



Transforming businesses through innovations

CURRICULUM 2018-2020

This curriculum is applicable to Intake 2018 upto Intake 2020. Revisions Incorporated

MODULE OUTLINES

Bachelor of Business Science Honours Degree

Faculty of Business
University of Moratuwa

5. Detailed Syllabus

Semester 01

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	√		√								√	
LO-2		√	√					√				
LO-3	√	√	√					√				√
Module	√	√	√					√			√	√

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 in 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	√											
LO-2		√						√				
LO-3	√	√									√	
Module	√	√						√			√	

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	√											
LO-2		√										
LO-3		√										
LO-4		√							√			
Module	√	√							√			

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	√						√					
LO-2							√					
LO-3							√					
LO-4	√						√					
LO-5	√						√					
Module	√						√					

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												
LO-2	√											
LO-3						√						
LO-4						√						
Module	√					√						

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	√	√										
LO-2												
LO-3					√	√		√				
Module	√	√			√	√		√				

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	√		√										
LO-2		√											
LO-3		√			√	√		√					
LO-4						√		√	√				
Module	√	√	√		√	√		√	√				

Semester 02

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	√	√	√					√				
LO-2								√			√	√
LO-3			√								√	√
Module	√	√	√					√			√	√

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	√											
LO-2		√					√					
LO-3	√											
Module	√	√					√					

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	√	√										
LO-2		√					√					
LO-3	√					√						
LO-4		√					√					
Module	√	√				√	√					

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	√	√										
LO-2	√	√					√					
LO-3	√						√					
LO-4	√	√					√					
LO-5	√						√					
Module	√	√					√					

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	√	√										
LO-2	√											
LO-3	√											
LO-4	√				√	√						
LO-5		√						√				
Module	√	√			√	√		√				

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	√	√					√					
LO-2	√	√					√					
LO-3	√	√					√	√				
Module	√	√					√	√				

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	√	√										
LO-2	√	√										
LO-3	√	√										
LO-4		√				√	√					√
Module	√	√				√	√					√

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	√												
LO-2		√						√					
LO-3			√		√			√	√	√			
Module	√	√	√		√			√	√	√			

Semester 03

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	√		√									
LO-2		√	√					√				
LO-3			√					√		√		
Module	√	√	√					√		√		

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	√											
LO-2	√					√						
LO-3	√					√	√					
LO-4		√				√	√					
Module	√	√				√	√					

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	√												
LO-2	√												
LO-3	√	√			√								
Module	√	√			√								

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	√						√					
LO-2	√						√					
LO-3	√						√					
LO-4	√						√					
LO-5	√						√					
Module	√						√					

Module Code	TM2900	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		√			√	√		√				
LO-2		√										
LO-3		√			√			√		√	√	√
Module		√			√	√		√		√	√	√

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	√			√								
LO-2	√			√								
LO-3	√											
LO-4	√		√	√				√		√		
Module	√		√	√				√		√		

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	√											
LO-2	√											
LO-3	√	√					√					
LO-4		√					√					
Module	√	√					√					

Module Code	IM2320	Module Title	Seminar III – Management Philosophy									
Credits	2	Hours/Week	Lectures		Pre – requisites	None						
GPA/NGPA	NGPA <th>Lab/Assignments</th> <td>4</td>		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	√		√		√							
LO-2	√								√	√		
LO-3									√			
LO-4			√		√			√				
LO-5					√					√		√
Module	√		√		√			√	√	√		√

Semester 04

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	√											
LO-2	√											
LO-3	√	√					√					
LO-4		√				√	√					
Module	√	√				√	√					

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	√					√							
LO-2		√	√		√		√					√	
LO-3		√	√		√		√	√				√	
Module	√	√	√		√	√	√	√				√	

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	√											
LO-2		√				√						
LO-3	√	√					√					
LO-4		√					√				√	
Module	√	√				√	√				√	

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-5)				30-50%						
End Semester Examination		Written examination (LO-1, LO-2, LO-3, LO-4, LO-5)				70-30%						
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	√				√							
LO-2	√								√			
LO-3		√			√	√	√					
LO-4		√			√	√	√	√	√			√
Module	√	√			√	√	√	√	√			√

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	√						√					
LO-2		√					√					√
LO-3		√					√					√
Module	√	√					√					√

Module Code	TM2210	Module Title	Seminar IV – Digital Business									
Credits	2	Hours/Week	Lectures		Pre – requisites	None						
GPA/NGPA	NGPA		Lab/Assignments	4								
Module Aim:	This course aims to introduce ERP concepts and applications for a business.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Explain SAP ERP in the functional areas of a business entity											
LO-2	Demonstrate SAP ERP configuration for a given business entity											
LO-3	Discuss the critical configurations of SAP ERP for business continuation											
Syllabus Outline						Learning Outcomes						
1	Introduction to SAP <i>Integrated Business Solution Vendors, SAP ERP, SAP Architecture, SAP Business Suite, SAP Software Applications, SAP ERP Business Modules</i>					LO-1						
2	Navigation <i>Name the window elements, navigate in a SAP system, apply personal system settings, use the Help function effectively</i>					LO-2						
3	SAP ERP Core Applications <i>Logistics: Sales & Distribution, Plant Maintenance, Materials Management, Production Planning, Quality Management</i> <i>Accounting: Financial Accounting, Controlling, Asset Management, Treasury</i> <i>Human Resources: Personnel Management, Benefits, Payroll</i> <i>Standard Training: Introductory, Business processes, Configuration</i> <i>Business Process Integration Approach: Cross functional, understand business processes and their relationship to SAP's organizational structure, Highlight integration/configuration</i>					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Assignments (LO-1, LO-2, LO-3, LO-4) In Class Quizzes (LO-1, LO-2, LO-3, LO-4) Presentations and Assignments (LO-1, LO-2, LO-3, LO-4)					100%						
End Semester Examination	NA											
Recommended Texts												
Magal, S. R., & Word, J. (2011). Integrated business processes with ERP systems. Wiley 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	√											
LO-2		√			√		√					√
LO-3		√			√	√		√				√
Module	√	√			√	√	√	√				√

Module Code	DS2320	Module Title	Systems Analysis and Design									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The course aims to make the student competent to analyse a business process in an information systems perspective for developing a business model for computer-based implementation											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Gather data to analyze and specify the requirements of a system											
LO-2	Model business functions and processes using UML											
LO-3	Take design decisions depending on business scenarios											
LO-4	Select appropriate strategies for system implementation, project management and deployment.											
Syllabus Outline						Learning Outcomes						
1	Project Initiation <i>Requirement determination, functional and non-functional requirements</i>					LO-1						
2	Modeling <i>Functional, structural and behavioral modeling of requirements</i>					LO-1, LO-2						
3	Design <i>Databases, human-computer interactions and physical architecture designs</i>					LO-3						
4	Construction <i>Implementation, project management, installation, change management</i>					LO-3, LO-4						
5	Administration <i>Operations, backups, configurations, user support</i>					LO-4						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Assignments, In Class Quizzes, Presentations and Assignments (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												
Dennis, A., Wixom, B. H., & Tegarden, D. (2015). Systems analysis and design: An object-oriented approach with UML. 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	√											
LO-2		√					√					
LO-3		√				√						
LO-4		√			√	√						
Module	√	√			√	√	√					

Semester 05

Module Code	TM3110	Module Title	Business Process Modelling and Analysis									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	TM2900						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to equip students with the knowledge and skills to identify and model business processes, with the objective of understanding and communicating possible improvement opportunities.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Identify the key elements of a business process											
LO-2	Generate a business process using BPMN											
LO-3	Inspect an as-is model of a business process using process analysis techniques											
Syllabus Outline						Learning Outcomes						
1	Introduction to Business Processes <i>Business Process Management, Process Thinking, BPM lifecycle and relationship with process modeling, basic steps of developing a process model</i>					LO-1						
2	Modelling a Business Process <i>Key elements: roles, actors, actions, interactions, representing elements in a process model, requirements for process modeling, process modeling method</i>					LO-1						
3	Business Process Modeling Languages <i>Textual descriptions vs. diagrammatical representations, Basics of diagrammatical representations, diagrammatical process modeling languages: flowcharts, UML, EPC, IDEF</i>					LO-2						
4	Business Process Modelling Notation <i>Introduction to BPMN, meaning and use of BPMN symbols in process modeling, modeling business processes using BPMN 2.0</i>					LO-1, LO-2						
5	Advanced Process Modelling <i>Process decomposition, process reuse, process rework and repetition, handling events and exceptions</i>					LO-1, LO-2						
6	Process Analysis <i>Qualitative process analysis, quantitative process analysis, introduction to process simulation</i>					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Mid-semester Quiz (LO-1, LO-2) – 10% In-class assessments (LO-1, LO-2, LO-3)- 20% Mini project (Recognize a complex business process, develop as-is model, analyze using qualitative and quantitative techniques; LO-1-LO-3) - 30%					60%						
End Semester Examination	Written Examination (LO-1-LO-3) 40%					40%						
Recommended Texts												
Dumas, M., La Rosa, M., Mendling, J., & Reijers, H. A. (2013). Fundamentals of business process management (Vol. 1). Heidelberg: Springer.												
Ould, M. A. (2006). Business Process Management: a rigorous approach. Springer.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√											
LO-2		√					√					
LO-3					√	√	√				√	
Module	√	√			√	√	√				√	

