context.

3. Alignment with BBS. Programme Goals, Objectives, Outcomes and Performance Criteria

The main goal of the Bachelor of Business Science Honors degree is to provide a high quality, undergraduate education in Business Science as per BBS. curriculum. The proposed Financial Services Management specialization degree will allow the students to develop specialized technical skills as well as soft skills necessary to excel in the rapidly transforming financial services sector. The proposed curriculum is developed based on the principle that science-based approach to business, management and finance education is retained. First three semesters are common and the rest of the curriculum is prepared so that it is within the scope of Business Science degree programme. It aligns with 2.2 Programme Objectives and 2.3 Program Learning Objectives of the BBS. Curriculum and *no amendments are required because Finance is already mentioned as a potential career for FOB graduates.*

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

4. Learning Objectives of FSM Specialization

The BBS Honours degree in FS is designed to:

- Provide students with the both theoretical and vocational knowledge, skills and attitudes necessary to participate in the management of financial services.
- Develop the students' competencies and provide a grounding in the area of service management and marketing

Learning Outcomes of FSM Specialization

On successful completion of the proposed Financial Services Management specialization, the student will be able to;

- I. Demonstrate knowledge and understanding of the operations and regulation of financial markets in Sri Lanka and in the global context.
- II. Demonstrate thorough understanding of service management, especially when applied to the finance industry.
- III. Apply discipline specific finance knowledge and service management knowledge, along with their inter-personal skills for the effective provision of services required in modern financial services organizations.
- IV. Integrate learning into an analytical, problem-solving, creative approach in relation to the challenges and transformations facing the financial services sector.
- V. Equip entrepreneurial skills and small business management skills with special focus on financial services industry.

5. Program Design

The programme will comprise of 150 credits and core modules and elective modules. The designed programme will flow grounded on three main pillars: finance and accounting, service management and service marketing, and core management after common semesters which provide the foundation of BBS. Degree programme. The first intake is to be from 2020 and total number students per batch to be enrolled to the program will be 33 students.

6. Resource Requirements

The Department will need two additional carders (Specialized in General Finance/Banking/Treasury dealing) and one classroom and one computer laboratory with a capacity of about 35 students from Semester 3 onwards.

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Table 1 – Three Pillars of FSM Specialization

Finance and Accounting	Services Management and Services Marketing	Management Core
<ul style="list-style-type: none"> ▪ Corporate Finance ▪ Introduction to Econometrics ▪ Banking Theory and Practice 	<ul style="list-style-type: none"> ▪ Consumer Behaviour ▪ Seminar IV-Personal Branding 	<ul style="list-style-type: none"> ▪ Operations Management I
<ul style="list-style-type: none"> ▪ Business Valuation and Analysis ▪ Financial Markets and Institutions ▪ Principles of Insurance ▪ Project Finance 	<ul style="list-style-type: none"> ▪ Customer Relationship Management ▪ Seminar V – Digital Marketing 	<ul style="list-style-type: none"> ▪ Human Resource Management
<ul style="list-style-type: none"> ▪ Investment Portfolio Management ▪ Treasury Dealing ▪ Treasury Dealing ▪ Taxation ▪ Advanced Accounting ▪ Financial Institutions Management 	<ul style="list-style-type: none"> ▪ Financial Services Marketing 	<ul style="list-style-type: none"> ▪ Business Law ▪ Seminar VI – Research Methods
<ul style="list-style-type: none"> ▪ Personal Financial Planning ▪ Financial Derivatives ▪ International Financial Management ▪ Case Studies in Applied Finance ▪ Auditing ▪ Entrepreneurial Finance 	<ul style="list-style-type: none"> ▪ Marketing Research 	<ul style="list-style-type: none"> ▪ Strategic Management ▪ Service Operations Management
<ul style="list-style-type: none"> ▪ Behavioural Finance ▪ Financial Services Regulations and Ethics ▪ Contemporary Issues in Finance ▪ Financial Technology ▪ Entrepreneurial Finance 	<ul style="list-style-type: none"> ▪ Professional Selling ▪ Digital Service Innovations ▪ Management of Technology for Service Sector 	<ul style="list-style-type: none"> ▪ R & D Project ▪ Seminar VII- Intercultural Business Etiquette and Communication

Bachelor of Business Science (BBS) Honours Degree Programme**Financial Services Management (FSM) Specialization****4. Outline of the Course****4.1 Common Modules (Yellow highlighted are the newly introduced modules)**

The modules of Semester 1, Semester 2 and Semester 3 appearing in following tables are common to all students in BBS degree programme.

Detailed approved outlines of first three semesters are given in annex.

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)	
					GPA	NGPA	GPA	NGPA	CA	EE
Semester 1										
IM1110	Business English	Core	1	2	2				50	50
DS1310	Computer Applications	Core	2	2	3				100	-
IM1210	Introduction to Accounting	Core	3		3				30-50	70-50
DS1410	Mathematical Methods for Business - I	Core	2	2	3				30-50	70-50
IM1220	Microeconomics	Core	2		2				30-50	70-50
IM1310	Principles of Management	Core	2		2				30-50	70-50
IM1320	Seminar I - Exploring the World of Business	Core		4		2			100	-
Total time tabled hours			12	10	15	2				
Total for Semester 1							15	2		

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)	
					GPA	NGPA	GPA	NGPA	CA	EE
Semester 2										
IM1120	Business Communication Skills - I	Core	1	2	2				100	-
IM1230	Macroeconomics	Core	2		2				30-50	70-50
IM1240	Management Accounting	Core	2		2				30-50	70-50
DS1420	Mathematical Methods for Business - II	Core	2	2	3				30-50	70-50
IM1330	Principles of Marketing	Core	2		2				30-50	70-50
DS1320	Principles of Programming	Core	2	2	3				50-70	50-30
DS1110	Probability and Statistics for Business - I	Core	2	2	3				30-50	70-50
IM1340	Seminar II - Entrepreneurial Thinking	Core		4		2			100	-
Total time tabled hours			13	12	17	2				
Total for Semester 2							17	2		

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)	
					GPA	NGPA	GPA	NGPA	CA	EE
Semester 3										
IM2110	Business Communication Skills - II	Core	2		2				30-50	70-50
IM2210	Financial Management	Core	2	2	3				30-50	70-50
DS2310	Management Information Systems	Core	2		2				30-50	70-50
DS2410	Mathematical Methods for Business - III	Core	2	2	3				30-50	70-50
IM2900	Mini Project*	Core	2	4	4				100	-
IM2310	Organizational Behaviour	Core	2		2				30-50	70-50
DS2110	Probability and Statistics for Business - II	Core	2	2	3				30-50	70-50
IM2320	Seminar III - Management Philosophy	Core		4			2		100	-
Total time tabled hours			14	14	19	2				
Total for Semester 3							19	2		

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

4.2 Modules- Lists the subjects to be offered in Semesters 4, 5, 6, 7, and 8 under Financial Services Management specialization.

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)		
					GPA	NGPA	GPA	NGPA	CA	EE	
Semester 4											
IM2220	Corporate Finance	Core	2		2				30-50	70-50	
DS2420	Introduction to Econometrics	Core	2		2				30-50	70-50	
DS2430	Operations Research-I	Core	2	2	3				30-50	70-50	
DS2120	Data Visualization for Business	Core	1	2	2				100		
IM2430	Consumer Behaviour	Core	2		2				30-70	70-30	
IM2240	Theory and Practice in Banking	Core	3		3				30-70	70-30	
TM2310	Operations Management I	Core	3		3				30-50	70-50	
IM2450	Seminar IV: Personal Branding for Career Development	Core	2			2			100		
Total time tabled hours			15	4	17	2					
Total for Semester 4							17	2			

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)	
					GPA	NGPA	GPA	NGPA	CA	EE
Semester 5										
IM3220	Business Valuation and Analysis	Core	2	2	3				30-70	70-30
IM3310	Financial Markets and Institutions	Core	2		2				30-50	70-50
IM3320	Human Resource Management	Core	2		2				30-50	70-50
IM3230	Principles of Insurance	Core	2		2				30-70	70-30
IM3420	Customer Relationship Management	Core	2		2				30-70	70-30
IM3430	Seminar V-Digital Marketing	Core	2			2			100	-
IM3240	Project Finance	Core	2		2				30-70	70-30
Total time tabled hours			14	2	13	2				
Total for Semester 5							13	2		

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)		
					GPA	NGPA	GPA	NGPA	CA	EE	
Semester 6											
IM3330	Business Law	Core	2		2				30-50	70-50	
IM3440	Financial Service Marketing	Core	3		3				30-70	70-30	
IM3290	Investment and Portfolio Management	Core	2	1	3				30-70	70-30	
IM3280	Treasury Dealing	Core	1	2	2				30-70	30-70	
IM3110	Advanced Accounting	Core	3		3				30-50	70-50	
IM3340	Seminar VI – Research Methods	Core		4		2			100	-	
IM3260	Financial Institutions Management	Core	2		2				30-70	70-30	
IM3270	Taxation	Core	3		3				30-70	70-30	
Total time tabled hours			18	7	18	2					
Total for Semester 6							18	2			

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)	
					GPA	NGPA	GPA	NGPA	CA	EE
Semester 7										
IM4310	Strategic Management	Core	2		2				30-50	70-50
IM4210	Personal Financial Planning	Core	2		2				30-50	70-50
IM4250	Financial Derivatives	Core	2	2	3				30-70	70-30
IM4230	Case Studies in Applied Finance	Core	2	2	3				30-70	70-30
IM4260	International Financial Management	Elective	2		2				30-70	70-30
IM4220	Auditing	Elective	2		2				30-70	70-30
TM4350	Service Operations Management	Elective	2		2				30-70	70-30
IM4450	Marketing Research	Elective	2		2				30-70	70-30
IM4240	Entrepreneurial Finance	Elective	2		2				30-70	70-30
IM4900	R & D Project	Core			4				100	
Total time tabled hours			18	4	16					
Total for Semester 7							16			

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)		
					GPA	NGPA	GPA	NGPA	CA	EE	
Semester 8											
IM4360	Financial Services Regulation and Ethics	Core	2		2				30-50	70-50	
IM4460	Professional Selling	Core	2		2				30-70	70-30	
IM4900	R & D Project	Core			4				100		
IM4280	Contemporary Issues in Finance	Core	2	2	3				30-70	70-30	
IM4120	Seminar VII- Intercultural Business Etiquettes and Communication	Core	2			2			100		
IM4270	Behavioural Finance	Core	2		2				30-70	70-30	
IM4290	Financial Technology	Elective	2		2				30-70	70-30	
TM4360	Digital Service Innovation	Elective	2		2				30-70	70-30	
TM4370	Management of Technology in Service Sector	Elective	2		2				30-50	70-50	
Total time tabled hours			16	2	15	2					
Total for Semester 8							15	2			

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	Module Name	Category	Lectures hrs/week	Lab/ Assignments hrs/weeks	Credits		Norm		Evaluation (%)		
					GPA	NGPA	GPA	NGPA	CA	EE	
Internship											
IM4800	Internship	Core						6		100	
Total for Internship								6			
Total for the FS Programme							130	20			

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

07. Detailed Syllabus (financial Services Management Specialization Modules)

Semester 4

Module Code	IM2220	Module Title	Corporate Finance									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2210						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The purpose of this module is to provide a broader understanding on how corporate financial decision making is facilitated.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe the importance of sound financial decision making in corporates											
LO-2	explain the capital structure theory and determine the trade-off firms face between tax advantages of debt and various costs of debt											
LO-3	discuss portfolio theory and how it contributes to a corporate's net worth											
LO-4	evaluate different business valuation methods.											
Syllabus Outline						Learning Outcomes						
1	Introduction to corporate finance <i>Investment, financing and dividend decision making</i>					LO-1						
2	Dividend policy <i>The importance of dividend decision and its impact to the organization, Different types of dividend decisions</i>					LO-1						
3	The concept of efficient market <i>Information asymmetries, Weak, semi strong and strong market concepts</i>					LO-1						
4	Capital structure <i>Capital structure theories, the impact of tax on capital structure, Arbitrage pricing model and project specific cost of capital</i>					LO-2						
5	The portfolio theory <i>Measuring risk and return of investment portfolio, Risk diversification and investment decision making</i>					LO-3						
6	Valuation of corporates <i>Mergers and acquisitions, Asset based, Earnings based, Dividend based and cash flow based valuation techniques.</i>					LO-4						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, Individual assignment (LO1, LO2, LO3, LO-4)					30-50%						
End Semester Examination	End of semester written examination (LO1, LO2, LO3, LO-4)					70-50%						
Recommended Texts												
Parrino, Kidwell, Au Yong, Dempsey, Morkel-Kingsbury, Ekanayake, Kofoed & Murray (2014) Fundamentals of Corporate Finance (2nd Ed.). Wiley: Australia Ross, Westerfield, Jordan, Essentials of Corporate Finance, 7 ed., McGraw-Hill, Irwin. (RWJ)												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	L	L	M	M	L	L	M	L	L	M
LO-2	H	M	L	L	M	M	L	L	M	L	L	M
LO-3	H	H	L	L	M	H	M	L	M	L	L	M
LO-4	H	H	L	L	H	H	M	L	M	L	L	M
Module	H	H	L	L	M	H	M	L	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS2420	Module Title	Introduction to Econometrics									
Credits	2	Hours/Week	Lectures	2	Pre – requisites						DS2110	
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to provide the knowledge required for econometric modelling.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	describe the properties of regression estimators and how to address violations of regression assumptions											
LO-2	distinguish between cross-sectional, time series and panel data and describe the challenges associated with modelling these types of data											
LO-3	apply instrumental variables to estimate simultaneous equation regression models											
LO-4	critique and interpret reported regression results											
Syllabus Outline											Learning Outcomes	
1	Properties of regression estimators <i>Deriving OLS estimates, properties of the OLS estimators, violations of regression assumptions, diagnostic testing</i>										LO-1	
2	Qualitative response models <i>Introduction to maximum likelihood estimation, Linear Probability Model, Logit, Probit,, Multinomial Logit</i>										LO-2	
3	Introduction to panel data <i>Pooling independent cross sections, differences in differences, fixed effects and random effects models</i>										LO-2	
4	Dynamic models <i>Distributed lag models, autoregressive models, Granger causality</i>										LO-2	
5	Simultaneous Equation Models <i>Simultaneous equation bias, identification problem, IV estimation and 2SLS</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests (LO-1, LO-2, LO-3, LO-4) Take-home assignments (LO-1, LO-2, LO-3, LO-4)										30-50%	
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4)										70-50%	
Recommended Texts												
Gujarati, D. N., & Porter, D. (2009). Basic Econometrics McGraw-Hill International Edition.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	H	H	L	L	L	L	M
LO-2	H	H	L	L	L	M	H	L	L	L	L	M
LO-3	H	H	L	L	M	M	H	L	M	L	L	M
LO-4	H	H	M	L	M	H	H	L	M	L	M	M
Module	H	H	L	L	M	H	H	L	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	DS2430	Module Title	Operations Research - I									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to introduce fundamentals of operations research models.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the importance of operations research for business decisions											
LO-2	formulate operations research theories and models and their applications											
LO-3	apply computer tools to obtain optimal solutions											
Syllabus Outline											Learning Outcomes	
1	Introduction <i>Origins of OR, Defining the problem, Formulate a mathematical model, Deriving solutions, Model testing and Application</i>										LO-1	
2	Linear Programming <i>Introduction, Simplex method, Duality theory and Sensitivity analysis, Other LP solution algorithms and Transportation & Assignment problems</i>										LO-2, LO-3	
3	Network Optimization Models <i>Shortest-path problem, Minimum spanning tree problem, Maximum flow problem, Minimum cost flow problem and Network simplex problem</i>										LO-2, LO-3	
4	Dynamic Programming <i>Overview, Deterministic DP, and Stochastic DP</i>										LO-2, LO-3	
5	Integer Programming <i>Use of binary variables in model formulation, Solutions methods of Integer Programming Problems, Branch-bound technique and Mixed Integer Programming</i>										LO-2, LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class test (LO-1, LO-2, LO-3) Group assignment and report (LO-2, LO-3)										30-50%	
End Semester Examination	Written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Texts												
Hillier, F. S. (2012). Introduction to operations research. Tata McGraw-Hill Education.												
Hillier, F., Hillier, M. S., & Lieberman, G. J. (2010). Introduction to management science. McGraw-Hill Publishing.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	L	L	M	L	H	L	M	L	L	M
LO-2	H	H	L	L	M	M	H	L	M	L	L	M
LO-3	M	H	L	L	M	M	H	L	M	L	L	M
Module	H	H	L	L	M	M	H	L	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS2120	Module Title	Data Visualisation for Business									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to help students to articulate ideas/stories behind big data and communicate findings in visual, oral and written contexts appropriate for various applications.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain the need for data visualisation and the data visualisation process											
LO-2	develop appropriate visualisations for given data											
LO-3	develop business performance dashboards using data visualisation software											
Syllabus Outline											Learning Outcomes	
1	Finding data										LO-1	
2	Data analysis using Tableau <i>Static charts, Reshaping data, Measure names and values</i>										LO-2	
3	Chart types and Chart selection										LO-2	
4	Annotations and Maps										LO-2	
5	Data stories and Interactive dashboards										LO-2, LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests, take-home assignments, group assignments, presentations and report writing (LO-1, LO-2, LO-3)										100%	
End Semester Examination	NA											
Recommended Texts												
Yau, N. (2013). Data points: visualization that means something. John Wiley & Sons. Murray, D. G. (2013). Tableau your data! Fast and easy visual analysis with tableau software. John Wiley & Sons.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	H	H	L	M	L	L	M
LO-2	M	H	H	L	H	M	H	H	M	L	L	M
LO-3	M	H	H	L	H	M	H	H	M	L	L	M
Module	M	H	H	L	H	M	H	H	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 2430	Module Title	Consumer Behaviour									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assign ments									
Module Aim:	This module aims to enable the participants to learn and understand the theory of consumer behaviour and relates it to the practice of marketing financial products and services. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process, its main influencing factors with an analytical approach..											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	apply knowledge of consumer behaviour in a range of business contexts specially in financial products and services.											
LO-2	critically analyze a range of consumer behaviours using analytical tools and make recommendations for interventions designed to impact the behavior patterns in a making decisions for purchasing financial products and services											
LO-3	apply consumer behavior models and concepts to develop effective marketing strategies for financial products and services.											
Syllabus Outline						Learning Outcomes						
1	Introduction to Consumer Behaviour and Consumer Research <i>Introduction to Consumer Behaviour, Consumer Research, Consumer Behaviour and Marketing Strategy</i>					LO-1						
2	Internal Influences on Consumer Behaviour <i>Motivation and Involvement, Personality, Self-Image, and Life Style, Consumer Perception, Consumer Learning and Neuro-Science Consumer Attitude Formation and Change, Communication and Consumer Behaviour</i>					LO-1, LO-2						
3	External Influences on Consumer Behaviour <i>The Influences of Culture on Consumer Behaviour, Subcultures and Consumer Behaviour, Social Class and Consumer Behaviour, Reference Groups and Family, Consumer Influence and the Diffusion of Innovations</i>					LO-1, LO-2						
4	Consumer Decision Making, Consumer Analytics and Applications on Financial Product and Services <i>Consumer Decision Making-Process, Consumer Decision Making-Outcomes, Consumer Big Data Analytics and Case Studies on the Financial Products and Services Marketing</i>					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Individual Consumer Research on a Selected Topic Area (LO-1) Engagement with In-class Activities (LO-1, LO-2, LO-3) Group Presentations and Written-report (LO-3)					30% -70%						
End Semester Examination	End of semester examination (LO-1, LO-2, LO-3)					70% -30%						
Recommended Texts												
Schiffman, L.G and Wisenblit, J.L (2018) Consumer Behaviour.12th edn. Pearson. (ISBN: 978-0132544368).												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	L	H	L	L	M	L	M
LO-2	H	H	M	M	M	M	H	M	M	M	L	M
LO-3	H	H	H	H	H	M	H	M	M	M	L	M
Module	H	H	M	M	M	M	H	M	M	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 2240	Module Title	Theory and Practice in Banking									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course provides a complete and comprehensive view of banking and its related activities. It also explores issues relating to international banking and current developments in the international banking arena. It will also provide knowledge and understanding on essential banking and related concepts through addressing different trends in banking services for the development of financial services sector.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate a clear understanding of the Sri Lankan banking system with an emphasis on the role and functions of its regulators.											
LO-2	evaluate the performance of the banking industry via bank lending policies and practices.											
LO-3	describe, comment and analyze the changing composition of the Sri Lankan financial services sector											
LO-4	critically review problems and trends encountered by modern banking institutions from financial regulators and their stakeholders.											
Syllabus Outline						Learning Outcomes						
1	Evolution of banking institutions and central banking					LO-1						
2	Legal background of the banking industry					LO-1						
3	Bank and customer relationship					LO-2						
4	Analyzing bank performance					LO-2						
5	Asset and liability management					LO-2,3						
6	Liquidity management/ Commercial and industrial lending					LO-2,3						
7	New trends and future of banking					LO-4						
Assessments						Weightage (%)						
Continuous Assessments	1. In-class test/quiz /Case Study Analysis (LO-1, LO-3, LO-4) 3. Report & Presentation (LO-2)					30%-70%						
End Semester Examination	End of semester examination – 3hrs (LO-1, LO-2, LO-3, LO -4)					70%-30%						
Recommended Texts												
Casu, B., Girardone, C., Molyneux, Ph. (2015), Introduction to banking, Mishkin, F. S. (2013), The Economics of Money, Banking, and Financial Markets, tenth Edition, Pearson. Or 2013 European Edition, Pearson. Rajapakshe, W. (2001) Practice and Law of Banking (1 st Ed)												
Other readings Central bank annual reports and publications related to the banking system												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	L	M	M	L	M	L	M	L	L
LO-2	H	H	H	L	M	M	L	M	L	M	L	L
LO-3	H	H	H	L	M	M	L	M	L	M	L	L
LO-4	H	M	H	L	M	H	L	M	H	M	L	L
Module	H	H	H	L	M	M	L	M	L	M	L	L

