

## COURSE CAPSULES

### First Semester

#### **BM 5101. Organizational Behavior and Analysis (3)**

This course module will enable the students to understand the nature of the business organization and its determining characteristics and the importance of the human behavior in managing tomorrow's organization. The topics covered include: introduction to organizational and prospective on organizational effectiveness, evolution of organization and management theory, organization and the environment, organizational structure: basic concepts, organization design: from traditional structures to virtual organization, individual behaviour in organizations – role of perception, attitudes, aptitudes and role of personality, interpersonal and organizational communication, teams and team development, motivation: theoretical perspectives, application of motivational strategies for employee empowerment, managing organizational conflict, organizational culture, managing organizational change post modern organization.

#### **BM 5102. Strategic Human Resource Management (2)**

This course will enable the students to appreciate the strategic nature of human resource management and amalgamate it with the overall organizational strategy in pursuing the organizations mission and the vision. The topics covered include: the strategic nature of business in age of discontinuity, the relationship between business strategy and human resource strategy, competitive labor market analysis, human resource planning, recruitment and selection for strategic competitive advantage, training and development, performance management, rewards management, managing the employment relationship from traditional industrial relations to current approaches, international human resource management.

#### **BM 5103. Accounting (2)**

Introduce students to the need for accounting information, its purpose and uses. Understanding and analysis of financial reports prepared by businesses for use by owners, shareholders, lenders and other interested parties. Internal management accounting information used for decision-making, planning and control.

#### **BM 5104. Business Statistics (2)**

Introduction to Business Statistics, Types of business data, graphical descriptive techniques, numerical description techniques, probability and probability distributions, Sampling and the sampling distribution, Concept of hypothesis testing, inference about the single population, inference about two populations. Analysis of variance, tests for qualitative data, introduction to nonparametric statistics, regression and correlation, statistical process control, introduction to advance

#### **BM 5105. Business Law (2)**

This module will provide students comprehensive exposure to all the major concepts of business and company law in Sri Lanka. The topics covered include sources of law, legal systems, law of contracts, law of agency, law of employment, negotiable instruments, sale of goods and hire purchase and the law of association, small-partnership. Company law and its major issues.

#### **BM 5106. Business Economics (2)**

Introduction to microeconomics, the theory of consumer choices, business organization and behaviour, perfect competition and monopoly, government interventions in markets, introduction to macroeconomics and national income accounting, aggregate demand, physical policy and foreign trade, monetary policy and the central bank, inflation, macroeconomic policy in an open economy.

#### **BM 5107. Quantitative Management Techniques (2)**

Decision analysis, forecasting in business, linear programming with applications, transportation, assignment and transshipment problems, project scheduling using PERT/CPM, inventory management, queues and congestion, multi criteria decision management, simulation, conjoint analysis.

**BM 5108. Management Information Systems (2)**

Introduces students in management to information systems and its uses. It consists of strategic planning for information systems, marketing information systems and studies in relational databases. It first introduces the students to the strategic role of management information systems and strategic planning and management of them within a modern organization. It then specializes in marketing information systems and the managerial aspects of developing, implanting and operation of such information systems. Finally, it aims to provide a sound understanding of a modern business data base and programming environment.

**BM 5109. Agribusiness Management (2)**

This course will provide students a comprehensive exposure on the nature and scope of agribusiness and how they can be restructured in order to achieve a competitive advantage. The topics covered include the nature and scope of agribusiness, the economics of the food system, consumer behaviour in agro-food marketing, agricultural food marketing, supply chain management, international agribusiness and agricultural food market communications.

**BM 5110. Organizational Diagnoses and Change (2)**

The aim of this course is to improve students' knowledge and skills in carrying out organizational diagnoses and in planning organizational interventions for enhancing organizational performance.

**BM 5111. Project Management (2)**

This course will enable the students to appreciate the practicalities of the project evaluation management to understand and use the techniques for the evaluation, planning and management of projects, examines the use of project manager, experience and use computer software in project management and evaluation. The topics covered include, project life cycle, project scheduling, time-cost, trade off, managing the risk, project human resource management and sub contract to relationships.

**BM 5112. e-Business Strategy (2)**

This course has been designed to impart students with knowledge on e-Business which will eventually enable them to improve their ability to understand and anticipate customer needs, in order to venture into new products, services and new markets. The course will provide the students with fundamentals of e-Business driving forces comparison of existing alternative solutions and the means of strategizing e-Business development solutions on re-engineered business processes.

**BM 5113. Business Development Seminar (2)**

Seminar is an integrative course to build on the full range of MBA course work, and is geared towards students who are already employed professionally in the corporate sector. Students will be required to do a comprehensive diagnostic study on one of the key business areas of their company. The study should lay out an overview of the particular industry, the company's business model, key strategies, competitive advantages, and operations advantages. It should also identify weaknesses and threats to the business, and possible growth opportunities. Students should then develop a strategy to either address existing weaknesses/threats, or to develop the business in identified growth areas. Oral presentation as well as a written submission will be required.

**BM 5114. Real Estate Investment and Development (2)**

This course will cover the basic concepts of real estate finance, investment, and development, and is geared towards students who may be interested in professional careers in the real estate sector. Students will gain an understanding of the key phases in real estate development including initial due diligence, planning and design,

financial analysis, investment structuring, development and harvest. Students will also be given an overview of the various property types, investment strategies and common pitfalls in the real estate sector.

**BM 5115. Supply Chain and Logistics Management (3)**

Introduction to supply chain management, logistics network configuration, inventory management and risk pooling, the value of information, supply chain integration, strategic alliances, procurement and outsourcing strategies, international issues in SCM, coordinated product and SCM design, customer value and SCM, information technology for SCM, decision-support systems for SCM.