Module Code	DS3410	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 (LO-1-LO-3)					70-50%						
Recommended Texts												
Reilly, F. K., & Brown, K. C. (2011). Investment analysis and portfolio management. Cengage Learning. Arzac, E. R. (2005). Valuation for mergers, buyouts and restructuring.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√											
LO-2		√					√					
LO-3		√					√				√	
Module	√	√					√				√	

Module Code	DS3310	Module Title	Database Management									
Credits	2	Hours/Week	Lectures	1	Pre – requisites							
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module provides students with theoretical knowledge and practical skills required to design and work with databases.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Apply database processing concepts to solve the information requirements of organizations											
LO-2	Apply database theory to the design and implementation of relational databases											
LO-3	Query databases using SQL											
Syllabus Outline						Learning Outcomes						
1	Introduction <i>Definition of a database, database management systems and their importance to business organizations</i>					LO-1						
2	Database Design Process <i>Entities and relationships, ER diagrams</i>					LO-1, LO-2						
3	Relational Model <i>Relational database model, tables, integrity constraints and foreign keys</i>					LO-1, LO-2						
4	Normalization <i>Boyce-Codd Normal forms, database optimization</i>					LO-2						
5	SQL <i>Querying databases, selection, insertion, updates, joins, groups and constructing complex queries to retrieve data</i>					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												
Kroenke, D. M., and Auer, D. J., Database Processing Fundamentals, Design and Implementation (13th Edition - ISBN: 9781292004860; 12th Edition - ISBN: 9780132570114) 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	√	√					√					
LO-2	√	√					√					
LO-3		√					√					
Module	√	√					√					

Module Code	DS3320	Module Title	Data Structures and Algorithms									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this module is to introduce database and program development techniques to the participants.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Construct common data structures											
LO-2	Select and design appropriate data structures and algorithms for a given situation business problem											
LO-3	Analyse the complexity/performance of basic algorithms											
Syllabus Outline						Learning Outcomes						
1	Basic data structures and operations <i>Arrays, Linked lists, Queues, Stacks and hash tables</i>					LO-1						
2	Basic algorithms <i>Recursions, searching and sorting</i>					LO-3						
3	Basic algorithm design techniques <i>Divide-and-conquer, greedy approach, dynamic programming</i>					LO-2, LO-3						
4	Complexity analysis of algorithms <i>Big O, Big Omega, and Big Theta analysis</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments		Laboratory Assignments, In Class Quizzes, Presentations and Assignments				30-50%						
End Semester Examination		End of Semester written examination (LO-1, LO-2, LO-3)				70-50%						
Recommended Texts												
Cormen, T. H., Leiserson, C. E., Rivest, R. L., & Stein, C. (2009). Introduction to algorithms. MIT 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	√	√					√					
LO-2	√						√					
LO-3		√					√					
Module	√	√					√					

Module Code	DS3110	Module Title	Data Wrangling									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to introduce concepts of preparing raw data into required formats that allow data analytics.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Identify data sources, types, formats and structures											
LO-2	Prepare data for analytics and apply data integration techniques											
LO-3	Assess data quality measures											
Syllabus Outline						Learning Outcomes						
1	Data Cleaning, Preprocessing and Standardization					LO-1						
2	Data Integration, Transformation and Reduction					LO-2, LO-3						
3	Data Generalization and Summarization					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Assignments, In Class Quizzes, Presentations and Assignments (LO-1, LO-2, LO-3)					100%						
End Semester Examination												
Recommended Texts												
Christen, P. (2012). Data matching: concepts and techniques for record linkage, entity resolution, and duplicate detection. Springer Science & Business Media.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√											
LO-2		√										
LO-3		√					√					
Module	√	√					√					

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	√											
LO-2	√						√					
LO-3		√				√	√		√			
Module	√	√				√	√		√			

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., Chhinzner, 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	√	√										
LO-2	√	√										
LO-3	√	√		√				√				√
Module	√	√		√				√				√

Module Code	TM3320	Module Title	Supply Chain Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The module aims to develop skills of the participants to contribute to key decisions in supply chain management in an organization.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Analyze the combination of customer accommodation, market distribution, procurement, and manufacturing that represents the supply chain areas											
LO-2	Discuss models for integrative logistics and supply chain in a theoretical framework											
LO-3	Design and provide a practical approach to support the business' decision making within the context of supply chain management and the real world											
Syllabus Outline						Learning Outcomes						
1	Introduction, Process and Results in SCM <i>Introduction to concepts of SCM, SCM Overview, CRM, Market Distribution Strategy, Procurement, Manufacturing and Logistics</i>					LO-1						
2	Integrating the Supply Chain and Global Supply Chain <i>Integrated Operations Planning, Global Supply Chains</i>					LO-2						
3	Supply Chain Design and Collaboration <i>Network Design, Collaboration</i>					LO-2, LO-3						
4	Strategies and Results in SCM <i>Converting Performance Measurement, Risk and Sustainability, Project Presentations</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test / quiz (LO-1) Case Study Report & Presentation(LO-3)					30-50%						
End Semester Examination	Written examination					70-50%						
Recommended Texts												
Chopra, S., & Meindl, P. (2007). Supply chain management. Strategy, planning & operation. In Das summa summarum des management (pp. 265-275). Gabler. Lambert, D. M. (2008). Supply chain management: processes, partnerships, performance. Supply Chain Management Institute												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√	√					√					
LO-2		√					√					
LO-3		√				√	√		√			
LO-4	√	√				√	√		√			

Module Code	DS3420	Module Title	Multivariate Methods in Business									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS2420						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this module is to introduce common statistical methods for analyzing data with multiple variables per observation.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Explain the use of multivariate data in business applications											
LO-2	Use different techniques to visualise multivariate data and derive summary statistics											
LO-3	Select and apply appropriate multivariate techniques to real datasets in view of obtaining insights from the data											
LO-4	Discuss the limitations and assumptions underlying the analyses											
Syllabus Outline						Learning Outcomes						
1	Aspects of multivariate analysis <i>Organization of data, data displays, distance</i>					LO-1						
2	Sample geometry and random sampling <i>Geometry of the sample, random samples and expected values of the sample mean and covariance matrix, generalized variance, linear combinations of variables</i>					LO-2						
3	Multivariate normal distribution <i>Multivariate normal density, sampling from a multivariate normal distribution, sampling distribution and large sample properties, detecting outliers</i>					LO-2						
4	Comparisons of several multivariate means <i>Paired comparisons, one-way MANOVA, two-way MANOVA, profile analysis, repeated measures designs</i>					LO-3, LO-4						
5	Multivariate linear regression <i>Least squares estimation, inference, model checking, comparing two formulations</i>					LO-3, LO-4						
6	Principle components and factor analysis <i>Population principal components, summarizing sample variation, graphing principal components, orthogonal factor model</i>					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)				30-50%						
End Semester Examination		Written examination (LO-1, LO-2, LO-3, LO-4)				70-50%						
Recommended Texts												
Johnson, R. A., & Wichern, D. W. (2013). Applied Multivariate Statistical Analysis. Pearson New International Edition. Pearson Higher Ed.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√	√					√					
LO-2		√					√					
LO-3		√					√					
LO-4			√		√							
Module	√	√	√		√		√					

Module Code	TM3310	Module Title	Operations Management - II									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	TM2310						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to develop capabilities of the participants to analyze, plan, and lead operations of productivity enhancement, business growth, environmental sustainability, and risk mitigation.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Articulate how operations management contributes to the achievement of an organization’s strategic objectives											
LO-2	Organize depth and breadth of knowledge of methodologies, application of knowledge, and communication skills for operations improvement and problems solving											
LO-3	Critically evaluate the operations function in manufacturing and service production settings											
LO-4	Evaluate the particular challenges of leading and improving operations, especially within the context of achieving world-class competitive performance in the manufacturing, services, and technology sectors											
Syllabus Outline						Learning Outcomes						
1	Process Design and Improvement <i>Operations strategies for competitiveness, JIT, lean operations</i>					LO-1, LO-2, LO-3, LO-4,						
2	Management of Quality <i>Quality dimensions, cost of quality, statistical process control, quality tools and techniques, Total quality management, six-sigma, awards and accreditations</i>					LO-2, LO-3, LO-4						
3	Risk Management <i>Concepts and definitions of risk and risk management, enterprise risk management, risk assessment, identification, analysis and evaluation, risk responses and risk treatment</i>					LO-1, LO-3, LO-4						
4	Process Analysis					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test (LO-2, LO-3) 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												
Stevenson, W.J., (2017). Operations Management.13th Edition. McGraw-Hill Education. Slack, N., Brandon-Jones, A. Johnston, R. (2016). Operations Management. 8th Edition, Pearson. Jacobs, F. R., & Chase, R. B. (2016). Operations and supply chain management. 15th Edition, MA: McGraw-Hill 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	√											
LO-2	√	√										
LO-3					√		√					
LO-4					√		√		√			
Module	√	√			√		√		√			