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	TM2310	Module Title	Operations Management - I									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to enable students to investigate methods, systems and procedures for managing planned co-ordination of operations and the global impact on organizations.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify key concepts and issues of operations management in both manufacturing and service organizations											
LO-2	recognize the strategic role of operations management in creating and enhancing an organization's competitive advantages											
LO-3	apply analytical skills and problem-solving tools to the analysis of the operations problems											
LO-4	analyze tactical, managerial, and strategic roles that an operations manager has to engage in											
Syllabus Outline											Learning Outcomes	
1	Introduction <i>Operations Management, Operations Performance, Operations Strategy, Competitiveness, and Managing Change</i>										LO-1, LO-2	
2	Product and Service Design and Process Selection <i>Process Analysis, Product design and Process Selection for Manufacturing, Product design and Process Selection for Services, Location Planning and Analysis, Facility Layout Planning and Analysis, Work Design and Measurement</i>										LO-2, LO-3, LO-4	
3	Planning and Controlling Processes <i>Forecasting, Strategic Capacity Planning for Products and Services, Aggregate Planning and Master Scheduling, Material Requirement Planning (MRP I), Manufacturing Requirement Planning (MRP II) and ERP, Inventory Management, Operations Scheduling</i>										LO-2, LO-3, LO-4	
Assessments											Weightage (%)	
Continuous Assessments	In-class test (LO-1, LO-2) Group presentation and report (LO-1, LO-2, LO-3, LO-4)										30-50%	
End Semester Examination	Written examination (LO-1, LO-2, LO-3, LO-4)										70-50%	
Recommended Texts												
William J Stevenson, Operations Management, 13th Edition, 2018, ISBN-13: 978-1259667473, ISBN-10: 1259667472 Nigel Slack, Alistair Brandon-Jones, Robert Johnston, Operations Management, 8th Edition, 2016, Pearson, ISBN-10: 1292098716, ISBN-13: 9781292098715 Jacobs, F. R., & Chase, R. B., Operations and supply chain management, 15th Edition, Boston, MA: McGraw-Hill Education, 2016, ISBN: 9781259666100												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	H	M	M	M	M	L	L	M
LO-2	H	M	M	L	M	M	M	M	H	L	L	M
LO-3	M	H	M	L	H	H	H	M	M	L	L	M
LO-4	M	H	M	L	H	H	H	M	H	L	L	M
Module	H	H	M	L	H	H	H	M	H	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 2450	Module Title	Seminar IV - Personal Branding for Career Development									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	NGPA		Lab/Assignments									
Module Aim:	This module aims to enable the participants to undertake overall understanding about the personal branding function in marketing and society and its applications with special reference to Financial Services industry											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the importance of personal branding that advance the sale in financial services industry.											
LO-2	develop personal branding goals while building the credibility.											
LO-3	apply personal branding knowledge for managing the networks, communication strategies, social media presence and negotiations.											
Syllabus Outline											Learning Outcomes	
1	Importance of a Personal Brand <i>Brand and Success, Brand style assessment, debrief, results tabulation</i>										LO-1	
2	Internal and External views to a brand <i>Business Etiquette, focus and concentration, confidence, networking, Behaving as a monitor for changes</i>										LO-1, LO-2	
3	Setting Goals <i>Developing objectives, Actionable, Flexibility and Resilient, Being Credible</i>										LO-2	
4	Developing skills Communication, Negotiation, Living in the brand, Networking for success, managing social media presence, Being a Challenger, Inner motivation										LO-1, LO-2, LO-3	
5	Importance of a Personal Brand <i>Brand and Success, Brand style assessment, debrief, results tabulation</i>										LO-1	
Assessments											Weightage (%)	
Continuous Assessments	Individual Assignments (LO-1, LO-2, LO-3) In Class Quizzes (LO-1, LO-2, LO-3) Presentations and Assignments (LO-1, LO-2, LO-3)										100%	
End Semester Examination	N/A											
Recommended Texts												
Reinventing You, with a New Preface: Define Your Brand, Imagine Your Future (2013), Dorie Clark, Hardcover												
Become A Brand Learn the Art of Branding Yourself on Social Media with Case Studies & Best Practices (2019), Sorav Jain, Notion Press												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	M	M	L	M	H	H	H	H	H
LO-2	H	H	H	M	H	L	M	H	H	H	H	H
LO-3	H	H	H	H	M	M	M	H	H	H	H	H
Module	H	H	H	H	M	L	M	H	H	H	H	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Semester 5

Module Code	IM 3220	Module Title	Business Valuation and Analysis									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/ NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to help students develop business valuation and financial analysis skills											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	use financial information to value and analyse firms.											
LO-2	perform capital project appraisal decisions and valuation based on discounted cash flow method.											
LO-3	conduct valuations using different business valuation approaches											
Syllabus Outline											Learning Outcomes	
1	Financial Statement Analysis <i>Financial statements, Financial ratio analysis, Risk analysis, Analysis of growth potential, Comparative analysis of ratios.</i>										LO-1	
2	Forecasting and Valuation of Free Cash Flows <i>Free cash flows, Building financial models, Enterprise valuation, Continuation value, Cash flow to equity valuation.</i>										LO-2	
3	Equity and Cost of Capital <i>Estimating cost of capital, Cost of equity and leverage, CAPM and beyond, Cost of debt.</i>										LO-2	
4	Relative Valuation <i>Equity multiples, Options strategies and pay-offs, Equity/debt valuation, Real option valuation.</i>										LO-3	
5	Mergers, Acquisitions, Buyouts and Restructuring <i>Mergers & acquisitions, Offer structures, and Leveraged buyouts</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments		Individual and group Lab assignments ((LO-1, LO-2, LO-3)									30%-50%	
End Semester Examination		End of semester written examination									70%-50%	
Recommended Texts												
<i>Reilly, F. K., & Brown, K. C. (2011). Investment analysis and portfolio management. Cengage Learning.</i> <i>Arzac, E. R. (2005). Valuation for mergers, buyouts and restructuring.</i>												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	M	M	M	M	M	L	L	L
LO-2	M	H	L	L	M	M	H	M	M	L	M	M
LO-3	M	H	L	L	M	M	H	M	M	L	M	M
Module	H	H	L	L	M	M	H	M	M	L	M	M

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	IM3310	Module Title	Financial Markets and Institutions										
Credits	2	Hours/Week	Lectures	2	Pre – requisites						IM2220		
GPA/NGPA	GPA		Lab/Assignments										
Module Aim:	This course aims to introduce financial markets and study its structure, institutions, instruments and participants.												
Learning Outcomes After completing this module, the students should be able to:													
LO-1	identify different financial assets and services offered by the different types of financial institutions												
LO-2	explain functioning of other financial centers/markets												
LO-3	discuss the use and valuation of different financial assets traded on the local and global financial markets												
Syllabus Outline											Learning Outcomes		
1	Introduction to Financial Markets-Institutions											LO-1	
2	Financial Institutions-Banks Vs Nonbanks											LO-1	
3	Interest Rates, Bond and Debt Market											LO-2	
4	Equity markets											LO-3	
5	FOREX markets											LO-3	
6	Market microstructure											LO-2	
7	Derivatives market and assets – hedging and speculating											LO-3	
Assessments											Weightage (%)		
Continuous Assessments	Laboratory Assignments, In Class Quizzes, Presentations and Assignments (LO-1, LO-2, LO-3)										30-50%		
End Semester Examination	End of Semester written examination (LO-1, LO-2, LO-3)										70-50%		
Recommended Texts													
Reilly, F. K., & Brown, K. C. (2011). Investment analysis and portfolio management. Cengage Learning.													
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	M	L	L	M	M	M	L	M	L	L	M	
LO-2	H	H	M	L	M	M	H	L	H	L	L	M	
LO-3	M	H	M	L	M	H	H	L	H	L	L	M	
Module	H	H	M	L	M	M	H	L	H	L	L	M	

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3320	Module Title	Human Resource Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites					None		
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The aim of this course is to introduce principles and practice of contemporary human resource management with a specific focus on the strategic role that it plays in helping organizations to build and maintain competitive advantage.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate an understanding of the role of HR functions											
LO-2	apply necessary tools and techniques for the redesign of operations, processes, and culture of business establishments											
LO-3	critique the HRM practice in business establishments											
Syllabus Outline											Learning Outcomes	
1	HRM roles and responsibilities <i>The changing role of HRM and growing professionalism within the HR function</i>										LO-1	
2	Performance management, learning and growth & rewards management. <i>Performance management, learning and career planning, and rewarding employees</i>										LO-1, LO-2	
3	HRM for managing creative professionals, innovative groups and project teams <i>Managing knowledge in innovative climates</i>										LO-2-LO-3	
4	Employee relations and employee well-being <i>Foundations of effective employee relations and well-being</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments			In-class tests (LO-1, LO-2) Report & Presentation (LO-1, LO-2, LO-3)								30-50%	
End Semester Examination			Written examination (LO-1, LO-2, LO-3)								70-50%	
Recommended Texts												
Armstrong, M. & Taylor, S. (2014). Armstrong's Handbook of Human Resource Management Practice: Building Sustainable Organizational Performance Improvement. Kogan Page; 13th edition. Dessler, G., Chhinzer, N., & Cole, N. D. Management of Human Resources: The Essentials plus MyManagementLab w/ Pearson eText. 4th ed. Toronto, ON: Pearson Education Canada, 2015.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	H	M	M	L	M	M	M	M	M
LO-2	H	H	M	H	M	M	L	H	M	M	M	M
LO-3	H	H	M	H	M	M	L	H	M	M	M	M
Module	H	H	M	H	M	M	L	H	M	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3230	Module Title	Principles of Insurance											
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220; IM3310								
GPA/NGPA	GPA		Lab/Assignments											
Module Aim:	This module aims to provide students with the knowledge of general principles and practices of insurance. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products. After completion of this modules, students should be able to use insurance as a tool to manage personal and/or group assets.													
Learning Outcomes After completing this module, the students should be able to:														
LO-1	identify what insurance is, why insurance works and how to determine insurance needs.													
LO-2	explain the operation of insurance, including the functions of insurance, insurance markets, insurance regulations and the uses of insurance as a protection against losses.													
LO-3	distinguish between major insurance products, such as life insurance, health insurance, property and liability insurance.													
LO-4	compare various kinds of insurance plans and select contracts based on cost benefit analysis.													
Syllabus Outline											Learning Outcomes			
1	Risk Assessment and Insurance										LO-1			
2	Personal Property and Liability Risks										LO-3, LO-4			
3	Commercial Property and Liability Risks										LO-3, LO-4			
4	Life and Health Insurance										LO-3, LO-4			
5	Insurance Industry										LO-2			
6	Framework of Insurance Regulations										LO-2			
Assessments											Weightage (%)			
Continuous Assessments	Report & Presentation										30% (LO3)		30%-70%	
End Semester Examination	End of semester written examination (2 hours) (LO1, LO2, LO3, LO4)												70%-30%	
Recommended Texts														
Rejda, G. (2014). Principles of risk management and insurance. (12thed.), Pearson														
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
LO-1	M	M	M	L	M	M	L	L	M	L	L	L		
LO-2	M	H	M	L	M	M	L	M	M	L	L	L		
LO-3	H	H	H	M	M	M	L	M	M	L	L	L		
LO-4	H	H	M	L	M	M	L	L	M	L	L	L		
Module	M	H	M	L	M	M	L	M	M	L	L	L		

