



POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT
LEADING TO
MASTERS DEGREE IN BUSINESS ADMINISTRATION
MBA

FACULTY OF BUSINESS STUDIES & FINANCE
WAYAMBA UNIVERSITY OF SRI LANKA
KULIYAPITIYA

POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

Programme of study will run through **one academic year** (approximately one calendar year duration)

Participants of the Postgraduate Diploma in Business Management (PGDBM) will follow twelve course modules during the period of which all course modules will be compulsory. Each course module will be of about 30 hours of teaching.

The academic year comprises with two terms. Twelve courses would be taught during this period. In addition, every participant should complete a project report and submit the same at the end of the 2nd term of the Programme.

MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA)

This is the second academic year of the total Programme. The participants devote their full time to complete a **management research** under the guidance of supervisors appointed by the University. They may attend to a series of advanced seminars and lectures organized by the Faculty of Business Studies & Finance.

DURATION OF THE PROGRAMMES

Postgraduate Diploma in Business Management (PGDBM)

Duration of the Postgraduate Diploma in Business Management Programme is one year (12 months) Minimum period of study required of a candidate to complete the PGDBM Programme is one year (12 months) while the maximum period allowed is **five** years. Every candidate of the Programme is required to

earn a total of **twenty four** (24) Credits through course modules including the project report during the period of Year One.

Masters Degree in Business Administration (MBA) (2nd Year)

Those who complete all the requirements of the PGDBM may be admitted to the 2nd year of the Programme which is the **Masters Degree in Business Administration**. Selection of participants for the MBA Program will be based on **merits** and **availability of placements**. However a limited number of participants will also be selected into the MBA Programme under the 'Direct Entrance' criteria*.

Those who are selected into the Masters Degree in Business Administration (MBA) Programme must earn a total of sixteen (16) credits by following **two taught courses** (08 credits) and completing a **comprehensive** Research Thesis (08 credits)

(*Candidates those who possess similar qualifications equal to the Postgraduate Diploma in Business Management of Wayamba University of Sri Lanka will be selected to the MBA Programme as 'Direct Entrance , to the MBA Programme)

MEDIUM OF INSTRUCTION.

Medium of Instruction is English.

ADMISSION REQUIREMENTS FOR POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (PGDBM)

Candidates those who possess any of the following qualifications are eligible to apply the admission to the **PGDBM Programme**.

QUALIFICATIONS

1. A Bachelor's Degree with first or second class Honours, in Business Management/Accountancy /Banking & Finance/ Insurance & Valuation /Business Administration /Management / Commerce /Estate / Public Management & Valuation / Financial Management /Economics /Banking /Engineering/ Science or any other relevant degree, obtained from a recognized University or a Higher Education Institute.

or

2. A Bachelor's Degree obtained from a recognized University or Higher Education Institute **with** at least **three years of Post qualifying experience** in an **executive capacity**.

or

3. A recognized professional qualification* with a minimum of three years Post qualifying experience in an **executive capacity**. (Please refer the list in the given page - 6)

or

4. Senior Management of a Business Enterprise / Public sector Organizations / Professional those who are acceptable to the **Senate of this University**. This will be considered on the case basis.

* RECOGNIZED PROFESSIONAL QUALIFICATIONS

1. The Institution of Engineers , Sri Lanka (IESL) - AMIE/MIE
2. The Institution of Incorporated Engineers, Sri Lanka (IIESL) - MIE
3. The Chartered institute of Management Accountants (CIMA)-ACMA / FCMA
4. The Institute of Chartered Accountants (ICASL)- ACA/FCA

5. The Chartered Institute of Marketing (UK)- CIM
6. The Chartered Institute of Bankers (UK) – Membership
7. The Institute of Bankers of Sri Lanka (IBSL)- Membership
8. Sri Lanka Institute of Architects (SLIA) –AIA
9. The Engineering Council (UK) –CEng
10. NDT or Equivalent with 10 years of post-qualifying experience

Other professional qualification may be considered for admission of candidates to the Programme subject to the approval of the Senate.

CURRICULUM OF THE POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

This Programme of the study is based upon the assumption that learning is an active process of the dissemination of knowledge. Its **success** will therefore **depend** on the willingness of course **participants** to take an active part during the time of the Programme.