Module Code	DS3120	Module Title	Seminar V – Internet of Things									
Credits	2	Hours/Week	Lectures		Pre – requisites	DS1310						
GPA/NGPA	NGPA		Lab/Assignments	4								
Module Aim:	This course aims to impart some foundation knowledge and skills on IoT for business applications.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Explain the applications of IoT in the world of business											
LO-2	Discuss the use of components, devices and data management in IoT											
LO-3	Develop simple IoT applications for business											
Syllabus Outline						Learning Outcomes						
1	IoT and Web Technology					LO-1						
2	IoT Architecture and Technology					LO-1, LO-2						
3	IoT Lead Value Chains					LO-2						
4	Creating Value with IoT Applications					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Individual and group laboratory assignments, Group presentations and report (LO-1, LO-2, LO-3)					100%						
End Semester Examination												
Recommended Texts												
Kranz, M. (2016). Building the internet of things: Implement new business models, disrupt competitors, transform your industry. 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	√											
LO-2							√	√				
LO-3		√					√	√		√	√	
Module	√	√					√	√		√	√	

Module Code	DS3430	Module Title	Stochastic Processes and Distributional Theory									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	DS2410, DS1110						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	Provide students with the mathematical tools and intuition required to describe and analyze stochastic processes, with an emphasis on discrete time processes.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Describe the properties of random variables using probability distribution functions and moment generating functions											
LO-2	Explain relationships between variables, conditioning, independence and correlation											
LO-3	Demonstrate essential stochastic modelling tools											
LO-4	Formulate and solve problems which involve setting up stochastic models											
Syllabus Outline						Learning Outcomes						
1	Introduction to Distribution Theory <i>Distribution functions, mass and density, moments and moment generating functions, Laplace transformations</i>					LO-1						
2	Multivariate distributions <i>Joint distributions, conditional distributions and moments, independence, functions of random variables, order statistics</i>					LO-1, LO-2						
3	Poisson Process <i>Properties, interarrival and waiting time distributions, compound Poisson processes, birth and death process</i>					LO-3, LO-4						
4	Random Walks <i>Construction, the maximum, stopping times, Wald’s Identity, hitting time, Gambler’s ruin</i>					LO-3, LO-4						
5	Markov Chains <i>Discrete Markov processes, classification of states, transitions, Chapman-Kolmogorov equations, stationary distribution of a Markov process</i>					LO-3, LO-4						
Assessments						Weightage (%)						
Continuous Assessments	In-class tests, quizzes (LO-1, LO-2, LO-3, LO-4)					30-50%						
End Semester Examination	Written examination					70-50%						
Recommended Texts												
Ross, Sheldon M., 1996. Stochastic Processes (2 nd Edition). 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	√											
LO-2		√					√					
LO-3		√					√					
LO-4		√					√					
Module	√	√					√					

Semester 06

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., & Doupnik, 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		√										
LO-2	√											
LO-3	√											
LO-4		√				√	√		√			
Module	√	√				√	√		√			

Module Code	DS3330	Module Title	Business Application Development									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS1320						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	The aim of this course is to introduce the concepts of object oriented programming for business application development.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Identify components of the Integrated Development Environment											
LO-2	Characterize the commonly used events in event-driven programming											
LO-3	Explain the use of object-oriented programming concepts in visual programming											
LO-4	Implement information systems with database access and GUI											
Syllabus Outline						Learning Outcomes						
1	Introduction to visual and event-driven programming											
2	Relevance of object oriented programming concepts											
3	The Integrated Development Environment											
4	Graphical User Interface (GUI) design											
5	Controls and their Properties, Methods and Events											
6	Data types, variables and constants, Structured data types, Control structures											
7	Sub programming, Error Handling and Debugging											
8	Practical sessions using Visual Basic											
Assessments						Weightage (%)						
Continuous Assessments		Laboratory Assignments, and Demonstrations				30						
End Semester Examination		Written examination				70						
Recommended Texts												
Turk, Dan. (2015). Object-Oriented Programming in Visual Basic .NET.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√						√					
LO-2	√	√					√					
LO-3		√					√					
LO-4							√	√				
Module	√	√					√	√				

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						Relevant Learning						
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	√											
LO-2	√											
LO-3	√											
LO-4		√						√				
LO-5		√	√					√		√		
Module	√	√	√					√		√		

Module Code	DS3130	Module Title	Data Mining									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS3420						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to provide both theoretical and practical knowledge on finding useful patterns for business applications in large databases.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Describe the fundamental concepts involved in the process of discovering useful, possibly unexpected, patterns in large data sets											
LO-2	Explain the various stages involved in the data mining and information retrieval process											
LO-3	Use various data mining tools to extract useful patterns and information from a data set											
Syllabus Outline						Learning Outcomes						
1	Introduction					LO-1						
2	Prediction <i>Regression, Accuracy measures, Ensemble methods</i>					LO-1, LO-2						
3	Association rule mining <i>Practical usage, data formats, theoretical techniques and tools</i>					LO-2, LO-3						
4	Classification <i>Classification techniques, Model construction, Decision Trees, Bayesian classification</i>					LO-2, LO-3						
5	Clustering <i>Similarity measures, hierarchical clustering, non-hierarchical clustering, clustering based on statistical models</i>					LO-2, LO-3						
6	Data mining applications <i>Affinity, Churn</i>					LO-2, LO-3						
7	Data warehousing <i>Basic concepts, Data warehouse components and life cycle, Data Cube and OLAP, design and usage, warehouse implementation</i>					LO-2						
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	Written exam (LO-1, LO-2)					70-50%						
Recommended Texts												
Han, J., Pei, J., & Kamber, M. (2011). <i>Data mining: concepts and techniques</i> . Elsevier.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√											
LO-2	√						√					
LO-3		√					√					
Module	√	√					√					

Module Code	TM3210	Module Title	ERP Systems and Applications									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	TM2210						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to impart technical know-how to students for applying ERP in a practical context.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Apply ERP knowledge in the real business environment											
LO-2	Discuss ERP implementation issues in a business setting											
LO-3	Demonstrate operating business functions and processes in an ERP environment											
Syllabus Outline						Learning Outcomes						
1	Introduction <i>Introduction to ERP, Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation</i>					LO-1						
2	ERP and Related Technologies: <i>Product Life Cycle Management, Supply Chain Management, ERP Security</i>					LO-1						
3	ERP Implementation Life Cycle <i>ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation</i>					LO-1, LO-2						
4	ERP Modules Structure <i>Finance, Sales and Distribution, Manufacturing and Production Planning, Quality Management; Cost Management, Human Resource, Quality Management, Purchasing; Vendor Evaluation; Inventory Management and Invoice Verification and Material Inspection</i>					LO-2, LO-3						
5	ERP Vendors, Consultants, and Employees <i>Vendors- Role of the Vendor; Consultant- Types of consultants; Role of a Consultant, Employees- Role of employees, Different ERP Vendors - ERP Vendors</i>					LO-3						
6	Future Directions in ERP <i>New Trends in ERP, ERP to ERP II, Implementation of Organization-Wide ERP, Development of New Markets and Channels, Latest ERP Implementation Methodologies, ERP and e-business, Market Snapshot, The SOA Factor</i>					LO-2						
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		Written exam (LO-1, LO-2, LO-3)				70-50%						
Recommended Texts												
Bansal, V. (2012). Enterprise Resource Planning. Pearson Education India.												
Magal, S. R., & Word, J. (2011). Integrated business processes with ERP systems. Wiley 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	√						√					
LO-2	√						√	√				
LO-3		√			√	√	√	√				
Module	√	√			√	√	√	√				

Module Code	DS3440	Module Title	Investment and Portfolio Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220, DS2430						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to impart knowledge, skills and techniques required to analyze 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)					30-50%						
End Semester Examination	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Alexander, G. J., Sharpe, W. F., & Bailey, J. V. (2003). Fundamentals of Investments. Pearson Education. 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	√						√					
LO-2	√						√					
LO-3		√					√					
Module	√	√					√					

Module Code	TM3330	Module Title	Logistics Management									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide an understanding of logistics and its role in a supply chain of an organization.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Assess the impact of logistics decisions on the performance of the overall supply chain of a business											
LO-2	Analyse the nature of logistical decisions applied in different functional areas of a business											
LO-3	Demonstrate the use of IT for logistics related decision making											
Syllabus Outline						Learning Outcomes						
1	Business Supply Chain Logistics and Logistics Strategy & Planning					LO-1						
2	Production logistics					LO-2, LO-3						
3	Marketing logistics					LO-2, LO-3						
4	Distribution and warehousing logistics, Multi-tiered distribution systems					LO-2, LO-3						
5	Outsourcing Logistics					LO-2, LO-3						
6	Event Management					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	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Ballou, R. H. (2007). <i>Business logistics/supply chain management: planning, organizing, and controlling the supply chain</i> . Pearson Education 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	√											
LO-2		√			√		√					
LO-3		√				√	√	√				
Module	√	√			√	√	√	√				