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3420	Module Title	Customer Relationship Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	0								
Module Aim:	The aim of this course is to give students a full understanding of the key principles of customer relationship management and how to formulate and implement a Customer Relationship Management program for the financial services sector											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	apply developed knowledge of customer relationship management in a range of business contexts specially in Financial services											
LO-2	critically analyze a customer relationship management program and develop a program for the financial service sector											
LO-3	apply CRM models and concepts to develop effective marketing strategies for financial products and services											
Syllabus Outline						Learning Outcomes						
1	Introduction to Customer Relationship Management, Key Elements of CRM <i>The Strategic Imperatives, Conceptual Foundations of CRM, Building Customer Relationships, Economics of CRM</i>					LO-1						
2	Internal and External relationships for marketing <i>Ethics & relationships, Internal stakeholders & internal marketing, external stakeholders & marketing</i>					LO-1, LO-3						
3	Key role of CRM in delivering the value & strategic processes of CRM <i>B to B and B to C relationships, eCRM solutions, Product offerings in the CRM market space, Data Analytics</i>					LO-1, LO-2						
4	Integrated effort for an effective CRM <i>CRM implementation, The CRM roadmap, operational issues in implementing CRM, Cross functional support</i>					LO-3, LO-2						
Assessments						Weightage (%)						
Continuous Assessments	Individual evaluation of the nature of RM in a selected organization (LO-1) Engagement with In-class Activities (LO-1, LO-2, LO-3) Group Presentations and Written-report (LO-3)					30% -70%						
End Semester Examination	End of semester examination (LO-1, LO-2, LO-3)					70%-30%						
Recommended Texts												
Redefining Financial Services: The New Renaissance in Value Propositions (2002), Joseph A. DiVanna, Palgrave publications, New York.												
Service Management and Marketing: Customer Management in Service Competition (2007), 3rd Edition, Christian Grönroos, Wiley, Hoboken.												
A Relationship Marketing Model for Brand Advertising Websites: An Analysis of Consumers' Perceptions, By Patsioura, Fotini; Malama, Eleonara-Ioulia et al. International Journal of Management, December 2011												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	M	M	L	M	H	H	H	H	H
LO-2	H	H	H	M	H	L	M	H	H	H	H	H
LO-3	H	H	H	H	M	M	M	H	H	H	H	H
Module	H	H	H	H	M	L	M	H	H	H	H	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3430	Module Title	Seminar V - Digital Marketing										
Credits	2	Hours/Week	Lectures					Pre – requisites					None
GPA/NGPA	NGPA		Lab/Assignments					4					
Module Aim:	This unit is designed to introduce the key concepts of Digital Marketing as seminar sessions with more practical examples for financial services and financial products.												
Learning Outcomes													
After completing this module, the students should be able to:													
LO-1	identify and explain digital marketing and how it can be used for any type of business												
LO-2	develop social media marketing, Google advertising and search engine optimization plans for Financial services and products												
LO-3	explain the role of digital Marketing for both Marketers and Customers in the financial industry												
LO-4	apply digital marketing knowledge to integrate all digital platforms to achieve business objectives of financial institutes												
Syllabus Outline											Learning Outcomes		
1	Introduction to Digital Marketing <i>Importance of DM, Scope of DM, Social Media, Google , SEO, Marketing Objectives & DM, Familiarizing to Interfaces</i>										LO-1		
2	Objectives of Digital Marketing <i>Business objectives vs Digital Objectives, Integration of digital platforms to achieve the objectives, Analyzing successful Case Studies, Campaign Planning, Monitoring KPI</i>										LO-1, LO-3		
3	Key Components of Digital Marketing <i>Company Website, Search Engine Marketing (SEM), Social Media Marketing, Paid Advertising, Remarketing, Affiliate Marketing, Email Marketing</i>										LO-2		
4	Digital Marketing Strategy and Measurements <i>Digital strengths, and your company's weaknesses digital competitive analysis creativity Digital Marketing & Measurement Model</i>										LO-4		
Assessments											Weightage (%)		
Continuous Assessments		Laboratory Assignments (LO-1, LO-2, LO-3) In Class Quizzes (LO-1, LO-2, LO-3) Presentations and Assignments (LO-4)									100%		
End Semester Examination		N/A											
Recommended Texts		Digital Marketing strategies for online success (2009), 1 st Edition, Godfrey Parkin , New Holland , UK.											
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	H	M	L	H	H	H	M	M	L	L	H	
LO-2	H	H	M	L	H	M	H	M	M	L	L	H	
LO-3	H	H	M	M	H	H	H	M	M	M	M	H	
LO-4	H	H	M	M	H	H	H	M	M	M	M	H	
Module	H	H	M	M	H	H	H	M	M	M	M	H	

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	IM3240	Module Title	Project Finance									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module introduces concepts and issues relating to project finance.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Evaluate Project Viability											
LO-2	Apply economic and financial cash flow models to analyse project risk.											
LO-3	Develop the suitable financial structure for a project.											
LO-4	Develop project finance arrangements according to client requirements.											
LO-5	Develop necessary project documentation.											
Syllabus Outline											Learning Outcomes	
1	Introduction to Project Finance										LO-1	
2	Structure and Risk										LO-1-LO-2-LO-3	
3	Valuing Projects										LO-1-LO-2	
4	Financing Projects and Sources of Funds										LO-3-LO-4	
5	Transaction Lifelines and Tools										Lo-4-LO-5	
Assessments											Weightage (%)	
Continuous Assessments		Assignment (LO-1, LO-2, LO-3)									30%-70%	
End Semester Examination		End of semester written examination (LO-1, LO-2, LO-3, LO-4,LO-5)									30%-70%	
Recommended Texts												
Tinsley, Practical Introduction to Project Finance, DCGardner/Euromoney Workbook,2nd Ed., London, 2000.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	M	M	H	H	M	M	M	H	M	L	L
LO-2	M	M	M	H	H	M	H	M	H	M	L	L
LO-3	H	M	M	M	M	M	M	M	H	M	L	L
LO-4	H	H	M	M	H	M	M	M	M	H	L	L
Module	M	M	M	H	H	M	M	M	H	M	L	L

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Semester 6

Module Code	IM3330	Module Title	Business Law									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The module aims to examine the sources of Sri Lankan law and the contractual relationships between individuals and businesses.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe the basic functions of the Sri Lankan legal system.											
LO-2	explain the ways the general legal environment impacts businesses in Sri Lanka.											
LO-3	identify the legal constraints on business.											
LO-4	implement the basic legal structures that constitute businesses and the law that regulates businesses and the business environment.											
LO-5	provide potential solutions to legal problems within the business environment.											
Syllabus Outline											Learning Outcomes	
1	Introduction to Sri Lankan Legislation										LO-1, LO-2	
2	Theories of Contract Law										LO-3, LO-4	
3	Sole traders, partnerships and incorporated bodies										LO-4	
4	Managing business organisations										LO-5	
5	Implications of contractual arrangements on business organisations, the authority and liability of partners										LO-5	
Assessments											Weightage (%)	
Continuous Assessments	In-class test/quiz , Case Study Analysis, Report & Presentation										30-50%	
End Semester Examination	Written examination										70-50%	
Recommended Texts												
Fitzpatrick J, Symes C, Veljanovski A, Parker D. (2013), <i>Business and Corporations Law</i> , Edition 2, Lexis Nexis Butterworths Miller, Roger LeRoy; Jentz, Gaylord A. (2010), <i>Fundamentals of Business Law</i> , Edition 6, Paperback, South-Western College/West Neal R. Bevans, (2006), <i>Business Law: Hands on Approach</i> , Edition 6, Hardback, Delmar Learning												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	M	L	L	L	M	L	M
LO-2	H	M	M	L	M	M	L	L	L	M	L	M
LO-3	H	M	M	L	M	M	L	M	L	M	L	M
LO-4	H	H	M	L	M	M	L	M	L	M	L	M
LO-5	H	H	H	L	M	M	L	M	L	H	L	M
Module	H	M	M	L	M	M	L	M	L	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3440	Module Title	Financial Service Marketing									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	0								
Module Aim:	This module aims to encourage students to apply key marketing management concepts to the Financial Services sector in an increasing need for marketing professionals in this field											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	develop and expand knowledge in the overall marketing environment of Financial services											
LO-2	outline the key issues and future trends that surround financial services marketing											
LO-3	identify the difference of the Sri Lankan Financial Markets compared to others											
LO-4	design, execute, document, and critique a comprehensive marketing plan for Financial services											
Syllabus Outline						Learning Outcomes						
1	Overview: Marketing and Financial services <i>Marketing theory and financial services, Recent developments in financial services, Key Issues for financial marketers, marketing new share and bond issues.</i>					LO-1, LO-2						
2	Financial Services Environment <i>Importance of environmental scanning in the marketing of financial services, External influences in the marketing of financial services, Integrating the Stakeholder perspective into environmental scanning</i>					LO-1, LO-2						
3	Customer driven marketing strategy for Financial Services <i>Segmenting, Targeting, Differentiation and positioning the financial services, Understanding the perspectives of the customers in the industry</i>					LO-3, LO-4						
4	Building and sustaining the brands of Financial Services <i>Branding theory and Financial services, Development of Branding strategies, Corporate branding, corporate communications</i>					LO-1, LO-3, LO-4						
5	Information for marketing financial services <i>Data driven financial services marketing, information for customer relationship management</i>					LO-2, LO-3, LO-4						
6	7 Ps in Financial Services <i>Creating a Financial value, pricing, distribution of financial services, positioning the value, the importance and application of process, people and physical evidences in financial services</i>					LO-3, LO-4						
7	Overview: Marketing and Financial services <i>Marketing theory and financial services, Recent developments in financial services, Key Issues for financial marketers</i>					LO-1, LO-2						
Assessments						Weightage (%)						
Continuous Assessments	Individual Assignment (LO-1, LO-2, LO-3) Engagement with in-class Activities (LO-3) Marketing plan presentation and Report (LO-1, LO-2, LO-3, LO-4)					30% - 70%						
End Semester Examination	End of semester examination (LO-1, LO-2, LO-3)					70% - 30 %						
Recommended Texts												
Financial Services Marketing, 2nd Edition (2013), Nigel Waite & Christine Ennew, Routledge. ISBN: 9780415521673 Financial Services Marketing, 1st Edition (2000), Tina Harrison, Pearson Education Limited, United Kingdom.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	H	H	L	L	M	M	M
LO-2	H	H	M	M	H	M	H	M	M	M	L	M
LO-3	H	H	H	H	H	M	H	M	M	M	M	M
LO-4	H	H	M	M	M	M	H	M	M	M	L	M
Module	H	H	M	M	M	M	H	M	M	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	IM3290	Module Title	Investment and Portfolio Management									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	IM2220; IM3310						
GPA/NGPA	GPA		Lab/Assignments	1								
Module Aim:	This course aims to impart knowledge, skills and techniques required to analyse investments and manage financial asset portfolios.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain risk and return in view of capital asset pricing and arbitrage pricing theory.											
LO-2	describe important concepts of diversification, efficient frontiers.											
LO-3	demonstrate the techniques of stock, bond and other tradable investment portfolio management.											
Syllabus Outline											Learning Outcomes	
1	Investment and Asset Allocations <i>Return and Risk, Portfolio Management Process, Selecting Investments.</i>										LO-1	
2	Security Markets <i>Market structure, Primary and Secondary Capital Markets, Exchange & OTC Market.</i>										LO-1	
3	Market Indicators <i>Constructing market indexes, Stock and Bond market indicators.</i>										LO-1: LO-2	
4	Investment Theory <i>Efficient market hypothesis and its implications.</i>										LO-1: LO-2:LO-3	
5	Portfolio Management <i>Markowitz portfolio theory, Asset pricing models and Multifactor models of risk and return</i>										LO-1: LO-2:LO-3	
6	Fixed-Income Securities and Other Investments <i>Types of fixed-income securities, Bond valuation, analysis and portfolio management, Investment companies, derivatives and international investments.</i>										LO-1: LO-2:LO-3	
Assessments											Weightage (%)	
Continuous Assessments		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)									30%-70%	
End Semester Examination		Written exam (LO-1, LO-2, LO-3)									70%-30%	
Recommended Texts												
<i>Reilly, F. K., & Brown, K. C. (2011). Investment analysis and portfolio management. Cengage Learning.</i>												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	H	H	M	L	M	M	L	H
LO-2	H	H	L	L	M	H	M	L	M	M	L	H
LO-3	H	H	L	L	M	M	M	L	M	M	L	H
Module	H	H	L	L	M	H	M	L	M	M	L	H

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	IM3280	Module Title	Treasury Dealing									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	IM3310						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course will combine classroom teaching and direct experimental learning in financial markets. Topics may include market participants, treasury operations, dealers, and price formation. This unit will be taught in the simulated research laboratory.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	analyze dealing practices and conventions in the foreign exchange market and cash market											
LO-2	develop and organize the front office and back office functions of a simulated bank's treasury dealing room											
LO-3	plan, verify and settle transactions completed in the simulated treasury dealing room											
LO-4	create and modify dealing strategies in the treasury dealing room											
LO-5	plan, organize, analyze, justify and report on positions taken in the treasury dealing room.											
Syllabus Outline										Learning Outcomes		
1	Introduction to the software										LO-1	
2	Overview of the dealing room										LO-1; LO-2	
3	Dealing theory of foreign exchange.										LO-3; LO-4; LO-5	
4	Loans and Deposits										LO-3; LO-4; LO-5	
Assessments										Weightage (%)		
Continuous Assessments	1. In-class test/quiz (LO1) 2. Individual Assignment (LO 2, LO3) 3. Report & Presentation (LO3)										30%-70%	
End Semester Examination	End of semester written examination										70%-30%	
Recommended Texts												
Hong Kong Institute of Bankers (2014), Wiley & Sons, ISBN: 978-0-470-82760-4												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	H	M	M	H	H	M	H	L	M	M
LO-2	M	H	H	M	L	H	H	M	H	L	M	M
LO-3	H	H	H	M	M	H	H	M	H	L	M	M
LO-4	M	H	H	M	M	H	H	M	H	L	M	M
LO-5	M	H	H	M	L	H	H	M	H	L	M	M
Module	M	H	H	M	M	H	H	M	H	L	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3110	Module Title	Advanced Accounting									
Credits	3	Hours/Week	Lectures	3	Pre – requisites						IM1210	
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	Analyze accounting beyond the organizational level and identify its role in different social and economic environments.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	assess a situation, identify issues and alternatives, and provide a recommendation using advanced accounting knowledge and ethical professional judgment.											
LO-2	explain the concept of business combinations and the main theories and methods of accounting for business combinations.											
LO-3	prepare consolidated financial statements at acquisition and in subsequent years for both fully owned and partially owned subsidiaries.											
LO-4	analyze the foreign currency transactions and consolidate foreign operations.											
Syllabus Outline											Learning Outcomes	
1	Regulatory Framework <i>Regulatory system of accounting, Harmonisation and International differences, Corporate governance</i>										LO-1	
2	Group Financial Statements <i>Consolidated accounts, Business combinations, Foreign currency translation, Cash flow statements</i>										LO-2, LO-3, LO-4	
3	Preparation of Reports <i>Measurement of performance, Price changes and corporate failures, Ratio analysis</i>										LO-3	
4	Environmental, International and Current Issues <i>Social and cultural issues, International issues in accounting, Current issues</i>										LO-1	
5	Accounting Standards <i>Financial Instruments, Off-balance sheet finance, Reporting financial performance</i>										LO-1, LO-2	
Assessments											Weightage (%)	
Continuous Assessments	In-Class Tests (LO-1, LO-3) Group Assignments (LO-2)										30-50%	
End Semester Examination	Written examination										70-50%	
Recommended Texts												
Hoyle, J. B., Schaefer, T., & Douppnik, T. (2012). Fundamentals of Advanced Accounting. McGraw-Hill Higher Education.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	M	M	L	M	L	L	L	M
LO-2	H	M	L	L	M	M	L	M	L	L	L	M
LO-3	H	M	L	L	M	H	L	M	L	L	L	M
LO-4	H	H	L	L	M	H	L	M	M	L	L	M
Module	H	H	L	L	M	H	L	M	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM3340	Module Title	Seminar VI – Research Methods										
Credits	2	Hours/Week	Lectures					Pre – requisites					None
GPA/NGPA	NGPA		Lab/Assignments					4					
Module Aim:	The module aims to enhance the range of research methods and underpinning philosophical approaches to research and explain epistemological and ontological considerations in research design and methodology.												
Learning Outcomes After completing this module, the students should be able to:													
LO-1	identify the significance of the major steps involved in conducting business research in a global context.												
LO-2	apply concepts of various business research designs and methods and be able to evaluate the strengths and weaknesses in research designs for particular projects.												
LO-3	develop an appropriate research design for a particular project, explaining the limitations, advantages, and implications of the technique employed.												
LO-4	justify and design suitable questions for a survey instrument and other alternative data collection approaches.												
LO-5	analyze data in relation to a particular research question using multiple analytical tools.												
Syllabus Outline											Learning Outcomes		
1	Introduction to the philosophy of research and the research process										LO-1		
2	The role of literature, literature reviews and critiques										LO-2		
3	Experimental design, Surveys and questionnaires										LO-4		
4	Qualitative field work and analyzing qualitative data										LO-4		
5	Archival research and sampling, descriptive and inferential statistics										LO-2		
6	Data analysis using appropriate software packages - practical session										LO-4, LO-5		
Assessments											Weightage (%)		
Continuous Assessments	Individual Assignment: Ethics and critical literature review (LO3, LO4) Group Report: Interviews, survey design and quantitative data analysis (LO2, LO6, LO7)										30-50%		
End Semester Examination	Written examination (LO-1, LO-2, LO-3, LO-4, LO-5)										70-50%		
Recommended Texts													
Saunders, M., Lewis, P. & Thornhill, (2014). Research Methods for Business Students. Pearson Sekaran, U. (2006). Research Methods in Business. John Wiley & Sons. Hair, J.F., Black, W.C., & Babin, B.J. (2009). Multivariate Data Analysis: A Global Perspective. Prentice Hall													
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	M	M	L	H	L	L	L	L	L	L	M	
LO-2	H	H	M	L	H	M	L	L	L	M	L	M	
LO-3	H	H	M	L	M	M	L	L	L	L	L	M	
LO-4	H	H	H	L	M	L	L	L	M	L	L	M	
LO-5	H	H	H	L	M	M	L	L	L	L	L	M	
Module	H	H	M	L	M	M	L	L	L	L	L	M	