Lectures delivered on the subjects of the PGDBM are **highly comprehensive** and provide only a **broad conceptual framework** in connection with respective theoretical models. Hence, the candidates are required to participate in discussions and seminars in addition to the classroom Lectures that are conducted by the Department of Business Management of the Faculty of Business Studies & Finance .Participants are required to work on their own and to read widely to develop their academic skills within the board frame work of knowledge in which it is provided through the Lectures and Instructions of the Course Lectures throughout.

CURRICULUM OF THE POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

PG 1112 MANAGEMENT & ORGANIZATIONAL THEORY

Course has been designed to provide a wider understanding of the management and organizational theory by focusing the key elements of management process: planning, organizing and controlling. Theory of motivation, Leadership, work groups and modern issues relating to efficiency, effectiveness, authority, responsibility, accountability and their extensions to routing operations of management carriers are discussed in Department.

PG 1122 BUSINESS STATISTICS

Course has been designed to discuss number of statistical techniques which are used for managerial decisions which covers both descriptive and inferential statistical models, statistical sampling, estimation, probability, hypothesis testing, correlation, and regression, analysis of multiple regression models, time series and forecasting techniques, analysis of variance (ANOVA), chi-squared applications (non-parametric statistics) will also be discussed in Department.

PG 1132 BUSINESS ECONOMICS

Business Economics covers Firms & Markets; organization of the firm operations and costs, cost of support activities. Financial control: constraints of management, investment: increasing the value of the firm, Demand: undertaking the customer the market, Competitive environment: competition and monopoly, responding to the competitive environment, Corporate strategy: competitive advantage acquiring sustaining government & government of the firm. The impact of Macroeconomic environment problems and opportunities are also discussed.

PG 1142 BUSINESS LAW

Business Law covers the legal environment of Business: sources of Business law and the global legal environment, Courts and procedures, ethics and social responsibility torts and crimes: torts, Business torts, intellectual property, and criminal law. Contracts: nature and classification agreements, capacity & legality, absent and form, third party rights and discharge, breach and remedies. Sales and lease contracts: formulation, title and risk of lost, performance warranties. Negotiable instruments: negotiability, transferability and liability. Debtor - Creditor relationship: secured transactions, creditors rights and bankruptcy. Employment relations: agency relationships, employment law, Business organizations, property and protection, professional liability, consumer law.

PG 1212 HUMAN RESOURCE MANAGEMENT (HRM)

Broader knowledge of Human Resource Management will be provided through a series of discussions relating to the role of HRM, HR planning, staffing, recruitment, selection, assessment, HR development, performance evaluation, motivation and job satisfaction, organizational climate for work, communication, leadership and supervision management of labour relations, unions, labour relation problems, wage and salary. Administration, incentive schemes, employee security, fringe benefits, and appraisal techniques. In addition, case studies are discussed on professional standards and ethics, interpersonal relations, team building, employee responsibility, accountability, efficiency and effectiveness.

PG 1222 PRODUCTION AND OPERATIONS MANAGEMENT

Product decisions and the design of the production function, product design and process selection, layout of the physical system, design of the control systems,

design of the scheduling systems, designing of the inventory systems: independent demand, dependent demand of the demand function material requirement planning; job designs, methods and measurements wage payment, systems malfunctions and corrections, areas and techniques for improvement, evaluation of production policies, response to environmental change, terminations, rebirths and conclusions etc. will be focused.

TERM 2

PG 1212 MARKETING MANAGEMENT

Core concepts of marketing, company orientations toward the market place, corporate strategic planning, marketing management, marketing plans & implementation process, marketing research & marketing information systems, analyzing the market environment, consumer markets and buyer behavior, analyzing the business markets and organizational buying behavior, industrial market, analyzing competitors, forecasting the demand and demand analysis, identifying market segments & selecting target markets, strategies for differentiating and positioning, developing new products/services, managing products through PLC, strategies for Market leaders, challengers followers and nichers. International Marketing: the global market place, service marketing & marketing for nonprofit organizations.