Module Code	DS3450	Module Title	Numerical Methods for Business									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to equip the students with necessary knowledge and skills on numerical methods applicable for business.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Demonstrate the knowledge of common numerical techniques and how they are used to obtain approximate solutions to otherwise analytically intractable problems											
LO-2	Develop numerical techniques for various mathematical operations, such as interpolation, differentiation, integration, solutions of linear and non-linear equations, solution of differential equations & partial differential equations											
LO-3	Analyze and evaluate the accuracy of common numerical methods											
LO-4	Implement numerical methods in software packages and present results in an informative way											
Syllabus Outline						Learning Outcomes						
1	Basics of Numerical Methods <i>Number representation, rounding, truncation, propagation of error, stability and Order of convergence</i>					LO-1						
2	Solving Nonlinear Equations <i>Bisection method, Newton's method, Secant method, fixed point iteration</i>					LO-1, LO-2, LO-4						
3	Function Approximation and Interpolation <i>Linear interpolation, quadratic interpolation, higher degree interpolation, Newton's divided differences, The Weierstrass theorem, The Taylor's theorem and minmax approximation problems</i>					LO-2, LO-3, LO-4						
4	Numerical Differentiation and Integration <i>Errors in numerical differentiation, derivatives based on Newton's forward and backward interpolation formulas, numerical integration using Trapezoidal rule and Simpson's rule</i>					LO-2, LO-3, LO-4						
5	Numerical Solutions of Ordinary Differential Equations <i>Existence, uniqueness, stability, Taylor series method, Euler's method, Runge-Kutta method & Picard's method of successive approximations</i>					LO-2, LO-3, LO-4						
6	Finite Difference methods for Partial Differential Equations <i>Solving parabolic equations (Black- Scholes equation belongs to this class)</i>					LO-2, LO-3, LO-4						
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		Written exam (LO-1, LO-2, LO-3)				50-70%						
Recommended Texts:												
Atkinson, K. E., & Han, W. (1985). Elementary numerical analysis. New York: Wiley. Brandimarte, P. (2013). Numerical methods in finance and economics: a MATLAB-based introduction. 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	√											
LO-2	√	√					√					
LO-3		√					√					
LO-4		√					√					
Module	√	√					√					

Module Code	DS3460	Module Title	Operations Research II									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	DS2430						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide students with knowledge and skills in advanced optimization techniques.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Formulate a managerial decision problem as a mathematical problem											
LO-2	Evaluate limitations in mathematical programming models											
LO-3	Apply OR models to find acceptable solutions for real-life decision-making problems											
Syllabus Outline						Learning Outcomes						
1	Decomposition methods					LO-1						
2	Nonlinear Programming <i>Graphical illustrations, One-variable unconstrained optimization, Multivariable unconstrained optimization, KKT conditions, Quadratic programming, Convex and Nonconvex Programming</i>					LO-1						
3	Multi-objective optimization <i>Goal Programming and Heuristic techniques</i>					LO-1, LO-2, LO-3						
4	Applications of Queuing theory <i>Basic structure, Real world examples, Queuing models based on Birth-and-Death process and Queuing networks</i>					LO-1, LO-2						
5	Inventory theory <i>Components, Deterministic continuous-review models, Deterministic periodic-review model, Stochastic continuous-review model, Stochastic single-period model for perishable goods and Stochastic periodic-review model</i>					LO-1, LO-2						
6	Markov decision process <i>Markov decision processes, LP and optimal policies and Algorithms for policy improvements</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)					30-50%						
End Semester Examination	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Wagner, H. M. (1969). Principles of operations research: with applications to managerial decisions. Prentice-Hall.												
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	√	√					√					
LO-2		√				√	√					
LO-3		√			√	√	√					√
Module	√	√			√	√	√					√

Module Code	TM3340	Module Title	Procurement Management									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to make students aware of the importance of procurement management and sourcing in organizations.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Explain the purpose of the procurement function and its role											
LO-2	Apply suitable supplier selection tools and techniques											
LO-3	Develop organization specific procurement strategies in line with its supply chain and operations											
Syllabus Outline						Learning Outcomes						
1	Nature of Procurement <i>Role, processes and tasks of procurement, Procurement in the value chain</i>					LO-1						
2	Industrial Buying <i>Industrial market, Buying situations and Models of competition</i>					LO-1						
3	Strategic Sourcing Decisions <i>Procurement processes, Quality inspection, Supplier evaluation, Price analysis, Contract management</i>					LO-2						
4	Innovative Sourcing and Procurement <i>Electronic procurement, Market studies, Ethical practices in Procurement</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				30-50%						
End Semester Examination		Written exam (LO-1, LO-2, LO-3)				70-50%						
Recommended Texts												
Van Weele, A. J. (2010). <i>Purchasing & supply chain management: analysis, strategy, planning and practice</i> . Cengage Learning EMEA.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√											
LO-2	√	√					√					
LO-3		√			√	√	√	√	√			
Module	√	√			√	√	√	√	√			

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						Demonstrate written and						
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	√				√							
LO-2		√			√	√				√		
LO-3		√				√						√
LO-4		√	√				√		√			
LO-5		√	√									
Module	√	√	√		√	√	√		√	√		√

Module Code	DS3470	Module Title	Stochastic Finance									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS2410						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to provide knowledge in the area of stochastic finance and its applications											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Explain the concept of arbitrage and arbitrage free pricing											
LO-2	Explain the importance of applications of stochastic calculus methods in finance											
LO-3	Impart skills to formulate and analyse continuous-time stochastic models											
Syllabus Outline						Learning Outcomes						
1	Introduction to Financial Calculus <i>Derivative security and types of derivatives, Expectation pricing, Arbitrage pricing and Expectation versus Arbitrage</i>					LO-1						
2	Discrete process <i>Binomial branch model, Binomial tree model and Binomial representation theorem</i>					LO-2, LO-3						
3	Continuous process <i>Continuous process, Stochastic calculus, Ito calculus, Change of measure, Martingale representation theorem, Construction strategies and Black-Scholes model</i>					LO-2, LO-3						
4	Pricing market securities <i>Equity and Dividends, Forex and Bonds</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)					30-50%						
End Semester Examination	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Baxter, M., & Rennie, A. (1996). Financial calculus: an introduction to derivative pricing. 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	√						√					
LO-2	√						√					
LO-3	√	√					√					
Module	√	√					√					

Semester 07

Module Code	TM4110	Module Title	Business Process Outsourcing									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	TM3110						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to acquaint the students with the aspects of sourcing in the context of modern business world.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Describe the nature of BPO in both local and global context											
LO-2	Explain various aspects of sourcing											
LO-3	Discuss the interplay of BPO with BPR and BPM											
Syllabus Outline						Learning Outcomes						
1	Introduction <i>BPO basics, Types of outsourcing, ICT and BPO, BPO drivers, success factors and risks, Trends and emerging opportunities</i>					LO-1						
2	BPO Industry <i>Structure, Global context, BPO in Sri Lanka and India, Strategic BPO</i>					LO-1, LO-2						
3	BPO models					LO-2						
4	BPO Standards, Methodologies and Practices					LO-3						
5	Outsourcing versus Re-engineering,					LO-3						
Assessments						Weightage (%)						
Continuous Assessments		In-class test (LO-1, LO-2) -10% In-class activities (LO-1, LO-2, LO-3) – 20% Mini-project (develop a simulation model for a business process, analyze input and output data to achieve a given criteria of optimization) - (LO-1, LO-2, LO-3) - 30%				60						
End Semester Examination		Written Examination (to test the theoretical aspect of the module) - 40%				40						
Recommended Texts												
Halvey, J. K., & Melby, B. M. (2007). <i>Business process outsourcing: Process, strategies, and contracts</i> . John Wiley & Sons. Click, R. L., & Duening, T. N. (2004). <i>Business process outsourcing: the competitive advantage</i> . 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	√											
LO-2		√	√			√					√	
LO-3		√	√		√	√	√		√		√	√
Module	√	√	√		√	√	√		√		√	√

Module Code	TM4120	Module Title	Business Process Simulation									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	TM3110						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to provide an opportunity for students to develop business process modeling and simulating skills. After learning simulation techniques, the students are expected to be able to solve real world problems.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Recognize the importance of simulating business processes											
LO-2	Formulate a discrete-event simulation model for a business process											
LO-3	Assess simulation results and recommend appropriate alternative solutions											
Syllabus Outline						Learning Outcomes						
1	Introduction to Simulation <i>Importance of simulation in decision making, simulation models, Basics of simulation</i>					LO-1						
2	Modeling and simulating business processes <i>Discrete-event simulation vs. agent-based simulation, concepts of discrete-driven simulation</i>					LO-1, LO-2						
3	Simulating business processes with simulation software <i>Introduction to the simulation software, Understanding the basics of the simulation software, developing simulation models with the simulation software</i>					LO-2						
4	Simulation data analysis <i>Input and output data analysis, discussing simulation results, Dealing with uncertainty, Goodness-of-fit</i>					LO-3						
5	Role of Simulation in Optimization <i>Importance of optimization, Optimizing process simulation models</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test – (LO-1, LO-2)10% In-class activities (LO-1, LO-2, LO-3) – 20% Mini-project (develop a simulation model for a business process, analyze input and output data to achieve a given criteria of optimization) - (LO-1, LO-2, LO-3) - 30%					60						
End Semester Examination	Written Examination (to test the theoretical aspect of the module) - 40%					40						
Recommended Texts												
Laguna, M. & Marklund J., (2013). <i>Business Process Modelling, Simulation and Design</i> , CRC Press Winston, W.L. & Albright, S.C., (2009). <i>Practical Management Science</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	√											
LO-2		√	√			√					√	
LO-3		√	√		√	√	√		√		√	√
Module	√	√	√		√	√	√		√		√	√

Module Code	TM4310	Module Title	Contract Management									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	TM3110						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to provide skills and knowledge on contract management applicable for procurement.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Explain the concept of legally binding contractual agreements											
LO-2	Discuss the lifecycle of a contract											
LO-3	Discuss the ways of managing contracts											
LO-4	Evaluate the process of a negotiation and demonstrate how to take part in a negotiation											
Syllabus Outline						Learning Outcomes						
1	Lifecycle of a contract					LO-1, LO-2						
2	Management of a Contract					LO-3						
3	Legal Aspects of a Contract					LO-1						
4	Contract Management and Negotiation					LO-4						
5	Process of Negotiation					LO-4						
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	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Anderson, G., Boud, D., & Sampson, J. (2014). <i>Learning contracts: a practical guide</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	√											
LO-2		√	√			√					√	
LO-3		√	√		√	√	√		√		√	√
Module	√	√	√		√	√	√		√		√	√