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 3260	Module Title	Financial Institutions Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM3310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course provides an intermediate knowledge in the management of financial institutions and intermediaries. The module builds on the knowledge gained in the Banking Theory and Practice module and the Financial Markets and Institutions module.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	evaluate the importance of financial institutions in the global economy.											
LO-2	evaluate the performance of different types of financial institutions.											
LO-3	identify the main types of risks in financial institutions.											
LO-4	apply different methodologies to measure risks in financial institutions and compliance.											
Syllabus Outline											Learning Outcomes	
1	Overview of Financial Institutions in the Global Context										LO-1	
2	Measuring Financial Performance										LO-1-LO-2	
3	Measuring Risk Exposure										LO-2-LO-4	
4	Risk Management and Compliance										LO-2-LO-3-LO-4	
Assessments											Weightage (%)	
Continuous Assessments		Report & Presentation									30%-70%	
End Semester Examination		End of semester written examination									70%-30%	
Recommended Texts												
Saunders, A., and Cornett, M. (2018) Financial Institutions Management, McGraw-Hill												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	L	M	L	L	L	L	M	L	M	L	L
LO-2	M	M	M	L	M	M	M	M	M	M	L	L
LO-3	H	M	M	L	M	M	M	M	H	M	M	L
LO-4	H	H	M	M	M	M	M	M	H	H	M	L
Module	M	M	M	L	M	M	M	M	M	M	M	L

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 3270	Module Title	Taxation									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course provides an introduction to taxation and presents the many interrelationships between taxation and Sri Lankan law											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Demonstrate an overall understanding on the types of taxes in Sri Lanka (Direct and Indirect Taxes)											
LO-2	Familiarize with tax bases of different types of taxes and under which circumstances these taxes apply to individuals and businesses.											
LO-3	Compute the income tax liability of an individual, a partnership and a company											
LO-4	Compute the indirect tax liability (i.e. Value Added Tax)											
LO-5	Demonstrate an understanding of ethical issues facing tax practitioners and tax payers in Sri Lanka.											
Syllabus Outline											Learning Outcomes	
1	Introduction to taxation <i>Objectives and principles of taxation, Imposition of taxes, Types of taxes (Direct and Indirect Taxes), Tax bases, Sources of income</i>										LO-1	
2	Employee income <i>Exempt amounts, PAYE calculations, Final tax of an employee</i>										LO-2, LO-3	
3	Business income <i>General rules, Specific allowances, Specifically permitted deductions, Depreciate allowances, Tax losses,</i>										LO-2, LO-3	
4	Computation of final tax liability <i>Qualifying payments and reliefs, income tax rates, Gross tax liability, Net tax liability</i>										LO-4	
5	Partnership and company taxation <i>Partnership income/loss, Taxation of partners, Tax rates, Taxation of shareholders, Remittance tax</i>										LO-4	
6	Value added Tax (Indirect Taxes) <i>Computation of VAT liability</i>										LO-1-LO-4	
7	Taxation and Ethics <i>Importance of Ethics; Ethical issues facing tax practitioners, Ethical issues facing tax payers</i>										LO-5	
Assessments											Weightage (%)	
Continuous Assessments	Report & Presentation										30-70%	
End Semester Examination	End of semester written examination										70-30%	
Recommended Texts												
Inland Revenue Act No. 24 of 2017 and its subsequent amendments VAT Act No. 14 of 2002 and its subsequent amendments												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	L	M	L	M	M	H	M	L	H	M	M
LO-2	M	L	M	M	M	L	M	M	H	M	M	L
LO-3	M	H	H	H	M	M	M	M	M	M	H	L
LO-4	M	H	M	M	H	M	M	M	H	M	M	M
LO-5	M	M	M	H	H	M	M	H	M	M	M	M
Module	M	H	M	M	M	M	M	M	H	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Semester 7

Module Code	IM4310	Module Title	Strategic Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM1310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The module aims to provide an understanding of strategic analysis, strategic decision-making and strategic processes within and between organisations.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the fundamental concepts underlying the concept of strategy											
LO-2	critique the role strategy plays in aligning organizational competencies with challenges of static and dynamic business environments											
LO-3	compare and contrast the processes of formulating and implementing strategy											
LO-4	review the strategic management processes that may lead to sustainable competitive advantage of an organization											
LO-5	analyze different types of business strategies and means by which they contribute to sustainable development											
Syllabus Outline						Learning Outcomes						
1	Strategic management and strategic competitiveness					LO-1						
2	The external environment: Opportunities, threats, industry competition and competitor analysis					LO-1, LO-2						
3	The internal environment: Resources, capabilities and core competencies					LO-1, LO-2						
4	Business-level strategy & Corporate-level strategy					LO-3						
5	Merger and acquisition strategies					LO-5						
6	Cooperative strategy					LO-5						
7	Corporate governance					LO-5						
8	Strategy implementation: Strategic Leadership, Organisational structure and controls					LO-3, LO-4						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3, LO-4, LO-5)					30-50%						
End Semester Examination	Written exam (LO-1, LO-2, LO-3, LO-4, LO-5)					70-50%						
Recommended Texts												
Hanson, D., Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). <i>Strategic management: Competitiveness and globalisation</i> . Cengage AU.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	M	M	M	L	L	H	L	M	M
LO-2	H	H	H	H	M	M	L	L	H	L	H	M
LO-3	H	H	H	H	H	M	L	L	H	L	H	M
LO-4	H	M	H	H	H	H	L	L	H	M	H	M
LO-5	H	H	M	M	H	H	L	H	H	M	M	H
Module	H	H	H	H	H	M	L	L	H	M	H	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4210	Module Title	Personal Financial Planning									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course provides the necessary knowledge and skills for Personal Financial Planning											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the personal financial needs and personal financial market in Sri Lanka											
LO-2	explain the nature of currently available financial and insurance products that may be used for personal financial planning											
LO-3	discuss various components of the financial planning processes											
Syllabus Outline											Learning Outcomes	
1	Financial Planning Environment and Market										LO-1	
2	Principles of Financial Planning and Planning Process										LO-2, LO-3	
3	Risk Management and Insurance										LO-2, LO-3	
4	Components of Financial Planning Process <i>Tax planning, Retirement planning, Investment planning, Personal debt management</i>										LO-2, LO-3	
Assessments											Weightage (%)	
Continuous Assessments	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3, LO-4)										30-50%	
End Semester Examination	Written exam (LO-1, LO-2, LO-3, LO-4)										70-50%	
Recommended Texts												
Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2007). Personal finance 8th. McGraw-Hill, New York												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	L	L	H	L	M	L	L	H	H	M
LO-2	H	H	L	L	H	L	M	L	L	H	H	M
LO-3	H	H	L	L	H	M	M	L	L	H	H	M
Module	H	H	L	L	H	M	M	L	L	H	H	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4250	Module Title	Financial Derivatives									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	IM2220; IM3310						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to impart fundamental understanding of tradable financial derivatives.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	demonstrate knowledge of how different types of derivatives operate, and how they are applied and priced in the markets.											
LO-2	explain the attributes of main financial derivatives.											
LO-3	decide the type of security to be used for hedging and speculative purposes.											
Syllabus Outline											Learning Outcomes	
1	Derivative markets and Securities <i>Structure of Forward, Futures and Option markets, Basic payoff diagrams, Relationship between Forward and Option contracts, Derivative portfolio management.</i>										LO-1	
2	Forward and Futures contracts <i>Contract mechanisms, hedging, valuation and strategies</i>										LO-1: LO-2	
3	Option contracts <i>Option markets, valuation and trading strategies.</i>										LO-1: LO-2:LO-3	
4	Swap and other derivatives <i>Swap contracts, warrants and convertible securities and other embedded derivatives</i>										LO-1: LO-2:LO-3	
Assessments											Weightage (%)	
Continuous Assessments		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)									30%-70%	
End Semester Examination		Written exam (LO-1, LO-2, LO-3)									70%-30%	
Recommended Texts												
<i>Hull, J. C., & Basu, S. (2016). Options, futures, and other derivatives. Pearson Education India</i>												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	L	H	L	M	M	L	M
LO-2	H	H	M	L	L	M	H	L	M	M	L	M
LO-3	H	H	M	L	L	M	H	L	M	M	L	M
Module	H	H	L	L	L	M	H	L	M	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	IM4230	Module Title	Case Studies in Applied Finance									
Credits	3	Hours/Week	Lectures/Workshop	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to provide an understanding of the finance industry and its integral role in the modern economy. The key structures of the finance system are examined, and how they usually work and sometimes do not work. Case studies of actual events and participants will be used to provide a sense of the application of finance in the real world - what actually happens as well as what should happen.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain the role and contribution of the financial system in the modern economy.											
LO-2	examine the roles and functions of participants in the finance industry.											
LO-3	examine forms of finance and markets within the financial system.											
LO-4	apply knowledge and skills to assess contemporary case studies in applied finance											
Syllabus Outline											Learning Outcomes	
1	The Financial System										LO-1	
2	The Role of Intermediaries										LO-2	
3	The Forms of Finance and Markets										LO-3	
4	Asset Classes: Debt and Equity										LO-2: LO-3: LO-4	
5	Asset Classes: Derivatives										LO-2: LO-3: LO-4	
6	Regulation and ethics										LO-2: LO-3: LO-4	
Assessments											Weightage (%)	
Continuous Assessments	1. Individual Assignments (LO1) 2. Group Assignment (LO 2, LO3)										30%-70%	
End Semester Examination	End of semester written examination										70%-30%	
Recommended Texts												
Mishkin. F.S. (2016). Economics of Money, Banking and Financial Markets, Pearson. United States												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	H	H	L	M	H	M	M	M	MH	M	M
LO-2	M	H	H	L	M	H	M	M	M	M	M	M
LO-3	M	H	H	L	M	H	M	M	M	M	M	M
LO-4	M	H	H	L	M	H	M	M	M	M	M	M
Module	M	H	H	L	M	H	M	M	M	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4260	Module Title	International Financial Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The aim of this course is to equip students with a good understanding of finance from an international perspective..											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate knowledge of the global nature of money and capital and analyze the motives, opportunities and risks of cross-border business transactions.											
LO-2	explain the background and use of international markets.											
LO-3	demonstrate a thorough understanding of exchange rate systems and their theory and critically evaluate the benefits/disadvantages of each system.											
LO-4	identify key factors that influence foreign direct investment and its drivers											
Syllabus Outline						Learning Outcomes						
1	An Overview on Multinational Financial Management					LO-1						
2	International Flow of Funds <i>Balance of Payment, Current account deficit, Factors affecting international trade flows/FDIs.</i>					LO-1						
3	International Financial Markets <i>Foreign Exchange Market, International Money market, International Credit Market, International Bond Market, international Stock Market</i>					LO-2						
4	Exchange rate Systems, Dollarization, Transactional and Translational Exposure					LO-3						
5	International Arbitrage and Interest Rate Parity					LO-3						
6	Relationship between inflation, interest rates and exchange rates <i>Absolute form PPP, Relative form PPP, International Fisher's effect</i>					LO-3						
7	International capital Budgeting and Transfer Pricing <i>Foreign investment analysis, Foreign project appraisal, Transfer pricing</i>					LO-4						
8	Country Risk <i>Political stability, Economic stability, Emerging market crisis</i>					LO-4						
Assessments						Weightage (%)						
Continuous Assessments	1. In-class test/quiz (LO1) 2. Group Assignment (LO2)					30%-70%						
End Semester Examination	End of semester written examination (3 hours) (LO1, LO2, LO3, LO4)					70%-30%						
Recommended Texts												
Butler, K., 2012. Fifth Edition, Multinational Finance: Evaluating Opportunities, Costs, and Risks of Operations. Wiley.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	L	M	L	M	M	L	M	M	L	L	M
LO-2	H	M	M	L	M	M	L	M	M	L	L	M
LO-3	H	H	M	L	M	M	L	M	L	L	L	M
LO-4	H	M	M	L	M	M	L	M	M	L	L	M
Module	H	M	M	L	M	M	L	M	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4220	Module Title	Auditing									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/ NGPA	GPA		Lab/ Assignments									
Module Aim:	The purpose of this course is to provide a detailed overview of auditing and professional practice.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	explain and interpret the basic concepts related to audits											
LO-2	analyse the broader outline about audit and apply them to real world scenarios											
LO-3	apply Sri Lanka Auditing Standards in real life audits/scenarios											
Syllabus Outline										Learning Outcomes		
1	Introduction to auditing, audit engagement and planning										LO-1	
2	Internal controls and internal auditing										LO-1-LO-2	
3	Fundamental principles and ethics										LO-1-LO-2	
4	Audit procedures and evidences										LO-2-LO-3	
5	Auditors, law and corporate governance										LO-2-LO-3	
6	Audit report										LO-3	
Assessments										Weightage (%)		
Continuous Assessments		Report & Presentation								30%-70%		
End Semester Examination		End of semester written examination								70%-30%		
Recommended Texts												
Millichamp, A.H. (2002) Auditing, 9th Edition Basu, S. (2009). Fundamentals of Auditing (1st Edition). Pearson India.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	L	M	L	M	M	H	M	L	H	M	M
LO-2	M	L	M	M	M	L	M	M	H	H	M	L
LO-3	M	H	H	H	M	M	M	M	H	M	H	L
Module	M	L	M	M	M	M	M	M	H	H	M	L

