



# PROSPECTUS 2019/2020

**Trincomalee Campus  
Eastern University, Sri Lanka**



# DEPARTMENT OF BUSINESS AND MANAGEMENT STUDIES





# Department of Business and Management Studies



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B.BA (EUSL), CTHE (UoC)



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# Department of Business and Management Studies



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# Department of Business and Management Studies



**Mr. B. Sarangan**  
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# Department of Business and Management Studies

## **Bachelor of Science in Management (General) Degree Programme**

All the students are admitted to the B.Sc. in Management degree programme during the first two academic years and the courses will be common to all. The duration of the general degree programme is three years. However, students those who are not willing to read or not qualified to read honours degree in any one of the streams mentioned below will continue the B.Sc. in Management (General) degree.

## **Bachelor of Science in Management Honours Degree Programmes**

**Bachelor of Science Honours in Management / Marketing Management / Human Resource Management / Accounting and Finance / Information Systems.**

### **Specialization Criteria**

The students who are interested in reading /willing to follow honours degree programmes should earn the minimum requirements on relevant courses at the end of the first and second years of the study.

At the end of the second year, second semester, the students may apply to follow an honours degree programme in any of the following streams, Management, Marketing Management, Human Resource Management, Accounting and Finance and Information Systems. Those who are not willing to specialize in any of the above streams can continue the general degree programme.

The minimum requirements to enter/enroll in a specified honours degree programme are as follows. The student should have the minimum OGPA of 2.0 in 60 credits offered in first and second years with no "E" grades. And also, the students should obtain "C+" or better grades in the following three courses stipulated for each specialization.



# Course Details for each Specialization

## a. Specialization in Management

BMT 1303 Principles of Management

Year I Semester I

BMT 1343 Microeconomics

Year I Semester I

BMT 2013 Macro Economics

Year II Semester I

## b. Specialization in Marketing Management

BMT 1303 Principles of Management

Year I Semester I

MKT 1303 Marketing Management

Year I Semester II

BMT 2053 Operation Management

Year II Semester II

## c. Specialization in Human Resource Management

BMT 1303 Principles of Management

Year I Semester I

HRM 1303 Human Resource Management

Year I Semester II

BMT 2082 Fundamental Sociology & Psychology

Year II Semester II

## d. Specialization in Accounting and Finance

BMT 1303 Principles of Management

Year I Semester I

AFM 1303 Financial Accounting

Year I Semester II

AFM 2013 Cost & Management Accounting

Year II Semester I.

## e. Specialization in Information System

BMT 1303 Principles of Management

Year I Semester I

BMT 1313 Introduction to Information Technology

Year I Semester I

BMT 2023 Management Information System

Year II Semester I

### Note:

Number of students for each specialization depends on available resources and the number will be selected based on OGPA.



# Programme Structure

The degree programmes, either of general or honors, is offered through six or eight semesters, respectively. The courses are conducted under the credit system. The length of a semester consists of 15 weeks. The general degree and the honors degree programmes have 90 and 120 credit hours, respectively. One credit will be equivalent to either 15 contact hours of lectures or 30 hours of practical.

To assist students to acquire a satisfactory proficiency in Basic Tamil, Basic Sinhala, Career Guidance and Basic Science, a set of supplementary non-credited courses are included in the degree programmes of the Department of Business and Management Studies.

To assist students to acquire a satisfactory proficiency in different branches of management study, this course includes a set of optional courses. These optional courses are applied only for the Bachelor of Science in Management (General) Degree Programme. In third year, first semester, students must choose two courses from "Organizational Development", "Labor Law and Relations" and "Micro Finance". In third year, second semester, student must choose one subject from "Disaster Management and Contemporary Issues in Management" based on their preference.

Internship training is essential for the Bachelor of Science Honors Degree Programmes students to enhance their outcome based academic programme and other forms of active learning. This training provides opportunities for students to gain practical exposure under supervised settings where they can explore career choices, experiment classroom theory, establish professional contacts, building self-confidence, and gain a wide range of work-related skills.

Bachelor of Science Honors Degree students are sent to the internship training after the completion of fourth year first semester. Successful completion of this component is essential for a student to qualify for the Bachelor of Science Honors Degree Programme. The emphasis during this practical training period is to provide students with hands-on experience in the areas of Management, Marketing Management, Human Resource Management, Accounting and Finance and Information Systems.

Independent research is entirely programmed to enhance the research and writing. A Senior lecturer will be appointed by the respective department for research supervision. Independent research starts in the first semester of the fourth year and should be completed before the end of the second semester.