PG 1242 FINANCIAL MANAGEMENT

Introduction: The role of Financial management, The business; Tax and Financial Environment, Time value of money, The value of Long - Term securities, Risk and Return, Tools of Financial analysis and planning: Financial statement analysis, fund analysis, Cash - flow analysis and Financial planning, working

capital management, cash and marketable Securities management, Accounts receivable and inventory management, Short - term planning Investment in Capital Assets: capital budgeting and Estimating cash flows capital budgeting techniques, Risk and managerial options in capital budgeting cost of capital, capital structure and dividend policy; Required returns and cost of capital operating and Financial Leverage, Capital Structure determination, Dividend policy Intermediate and cost of capital operating and Financial Leverage, Capital Structure determination, Divided policy intermediate and Long-Term Finance. The capital market, Long - term debt preferred stock, Loans and Leases and special areas of Financial Management.

PG 1232 ORGANIZATIONAL BEHAVIOUR

The course provides with the participants a broader knowledge of organizational behavior, structure and the process. It is to study organizations, culture, behavior and process: individual behavior motivation, group behavior, team work, inter group behavior, negotiation and team building, realities of power and politics, leaders response to the situations, leadership approaches. The process of organizations: managing effective communication process, managing effective decision making process, managing organizational change and development, organizational commitment, globalization.

PG 1322 MANAGEMENT INFORMATION SYSTEMS

Course unit has been designed to provide necessary knowledge and the competence to face the challenges of using modern Information systems in organizations enable the management to enhance the level of productivity and gain sustainable competitive advantage. Course is to deal with the following Topics with appropriate applications. Managing information, utilizing the

information in confidence with the organizational structure and information needs, Information decision systems, Types of information and levels of organization, Function of MIS and Designing a MIS, Functions of effective MIS Integrated Information systems, Information center concept.

PG 1252 PROFESSIONAL SKILLS IN MANAGEMENT

The objective of this course is to develop basic skills required for professional practices of management. The course focuses on aspects such as oral and written communications in English, negotiation skills, inter- personal skills, quantitative skills and analytical skills through the case studies, role- playing exercises and group discussions.

PG 1262 PROJECT REPORT

A series of seminars and workshops are organized by the faculty enabling the student to gather knowledge and skill required to complete the project feasibility report. Economic feasibility, Financial feasibility, Market feasibility of the project in relation to the chosen project will be analyzed using the theoretical knowledge and skill gained throughout the PGDBM Programme. Every student will prepare a report (project feasibility report) containing the findings and recommendations. **The Project Report must be submitted to the faculty at the end of the 2nd term of the PGDBM program.**

CURRICULUM FOR THE MASTER OF BUSINESS ADMINISTRATION (MBA)

MBA 2114 RESEARCH METHODS

The purpose of the module is to give a comprehensive knowledge to research methods. The entire course is a “guide” to the postgraduate students to those who are writing the academic research thesis so that each participant fulfills the partial requirement of the MBA Programme. Sixty hours of lectures will help students in formulating their research topic, guide to prepare the critical reviewing of literature, in choosing an appropriate research strategy and accordingly they will be able to use statistical techniques for data analysis and finally will be able to complete the research thesis.

MBA 2124 STRATEGIC MANAGEMENT

Strategic Analysis: A mandate for strategic management; The external environment (identifying opportunities and threats); Assessing the internal environment (determining strengths and weaknesses); Strategic Formulation: Strategic Management at the business level (managing for competitive advantage); Strategic management at the functional level (managing for customer value); Strategic management at the international level (managing for global success); Strategy Implementation: Translating strategy into action, achieving and integrating into the organizational issues. Strategy implementation (the role of organizational structure); implementing strategy (ensuring strategic control); Leadership, culture and ethics; case Analysis: Analyzing strategic situations and cases.

MBA 2138 RESEARCH THESIS

Students will select a research problem according to his/her field of interest on which he/her will carry out independent research work leading to a thesis under the supervisor/s appointed by the Programme Director subject to the approval of the Senate of the University.

COURSE FEE

Course fee for Postgraduate Diploma in Business Management

Rs. 125,000.00 (All inclusive)

Course fee for Master of Business Administration

Rs. 150,000.00 (All inclusive)

Course fee for Master of Business Administration (Direct Entrance)

Direct entry candidates must have possessed similar qualifications equal to the Postgraduate Diploma in Business Management of Wayamba University of Sri Lanka.

Total Course fee for the Direct Entrance = Rs. 200,000.00