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	TM4350	Module Title	Service Operations Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	TM2310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	Building on the basics of operations management, this module aims to provide a comprehensive and balanced introduction to <i>service</i> operations management.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe key terms, concepts and theories of service operations management											
LO-2	apply concepts and theories of service operations management to real world service organisations											
LO-3	analyse service operations related problems and select appropriate solutions											
Syllabus Outline										Learning Outcomes		
1	Introduction to service operations management										LO-1	
2	Developing a service operations strategy – Target market, service concept (offering), service delivery system design										LO-1, LO-2	
3	Managing service quality, yield (capacity) and people										LO-1, LO-2	
4	Understanding customers, managing their relationships and expectations										LO-1, LO-2	
5	Service process improvement										LO-1, LO-2, LO-3	
6	Service supply / logistics network and supplier relationships										LO-1, LO-2	
7	Measuring service operations performance										LO-1, LO-2, LO-3	
8	Digitalization and service operations management										LO-1, LO-2, LO-3	
9	Trends / contemporary issues in service operations management (such as servitization, IT, value co-creation, service dominant logic, etc.)										LO-1, LO-2	
Assessments										Weightage (%)		
Continuous Assessments	In-class test (individual) (LO-1, LO-2) Group presentation and report on a service operations related problem and proposed solution (LO-2, LO-3)										30-50%	
End Semester Examination	Written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Texts												
Johnston R., Clark G. (2012). <i>Service Operations Management: Improving Service Delivery</i> (4th ed.). Pearson Education. Parker, D. W. (2018). <i>Service Operations Management: The Total Experience</i> (2 nd ed.). Edward Elgar Publishing Limited.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	L	L	L	L	L	L	H	H	M	M
LO-2	H	H	M	L	L	H	M	H	H	H	M	M
LO-3	H	H	M	L	H	H	M	H	H	H	M	M
Module	H	H	M	L	L	H	M	H	H	H	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4450	Module Title	Marketing Research									
Credits	2	Hours/Week	Lectures	2	Pre – requisites		None					
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to enable the participants to acquire basic skills and competencies in carrying out marketing research and increase knowledge in diagnosing and measuring marketing problems / opportunities in order to make marketing decisions with applications of data analytical and visualization tools as it focuses on financial services industry.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify and design appropriate research objectives, questions or hypotheses in order to address a specific research problems in financial services related organizations.											
LO-2	formulate and evaluate different research designs and apply appropriate research practices under a specific research design to undertake a practical marketing research in the financial services industry.											
LO-3	analyze primary and secondary data using appropriate analytical tools / software and interpret the results to assist marketing decision making in the financial services industry.											
LO-4	outline the legal, social, and ethical issues faced by marketing researchers and determine their impact on research design.											
Syllabus Outline										Learning Outcomes		
1	<i>The marketing research process, decision problem, research question and research objectives</i>										LO-1	
2	<i>Different types of research design or approaches, qualitative and quantitative research techniques</i>										LO-2	
3	<i>Sampling strategy, data collection tools, contact methods and field administration related issues in marketing research</i>										LO-2	
4	<i>Marketing intelligence and analytics including digital data, data preparation, exploration, analysis, and visualization using the latest analytical tools/software</i>										LO-3	
5	<i>Preparing the marketing research report for a client in a case involved in financial products and services</i>										LO-1, LO-2, LO-3	
6	<i>Ethics involved in the use of data for marketing purposes</i>										LO-4	
Assessments										Weightage (%)		
Continuous Assessments	Research Brief and Proposal (LO-1, LO-2) Engagement with class Activities (LO-1, LO-2, LO-3) Presentation and Findings Report for a Client (LO-1, LO-2, LO-3, LO-4)										30% - 70%	
End Semester Examination	End of semester lab examination (LO-1, LO-2, LO-3)										70% -30%	
Recommended Texts												
Essentials of Marketing Research (2015), Global Edition, Malhotra, N.K., Pearson Education. (ISBN : 978-1292075143).												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	H	M	H	L	M	M	L	M
LO-2	H	H	H	M	H	M	H	L	M	M	L	M
LO-3	M	H	H	M	H	M	H	M	M	M	L	M
LO-4	M	H	M	L	M	M	M	L	M	H	M	M
Module	H	H	M	M	H	M	H	M	M	H	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4240	Module Title	Entrepreneurial Finance									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	0								
Module Aim:	This course provides a basic understanding on investment and financing decisions in entrepreneurial settings and different stages of venture development life cycle. This module anticipates to produce new knowledge and foster skills required for making investment and financial decisions in ventures by considering Sri Lankan economy with a global perspective.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify financial tools and techniques needed for an entrepreneur to start, build and harvest a successful venture.											
LO-2	forecast future financing needs and uses, and determine appropriate sources.											
LO-3	develop a financial plan to attract outside funding.											
LO-4	estimate the value of an enterprise.											
Syllabus Outline						Learning Outcomes						
1	Introduction to entrepreneurial finance						LO-1					
2	Financial environment and small business financial structure						LO-2					
3	New venture development and sources of financing						LO-2					
4	Financial plan in business planning						LO-3					
5	Financial planning, forecasting and managing working capital requirements						LO-3					
6	Valuation of new ventures and small businesses						LO-4					
7	Harvesting the business venture investment						LO-4					
Assessments						Weightage (%)						
Continuous Assessments	1. In-class test/quiz /Case Study Analysis (LO-1, LO-2, LO-3) 3. Report & Presentation (LO-4)						30%-70%					
End Semester Examination	End of semester written examination(2 hours)(LO1, LO2, LO3, LO4)						70%-30%					
Recommended Texts												
Abor, J.Y. (2017). Entrepreneurial Finance for MSMEs: A managerial approach for developing markets, Palgrave Macmillan. Smith, J.K., & Smith, R.L. (2011). Entrepreneurial Finance. (3 rd Ed.). New Jersey: John Wiley & Sons INC.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	H	M	L	H	H	L	H	H	M	L	M
LO-2	M	H	M	L	H	H	L	H	H	M	L	M
LO-3	M	H	M	L	H	H	L	H	H	M	L	M
LO-4	M	H	M	L	H	H	L	H	H	M	L	M
Module	M	H	M	L	H	H	L	H	H	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4900	Module Title	R & D Project										
Credits	8	Hours/Week	Lectures					Pre – requisites					IM3340
GPA/NGPA	GPA		Lab/Assignments										
Module Aim:	This module aims to requires students to demonstrate both theoretical and practical knowledge, analytical skills and personal characteristics at levels which are appropriate with professional business practice.												
Learning Outcomes After completing this module, the students should be able to:													
LO-1	discuss a business problem and its context												
LO-2	formulate the problem into a viable project proposal under individual supervision												
LO-3	review relevant literature and critique the impact of the proposed project												
LO-4	evaluate the suitability of alternative research methods and apply appropriate methods to the chosen business problem												
LO-5	recommend courses of action through an appropriately written project report												
LO-6	debate the effectiveness of the proposed business solution												
LO-7	defend project results to peers and supervisors												
Syllabus Outline											Learning Outcomes		
1	Problem identification										LO-1		
2	Research methodology and Research design										LO-2, LO-3, LO-4		
3	Project proposal and report writing										LO-4, LO-5		
4	Analysis, discussion and recommendations										LO-3 LO-4, LO-5, LO-6		
5	Project presentation										LO-6, LO-7		
Assessments											Weightage (%)		
Continuous Assessments	Detailed proposal, Research Report/Oral presentation and viva										100%		
End Semester Examination													
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	M	M	L	M	M	L	L	L	M	M	H	
LO-2	M	H	M	L	M	M	L	L	L	M	M	H	
LO-3	M	H	H	L	M	M	L	L	L	M	M	H	
LO-4	M	M	M	L	M	M	H	L	L	M	H	H	
LO-5	M	M	H	L	M	H	L	L	L	M	H	H	
LO-6	M	H	H	L	H	H	L	L	L	M	H	H	
LO-7	M	H	H	M	H	M	L	L	M	M	H	H	
Module	M	H	H	L	M	M	L	L	M	M	H	H	

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Semester 8

Module Code	IM4360	Module Title	Financial Services Regulation and Ethics									
Credits	2	Hours/Week	Lectures	2	Pre – requisites						None	
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The aim of this module is to provide knowledge about the financial services industry, its regulation and professional practice.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the structure of the Sri Lanka financial services industry											
LO-2	explain the importance of a regulatory framework											
LO-3	discuss legal aspects and ethical conduct											
Syllabus Outline											Learning Outcomes	
1	Introduction to Financial Services Industry										LO-1	
2	Structure and Components of Financial Services Industry										LO-1	
3	Regulatory Framework										LO-2	
4	Concept of Risk and Its Implications on Stakeholders										LO-2	
5	Legal Aspects										LO-3	
6	Professionalism and Ethical Practices										LO-2, LO-3	
Assessments											Weightage (%)	
Continuous Assessments	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)										30-50%	
End Semester Examination	End of semester written examination										70-50%	
Recommended Texts												
Hendry, J. (2013). <i>Ethics and finance</i> . Cambridge University Press.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	M	L	L	L	L	L	M
LO-2	H	M	H	L	M	M	L	M	L	L	L	M
LO-3	H	M	H	L	M	M	L	M	M	L	L	M
Module	H	M	H	L	M	M	L	M	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4460	Module Title	Professional Selling									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to enable the participants to undertake an overall analysis of the professional selling function, and gain insight into the role of personal selling in marketing and society and its applications with reference to organizations which develop and market financial products and services.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain the key components, frameworks, and methods used in the selling process and in sales management in financial services organizations.											
LO-2	develop relationship strategies, product strategies, customer strategies, and presentation strategies that advance the sale in financial services industry.											
LO-3	design, execute, document, and critique a comprehensive sales strategy for a real organization marketing financial products and services.											
Syllabus Outline											Learning Outcomes	
1	Make-up of a Professional Salesperson <i>Developing a Personal Selling Philosophy, Developing a Relationship Strategy, Entrepreneurial Selling, Building an Ethical Foundation</i>										LO-1,LO-2	
2	Know-how of Product <i>How to Add Value, Becoming a Product Expert, Features and Benefit, Product Positioning</i>										LO-1, LO-2	
3	Exploring Customers <i>Understanding Buyer Behaviour: Planning Your Prospecting, Generating Prospects Building a Prospect Database</i>										LO-1, LO-2	
4	Presenting the Product and Closing Sales <i>Pre-Approach, Approach, Consultative Sales Presentations, Sales Demonstrations, Identifying Buyer Concern, Addressing Buyer Concern, Closing the Sale, Building Future Sales</i>										LO-2	
5	Managing Sales operations and Applications on Personal Selling in the Financial Services Industry <i>Sales Forecasting, Setting Sales Quota, Managing Sales Territory, Managing Time & Stress, Managing a Sales Force, Case Studies on Personal Selling and Sales Administration in the Financial Services Industry</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	Prospecting Assignment (LO-1, LO-2) Engagement with in-class Activities (LO-2) Sales Presentation and Report (LO-1, LO-2, LO-3)										30% - 70%	
End Semester Examination	End of semester examination (LO-1, LO-2, LO-3)										70% - 30 %	
Recommended Texts												
Selling today: Partnering to Create Value, (2016), 7th Edition, Manning, G. L., Ahearne, M., Reece, B., & MacKenzie, H. H., Pearson Canada, Toronto. (ISBN: 978-0-13-315685-0).												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	H	H	H	H	M	M	M	M	L
LO-2	H	H	H	H	H	H	H	H	M	M	M	M
LO-3	M	H	H	H	H	H	H	H	M	M	M	L
Module	H	H	H	H	H	H	H	H	M	M	M	L

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4280	Module Title	Contemporary Issues in Finance									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	IM2220; IM3310						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course provides synoptic understanding about various issues from research published in the discipline of finance accounting.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	critically assess and disseminate multiple sources of financial and/or accounting research in order to develop a comprehensive understanding of relevant issues.											
LO-2	demonstrate individual led critical thinking skills through exposure to both academic and industry-led research in finance.											
LO-3	communicate, present and articulate a detailed understanding of contemporary issues in finance and/or accounting to a non-technical audience as part of a group.											
LO-4	engage in meaningful discourse with academic peers and finance practitioners on contemporary issues and challenges in the Financial industry.											
Syllabus Outline											Learning Outcomes	
1	Contemporary Issues in Corporate Finance										LO-1-LO-4	
2	Contemporary issues in Investments										LO-1-LO-4	
3	Contemporary Issued in Banking										LO-1-LO-4	
4	Social Impact Financing and Sustainable Financing Methods										LO-1-LO-4	
5	Algorithmic trading										LO-1-LO-4	
6	Growth areas of Financial Services and Accounting										LO-1-LO-4	
Assessments											Weightage (%)	
Continuous Assessments	1. Report & Presentation (LO 3)										30%-70%	
End Semester Examination	End of semester written examination (3 hours)(LO1, LO2, LO3, LO4)										70%-30%	
Recommended Texts												
There will be no recommended texts for this module. However, a list of prescribed and recommended reading will be provided.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	L	L	H	M	L	L	H
LO-2	H	M	M	L	M	L	L	H	M	H	L	H
LO-3	H	M	M	L	M	L	L	H	M	L	L	H
LO-4	H	M	M	L	M	L	L	H	M	H	L	H
Module	H	M	M	L	M	L	L	H	M	H	L	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4120	Module Title	Seminar VII - Intercultural Business Etiquettes and Communication									
Credits	2	Hours/	Lectures	2	Pre –	None						
GPA/NGPA	NGPA	Week	Lab/Assignments		requisites							
Module Aim:	This module introduces the principles of building and maintaining professional relationships, as well as providing practical guidance for typical workplace situations in order to foster engaging, productive and long-term business relationships.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	define etiquette and understand how it is valuable to companies and other organisations.											
LO-2	explore the art of conversation both in person and on the phone											
LO-3	explore the business etiquette of different cultures and countries and understand the etiquette of how to deal with ethical dilemmas, personal issues, and difficult people.											
LO-4	apply effective and customised strategies to engage politely in different situations											
Syllabus Outline											Learning Outcomes	
1	Introduction to business etiquette										LO-1	
2	Written etiquette										LO-2	
3	Behaviour etiquette										LO-3	
4	Telephone etiquette										LO-3	
5	Facing job interviews										Lo-4	
6	Networking etiquette										Lo-4	
Assessments											Weightage (%)	
Continuous Assessments			Individual Assignments (LO-1, LO-2, LO-3) Presentation/Role play (LO-4)								100%	
End Semester Examination											N/A	
Recommended Texts												
Business Etiquette Made Easy: The Essential Guide to Professional Success (2020), Skyhorse												
Business English Writing: Advanced Masterclass- How to Communicate Effectively & Communicate with Confidence: How to Write Emails, Business Letters & Business Reports (2019)												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	M	M	L	M	H	H	H	H	H
LO-2	H	H	H	M	H	L	M	H	H	H	H	H
LO-3	H	H	H	H	M	M	M	H	H	H	H	H
LO-4	H	H	H	H	M	L	M	H	H	H	H	H
Module	H	H	H	H	M	L	M	H	H	H	H	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4270	Module Title	Behavioural Finance									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments	-								
Module Aim:	This course examines the cognitive biases that people exhibit when making financial decisions. The students will gain an understanding of the nature of these cognitive biases using insights from psychology, neuroscience and experimental economics. The course will also examine how incorporating these biases into finance theories can improve standard finance models studied in other courses.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain how cognitive biases predictably and consistently affect financial decisions.											
LO-2	explain the experimental methods in cognitive sciences											
LO-3	apply this understanding to traditional models and techniques as taught in other courses											
LO-4	apply this understanding to help promote more efficient financial decisions for different categories of actors (e.g., individual investors, professional traders).											
Syllabus Outline											Learning Outcomes	
1	Introduction to Behavioural Finance										LO-1	
2	Limits to Arbitrage										LO-1 LO-2	
3	Cognitive Biases-Preferences <i>Experimental lab work to be completed in class.</i>										LO-01 LO-2	
4	Cognitive Biases-Beliefs <i>Experimental lab work to be completed in class.</i>										LO-01 LO-2	
5	Applications of Behavioural Finance										LO-3-4	
Assessments											Weightage (%)	
Continuous Assessments	1. In-class test/quiz /Case Study Analysis (LO 1,LO-3,LO-4) 3. Report & Presentation (LO-2)										30%-70%	
End Semester Examination	End of semester written examination(2 hours) (LO1, LO2, LO3, LO4)										70%-30%	
Recommended Texts												
Other readings A list of journal articles will be provided for weekly readings.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	M	L	M	M	L	L	M
LO-2	H	M	M	L	M	M	L	M	L	L	L	M
LO-3	H	H	M	L	M	M	L	M	L	L	L	M
LO-4	H	H	M	M	M	H	L	M	L	L	L	M
Module	H	H	M	L	M	M	L	M	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM4290	Module Title	Financial Technology									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course provides an understanding about various technologies and innovations that have changed the nature of “Financial Services”											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	describe the chronology of financial innovation and environment dynamics that influence the financial sector											
LO-2	appreciate the role of AI and Machine Learning in Finance											
LO-3	explain the digital finance infrastructure and instruments and how they function											
LO-4	explain the types of money that exists finance & recognize financial regulatory frameworks and how they affect innovation											
Syllabus Outline						Learning Outcomes						
1	History of Financial Innovation					LO-1						
2	Harnessing data with Artificial Intelligence and Machine Learning <i>Application of Data Analytics in Finance, The role of Data and Security in data-driven finance, How AI is Transforming the Future of FinTech</i>					LO-2						
3	The Forms of Finance and Markets <i>Transforming personal finance with FinTech, Digitization of Financial Services, Crowdfunding, Peer-to-peer lending.</i>					LO-3						
4	Digital Currencies					LO-4						
5	FinTech Regulation and RegTech <i>Regulation of Mobile Money, Legal and Regulatory Implications of Cryptocurrencies</i>					LO – 4						
6	Case studies on digital currency (bitcoin), settlements (blockchain), hedging, trading and financial advisory					LO-2-4						
Assessments						Weightage (%)						
Continuous Assessments	Report and Presentation (LO 1, LO-2)					30%-70%						
End Semester Examination	End of semester written examination					70%-30%						
Recommended Texts												
Chishti, S. & Barberis, J. (2016). <i>The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries</i> , Wiley Publishers												
Mohan, D. (2020). <i>The Financial Services Guide to Fintech: Driving Banking Innovation Through Effective Partnerships</i> , Kogan Page Publishers												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	H	H	H	M	M	L	L	H
LO-2	H	H	M	L	H	M	H	M	M	L	L	H
LO-3	H	H	M	L	H	H	H	M	M	L	L	H
LO-4	H	H	M	L	H	H	H	M	M	L	L	H
Module	H	H	M	L	H	H	H	M	M	L	L	H

