

*Shaping Leaders for Tomorrow...*

# MBA KELANIYA

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**MBA**  
KELANIYA

UNIVERSITY OF KELANIYA

# WHY MBA KELANIYA

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Master of Business Administration at Kelaniya University (herein MBA Kelaniya) fosters Enterprise and Entrepreneurship chumaapacities of the learning partners. The program's local and international collaborations set a novel learning atmosphere for the learning partners preparing them to develop their careers and entrepreneurial intentions. Following are the standalone features of the program that makes the program identical compared to the other programs available elsewhere.

## INTEGRATED CURRICULUM

MBA Kelaniya curricular is structured based on functional silos. It is integrated with a curricular to strengthen the critical thinking abilities of learning partners to understand the interconnectedness between the organisational functions.

## TEACHING AND LEARNING

MBA Kelaniya programme espouses active learning strategies, in which teachers are facilitators of learning, and students and teachers collaboratively engaged in a joint process of discovery. A wide range of teaching approaches and techniques are adopted throughout the program that including lectures, seminars, simulations, case study discussions, and individual and group projects.

## CO-CURRICULAR LEARNING INITIATIVES

MBA Kelaniya is continuing to expand its portfolio of co-curricular learning initiatives. The set of co-curricular learning initiatives in the program has been thoroughly researched and selected to meet various expectations of stakeholders.



## EMINENT TEACHING FACULTY BLENDED WITH INDUSTRIES

The MBA Kelaniya teaching faculty includes a diverse range of experts from various disciplines covering academicians and industry professionals. They discuss the latest ideas, theories and approaches, challenges and opportunities facing businesses across the globe. All the course units in the MBA Kelaniya program are taught by a team of faculty to provide insights into a greater range of perspectives and experiences.

## RESEARCH CULTURE

MBA Kelaniya envisages the importance of research by advocating for students to engage in research in different disciplines. The final semester of the MBA programme has been fully dedicated to research to enhance students' awareness, skills, and experience in research. Each student is provided with one-to-one supervision by a faculty who is an expert in the respective research projects.

## OPPORTUNITY TO LEARN SPECIALIZED AREAS

MBA Kelaniya offers an opportunity to the learning partners to progress on desired specialisation areas - that of Accounting and Finance, Human Resources Management, Marketing Management, Entrepreneurship and Business Technology.

## BUILD VALUABLE PROFESSIONAL NETWORKS

MBA Kelaniya regularly invites local and international high-profile speakers from industry, academia, and MBA alumni to conduct workshops, seminars, and talks throughout the programme. Our students' benefits from such learning initiatives as it provides them with the opportunity to gain insight into emerging trends and developments, share experiences, and develop networks.

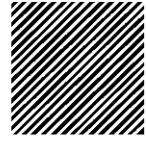


## INDUSTRY EXPOSURE (LOCAL/INTERNATIONAL)

Industrial study tour provides students with the opportunity to learn about global and regional business environment and business entities and translate those learning experiences to their own work and organisations.

## OUTWARD BOUND TRAINING PROGRAMS (OBT)

OBT enriches the experiential learning capacities of learning partners as a co-curricular activity. The key focus areas of the OBT programs are leadership, communication skills, decision-making, change management, teamwork, and creative thinking.



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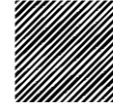
## Dean FCMS

"MBA Kelaniya" is the flagship masters' program offered by the Faculty of Commerce & Management Studies (FCMS) - Kelaniya University. Kelaniya University is consistently ranked as a leading university in Sri Lanka and its FCMS is one of the benchmarks applying innovative teaching, research and competency development strategies in line with the expectation of stakeholders. Today, MBA Kelaniya has extended its presence in international market through offshore partnering institutes delivering the program in the respective destinations.

Our program helps students to become executives who have the intellectual curiosity and associated skills necessary to meet the complexities of the changing world. I believe in the power of education in transforming students' lives and impacting the communities that they engage with during and after their studies. To do that, experiential learning and analysis are the foundation for good business practice, and both serve as the basis of our curriculum.



# PROGRAM COORDINATOR'S MESSAGE



Welcome to the MBA program  
of University of Kelaniya,  
Sri Lanka!!!



The mission of Kelaniya MBA is to inspire leaders enabling to craft effective decisions steering organisations towards sustainable growth in the dynamic business world. The essence of MBA Kelaniya is the niche of teaching excellences supported by modern technology and practice-driven assessments connected with hands-on management realities. The program is developed with a comprehensive set of course units blended with industry-related case learning contents. The learning partners of the program are blessed by well-reputed teaching faculty added with corporate sector guest speakers. The research component of the program is a comprehensive piece of work that absolutely relates to both academic and professional requirements. We do apply a sound methodological and continuous assessment training geared for a quality research output

embedded with newness and scientific insights.