Module Code	TM4320	Module Title	Design of Experiments									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	DS2110						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course deals with concepts and techniques applied in the design and analysis of experiments in the area of big data											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Use basic concepts and models of experimental design											
LO-2	Use both visual and non-visual methods to analyse the results of a designed experiment											
LO-3	Interpret statistical results and report their implications to a business											
Syllabus Outline						Learning Outcomes						
1	Introduction to experimental design principles <i>Single factor experiments, randomized blocks, Latin square designs and extensions, contour and correlations plots,</i>					LO-1						
2	Introduction to factorial design <i>Two levels, 2^k factorial designs, confounding and blocking, applications</i>					LO-1, LO-2						
3	Fractional factorial design <i>Two level, three level and mixed level factorials and fractional factorials</i>					LO-2						
4	Response surface methods <i>Parameter optimization, parameter design and applications</i>					LO-2, LO-3						
5	Random and mixed effects models <i>Nested and split plots, strip plot designs</i>					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test (LO-2, LO-3) Group presentation and report (LO-1, LO-2, LO-3, LO-4, LO-5)					30-50%						
End Semester Examination	Written examination (LO-1, LO-2, LO-3, LO-4, LO-5)					70-50%						
Recommended Texts												
Montgomery, D.C. (2001). <i>Design and Analysis of Experiments</i> , John Wiley & Sons. Inc. ISBN: 0-471-31649-0.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√	√				√	√					
LO-2		√	√			√	√	√	√			√
LO-3	√	√	√				√	√			√	
Module		√	√			√	√	√	√		√	√

Module Code	TM4210	Module Title	ERP Analytics									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS2120, DS3130						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to enable participants to analyze the data that the ERP applications collect from across the enterprise.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Analyze and model business processes, system, and data requirements											
LO-2	Identify the business issues and suggest practical solutions											
LO-3	Recommend appropriate ERP packages with the desired functionalities and justify the basis for the evaluation											
Syllabus Outline						Learning Outcomes						
1	Introduction and business process <i>Data Acquisition, dimensional data modeling, data extraction, transformation and loading</i>					LO-1						
2	Fulfillment <i>Slicing and dicing, reporting</i>					LO-2						
3	Business Reporting <i>Basic visualization, dashboards, advanced visualization</i>					LO-2						
4	Selection and implementation of ERP <i>Data mining, descriptive models for data mining, forecasting and predictive models for data mining, big data analytics, analytics in practice: decision support</i>					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		Written exam (LO-1, LO-2, LO-3)				50-70%						
Recommended Texts												
Kale, N. & Jones, N. (2015). Practical Analytics, Epistemy 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	√	√					√					
LO-2	√	√				√	√					
LO-3			√	√	√	√		√				√
Module	√	√	√	√	√	√	√	√				√

Module Code	DS4410	Module Title	Financial Derivatives									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	DS3470						
GPA/NGPA	GPA		Lab/Assignments									
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)				30-50%						
End Semester Examination		Written exam (LO-1, LO-2, LO-3)				70-50%						
Recommended Texts												
Hull, J. C., & Basu, S. (2016). <i>Options, futures, and other derivatives</i> . Pearson Education India.												
Reilly, F. K., & Brown, K. C. (2011). <i>Investment analysis and portfolio management</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	√	√					√					
LO-2	√	√					√					
LO-3	√	√					√					
Module	√	√					√					

Module Code	DS4420	Module Title	Financial Econometrics									
Credits	3	Hours/Week	Lectures	3	Pre – requisites	DS2110						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to familiarize the student with the time-series econometrics models applied in finance.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Explain the concepts and properties of stationary and integrated univariate time series											
LO-2	Describe the properties of different time series models and identify appropriate univariate and multivariate time series models based on the data											
LO-3	Analyze data with parametric variance models											
LO-4	Apply the basic methodology of identification, estimation, diagnostic checking and model selection to time series model building											
Syllabus Outline						Learning Outcomes						
1	Introduction <i>Basic time series models, ACF and correlogram, stationarity and unit roots</i>					LO-1						
2	Stationary processes <i>AR, MA, ARMA, Box-Jenkins methodology</i>					LO-2, LO-4						
3	Non-stationary processes <i>Tests of stationarity, ARIMA models, cointegration and error correction models</i>					LO-2, LO-4						
4	Multivariate models <i>Simultaneous equation bias, triangular systems, VAR models</i>					LO-2, LO-4						
5	Modelling volatility <i>ARCH, GARCH models</i>					LO-3, LO-4						
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	Written exam (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Brooks, C. (2014). <i>Introductory econometrics for finance</i> . Cambridge university press. Gujarati, D. N. (2009). <i>Basic econometrics</i> . Tata McGraw-Hill 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	√						√					
LO-2	√						√					
LO-3		√	√				√					
Module	√	√	√				√					

Module Code	DS4110	Module Title	Machine Learning									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS2110						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to provide theoretical and practical aspects of machine learning techniques for business analytics.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Describe the fundamental concepts in problem solving with intelligent systems											
LO-2	Explain the mathematical basis for the techniques used in machine learning											
LO-3	Select the appropriate computational intelligence techniques for a given problem											
LO-4	Use machine learning tools to find solutions to business problems											
Syllabus Outline						Learning Outcomes						
1	Introduction					LO-1						
2	Statistical learning <i>Linear regression, applications</i>					LO-2, LO-3, LO-4						
3	Classification <i>Classification techniques, Model construction, Decision Trees</i>					LO-2, LO-3, LO-4						
4	Neural Networks <i>Neurons, back propagation, training neural networks</i>					LO-1, LO-3, LO-4						
5	Bayesian/Markov models <i>Bayes’ theorem, Markov models, Hidden Markov models</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												
Mitchell, T. M. (1997). <i>Machine learning</i> . 1997. Burr Ridge, IL: McGraw Hill, 45(37), 870-877. James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). <i>An introduction to statistical learning</i> (Vol. 112). New York: Springer.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√						√					
LO-2	√						√					
LO-3		√					√					
LO-4		√				√	√				√	√
Module	√	√				√	√				√	√

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	√				√		√					
LO-2	√				√		√					
LO-3		√			√	√	√					
Module	√	√			√	√	√					

Module Code	TM4900/ DS4900	Module Title	R & D Project									
Credits	4	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	√											
LO-2		√										
LO-3		√	√									
LO-4							√		√			
LO-5			√			√				√	√	√
LO-6			√		√	√					√	
LO-7			√	√	√			√			√	
Module	√	√	√	√	√	√	√	√	√	√	√	√

Module Code	TM4220	Module Title	Seminar VII – Design Thinking									
Credits	2	Hours/Week	Lectures		Pre – requisites	None						
GPA/NGPA	NGPA		Lab/Assignments	4								
Module Aim:	This module aims to impart creativity and innovation skills for problem solving using design thinking approaches.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Describe a common language and process for creative problem solving											
LO-2	Apply the methods and mindsets of design thinking to day to day problems											
LO-3	Leverage the power of storytelling to make key messages resonate with the audience											
Syllabus Outline						Learning Outcomes						
1	Introduction to design thinking <i>Four phases of design thinking: gather inspiration, generate ideas, make ideas tangible, share the story</i>					LO-1						
2	Gather inspiration					LO-1						
3	Generate ideas					LO-1						
4	Make ideas tangible					LO-1, LO-2						
5	Share the story					LO-1, LO-2						
6	Storytelling with data					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Assignments, Case studies, Presentations and Assignments (LO-1, LO-2, LO-3)					100%						
End Semester Examination												
Recommended Texts												
Liedtka, J., & Ogilvie, T. (2011). <i>Designing for growth: A design thinking tool kit for managers</i> . Columbia 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	√				√							
LO-2		√			√	√	√	√			√	
LO-3		√	√	√	√	√		√		√		√
Module	√	√	√	√	√	√	√	√		√	√	√

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	√											
LO-2		√	√	√							√	
LO-3		√	√	√			√				√	
LO-4			√	√	√	√	√		√		√	
LO-5		√			√	√	√	√	√	√		√
Module	√	√	√	√	√	√	√	√	√	√	√	√

Semester 08

Module Code	DS4310	Module Title	Advanced Database Management									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	Database Management						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This module aims to explore advanced database systems management and their role in a business organization.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Explain techniques to optimize databases and queries											
LO-2	Apply transaction management concepts for databases											
LO-3	Demonstrate the use of advanced data storage and manipulation techniques for complex business problems											
Syllabus Outline						Learning Outcomes						
1	Optimization <i>Database optimization, query optimization, indexing</i>					LO-1						
2	Transaction Management in Databases <i>Database transactions, atomicity, consistency, isolation and durability</i>					LO-2						
3	NoSQL Databases <i>Non-relational databases, object databases</i>					LO-3						
4	Big data <i>Storage, analysis and processing of complex and large data sets</i>					LO-3, LO-3						
5	Distributed Databases <i>Replication, transparency, consistency</i>					LO-3						
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												
Silberschatz, A., Korth, H. F., & Sudarshan, S. (1997). <i>Database system concepts</i> (Vol. 4). 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	√											
LO-2		√				√	√					
LO-3		√			√	√	√	√		√		
Module	√	√			√	√	√	√		√		