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	TM4360	Module Title	Digital Service Innovation									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	-								
Module Aim:	This module aims to provide knowledge about and skills for digital service innovation.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe key concepts and theories of digital service innovation											
LO-2	examine and appraise real world digital service innovations, service platforms and business models											
LO-3	design an innovative digital service solution											
Syllabus Outline											Learning Outcomes	
1	Introduction to digital technology and digital service innovation (digital technologies, nature of innovations and innovation process)										LO-1	
2	Service dominant logic										LO-1	
3	Digital service ecosystem (actor to actor network)										LO-2, LO-3	
4	Digital service platform (resource liquefaction and resource density)										LO-2, LO-3	
5	Value co-creation (resource integration)										LO-1, LO-2	
6	Trends / contemporary issues in digital service innovation										LO-1, LO-2	
Assessments											Weightage (%)	
Continuous Assessments	Examine and appraise an existing digital service innovation (individual assignment) (LO-1, LO-2) Design a digitally enabled innovative service solution for a chosen business (group assignment) (LO-3)										30-50%	
End Semester Examination	Written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Readings												
Lusch, R. F., & Nambisan, S. (2015). Service innovation: A service-dominant logic perspective. <i>MIS Quarterly</i> , 39(1), 155-176. Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of Marketing</i> , 68(1), 1-17. Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 36(1), 1-10. Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. <i>European Management Journal</i> , 26(3), 145-152.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	M	M	M	M	M	M	M
LO-2	H	H	H	L	H	H	H	M	H	H	M	M
LO-3	H	H	H	L	H	H	H	M	H	H	M	M
Module	H	H	H	L	H	H	H	M	H	H	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	TM4370	Module Title	Management of Technology in Service Sector									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	-								
Module Aim:	This module aims to provide knowledge about and skills for selecting and managing appropriate technologies for a given service context.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe key concepts and theories linked to managing technologies in service sector											
LO-2	analyse the application of technologies in service firms											
LO-3	propose suitable technologies for a given service firm / context											
Syllabus Outline											Learning Outcomes	
1	The role of technology in services <i>Technology strategy; technology management issues; front, middle and back office operations; customer involvement and co-creation</i>										LO-1, LO-2	
2	The evolution of service economy and technology-service relation <i>Service economy 1.0, 2.0, 3.0 (services as technology adapters, technology-enabled services & technology-service convergence)</i>										LO-1, LO-2	
3	Technology acquisition and management <i>Build, buy, bureau, outsource</i>										LO-1, LO-2, LO-3	
4	Technology implementation <i>Technology transfer and adaptation; quality control; security; regulatory compliance</i>										LO-1, LO-2, LO-3	
5	Technology trends (e.g. chatbots, augmented reality, virtual reality, IoT, social media, mobile, etc.) and impact on services and / or various service industries (e.g. financial, healthcare, hospitality, etc.)										LO-2, LO-3	
6	Challenges / contemporary issues in managing technology in service industries										LO-1, LO-2	
Assessments											Weightage (%)	
Continuous Assessments	Examine and appraise a technology application in a service firm (individual assignment) (LO-1, LO-2) Propose a technology solution for a chosen service firm / context (group assignment) (LO-3)										30-50%	
End Semester Examination	Written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Readings												
Chang, Y. C., Miles, I., & Hung, S. C. (Ed.). (2014). Special Issue on Technology Service Convergence [Special Issue]. <i>Technovation</i> , 34(9).												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	M	M	M	M	M	M	M
LO-2	H	H	H	L	H	H	H	M	H	H	M	M
LO-3	H	H	H	L	H	H	H	M	H	H	M	M
Module	H	H	H	L	H	H	H	M	H	H	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS4800/ TM4800 /IM4800	Module Title	Internship									
Credits	6	Hours/Week	Lectures		Pre – requisites	None						
GPA/NGPA	NGPA		Lab/Assignments									
Module Aim:	This module aims to enable the participants to acquire transferable skills in the area of business and finance analytics by offering them the chance to gain practical exposure.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Appreciate the differences between academic and industrial environments											
LO-2	Value the training institutions relevance to business and management											
LO-3	Relate the knowledge gained via training to the R & D project											
LO-4	Appraise professional ethics and business practices											
LO-5	Present the findings in a training report											
Syllabus Outline											Learning Outcomes	
1	Induction <i>This is an initial period to help the student in the transition from academic to industrial life. The students should meet his/her Mentor to discuss the contents and the objectives of training. He/She should also receive information about the training organization, its products or services and the terms and conditions of employment.</i>										LO-1	
2	General Training <i>In a large organization, this should include an introduction to the work done in a number of departments. Under these circumstances, the student may eventually be working as a member of a team in the organization. The student should be made aware of the management and administration sectors of the organization</i>										LO-1, LO-2	
3	Practical Skills <i>During this period, the student should receive instructions in the practical skills essential for his/her future employment. It should also include an appreciation of the business processes.</i>										LO-2, LO-3	
4	Directed Objective Training <i>The major part of the training should have directed application to the activity which the student intends to follow after the training program (activities should be relevant to the specialisation in which the student will be graduating in). At this stage, the student should be encouraged to work on a real project and be given increasing responsibility for independent work to establish interest and confidence in his/her work</i>										LO-3, LO-4, LO-5	
Assessments											Weightage (%)	
Continuous Assessments	Multiple evaluation methods to be used. Training report Final presentation and viva										100	
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	H	H	H	H	L	L	M	M	M
LO-2	H	H	H	M	H	H	M	L	L	H	M	M
LO-3	H	H	H	M	H	H	M	L	L	M	H	H
LO-4	M	M	M	H	M	M	L	L	L	H	H	H
LO-5	H	H	H	H	M	M	M	L	L	H	H	H
Module	H	H	H	H	H	H	H	L	L	H	H	H

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Annex – Detailed Approved Outlines – Semester 1/2/3

Semester 1

Module Code	IM1110	Module Title	Business English									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this course is to prepare students to succeed in complex business communication tasks in writing, reading, and listening.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate an overall understanding of English for specific academic and business purposes.											
LO-2	improve the listening, reading, writing, and critical thinking skills needed for academic success.											
LO-3	demonstrate the use of vocabulary and structure of the English language											
Syllabus Outline						Learning Outcomes						
1	Introduction to Business English					LO-1						
2	Types of business communication – <i>Telephone & e-mail skills, writing essays, making appointments, presentations</i>					LO-1						
3	Preparing Business Letters <i>Format, Style and Content</i>					LO-3						
4	Case study Oral and written skills					LO-3						
5	Business Correspondence <i>Emails– register, style, standard and phrasing</i>					LO-2						
6	Making Presentations <i>Introducing a topic effectively, Linking and sequencing ideas, Concluding, Responding to Questions</i>					LO-2						
7	Preparing Business Reports <i>Format, Style and Content</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test/quiz 20% (LO1) Case Study Analysis 15% (LO 2, LO3) Report & Presentation 20% (LO3)					50%						
End Semester Examination	End of semester written examination (2 hours) (LO1, LO2, LO3)					50%						
Recommended Texts												
Allison, John. The Business: B1+Intermediate. London: Macmillan, 2008. Emmerson, Paul. Business Vocabulary Builder: Intermediate to Upper-Intermediate. London: Macmillan, 2009. Emmerson, Paul and Hamilton, Nick. Five-Minute Business Activities. Cambridge: Cambridge, 2012. Trappe, Tonya and Tullis, Graham. Intelligent Business: Intermediate Business English. London: Pearson Longman, 2010												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	H	M	L	L	L	M	L	M	M	M
LO-2	H	M	H	M	L	L	L	H	L	M	M	M
LO-3	H	M	H	M	L	L	L	H	L	M	M	M
Module	H	M	H	M	L	L	L	H	L	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Module Code	DS1310	Module Title	Computer Applications									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this course is to impart basic computer application skills for day to day office activities.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain basics of computers and applications											
LO-2	use the computer for basic purposes of business activities											
LO-3	access the world of information using computers											
Syllabus Outline											Learning Outcomes	
1	Introduction to Computers <i>Components of a computer, Concepts of hardware and software, Concepts of computing, Data and information</i>										LO-1	
2	Operating Systems <i>Basics of common operating systems, Operating system setup/installation, Utilities</i>										LO-1	
2	Word Processing										LO-2	
3	Spreadsheet Applications										LO-2	
4	Internet Applications										LO-3	
5	Communications										LO-3	
6	Making Presentations										LO-2	
Assessments											Weightage (%)	
Continuous Assessments	Laboratory 50% (LO2, LO-3) In-class test 30% (LO-1) Report & Presentation 20% (LO3)										100%	
End Semester Examination	End of semester written examination (2 hours) (LO1, LO2, LO3)											
Recommended Texts												
Beskeen, D., (2008), <i>Introduction to Computer Applications and Concepts</i> , Cengage Learning												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	L	M	H	L	L	L	L	M
LO-2	H	H	L	L	M	M	H	M	L	L	L	M
LO-3	H	H	L	L	L	M	H	L	L	L	M	M
Module	H	H	L	L	L	M	H	M	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1210	Module Title	Introduction to Accounting									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to provide an introductory knowledge on accounting principles, standards and policies relating to the preparation of financial reports to facilitate sound decision making.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain the concepts of financial reporting.											
LO-2	demonstrate the reporting of accounting transactions.											
LO-3	apply accounting concepts, principles and standards in accounting practices.											
LO-4	prepare the financial statements for various forms of businesses and non-profit entities.											
Syllabus Outline						Learning Outcomes						
1	Accounting information in its decision-making context <i>History of accounting, Accounting environment, Double entry system, Ledger system and trial balance, Discuss accounting concepts</i>					LO-2, LO-3						
2	The statement of financial position and income statement <i>LKAS 01, LKAS 02, LKAS 16, Preparing the Financial Statement of private and listed companies</i>					LO-1, LO-4						
3	Reporting and interpreting cash flows <i>LKAS 07, Identify the operational, investing and financial activities, Preparing the cash flows on direct and indirect methods and interpretation</i>					LO-4						
4	Accounting for manufacturing concerns <i>Different cost classifications, analyse costs in allocating OH cost, Calculating the product cost, Preparing manufacturing accounts and statement of costs</i>					LO-5						
5	Accounting for incomplete records <i>Converting the incomplete records into useful information, Accounting equation method and final accounts preparation method</i>					LO-4						
6	Accounting in non-profit organizations <i>Types of non-profit organizations, Subscription account, Income and expenses account, Cash receipts and payments account</i>					LO-4						
7	Cash flows and financial statement analysis <i>Interpreting the financial statements, Horizontal and vertical analysis, Ratio analysis</i>					LO-1, LO-2						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, Individual assignment					30-50%						
End Semester Examination	End of semester written examination (2 hours) (LO1, LO2, LO3, LO4)					70-50%						
Recommended Texts												
Libby, R., Libby, P. A. & Hodge, F. (2017). Financial Accounting: 09th edition, Mc Graw Hill. Marriot, P., Edwards, J. R., Mellett, H. J. (2002). Introduction to Accounting: 03 rd edition, SAGE publications.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	M	M	L	L	L	L	L	M
LO-2	H	H	L	L	M	M	L	L	L	L	L	M
LO-3	H	H	M	L	M	M	L	L	M	L	L	M
LO-4	H	H	M	L	M	M	L	L	M	L	L	M
Module	H	H	L	L	M	M	L	L	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS1410	Module Title	Mathematical Methods for Business - I									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The primary aim of this course is to provide an understanding of business calculus and apply basic calculus to solve applications in business and economics											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	demonstrate algebraic knowledge in the context of quadratic, exponential, logarithmic, trigonometric and vector values functions.											
LO-2	evaluate limits of functions from their graphs and/or equations.											
LO-3	determine derivatives for functions involving powers, exponentials, logarithms and combinations of these functions and solve business and economic applications using these derivatives and interpret the result.											
LO-4	use derivatives to construct graphs of selected functions.											
LO-5	use the theory of maxima and minima to find optimal solutions to problems in business and management sciences.											
Syllabus Outline						Learning Outcomes						
1	Fundamentals of Algebra <i>Real numbers, polynomials, factoring polynomials, rational expressions, integral exponents and radicals, quadratic equations, inequalities and absolute value.</i>					LO-1						
2	Functions and their graphs <i>Cartesian coordinate system, equations of lines, functions and their graphs, algebra of functions, linear functions, cost, revenue & profit functions, quadratic functions, market equilibrium, demand & supply curves</i>					LO-1,						
3	Exponential and Logarithmic Functions <i>Introduction to exponential functions and its inverse, the logarithmic function and their applications.</i>					LO-1, LO-4						
4	Topics in Trigonometry <i>Trig functions and their graphs, Trig identities</i>					LO-1, LO-4						
5	Introduction to vectors <i>Introduction to vectors and vector functions, dot product</i>					LO-1						
6	Calculus of one variable <i>Limits, continuity, derivatives, Marginal functions, applications of the derivative, optimization, Implicit differentiation</i>					LO-2, LO-3, LO-4, LO-5						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, Individual assignment (LO-1, LO-2, LO-3, LO-4)					30-50%						
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4, LO-5)					70-50%						
Recommended Texts												
Soo T. Tan, Applied Mathematics for the Managerial, Life, and Social Sciences, 7 th edition, published by Cengage J. Stewart, L. Redlin, and S. Watson, Precalculus: Mathematics for Calculus, 7th ed., Cengage Learning, MA, 2016 J. Stewart, Calculus, Early V, 6th ed., Thomson Brooks/Cole, CA, 2008												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	M	M	H	L	L	L	L	M
LO-2	M	M	L	L	M	M	H	L	L	L	L	M
LO-3	M	M	L	L	M	M	H	L	L	L	L	M
LO-4	H	H	L	L	M	M	H	L	L	L	L	M
LO-5	H	H	L	L	M	M	H	L	L	L	L	M
Module	H	H	L	L	M	M	H	L	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1220	Module Title	Microeconomics									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This is an introductory course which explores the concepts, terminologies and methodologies of microeconomics for decision making.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify the microeconomics concepts, tools of analysis and various frameworks, standards and norms.											
LO-2	apply price theory and grasp basic ingredients of market mechanism in terms of supply, demand, elasticity and equilibrium.											
LO-3	explain production, costs, revenue and profit maximization including consumer and producer behavior.											
LO-4	explain the efficiency and equity implications of various market structures.											
Syllabus Outline											Learning Outcomes	
1	Introduction to microeconomic concepts and tools of analysis <i>Microeconomics concepts and tools.</i>										LO-1	
2	Production analysis and consumer and producer behaviour <i>Basic concepts of demand, supply and equilibrium, impact of a change in demand or supply on equilibrium</i>										LO-1, LO-2	
3	Costs, revenue and profits maximization <i>Major influences in consumer behavior, relevance of consumer behavior theories and concepts for marketing decision making.</i>										LO-3	
4	Market structures and analytical tools <i>Characteristics of market structures, effect of market on firm behaviour, market structures with real world examples</i>										LO-4	
5	Pricing and price discrimination <i>Market information, Market Failure and the role of government</i>										LO-4	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests, Individual assignment (LO-1, LO-2, LO-3,)										30-50%	
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4)										70-50%	
Recommended Texts												
McConnell, C. R., Brue, S. L., & Flynn, S. M. (2009). Economics: Principles, problems, and policies. Boston McGraw-Hill/Irwin.												
Case, K. E., Fair, R. C., & Oster, S. M. (1996). Principles of microeconomics. Upper Saddle River, NJ: Prentice Hall.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	M	L	L	L	L	L	M
LO-2	H	H	H	L	M	M	L	L	L	L	L	M
LO-3	H	H	M	L	M	H	L	L	L	L	L	M
LO-4	H	H	M	L	M	H	L	L	L	L	L	M
Module	H	H	M	L	M	H	L	L	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1310	Module Title	Principles of Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The aim of this module is to introduce the fundamentals of management and provide an understanding of the key theoretical and challenges in management.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	apply the knowledge on introduction and evolution of management theories.											
LO-2	describe management principles and processes in consideration of interrelation.											
LO-3	describe the role of management with its contemporary challenges in today's organizations.											
Syllabus Outline						Learning Outcomes						
1	Introduction to management <i>Introduction to organizations and management discipline, Evolution of management thought</i>					LO-1						
2	Organizational Environment and decision making <i>Organizational Environment and Corporate social responsibility, Managerial decision making and problem solving</i>					LO-1, LO-2						
3	Planning as a management function <i>Introduction to "Planning" as a function of management and its relationship to other managerial functions</i>					LO-2, LO-3						
4	Organizing and its culture <i>Introduction to "organizing" as a function of management, the importance of organisational structure in influencing the behaviour of people and organisational performance</i>					LO-2, LO-3						
5	Leading people <i>Introduction to "leading", "motivation" and "communication" as functions of management.</i>					LO-2, LO-3						
6	Organizational control <i>Introduction to "controlling", behavioral implications control</i>					LO-2, LO-3						
7	Contemporary management practices <i>New trends in management and contemporary challenges in management</i>					LO-1, LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class/Mid-term test, assignments (LO-1, LO-2, LO-3).					30-50%						
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4)					70-50%						
Recommended Texts												
Daft, R. L. (2009). Principles of management. South-Western, Cengage Learning India Pvt. Limited. Fayol, H. (2016). General and industrial management. Ravenio Books.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	M	H	M	L	L	H	M	M	M
LO-2	H	H	M	M	H	M	L	L	M	M	M	M
LO-3	H	H	M	L	H	H	L	M	M	M	M	M
Module	H	H	M	M	H	M	L	L	M	M	M	M