Kelaniya MBA is a brand set with its salient differentiation embedded with the state university recognition and international acceptance. The brand essence of “Shaping Leaders for Tomorrow” is the utmost promise that we pledge to potential MBA learning partners. We invite you to be the learning partners of Kelaniya MBA to obtain a holistic learning experience resulting a “Made in You” personal brand of leadership demanded by the modern business and professional atmosphere. The team Kelaniya MBA is ready to serve you to experience the promise of “Shaping Leaders for Tomorrow”.



## TECHNICAL COORDINATOR'S MESSAGE

Since its inception, the MBA Kelaniya has been a two-year (24 month) program made up of four terms. Currently, it consists of 60 credits spread across the four semesters and has been designed to be aligned with the Sri Lanka Qualifications Framework (SLQF). The existing program offers the students the opportunity to specialise in five different fields: accounting and finance, business technology, entrepreneurship, human resource management, and marketing management. The number of inquiries and applications regarding the MBA in the recent years has also shown steady growth. MBA Kelaniya is among the top 10 MBAs in Asia based on the popularity according to the Find-MBA website. The existing curriculum of MBA Kelaniya was introduced in 2013. The FCMS policy on curriculum recommends carrying out curriculum revision of its degree programs in 5-year cycles.

# THE UNIVERSITY



University of Kelaniya has its origin in the historic Vidyalankara Pirivena which was founded in 1875. Since then, it had been recognized as one of the two great national centers of traditional higher learning of the country. Then, in 1959, the Vidyalankara Pirivena became the Vidyalankara University. Later with the University reforms and transformations, it was converted to a university named the Vidyalankara Campus of University of Sri Lanka and ultimately in 1978, it was named as the University of Kelaniya.

This knowledge creating arm of the nation began with the aim of producing versatile graduates of high caliber in Sri Lanka and the vision of the University of Kelaniya is “to become a center of excellence in the creation and dissemination of knowledge for sustainable development”.

Currently, the University of Kelaniya is well recognised as one of the greatest avenues for Higher Studies in the South Asian region. Currently, the University consist of 07 Faculties, namely, Commerce and Management Studies, Humanities, Social Science, Science, Medicine, Graduate Studies and Computing and Technology. There are 55 academic departments under the above-mentioned faculties.

## The Faculty of Commerce and Management Studies

The Faculty of Commerce and Management Studies (FCMS) traces back to its origin under the Faculty of Social Sciences as Department of Commerce in 1976. And later with the high degree of commitments and untiring efforts of the academic staff, students and other stakeholders, it was able to achieve Faculty status in 1995. And now it is operating as a dynamic faculty with unique features of fast development strengthened by five academic departments; namely Department of Commerce and Financial Management (DCFM), Department of Human Resource Management (DHRM), Department of Accountancy (DOA), Department of Marketing Management (DMM), and Department of Finance (DFin). At present the FCMS offers globally competitive degree programmes in the broad areas of Commerce and Business Management.

The FCMS offers fourteen degree programmes for more than two thousand five hundred (2500) undergraduates under five departments and so far it has produced more than ten thousand (10,000) graduates and most of them are in the forefront of managerial ranks in public and private sector organizations both nationally and internationally. Further, some of the graduates of FCMS are eminent entrepreneurs in the country. FCMS always considers the quality as the key force of higher education. Thus, FCMS constantly tries to improve the quality and relevance of the degree programmes, and also the quality of the teaching faculty and the infrastructure facilities of the faculty. Winning three quality relevance grants by the world bank, obtaining the AACSB membership; receiving ISO 9001:2015 quality management certification and acceptance by CFA under the University Recognition programme proves the success of FCMS in terms of Quality.



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## MBA KELANIYA

The Kelaniya MBA program started in 2005 with the academic support from Indian Institute of Management Lucknow (IIML), one of India's leading business schools. Within its short history, today the Kelaniya MBA is one of the best established Master of Business Administration programmes in Sri Lanka. Since its inspection, it has striven to develop bold business leaders who can provide an enterprising and entrepreneurial approach to management. MBA Kelaniya is one of the innovation pioneered by FCMS. It is a two-year master's degree that focuses on creating entrepreneurial mindsets. The program is taught by a team of academics and practitioners. Academic faculty provide a solid foundation of relevant theory and frameworks. Professional practitioners, with experience in teaching, add a significant practical dimension to the program. Many of our learning partners are industry professionals who are preparing themselves for leadership roles in their organizations.

### WHO SHOULD APPLY

#### Candidates should possess

- Four year bachelor's degree in Commerce, Management, Science, Engineering or Economics. OR
- Bachelor's degree irrespective of the field of study and at least one-year managerial/executive/teaching experience in a recognized institution. OR
- Professional or any other qualification approved by the university Senate

#### Time table,

- Weekend: Every Sunday and one Saturday per month (three sessions per day from 8.30 a.m. to 6.30 p.m.)

#### Selection Process,

Selection to the MBA program is based on three steps of evaluation i.e.