Module Code	DS4430	Module Title	Bank Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The course aims to introduce the concept of banking with emphasis on risk management practices.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Identify the statutory and other requirements for banking regulation and supervision											
LO-2	Explain risk management in banks and financial institutions											
LO-3	Use the tools and techniques in measuring and managing credit risks											
Syllabus Outline						Learning Outcomes						
1	Finance and Banking Sector Developments					LO-1						
2	Banking Regulation and Supervision					LO-1						
3	Central Banking and Monetary Policy					LO-1						
4	Credit Rating					LO-2						
5	Credit, Market and Operation Risk Models					LO-2, LO-3						
6	Capital Adequacy of Banks					LO-2, LO-3						
7	Asset Liability Management					LO2, LO3						
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	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Rose, P. S., & Hudgins, S. C. (2012). Bank management & financial services. McGraw-Hill 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	√						√					
LO-2		√					√					
LO-3		√			√	√	√					
Module	√	√			√	√	√					

Module Code	DS4120	Module Title	Business Intelligence									
Credits	3	Hours/Week	Lectures	2	Pre – requisites							
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to introduce advanced business intelligence tools and simulation software for decision making.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Discuss the applications of big data technologies in business intelligence											
LO-2	Transform process oriented data to suit application of complex analytical tools											
LO-3	Reinforce the business analytics theory and practice learnt previously with advanced business intelligence applications											
Syllabus Outline						Learning Outcomes						
1	Introduction					LO-1						
2	Predictive Analytics: Data Mining for Temporal Data					LO-1, LO-2						
3	Predictive Analytics: Text, Web, Social Media Analytics					LO-1, LO-2, LO-3						
4	Business Intelligence and Process Analysis					LO-2, LO-3						
5	Prescriptive Analytics: Optimization and Simulation					LO-2, LO-3						
6	Business Intelligence Tools					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)					30-50%						
End Semester Examination	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)					70-50%						
Recommended Texts												
Grossmann, W., & Rinderle-Ma, S. (2015). Fundamentals of business intelligence. Springer. Turban, E., Sharda, R., Aronson, J. E., & King, D. (2008). Business intelligence: A managerial approach. Upper Saddle River, NJ: Pearson 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	√											
LO-2		√	√				√					
LO-3		√	√		√	√	√	√				
Module	√	√	√		√	√	√	√				

Module Code	TM4130	Module Title	Business Process Reengineering									
Credits	4	Hours/Week	Lectures	3	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments	2								
Module Aim:	This course aims to introduce the concepts of business process re-engineering.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Identify the application of BPR concepts in a business organization											
LO-2	Analyze a business process to determine how it can be improved and measure this in a tangible way											
LO-3	Execute a BPR exercise for a business case											
Syllabus Outline						Learning Outcomes						
1	Introduction to BPR <i>Overview and Key Concepts, Engaging the process from 360^o, Objectives of BPR, Process change continuum</i>					LO-1						
2	BPR Readiness <i>Drivers of BPR, Relationship of BPR with other concepts: BPR and IT, BPR and Change Management, BPR and Governance, BPR and Innovation</i>					LO-1, LO-2						
3	BPR lifecycle and Methodology <i>Phases of BPR methodology, BPR Value chain</i>					LO-2						
4	Redesign business processes with BPR <i>Planning for BPR, modelling and simulation with BPR, analyzing and optimizing with BPR</i>					LO-1, LO-2						
5	Issues in BPR <i>BPR Success and Failures, Factors relating to BPR failure</i>					LO-3						
Assessments						Weightage (%)						
Continuous Assessments	In-class test – 10% In-class activities – 10% Case-base analysis – 30%					50						
End Semester Examination	Written Examination (to test the theoretical aspect of the module) - 50%					50						
Recommended Texts												
Johansson H.J., McHugh P., Pendlebury A.J. and Wheeler W.A. (1994), <i>Business Process Reengineering: Break Point Strategies for Market Dominance</i> , Wiley Burke G. and Peppard J. (1995) <i>Examining BPR; Current Perspectives and Research Directions</i> , The Cranfield Management 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	√											
LO-2		√						√				
LO-3			√	√	√	√			√	√	√	√
Module	√	√	√	√	√	√		√	√	√	√	√

Module Code	IM	Module Title	Change Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module aims to provide an understanding about the change management in an organization and methods, tools and techniques available successfully implement change											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Assess the impact of the change to an organization											
LO-2	Use the techniques of identifying and evaluating the requirements for change											
LO-3	Apply and discuss various methods to overcome the resistance for change and sustain change.											
Syllabus Outline						Learning Outcomes						
1	Drivers of Change					LO-1						
2	Strategies for Change					LO-1, LO-2						
3	Implementation and Stakeholders					LO-2, LO-3						
4	Communicating Change					LO-2						
5	Resistance to Change and Continuous Change					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments		Role-play simulations, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				30-50%						
End Semester Examination		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				70-50%						
Recommended Texts												
Kotter, J. P., Kim, W. C., & Mauborgne, R. (2011). HBR's 10 Must Reads on Change. Harvard Business 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	√											
LO-2		√			√	√		√				
LO-3		√	√		√	√		√	√		√	√
Module	√	√	√		√	√		√	√		√	√

Module Code	IM4320	Module Title	Data Privacy and Ethics									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This module examines the diverse ethical challenges of contemporary data science practices with emphasis on privacy through both practical and theoretical underpinnings											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Describe various concepts of ethics and data privacy											
LO-2	Explain the effect of, and the source of, bias or discrimination in a data-intensive system											
LO-3	Analyze ethical issues related to Data Privacy and Ethics and propose solutions											
Syllabus Outline						Learning Outcomes						
1	Introduction to Data Privacy and Ethics and its importance <i>Moral theory and ethical principles, Moral and philosophical claims, arguments and goals frequently found in data privacy and ethics</i>					LO-1						
2	Relevant aspects of the Law related to Data Privacy and Ethics in Sri Lanka <i>Impact and limitations of law related to Data Privacy and Ethics in Sri Lanka, Role of ethics committees</i>					LO-1, LO-2						
3	Social networks, social data, data transparency, public records and right to be forgotten <i>Concepts and limitations related with social networks, social data, data transparency, public records</i>					LO-2, LO-3						
4	Organizational ethical decision making – role of ethical culture and leadership <i>Ethical foundations of the delivery of organizations, developing a unique ethics code</i>					LO-2, LO-3						
5	Social responsibility of the organization <i>Relationship between ethical principles and the society, Corporate Social Responsibility practices of the business environment</i>					LO-2, LO-3						
6	Workplace ethical issues and possible solutions <i>Contemporary ethical issues in the business environment and possible solutions</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)				30-50%						
End Semester Examination		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				70-50%						
Recommended Texts												
Hasselbalch, G., & Tranberg, P. (2016). <i>Data ethics: The new competitive advantage</i> . Publishare												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1	√		√							√		
LO-2	√		√					√		√		
LO-3		√	√		√			√		√		√
Module	√	√	√		√			√		√		√

Module Code	DS4440	Module Title	Financial Risk Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	IM2220						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	This course aims to provide the concepts, processes and techniques of risk management.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Explain the nature of risk management practices in the world of business											
LO-2	Use tools and techniques required for financial risk assessment and evaluations											
LO-3	Perform risk management reporting											
Syllabus Outline						Learning Outcomes						
1	Risk Finance Theory					LO-1						
2	Basic Risk Management Instruments					LO-1, LO-2						
3	Managing Market Risk					LO-1, LO-2						
4	Value-at-Risk					LO-2						
5	Credit Risk					LO-2						
6	Limitations of Risk Modelling					LO-2, LO-3						
Assessments						Weightage (%)						
Continuous Assessments		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				30-50%						
End Semester Examination		Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)				70-50%						
Recommended Texts												
Hull, J. C., & Basu, S. (2016). Options, futures, and other derivatives. Pearson Education India. Rejda, G. E. (2011). Principles of risk management and insurance. Pearson Education India. Hull, J. C., (2015), Risk Management and Financial Institutions, 4th Edition, Wiley Finance Series. Crouhy, M., Galai, D., & Mark, R. (2006). The essentials of risk management (Vol. 1). 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	√											
LO-2		√			√	√	√					
LO-3		√	√		√	√	√					
Module	√	√	√		√	√	√					

Module Code	IM4210	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	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2, LO-3)					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	√									√		
LO-2			√	√				√		√		
LO-3			√	√	√			√	√	√	√	√
Module	√		√	√	√			√	√	√	√	√