Bachelor of Business Science (BBSc) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1320	Module Title	Seminar I – Exploring the World of Business										
Credits	2	Hours/Week	Lectures		Pre – requisites					None			
GPA/NGPA	NGPA		Lab/Assignments	4									
Module Aim:	To acquaint the student with the contemporary, dynamic and complex business world and business decisions												
Learning Outcomes After completing this module, the students should be able to:													
LO-1	identify the key factors affecting the performance of a business												
LO-2	analyze and discuss the contemporary business environment and implications												
LO-3	explain the importance of a business plan and its components												
LO-4	discuss the importance of sustainability development goals for businesses and beyond												
Syllabus Outline											Learning Outcomes		
1	Introduction to contemporary business world										LO-1		
2	Individual, firm and macro level factors affecting business performance										LO-1		
3	PESTEL Analysis, Industry Analysis, Competitor Analysis										LO-2		
4	Introduction to Business Plan										LO-3		
5	Importance and main components of business plan										LO-3		
6	Sustainable Development Goals and global issues that connect businesses										LO-2		
Assessments											Weightage (%)		
Continuous Assessments	Four (04) Written Assignments on Contemporary Business World Analysis (25% each)										100%		
End Semester Examination	NA										NA		
Recommended Texts													
Makasi, A., & Govender, K. (2016). Exploring the Impact of Globalization on Marketing Strategy in a Developing Country. Journal of Economics, 7(2-3), 179-192.													
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	M	H	M	M	M	L	H	L	M	M	M	
LO-2	M	M	H	H	M	M	L	H	H	M	M	M	
LO-3	M	M	H	H	H	H	L	H	H	M	M	M	
LO-4	M	M	H	H	H	H	L	H	H	M	M	M	
Module	M	M	H	H	H	H	L	H	H	M	M	M	

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Semester 2

Module Code	IM1120	Module Title	Business Communication Skills - I									
Credits	2	Hours/Week	Lectures	1	Pre – requisites						IM1210	
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this course is to develop students' communication skills in the English language that will enable them to function effectively in a business environment.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	perform discipline-appropriate exercises and activities to develop the interpersonal, academic, and language skills necessary to succeed in a university or college environment.											
LO-2	practice learning strategies that will enable them to become independent, confident, and successful learners of business studies and business writing.											
LO-3	develop the skills to deal with large quantities of academic reading and writing.											
Syllabus Outline											Learning Outcomes	
1	Introduction <i>Protocol & Meeting People in Business</i>										LO-1	
2	The Importance of Politeness in Business <i>Structures and Expressions of Politeness</i>										LO-2	
3	Asking Questions <i>Embedded Question Structure</i>										LO-2	
4	The Present Perfect Tense										LO-3	
5	Powerful Presentation Skills										LO-2	
6	Editing for Agreement in Business Writing										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests x 2 30% (LO1) Case Study Analysis 25% (LO 1, LO3) Report 25% (LO3) Presentation 20% (LO2)										100%	
End Semester Examination	NA										NA	
Recommended Texts												
MacKenzie, I. (2010). <i>English for Business Studies Student's Book: A Course for Business Studies and Economics Students</i> . Cambridge University Press.												
Geffner, A. B. (2010). <i>Business English: The Writing Skills You Need for Today's Workplace</i> . Barron's Educational Series.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	L	M	M	L	H	L	H	M	M
LO-2	H	M	H	L	M	M	L	H	L	H	H	M
LO-3	H	M	H	L	M	M	L	H	L	H	H	M
Module	H	M	H	L	M	M	L	H	L	H	H	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1230	Module Title	Macroeconomics									
Credits	02	Hours/Week	Lectures	2	Pre – requisites	IM1310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The purpose of this course is to provide a basic understanding of the mechanisms that drive economic phenomena such as inflation, unemployment, balance of payments, interest rate, exchange rate, economic growth and stability.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	explain the basic macroeconomics concepts such as national income accounting, growth models and unemployment.											
LO-2	analyze the real economy by applying macro models.											
LO-3	describe the causes and consequences of business cycles and long-term economic growth.											
Syllabus Outline											Learning Outcomes	
1	Introduction to Macro-Economics <i>Science and data of macroeconomics, Determinants, distribution and equilibrium in national income accounting and the related various concepts and measurements.</i>										LO-1	
4	Aggregate Demand and Supply & Inflation and Unemployment <i>IS-LM model and Categories of inflation and unemployment and possible relationships between various macro-economic concepts</i>										LO-1, LO-2	
6	Exchange and interest rate regimes and determination <i>Fixed and floating regimes, Nominal and real exchange rate determinants</i>										LO-2, LO-3	
8	Monetary and Fiscal policies <i>Identification of various components of monetary and fiscal policies and their macro-economic implications for growth and stability of the economy.</i>										LO-2, LO-3	
9	Balance of Payments, External Trade and development <i>Basic of BoP accounts and its macroeconomic importance and relationships with other macro variables.</i>										LO-2, LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class test/quiz, Report and Presentation (LO1, LO2, LO3)										30-50%	
End Semester Examination	End of semester written examination (3 hours) (LO1, LO2, LO3)										70-50%	
Recommended Texts												
Mankiw, N. G. (2014). <i>Principles of macroeconomics</i> . Cengage Learning. Dornbusch, R., Fischer, S., & Startz, R. (1994). <i>Macroeconomics</i> . 6th. New York: McGraw-Hill												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	M	L	L	M	M	L	H
LO-2	H	H	M	L	M	M	M	L	H	L	L	H
LO-3	H	H	M	L	M	M	L	M	H	L	L	H
Module	H	H	M	L	M	M	M	L	H	L	L	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1240	Module Title	Management Accounting									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course enables students to analyze different management accounting techniques which are required to make strategic decisions in business organizations											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	apply cost allocation methods and explain their different roles for supporting strategic managerial decisions											
LO-2	prepare budgets and explain their use in strategic planning and control											
LO-3	discuss suitable approaches to performance measurement and control in various types of organizations											
LO-4	identify different inventory levels and evaluate the inventory											
Syllabus Outline						Learning Outcomes						
1	Introduction to Management Accounting <i>Cost and management accounting, Role of Management Accountant, different management accounting techniques</i>					LO-1						
2	Cost Volume Profit Analysis <i>Fixed and variable costs, Margin of safety, Assumptions for CVP analysis, Break-even point, Decision making based on CVP analysis, Limitations</i>					LO-1, LO-4						
3	Theory of Cost Based pricing <i>Relevant costs, Short run and long run pricing decisions, Reasons for using the method, limitations, pricing policies, Customer profitability analysis</i>					LO-1, LO-3						
4	Introduction to Traditional Costing Methods <i>Direct method and absorption costing method, cost drivers, steps in traditional method, advantages and disadvantages, calculating the overhead cost</i>					LO-1, LO-4						
5	Inventory management <i>Purpose of holding inventory, Different stock levels, calculating inventory cost, EOQ assumptions, valuation of inventory</i>					LO-4						
6	Activity Based Costing <i>Emergence of ABC system, Activity drivers, Process of ABC system, advantages and disadvantages, Calculating the overhead cost</i>					LO-1, LO-4						
7	Budgeting and Control <i>Purpose of budgeting, Stages in budgeting process, Different types of budgets in an organization</i>					LO-3						
8	Strategic cost management and accounting <i>JIT system, Kaizen costing, Target costing, Throughput accounting, Benchmarking, Activity based management</i>					LO-1, LO-2						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests (LO-1, LO-2, LO-3, LO-4) Individual assignment examination (LO-1, LO-2, LO-3, LO-4)					30-50%						
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4)					70-50%						
Recommended Texts												
Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2002). Introduction to Management Accounting: Chapters 1-19. Prentice Hall. Vanderbeck, E. J. (2012). Principles of cost accounting. Cengage Learning.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	M	L	M	H	M	M	M	L	L	M
LO-2	H	H	L	L	L	H	H	M	M	L	L	M
LO-3	H	H	M	L	M	H	M	L	M	L	L	M
LO-4	H	H	L	L	L	H	H	L	M	L	L	M
Module	H	H	M	L	M	H	H	M	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS1420	Module Title	Mathematical Methods for Business - II									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS1410						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to provide knowledge on advanced business calculus and its applications in business and finance.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate the connection between area and the definite integral.											
LO-2	apply the Fundamental Theorem of Calculus to evaluate definite integrals.											
LO-3	integrate selected functions and solve business and economic applications using these results.											
LO-4	use basic integration techniques to solve simple differential equations.											
LO-5	define functions as infinite series.											
Syllabus Outline						Learning Outcomes						
1	Integration <i>Antiderivatives and rules of integration, area and the definite integral, the fundamental theorem of calculus, application of the definite integral to business, integration techniques, improper integrals</i>					LO-1, LO-2, LO-3						
2	Differential Equations <i>Differential equations, separable equations, Logistic differential equations, first order linear equations, Applications to business</i>					LO-4						
3	Infinite Sequences and Series <i>Infinite sequences, infinite series, ratio test & power series, Taylor and Maclaurin series and their applications</i>					LO-5						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, Individual assignment examination (LO-1, LO-2, LO-3, LO-4)					30-50%						
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4, LO-5)					70-50%						
Recommended Texts:												
Tan, S. T. (2015). Applied mathematics for the managerial, life, and social sciences. Cengage Learning.												
Barnett, R. A., Ziegler, M. R., & Byleen, K. E. (2000). Applied mathematics for business, economics, life sciences, and social sciences. Prentice Hall.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	M	H	L	L	L	L	M
LO-2	H	H	L	L	M	M	H	L	L	L	L	M
LO-3	H	H	L	L	M	M	H	L	L	L	L	M
LO-4	H	H	L	L	M	M	H	L	L	L	L	M
LO-5	H	H	L	L	M	M	H	L	L	L	L	M
Module	H	H	L	L	M	M	H	L	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1330	Module Title	Principles of Marketing									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide an introduction to basic marketing concepts to understand factors that influence marketing decisions in the global market.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate an understanding of marketing concepts and marketing orientations.											
LO-2	explain consumer behavior and its application in different contexts.											
LO-3	clarify the process of product development, brand management.											
LO-4	explain the role of pricing in the firm's decision-making process and common pricing practices and evaluate common models of distribution and retailing.											
LO-5	analyze different marketing communication tactics.											
Syllabus Outline						Learning Outcomes						
1	Principles of Marketing Management <i>Basic concepts of marketing management and its applications</i>					LO-1, LO-3						
2	Paradigms of Marketing <i>History and philosophies of marketing management</i>					LO-2						
3	Environment Scanning & Marketing Planning <i>Marketing audit, opportunity identification and strategic planning for marketing</i>					LO-2, LO-3						
4	Customer-driven marketing strategy (STP) <i>Segmenting bases, segmenting, targeting, differentiating and positioning the opportunities</i>					LO-1, LO-2						
5	Marketing research <i>The importance of information, how to analyse and distribute information for marketing decision making</i>					LO-3						
6	Dynamics of consumer behaviour <i>Identify consumer market, influencing factors, buyer decision behaviour, application of the concepts in Sri Lankan and Global Markets</i>					LO-2						
7	Marketing mix strategies <i>Product and brand strategies, pricing strategies, marketing communication strategies and distribution strategies</i>					LO-4, LO-5						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, Individual assignment (LO-1, LO-2, LO-3, LO-4)					30-50%						
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3, LO-4, LO-5)					70-50%						
Recommended Texts												
Kotler, P., & Keller, K. L. (2009). <i>Marketing Management 13th Edition</i> , New Jersey: Person Education.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	L	M	M	L	M	M	M	M	M
LO-2	H	H	H	L	M	M	L	M	M	M	M	M
LO-3	H	H	H	L	H	H	L	H	M	M	M	M
LO-4	H	H	M	L	H	H	L	H	M	M	M	M
LO-5	H	H	M	L	H	H	L	H	M	M	M	M
Module	H	H	H	L	H	H	L	H	M	M	M	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS1320	Module Title	Principles of Programming									
Credits	3	Hours/Week	Lectures	2	Pre – requisites		None					
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this course is to build students' confidence in their ability to learn programming and problem-solving skills.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	analyze simple computing problems											
LO-2	apply procedural statements — assignments, conditional statements, loops, method calls and arrays											
LO-3	design, code, and test small programs in a selected programming language (e.g. Python) that meet the expressed requirements											
Syllabus Outline											Learning Outcomes	
1	Concepts of Programming <i>Programming languages, problem definition, flow charts, pseudo codes</i>										LO-1	
2	Elementary Programming <i>Expressions, variables, operators</i>										LO-1, LO-2	
3	Programming Structures <i>Conditions, Loops, Procedures and Functions</i>										LO-2, LO-3	
4	Advanced Concepts in Programming <i>Lists, recursions, algorithms for problem solving</i>										LO-3,	
Assessments											Weightage (%)	
Continuous Assessments	Laboratory classes, Assignments Mid semester quiz and demonstrations (LO-1, LO-2, LO-3)										50-70%	
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3)										50-30%	
Recommended Texts												
Ascher, D., & Lutz, M. (1999). <i>Learning Python</i> . O'Reilly.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	M	H	M	L	L	L	M
LO-2	H	H	L	L	L	M	H	M	L	L	L	M
LO-3	H	H	L	L	L	M	H	H	L	L	L	M
Module	H	H	L	L	L	M	H	H	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS1110	Module Title	Probability and Statistics for Business - I										
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None							
GPA/NGPA	GPA		Lab/Assignments	2									
Module Aim:	This module aims to provide a basic knowledge of probability and statistics for solving business problems.												
Learning Outcomes													
After completing this module, the students should be able to:													
LO-1	apply fundamental probabilistic techniques to quantify the uncertainty of a random experiment												
LO-2	analyze and evaluate data using fundamental descriptive statistical techniques												
LO-3	apply rudimentary statistical techniques such as sampling, estimation and hypothesis testing in analyzing business scenarios and problems												
LO-4	use basic spreadsheet software for descriptive statistics												
Syllabus Outline											Learning Outcomes		
1	Introduction to set theory and basic probability <i>Counting and sets, basics of probability, conditional probability, Bayes' Theorem</i>											LO-1	
2	Random variables and probability distributions <i>Introduction to random variables, discrete and continuous distributions, moments of random variables, Binomial, Poisson and normal distributions</i>											LO-1	
3	Descriptive statistics <i>Types of data, organizing and visualizing data, measures of central tendency and dispersion, Correlation analysis</i>											LO-2	
4	Sampling distributions <i>Sampling methods, sampling distribution of the mean and proportion, the Central Limit Theorem</i>											LO-1, LO-3	
5	Confidence interval estimation <i>Confidence interval estimation for the mean and proportion, determining sample size</i>											LO-3	
6	Fundamentals of hypothesis testing <i>Null and alternative hypothesis, critical value, errors in testing, one-sample tests</i>											LO-1, LO-3	
Assessments											Weightage (%)		
Continuous Assessments			In-class tests/quizzes, Lab sessions, Take home assignment (LO-1, LO-2, LO-3, LO-4)								30-50%		
End Semester Examination			End of semester written examination (LO-1, LO-2, LO-3)								70-50%		
Recommended Texts													
Berenson, M.L., Levine, D.M. and Krehbiel, T.C (2012). Basic Business Statistics: Concepts and applications, 12th Edition (International Edition), Prentice Hall, New Jersey (BLK).													
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	
LO-1	H	H	L	L	L	M	H	L	L	L	L	M	
LO-2	H	H	L	L	L	M	H	L	L	L	L	M	
LO-3	H	H	L	L	L	H	H	L	L	L	L	H	
LO-4	H	H	L	L	L	H	H	L	L	L	L	H	
Module	H	H	L	L	L	H	H	L	L	L	L	H	