**BM 5198 Project (5)**

**Second Semester**

**BM 5201. Corporate Finance (2)**

This course is structured to demonstrate how the theory of financial management is applied to real world situation thus enabling students to apply the theory they learn in managerial situations. The topics covered include the time value of money, capital budgeting techniques, measuring risk and returns, portfolio theory, the capital asset pricing model and its applications, working capital management, the role and functioning of stock markets, financing the firm with debt and equity capital, the cost of capital, the effect of financial leverage on shareholders returns, capital structure theory and dividend policy

**BM 5202. Managerial Economics (2)**

Introduction to financial management provided by the courses in accounting and finance. Application of economic techniques to problems encountered in project appraisal. Topics covered include investment appraisal techniques, discounted cash flow, capital budgeting under conditions of uncertainty, identification of relevant cash flows, risk, expected value and sensitivity analysis, capital rationing, public sector investment appraisal, sources and cost of capital rationing, financial institutions, and the theory of efficient markets.

**BM 5203. Marketing Management (3)**

Introductory course in marketing that introduces marketing discipline to non marketers and shows how non marketing functions contribute to organizational marketing effectiveness. It provides a conceptual basis for the development of marketing management skills and techniques. Topics include role and relevance of marketing to managers, the marketing concept, marketing environment, understanding the customer, product issues, communicating and delivering values.

**BM 5204. Strategic Management (2)**

An understanding of the needs, contexts and processes involved in managing strategic changes within organizations, principles underlying approaches towards strategic management, prescriptive and descriptive approaches which draw from observations, experience and analysis of real management issues, contexts and behavior.

**BM 5205. Entrepreneurship (2)**

This course broadens the understanding of the role of entrepreneurship in business, economy and society and develops some insights on the practical skills needed in new business ventures. This consists of understanding of international perspectives on small business management, Entrepreneurship and new venture management and corporate entrepreneurship. The first provides understanding on the international processes that have led to the revival of the small firm. The second provides an overview of the business status processes from theoretical and practical standpoint. The third explores how managers in large corporate firms exploit new business opportunities through entrepreneurial strategies of management.

**BM 5206. International Business (2)**

Multidisciplinary course, which considers the macro and microeconomic, political, legal and social issues currently affecting the international business community. Topics include theories of international trade, foreign direct investment and its impact on host country, comparative advantage to product life cycle theory, role of government intervention on trade and industry, business.

**BM 5207. Research Methods for Managers (2)**

The course aims to introduce a range of research designs and methods, which will help the students to solve practical business problems. Topics covered include a variety of research methods, sampling techniques, data analysis techniques, and ethical issues in conducting business research along with effective report writing skills.

**BM 5208. Principles of Management (2)**

This course intends to provide non-MBA students an introduction to the theory and practices of management. This covers the topics, nature of management, managerial decision making, managerial issues in planning, managers' responsibilities for the organizational function, managerial function of directing and the controlling function of directing.

**BM 5209. Enterprise Planning and Operations Management (2)**

This course will enable the students to be aware of the role of operations management in business competitiveness, business drivers for business operational designs, the effect of people and technology on operations management and the contribution of supply chain management and integration in operations. This also enables students to recognize the critical measurement of control in operations management and to analyze relatively complex cases and draw conclusions about operations management. The topics covered includes, business operations and assistance, operations strategy and module, product design product, process, capacity supply chain and job design. Operations planning and ERP structures, MRP and MRPII structures relative operations/lean systems, supply chain operations and operation system control.

**BM 5210. International Corporate Finance (2)**

This course aims to provide an understanding of key area of finance within an international environment. Topics covered includes, the operations of the foreign market, the relationship between exchange rates, interest and inflation rates, foreign exchange risk and its management, the use of the main derivative products (futures and options) in international finance, international portfolio diversification and foreign direct investment.

**BM 5211. International Marketing (2)**

This course includes the application of marketing, across cultures the posses of internationalization, barriers of international activities, applying the marketing cycle, in understanding creating, communicating and delivering values, the impact of globalization and the international growth of finances.

**BM 5212. Consumer Behavior (2)**

The purpose of this course is to provide the student with the usable, managerial understanding of consumer behavior. The topics covered include a perspective on consumer behavior, affect and cognition and marketing strategy, behavior and marketing strategy, the environment and marketing strategy and consumer analysis.

**BM 5213. Quality Management Systems (2)**

The aim of this course is to make aware the students of the contents of international quality systems standards such as ISO9000/2000. This also will enable the students how to set up an international quality system. To make them aware the difference between systems based on auditing, sometimes by the third party, and those based on self-assessment. This will also enable them to assess the cost of prevention, appraisal and failure and their influence on the financial health of the organization and analyze complex cases on quality systems, auditing and costing situations.

**BM 5214. GIS for Business and Management (2)**

This course aims to provide students with the basic knowledge of Geographical Information Systems (GIS) and potential applications of GIS technology for business and management. The topics includes introduction to GIS

for business management, spatial data for GIS, Map projections and scales, hardware and software for business GIS, GPS navigation and business management, spatial data management, sharing and ownership, application of GIS for business management, case studies on application of GIS for real estate management, application of GIS for market and consumer surveys, use of GIS for profitability analysis and GIS applications: Sri Lankan experience, constraints and potentials. Practical sessions will be conducted using ARC.

**BM 5215. Planning the Entrepreneurial Venture (2)**

This course is a hands on integrative and practical course designed to help students who are planning to pursue new entrepreneurial opportunities on their own, or within existing businesses. Students will be required to have initial ideas for their planned ventures prior to beginning the course, and will be guided through the process of assessing and refining their ideas through the preparation of a detailed business plan suitable for presentation to potential investors. The course will build on the full range of MBA coursework, with an emphasis on its practical application. Students are expected to develop individual business plans over the course duration.