Module Code	IM4330	Module Title	International Business and Trade										
Credits	2	Hours/Week	Lectures		2	Pre – requisites		None					
GPA/NGPA	GPA		Lab/Assignments										
Module Aim:	This course focuses on the core concepts and techniques for entering the international marketplace with an emphasis on the effect of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment.												
Learning Outcomes After completing this module, the students should be able to:													
LO-1	Identify the concepts, tools of analysis and various frameworks, standards and norms pertaining to international trade and business												
LO-2	Demonstrate how international business variables affect the trade process												
LO-3	Evaluate the effects of current regional trade agreements and economic integration on developing countries												
Syllabus Outline											Learning Outcomes		
1	Introduction to international business and environment <i>Globalization and Business Today</i>											LO-1	
2	International trade and foreign direct investment <i>Trade Theories and International Investment</i>											LO-1	
3	Economic, political and sociocultural aspects of international trade and business <i>Major influences and relevance of theories and concepts for business decision making</i>											LO-2	
4	Legal, financial, marketing and human capital requirements for international trade and business <i>International HRM, International Financial Management, International marketing and entry strategies.</i>											LO-2	
5	Regional and global trade policies <i>Global and regional trade agreements and their impact</i>											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		Written examination (LO-1, LO-2, LO-3)										70-50%	
Recommended Texts													
Dunning, J. H., & Lundan, S. M. (2008). <i>Multinational enterprises and the global economy</i> . Edward Elgar 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	√												
LO-2		√					√		√				
LO-3		√	√		√	√	√	√	√	√		√	
Module	√	√	√		√	√	√	√	√	√		√	

Module Code	TM4330	Module Title	Project Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The module aims to develop skills of the participants to enable them to contribute to key decisions in project management in an organization.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Recognize the project management process from initiation to closing, including planning, monitoring and controlling the project.											
LO-2	Appraise the key challenges faced by project managers during each stage of the life-cycle of a project, and the tools and methods applicable during the course of a project.											
LO-3	Demonstrate skills on a range of project management tasks including: defining a project, planning for risks, estimating time and costs, procurement, scheduling, developing an implementation plan, evaluation and reporting.											
Syllabus Outline						Learning Outcomes						
1	Development of Project Management as a Discipline <i>Basic Principles, the Project ‘Life Cycle’, Project Management Terminology</i>					LO-1						
2	Project Initiation <i>Strategic and Operations Planning Frameworks, Establishing Project Goals and Objectives, Deliverables, Process Models</i>					LO-1, LO-2						
3	Project Planning and Management Tools & Techniques <i>Scoping, Basic Feasibility Models, Resourcing, Costing, Scheduling, Presentation and Outcomes, Work Breakdown Structures, Gantt charts, Project Management Software</i>					LO-2, LO-3						
4	Procurement and Dealing with Key Stakeholders and Key Project Management Decisions <i>Supply Systems, Life Cycle Asset Management, Source Selection, Sustainability and Environmental concerns, Managing Change, Building and Managing Project Teams, Managing Conflict, project implementation, Risk and Issue Management</i>					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	Written examination (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Larson, E. W., & Gray, C. F. (2011), <i>Project management - the managerial process</i> (5th ed.). McGraw Hill Pinto J.K. (2013), <i>Project Management: Achieving Competitive Advantage</i> , Third 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	√											
LO-2	√						√	√	√			
LO-3		√	√	√	√	√	√	√		√	√	√
Module	√	√	√	√	√	√	√	√	√	√	√	√

Module Code	DS4450	Module Title	Stochastic Programming									
Credits	3	Hours/Week	Lectures	2	Pre – requisites	DS2430						
GPA/NGPA			Lab/Assignments	2								
Module Aim:	This course provides an introduction to modelling and solution methods for problems of decision-making under uncertainty.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Model uncertainties in business decision making											
LO-2	Assess the impact of uncertainties on the decision-making process											
LO-3	Evaluate difficulties of incorporating uncertainties into optimization models											
Syllabus Outline						Learning Outcomes						
1	Introduction to stochastic programming models						LO-1					
2	Use of sensitivity analysis						LO-2, LO-3					
3	Sensitivity analysis and uncertainty						LO-2, LO-3					
4	Multi-stage models and scenario trees						LO-2, LO-3					
5	Stochastic programming algorithms						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	Written examination (LO-1, LO-2, LO-3)						70-50%					
Recommended Texts												
Kali, P., & Wallace, S. W. (1994). <i>Stochastic programming</i> . New York: Springer.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1		√					√					
LO-2		√			√	√	√					
LO-3		√					√					
Module		√			√	√	√					

Module Code	DS4460	Module Title	Technical Analysis									
Credits	2	Hours/Week	Lectures	1	Pre – requisites	TM2900						
GPA/NGPA			Lab/Assignments	2								
Module Aim:	This course provides the principles of technical analysis and its applications.											
Learning Outcomes												
After completing this module, the students should be able to:												
LO-1	Describe various tools and techniques in Technical Analysis											
LO-2	Use Technical Analysis when making trading decisions											
Syllabus Outline						Learning Outcomes						
1	Mechanics of Charting					LO-1						
2	Concept of Trendy					LO-2						
3	Major Reversal and Continuation Patterns					LO-2						
4	Japanese Candlesticks					LO-2						
5	Elliot Wave Techniques					LO-2						
6	Oscillators and Indicators					LO-2						
7	Momentum Indicators					LO-2						
8	Volume and Breath Indicators					LO-2						
Assessments						Weightage (%)						
Continuous Assessments	Laboratory Classes, Assignments, Group Projects and in-class quizzes/exams (LO-1, LO-2)					100%						
End Semester Examination												
Recommended Texts												
Schwager, J. D. (1999). <i>Getting started in technical analysis</i> (Vol. 19). 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	√						√					
LO-2	√						√	√		√	√	√
Module	√						√	√		√	√	√

Module Code	TM4340	Module Title	Technology Management									
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None						
GPA/NGPA	GPA		Lab/Assignments									
Module Aim:	The module aims to develop competencies of the participants to make key decisions in technology management in an organization.											
Learning Outcomes After completing this module, the students should be able to:												
LO-1	Demonstrate how technology is embodied in a firm and the capabilities required to exploit it for achieving competitive advantage at the firm level.											
LO-2	Analyse the issues involved in the process of technology forecasting, acquisition and the interrelationship between technology transfer and research and development management.											
LO-3	Propose Technology Management Strategies for both organizations and nations to secure sustainable competitive advantage.											
Syllabus Outline						Learning Outcomes						
1	Overview and Patterns of Technology Development <i>Technology and Competitive Advantage, Management of Technology and Innovation (MOTI) Frameworks, Technology S-Curves, Product vs. process innovation, Radical vs. Incremental innovation, Competence enhancing / destroying innovations, Disruptive vs. sustaining innovations</i>					LO-1						
2	<i>Predicting and Analysing Technology Futures Technology Adoption and Diffusion, Technology strategy and business strategy, Technology forecasting</i>					LO-2						
3	Formulating Technology Strategy for Competitive Edge and Protecting Innovations <i>Technological capabilities - concepts, measurement, development and the link with technological core competencies and national context, Technology acquisition and transfer mechanisms and processes, Innovation and R & D, Patents, IP Rights</i>					LO-2, LO-3						
4	National Innovation System <i>National innovation system in Sri Lanka, S&T infrastructure and the role of government</i>					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	Written examination (LO-1, LO-2, LO-3)					70-50%						
Recommended Texts												
Khalil, T. (2000). <i>Management of Technology</i> . Tata McGraw-Hill Education.												
Shane, S. (2009). <i>Technology Strategy for Managers and Entrepreneurs</i> , Pearson Education, New Jersey.												
Mapping of Learning Outcomes (LO) to the Programme Outcomes (PO)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
LO-1		√										
LO-2	√	√		√	√	√	√		√			
LO-3		√		√	√	√			√			
Module	√	√		√	√	√	√		√			

Module Code	DS4800/ TM4800	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	√	√	√	√		√	√					
LO-2					√	√				√		
LO-3		√	√		√	√					√	√
LO-4				√						√	√	√
LO-5			√							√		
Module	√	√	√	√	√	√	√			√	√	√

ANNEX 01 - Introduction of Elective Modules for BA

DEPARTMENT OF DECISION SCIENCES

Faculty of Business
University of Moratuwa
Sri Lanka.



T | +94112640270

E | indram@uom.lk

W | www.mrt.ac.lk/web/business

Senate Memo No. 506.05.03.03

Memo

To Vice Chancellor
Through Chairman, Senate Curriculum & Evaluation Committee
Through Dean, Faculty of Business
Through Director – Undergraduate Studies Division
From Head, Department of Decision Sciences
Date 31st December 2020
Subject Minor curriculum revision - Additional elective modules

With reference to some industry feedback and our experience in teaching & final year research supervision, we have observed several gaps in the current curriculum in the area of business analytics. We seek your approval to introduce the following elective modules in addition to the existing ones to further improve data analytics skills and knowledge of the undergraduate students.

- DA2210 - Seminar IV – Programming Challenge
- DA3490 - Discrete Mathematics
- DA3480 - Spatial Data Analytics
- DA4130 - Deep Learning Applications for Business
- DA4210 - Text Analytics

The above minor curriculum change could be effective for Intake – 2019 and later intakes.

Thank you,

Please refer DMS 506.03.05 for the recommendation of Senate Curriculum & Evaluation Committee held on 13.01.2021

1. Summary: Introduction of new modules to expand the elective module list

Offering Semester	Existing Elective Module & Code		Credits		Evaluation		Proposed Elective Module Basket & Code		Credits		Evaluation	
			GPA	NGPA	CA	EE			GPA	NGPA	CA	EE
Semester 4	TM2210	Seminar IV - Digital Business		2	100		DA2210	Seminar IV – Programming Challenge (E)		2	100	
							TM2210	Seminar IV - Digital Business (E)		2	100	
Semester 6							IM3330	Business Law (E)	2		30-50	70-50
							DA3450	Numerical Methods for Business (E)	3		30-50	70-50
							DA3490	Discrete Mathematics (E)	2		30-50	70-50
							DA3480	Spatial Data Analytics (E)	3		100	
Semester 7	TM4210	ERP Analytics (E)	3		30-50	70-50	TM4210	ERP Analytics (E)	3		30-50	70-50
	TM4320	Design of Experiments (E)	2		30-50	70-50	TM4320	Design of Experiments (E)	2		30-50	70-50
							DA4130	Deep Learning Applications for Business (E)	3		100	
							DA4210	Text Analytics (E)	2		100	

Recommended by Senate Curriculum and Evaluation Committee held on 13th January, 2021.