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM1340	Module Title	Seminar II – Entrepreneurial Thinking									
Credits	2	Hours/Week	Lectures		Pre – requisites	None						
GPA/NGPA	NGPA		Lab/Assignments	4								
Module Aim:	To develop entrepreneurial thinking and approach to facilitate start-ups and entrepreneurial activities											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	identify and practice the entrepreneurial process											
LO-2	develop the capability to identify business opportunities											
LO-3	manage and grow an entrepreneurial firm											
Syllabus Outline											Learning Outcomes	
1	Introduction to entrepreneurship and intrapreneurship										LO-1	
2	Introduction to the entrepreneurial process										LO-1	
3	Recognizing opportunities and generating ideas										LO-2	
4	Moving from an idea to an entrepreneurial firm										LO-3	
5	Strategies for firm growth										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	Four (04) Written Assignments on Entrepreneurial Process (25% each) (LO-1, LO-2, LO-3)										100	
End Semester Examination	NA											
Recommended Texts												
Barringer B. & Ireland R. (2012) Entrepreneurship: Successfully Launching New Ventures (4th Edition), Pearson Education												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	M	L	L	L	M	M	L
LO-2	H	H	L	L	L	M	L	L	M	M	M	L
LO-3	M	H	M	L	H	M	L	L	M	M	M	L
Module	H	H	L	L	H	M	L	L	M	M	M	L

Bachelor of Business Science (BBS) Honours Degree Programme
Financial Services Management (FSM) Specialization

Semester 3

Module Code	IM2110	Module Title	Business Communication Skills - II									
Credits	2	Hours/Week	Lectures	2	Pre – requisites						IM1120	
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide students with the English skills they need to work effectively in today's global marketplace.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	prepare informal and formal reports that include analysis and offer recommendations.											
LO-2	summarise personal achievements and skills in appropriate formats for future employers or academic institutions.											
LO-3	realise the impact of language usage on applying business etiquette to a variety of professional situations											
Syllabus Outline											Learning Outcomes	
1	Introduction to Structure and selected key elements of business writing										LO-1	
2	Parts of a Business Letter										LO-2	
3	Various Idioms/Expressions/Vocabulary Related to Business										LO-2	
4	General Punctuation Review <i>Commas, Capital Letters, and other punctuation, as needed</i>										LO-1	
5	Professional Telephone Etiquette and Taking and Leaving Messages										LO-3	
6	Negotiation Skills <i>Assertiveness and How to Say Negative Things in a Positive Way</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class test/quiz (LO2) Case Study Analysis (LO 2, LO3) Report & Presentation (LO1)										30-50%	
End Semester Examination	End of semester written examination (2 hours) (LO1, LO2, LO3)										70-50%	
Recommended Texts												
Diamantis, G. (2013) English for Business Communication. Athens: Fedimos Publications. Chiotis-Lesowitch, I. (2008) International Commercial Correspondence. Athens: P.I. Publishing. Comford, J., Revell, R. & Scott, Ch. (2007) Business Reports in English. U.K. Cambridge University Press												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	H	M	M	L	L	M	L	H	H	M
LO-2	H	H	H	M	M	L	L	H	L	H	H	M
LO-3	M	H	H	M	M	L	L	H	L	H	H	M
Module	H	H	H	M	M	L	L	H	L	H	H	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM2210	Module Title	Financial Management									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The purpose of this unit is to provide an understanding of how organizations can be managed more effectively through efficient financial management.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	define and explain the roles and tasks of the financial manager											
LO-2	demonstrate an understanding of the financial environment within which the financial manager must operate											
LO-3	describe the importance of the concepts of risk and return, and cost of capital in making financial decisions											
LO-4	demonstrate proficiency in the application of time value analysis knowledge to the practical valuation of risk-free assets and capital budgeting problems and security valuation											
Syllabus Outline											Learning Outcomes	
1	Introduction to finance and financial environment <i>Objectives of profit and not-for-profit organizations, Stakeholder analysis and agency theory, Investment, financing and dividend decisions of a financial manager in the Sri Lankan financial market</i>										LO-1, LO-2	
2	Risk and return <i>Types of risk and return, Measuring and analyzing risk and return, Risk diversification</i>										LO-3	
3	Cost of capital <i>Measurement of gearing, Cost of equity/debt/preference shares, WACC</i>										LO-3	
4	Time value of money <i>Develop mathematical formulas of Present Value, Future Value Cash flows, Annuities, Perpetuities and Loan amortization.</i>										LO-4	
5	Valuation of Securities <i>Develop mathematical formulas for Bond and stock valuation methods, the concept of yield to maturity</i>										LO-4	
6	Capital budgeting <i>Develop mathematical formulas for Investment appraisal techniques (NPV, IRR, Payback period, Capital rationing)</i>										LO-4	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests, Individual assignment (LO-1, LO-2, LO-3)										30-50%	
End Semester Examination	End of semester written examination (LO1, LO2, LO3, LO-4)										70-50%	
Recommended Text												
Brigham, E. F., & Houston, J. F. (2012). <i>Fundamentals of financial management</i> . Cengage Learning. Brigham, E. F., Ehrhardt, M. C., Nason, R. R., & Gessaroli, J. (2016). <i>Financial Management: Theory and Practice</i> , Canadian Edition. Nelson Education.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	H	L	L	L	H	L	L	M	M	L	M
LO-2	H	M	L	L	L	H	L	L	M	M	L	M
LO-3	H	M	M	L	M	H	M	L	M	M	L	M
LO-4	H	H	M	L	M	H	M	L	M	M	L	M
Module	H	H	M	L	M	H	M	L	M	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS2310	Module Title	Management Information Systems									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	DS1310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide knowledge on the nature of management information systems and their applications in organizations											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe the role of information technology and management information systems in the current business environment											
LO-2	define the role of enterprise systems in organizations											
LO-3	discuss the developments of MIS											
Syllabus Outline											Learning Outcomes	
1	Information for decision making requirements <i>Data processing, Need for information systems</i>										LO-1	
2	Telecommunication and Networking <i>Networking, Network topologies, Business applications of Telecommunication</i>										LO-1, LO-2	
3	Business Applications <i>Transaction Processing Systems, Management reporting systems, decision support systems, ERP, CRM, E-Commerce</i>										LO-2	
4	Developments in information systems <i>Cloud based systems</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	Laboratory Classes, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)										30-50%	
End Semester Examination	End of semester written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Texts												
Sousa, K. J., & Oz, E. (2014). <i>Management information systems</i> . London: Cengage Learning.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	L	L	H	M	H	L	M	L	L	M
LO-2	H	M	L	L	H	M	H	M	M	L	L	M
LO-3	H	H	L	L	H	M	H	M	M	L	L	M
Module	H	M	L	L	H	M	H	M	M	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS2410	Module Title	Mathematical Methods for Business - III									
Credits	3	Hours/Week	Lectures	2	Pre – requisites		DS1420					
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to provide knowledge on multivariable calculus and linear algebra to solve business applications. It is intended to give the appropriate conceptual and computational mathematical background for future study in business.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	evaluate multivariable functions, determine the first-order and second-order partial derivatives, and use the second derivative test to find the local extrema for multivariable functions.											
LO-2	apply matrix algebra to do various operations.											
LO-3	calculate Eigenvalues and Eigenvectors.											
LO-4	apply Linear Algebra in business problems											
LO-5	formulate and solve linear systems geometrically and algebraically using vectors and matrices											
Syllabus Outline											Learning Outcomes	
1	Calculus of Several Variables <i>Functions of several variables, limits and continuity, partial derivatives, chain rule, implicit differentiation, maxima and minima of functions of several variables, Lagrange Multipliers</i>										LO-1	
2	Systems of Linear equations and Matrices <i>Systems of linear equations, matrix arithmetic, Gauss-Jordan elimination, Gaussian elimination, LU factorization, error in solving linear systems, iteration methods, Leontief Input-Output analysis, MATLAB functions for solving linear systems</i>										LO-2, LO-4, LO-5	
3	The Eigenvalue Problem <i>Characteristic polynomial, determining eigenvalues and eigenvectors, QR algorithm, MATLAB eigenvalue calculations</i>										LO-3	
Assessments											Weightage (%)	
Continuous Assessments	In-class tests, Individual assignment (LO-1, LO-2, LO-3)										30-50%	
End Semester Examination	End of semester written examination (LO1, LO2, LO3, LO-4,LO-5)										70-50%	
Recommended Texts												
Tan, S. T. (2015). Applied mathematics for the managerial, life, and social sciences. Cengage Learning. Atkinson, K. E., & Han, W. (1985). Elementary numerical analysis. New York et al.: Wiley.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	L	M	H	L	L	L	L	M
LO-2	H	M	L	L	L	M	H	L	L	L	L	M
LO-3	H	M	M	L	L	M	H	L	L	L	L	M
LO-4	H	M	L	L	L	M	H	L	L	L	L	M
LO-5	H	M	L	L	L	M	H	L	L	L	L	M
Module	H	M	L	L	L	M	H	L	L	L	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM 2900	Module Title	Mini Project									
Credits	4	Hours/Week	Lectures	2	Pre – requisites						None	
GPA/NGPA	GPA		Lab/Assignments	4								
Module Aim:	This course aims to model the business context for making decisions and improvements using foundations of analytics											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	demonstrate the ability to comprehend a business context in a mathematical perspective											
LO-2	describe the behavior of data in a business context											
LO-3	apply analytics knowledge to solve business problems											
Syllabus Outline										Learning Outcomes		
1	Business Process Management Applications <i>Value Stream Mapping for a selected entity, Requirement analysis for computerization of an entity, Analysis for business improvements</i>										LO-1, LO-2, LO-3	
2	Business Analytics Application <i>Analysis of business data for simple rule-based decision making (e.g.: sales, operations, finance, HR)</i>										LO-1, LO-2, LO-3	
3	Financial Analytics Application <i>Financial decision models, Stock market modelling, Insurance/retirement planning models, Financial statement analysis (e.g.: compare the financial performance of companies)</i>										LO-1, LO-2, LO-3	
Assessments										Weightage (%)		
Continuous Assessments	Group presentations and reporting										100%	
End Semester Examination												
Recommended Texts												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	M	H	M	L	H	H	M	H	L	M	M	H
LO-2	M	H	M	M	M	M	M	M	L	H	M	H
LO-3	M	H	H	M	H	M	M	H	L	H	H	H
Module	M	H	M	M	H	M	M	H	L	H	H	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM2310	Module Title	Organizational Behaviour									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM1310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to examine the behaviour of individuals working as groups in contemporary workplace organizations.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	describe individual behaviour with relation to organizational effectiveness.											
LO-2	evaluate group behaviour to elaborate company's performance.											
LO-3	identify relevant theories that affect the workplace.											
LO-4	explain organizational theories with relation to organizational effectiveness.											
Syllabus Outline						Learning Outcomes						
1	Introduction to Organizational Behaviour <i>Individual, Group and Organizational behaviour in modern workplaces</i>					LO-1, LO-2						
2	Individual behaviour <i>Individual values, attitudes and workplace emotions</i>					LO-1						
3	Perception and learning in organizations <i>Perception and perceptual errors in decision making</i>					LO-1						
4	Personality, impression management and employee motivation <i>Personality theories, impression management strategies, Motivational theories and strategies</i>					LO-1, LO-2						
5	Groups and teams <i>Group formation, group dynamics, group cohesiveness and effectiveness</i>					LO-2						
6	Power and influence in the workplace and conflict-management <i>Sources of power, Power dynamics, Hard and soft influencing strategies</i>					LO-2, LO-3						
7	Decision making, culture and creativity <i>Rational decision-making model, Emotional intelligence and creativity</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class/Mid-term test (LO1, LO2, LO3) Group assignments (LO1, LO2, LO3)					30-50%						
End Semester Examination	End of semester written examination (LO1, LO2, LO3)					70-50%						
Recommended Texts Daft, R. L. (2012), New Era of Management, 10th Edition, Cengage Learning, India McShane L. S., Von Glinow, M. A., & Sharma, R. R., (2005) Organizational Behaviour- Emerging Knowledge and Practice for the Real World, 5th Edition, Tata McGraw-Hill. Robbin, Stephen p. (2003), Organizational Behaviour, 10th Edition, Prentice Hall International												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	H	M	M	L	M	M	M	M	H
LO-2	H	M	M	H	M	M	L	M	M	M	M	H
LO-3	H	H	M	H	M	H	L	M	M	H	M	H
LO-4	H	H	H	H	M	H	L	M	M	H	M	H
Module	H	H	M	H	M	H	L	M	M	H	M	H

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	DS2110	Module Title	Probability and Statistics for Business - II									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS1110						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to provide knowledge of inferential statistics for solving business problems											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	formulate hypotheses based on different scenarios and apply appropriate parametric and non-parametric hypothesis testing techniques											
LO-2	explain the concept of regression and use regression techniques to assist in decision making											
LO-3	apply basic time-series modelling											
LO-4	use statistical software to carry out analyses based on the above topics											
Syllabus Outline						Learning Outcomes						
1	Two-sample tests <i>Comparing two means from independent populations, paired t-test, F-test for ratio of two variances, z-test for difference in proportions</i>					LO-1, LO-4						
2	ANOVA (one way and two way) <i>One-way ANOVA, randomized block design, factorial design</i>					LO-1, LO-4						
3	Chi-square tests and non-parametric tests <i>Chi-square test for differences in proportions, test of independence, Wilcoxon Rank Sum test, Kruskal Wallis Rank test and other non-parametric tests</i>					LO-1, LO-4						
4	Simple linear regression <i>Simple regression equation, least squares method, regression ANOVA, assumptions of regression, residual analysis, regression based inference</i>					LO1, LO-2, LO-4						
5	Introduction to multiple linear regression <i>Extending the simple bivariate model, testing portions of the model, dummy variables and interaction terms, modelling non-linearities</i>					LO1, LO-3, LO-4						
6	Introduction to time series <i>Components of time-series models, smoothing, trend and seasonality</i>					LO-3, LO-4						
Assessments						Weightage (%)						
Continuous Assessments		Laboratory classes, in-class tests, take home assignment (LO-1, LO-2, LO-3, LO-4)				30-50%						
End Semester Examination		End of semester written examination (LO1, LO2, LO3)				70-50%						
Recommended Texts												
Berenson, M.L., Levine, D.M. and Krehbiel, TC (2012). Basic Business Statistics: Concepts and applications, 12th Edition (International Edition), Prentice Hall, New Jersey (BLK).												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	M	L	L	M	M	L	L	L	L	M
LO-2	H	M	M	L	L	M	M	L	L	M	L	M
LO-3	H	H	H	L	M	M	H	L	L	M	L	M
LO-4	H	H	H	L	M	M	H	L	L	L	L	M
Module	H	H	H	L	M	M	H	L	L	M	L	M

Bachelor of Business Science (BBS) Honours Degree Programme

Financial Services Management (FSM) Specialization

Module Code	IM2320	Module Title	Seminar III – Management Philosophy									
Credits	2	Hours/Week	Lectures		Pre – requisites					None		
GPA/NGPA	NGPA		Lab/Assignments	4								
Module Aim:	The module aims to develop the ability to think carefully about the fundamental aspects of business – what is it there for, what do we know about it, what should businesses and managers do											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	discuss key philosophical concepts and arguments as they apply to management and business											
LO-2	debate key issues in business ethics, including the application of ethical theory to business, and key ethical dilemmas in business											
LO-3	construct valid arguments relating to the central debates of the nature of management											
LO-4	communicate philosophically based ideas to professional audiences in an appropriate manner											
LO-5	recommend courses of action in the light of issues pertinent to a particular decision											
Syllabus Outline											Learning Outcomes	
1	The role of philosophy in management <i>Sources of managerial legitimacy, Legal, behavioral and existential models of organization, Philosophizing management values in ethics and leadership</i>										LO-1	
2	Organizational knowledge <i>Realism, Pragmatism, Interpretivism, Idealism, Critical management and postmodern approaches, Management theory as science, as development, as intellectual expression</i>										LO-2, LO-3	
3	Thinking in management <i>Arguments and validity, Skepticism on organizations conceptualizing practice and practicing philosophy in management</i>										LO-4, LO-5	
4	International comparisons <i>Perspectives on organizations and management - Western, Ubuntu, Confucianism, Islam and other emerging socio-cultural themes</i>										LO-4, LO-5	
Assessments											Weightage (%)	
Continuous Assessments	In-class discussion (LO-1, LO-2, LO-3) Research Paper based Presentations (LO-2, LO-3) Concept Paper / Extended Essay (LO-4, LO-5)										100%	
End Semester Examination												
Recommended Texts												
Willmott, H. (Ed.). (1992). <i>Critical management studies</i> . Sage.												
Baker, S., & Hesmondhalgh, D. (2013). <i>Creative labour: Media work in three cultural industries</i> . Routledge.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	H	M	H	L	H	M	L	L	L	M	M	M
LO-2	H	M	M	L	M	M	L	L	M	H	M	H
LO-3	H	M	M	L	M	L	L	M	M	M	M	H
LO-4	M	M	H	L	H	L	L	M	L	M	M	H
LO-5	M	M	M	L	H	M	L	M	M	H	M	H
Module	H	M	M	L	H	M	L	M	M	H	M	H