2. Detailed syllabus

Module Code	DA2210	Module Title	Seminar IV – Programming Challenge			
Credits	2	Hours/Week	Lectures		Pre – requisites	None
GPA/NGPA	NGPA		Lab/Assignments	4		
Module Aim:	This course aims to introduce ERP concepts and applications for a business.					
Learning Outcomes						
After completing this module, the students should be able to:						
LO-1	Design an interactive software					
LO-2	Plan a group-oriented task					
LO-3	Demonstrate the skills of handling suitable software tools and technologies					
Syllabus Outline						Learning Outcomes
1	Software development tools and technologies <i>Integrated development environments, version controlling, testing</i>					LO-1
2	Basic algorithms <i>Searching, sorting</i>					LO-2
3	Software project management <i>Task management, collaborative tools</i>					LO-2, LO-3
4	Best coding practices <i>Code refactoring, formatting, naming conventions</i>					LO-1, LO-3
Assessments						Weightage (%)
Continuous Assessments	Laboratory work & Group assignments (LO-1, LO-2, LO-3)					100%

Recommended by Senate Curriculum and Evaluation Committee held on 13th January, 2021.

Module Code	DA3490	Module Title	Discrete Mathematics			
Credits	2	Hours/Week	Lectures	2	Pre – requisites	None
GPA/NGPA	GPA		Lab/Assignments			
Module Aim:	This course aims to equip the students with necessary knowledge and skills on numerical methods applicable for business.					
Learning Outcomes						
After completing this module, the students should be able to:						
LO-1	Describe basic discrete mathematical models and methods					
LO-2	Express problems in a formal language					
LO-3	Develop logical solutions to given problems					
LO-4	Construct graphs and charts, interpret them, and draw appropriate conclusions					
Syllabus Outline						Learning Outcomes
1	Set theory <i>Finite sets, Power sets, Cardinality, Cartesian product, Properties of sets</i>					LO-1, LO-4
2	Logic and Proofs <i>Propositional logic, Truth tables, Predicates and Quantifiers, Rules of inference, Introduction to proofs</i>					LO-1, LO-2
3	Combinatorics <i>Counting, Sum & product rule, Permutations, Combinations, Inclusion/exclusion,</i>					LO-2, LO-3
4	Relations and Graphs <i>Relations and their properties, graphs and graph models</i>					LO-2, LO-3, LO-4
5	Boolean Algebra <i>Boolean functions and representing them, Logic Gates</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)					30-50%
End Semester Examination	Written exam (LO-1, LO-2, LO-3, LO-4)					50-70%

Recommended by Senate Curriculum and Evaluation Committee held on 13th January,2021

Module Code	DA3480	Module Title	Spatial Data Analytics			
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None
GPA/NGPA	GPA		Lab/Assignments	2		
Module Aim:	The module aims to introduce geospatial technologies use for spatial data analytics.					
Learning Outcomes						
After completing this module, the students should be able to:						
LO - 1	Describe how digital technologies can be used to represent spatial data.					
LO - 2	Explain how coordinate reference systems are applied to spatial data, and be able to convert between coordinate systems.					
LO - 3	Discuss the best formats for storing and manipulating spatial data					
LO - 4	Provide statistical and machine learning solutions for geospatial problems					
Syllabus Outline					Learning Outcomes	
Part I						
1	Geographical Information Systems					LO-1
2	Geo-spatial Data					LO-1
3	GPS Technology					LO-1, LO-2
4	GIS Applications					LO-1
5	Web GIS					LO-1, LO-2
Part II						
1	Import spatial data to R/Python/Julia					LO – 4
2	Use standard R/Python/Julia libraries to visualize and analyze spatial data effectively					LO-4
3	Vector data in R/Python/Julia					LO-3, LO-4
4	Raster data in R/Python/Julia					LO-3, LO-4
5	Introduction to geospatial machine learning applications					LO-3, LO- 4
Assessments					Weightage (%)	
Continuous Assessments	Laboratory work (LO-1, LO-2, LO-3, LO-4), Group/project-based work (LO-2, LO-3, LO-4)					100%

Recommended by Senate Curriculum and Evaluation Committee held on 13th January, 2021.

Module Code	DA4130	Module Title	Deep Learning Applications for Business			
Credits	3	Hours/Week	Lectures	2	Pre – requisites	None
GPA/NGPA	GPA		Lab/Assignments	2		
Module Aim:	This course deals with concepts and techniques applied in the design and analysis of experiments in the area of big data					
Learning Outcomes						
After completing this module, the students should be able to:						
LO-1	Be familiar with the principles of deep learning neural networks					
LO-2	Implement common methods for deep learning					
LO-3	Develop the practical skills necessary to develop deep learning applications					
Syllabus Outline						Learning Outcomes
1	Neural Networks <i>Single factor experiments, randomized blocks, Latin square designs and extensions, contour and correlations plots,</i>					LO-1
2	Training Neural Networks <i>Introduction to computer</i>					LO-1, LO-2
3	Convolutional Neural Networks <i>Two level, three level and mixed level factorials and fractional factorials</i>					LO – 1, LO-2
4	Different neural network architectures <i>Parameter optimization, parameter design and applications</i>					LO-2, LO-3
5	Introduction to computer vision <i>Nested and split plots, strip plot designs</i>					LO-3
Assessments						Weightage (%)
Continuous Assessments	Laboratory work (LO-2, LO-3) Group and project-based work (LO-1, LO-2, LO-3)					100%

Recommended by Senate Curriculum and Evaluation Committee held on 13th January, 2021.

Module Code	DA4210	Module Title	Text Analytics			
Credits	2	Hours/Week	Lectures		Pre – requisites	None
GPA/NGPA	GPA		Lab/Assignments	4		
Module Aim:	This module aims to enable participants to get a hands-on experience on text mining.					
Learning Outcomes After completing this module, the students should be able to:						
LO-1	Identify the linguistic features of natural languages					
LO-2	Demonstrate the understanding of principles of various natural language processing and text retrieval techniques					
LO-3	Apply text analytics algorithms for real world problem solving					
Syllabus Outline						Learning Outcomes
1	Overview <i>What is NLP, basics linguistics, ambiguity and uncertainty in language</i>					LO-1
2	Regular Expressions <i>Regular languages, finite-state automata, morphology</i>					LO-2
3	Basic Text Processing <i>Tokenization and segmentation, normalization, morphological analysis</i>					LO-2, LO-3
4	Semantics <i>Representing meaning, semantic analysis, lexical semantics</i>					LO-2, LO-3
5	Topic Modelling <i>Probabilistic Semantic Indexing, Latent Dirichlet Allocation</i>					LO-2, LO-3
5	Advanced Topics <i>POS tagging, named entity recognition, machine translation</i>					LO-2, LO-3
Assessments						Weightage (%)
Continuous Assessments	Laboratory work, Individual & group assignments, (LO-1, LO-2, LO-3)					100%

Recommended by Senate Curriculum and Evaluation Committee held on 13th January, 2021.



**UNIVERSITY OF
MORATUWA**

ANNEX 2 - Introduction of FSM

**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

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/Assignmen ts									
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 (BBSc) 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 (BBSc) 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 (BBSc) 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												
Reilly, F. K., & Brown, K. C. (2011). <i>Investment analysis and portfolio management</i> . Cengage Learning. Arzac, E. R. (2005). <i>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 (BBSc) 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 (BBSc) 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 (BBSc) 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 (BBSc) 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/Assignm ents	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													
Reilly, F. K., & Brown, K. C. (2011). <i>Investment analysis and portfolio management</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	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 (BBSc) 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 Baking 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 (BBSc) 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 (BBSc) 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													
Hull, J. C., & Basu, S. (2016). Options, futures, and other derivatives. Pearson Education 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	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 (BBSc) 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	The marketing research process, decision problem, research question and research objectives					LO-1						
2	Different types of research design or approaches, qualitative and quantitative research techniques					LO-2						
3	Sampling strategy, data collection tools, contact methods and field administration related issues in marketing research					LO-2						
4	Marketing intelligence and analytics including digital data, data preparation, exploration, analysis, and visualization using the latest analytical tools/software					LO-3						
5	Preparing the marketing research report for a client in a case involved in financial products and services					LO-1, LO-2, LO-3						
6	Ethics involved in the use of data for marketing purposes					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 (BBSc) 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/Assignm ents	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 – requisites	None						
GPA/NGPA	NGPA	Week	Lab/Assignments									
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 (BBSc) 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& rrecognize 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). The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, Wiley Publishers												
Mohan, D. (2020). The Financial Services Guide to Fintech: Driving Banking Innovation Through Effective Partnerships, 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 (BBSc) 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 (BBSc) 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 in 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 (BBSc) 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 (BBSc) 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 (BBS) 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 (BBSc) 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
LOM-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 (BBSc) 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