- review and assessment of application and qualification
- An aptitude test ('Assessment of the candidates analytical skills, communication skills, English proficiency, and knowledge of the business environment')
- An interview

### AIMS OF THE PROGRAMME

- Equip students with the knowledge, techniques and competencies to operate as effective managers.
- Broaden and deepen students' understanding of business and management functions and processes.
- Encourage critical and rigorous analysis of literature and research evidence relating to management practices.
- Foster the skills of business research, analysis, synthesis and creativity so as to enhance decision-making and promote organizational well-being within the context of a continually changing and competitive business environment.
- Develop awareness of ethical, social, environmental, and global issues affecting management decisions.
- Foster students' personal development, a commitment to life long learning, a reflective style of management and a responsibility towards self-learning.
- Ensure students are aware of the international dimensions of managerial activities.

### OBJECTIVES OF THE PROGRAMME

- Disseminate knowledge of core areas of managerial theory and their practical application in the work place.
- Understand the complex nature of organizations and the interrelationship between policy, behaviour and structure.
- Use evidence to evaluate the theory-practice relationship.
- Use appropriate methods to collect data about business and management activities.
- Understand the process of change, its management, and appropriate responses to uncertainty.
- Develop innovative and practical solutions to business problems.
- Make business decisions in a socially responsible manner.



## MBA CURRICULUM

The MBA Kelaniya offers its learning partners the exposure which is blended with academic and industry to meet the growing needs of the managerial proficiencies. The curriculum is designed in par with international standards and meeting the requirements of the Sri Lanka Qualification Framework. The curriculum is structured with around fifteen core courses, and a choice of another four core courses from five specialized areas. Students are directed to a research in the last semester.

### CREDIT REQUIREMENTS

A student is expected to complete 60 credits by way of core courses with a research component. The credit structure is in compliance with the Sri Lanka Qualification Framework (SLQF) Exit Level 10 requirements. A two-credit course carries 30 session-hours, is conducted over a period of 10 weeks.

### EVALUATION CRITERIA

Students are evaluated by continuous assessments and end of semester examination in respect of each module within the framework of University approved rules and regulations.

### TESTING OF A COURSE UNIT

Students will be evaluated through continuous course work, practical examination (depending on the course unit), and a written examination for each course unit as follows, The method of overall testing of a course unit will be announced by the programme, at the commencement of each course unit.

## GRADING SYSTEM

Marks obtained in respect of a course unit will be graded according to a twelve - category system as follows:

RANGE OF MARKS	GRADE	GRADE POINT VALUE
85 - 100	A <sup>+</sup>	4.00
70 - 84	A	4.00
65 - 69	A <sup>-</sup>	3.70
60 - 64	B <sup>+</sup>	3.30
55 - 59	B	3.00
50 - 54	B <sup>-</sup>	2.70
45 - 49	C <sup>+</sup>	2.30
40 - 44	C	2.00
35 - 39	C <sup>-</sup>	1.70
30 - 34	D <sup>+</sup>	1.30
25 - 29	D	1.00
00 - 24	E	0.00

Students should complete all course units that they have registered for and if they fail to produce valid reasons for not completing a particular course unit a grade of 'E' will be given.

### MINIMUM ELIGIBILITY CRITERIA FOR THE AWARD OF MBA

- i. For the award of MBA with course work and research component
  - a) Accumulate grades of B- (B minus) or better in course units
  - b) Obtain a GPA of 2.70 or greater, and
  - c) Complete the relevant requirements within a period of four academic years'
- ii. For the award of a Master's Degree with course work and a research component with Merit, a student must
  - a) accumulate grades of B- (B minus) or better in course units aggregating to at least 60 credits
  - b) obtain a GPA of 3.70 or greater,
  - c) obtain grades of A or better in course units aggregating to at least 50% of total credits for the course units considered under (a) above, and
  - d) (d) complete the relevant requirements within a period of two consecutive academic years.

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iii. For the award of a Master's Degree with course work and a research component with Distinction, a student must

- a) accumulate grades of A or better in course units aggregating to at least 60 credits
- b) obtain a GPA of 4.00, and
- c) complete the relevant requirements within a period of two consecutive academic years at SLQLs 9 and 10.

## GOLD MEDALS

A gold medal is awarded for the outstanding student of the MBA programme for respective batches. The medal is sponsored by MBA Alumni Association. The undermentioned criteria are considered for awarding the gold medal.

1. The recipient should be a student of MBA offered by the University of Kelaniya.
2. The recipient should obtain the highest GPA and must have accumulated GPA more than 3.7 in overall.
3. The recipient should have completed the MBA within two consecutive academic years.

## STRUCTURE OF THE PROGRAMME

The MBA programme is structured on a term basis. The credit system is carried out during the academic study period and students should earn the total credits of 60 to obtain Master of Business Administration (MBA) Degree as a General MBA with or without specialized course unit option.

YEAR	TERM	COURSE CODE	DESCRIPTION OF COURSES	CREDITS	NATURE OF THE COURSE
Year 1	Term I	MBA 51013	Accounting for Decision Making	3	Compulsory
		MBA 51022	Business Economics	2	Compulsory
		MBA 51033	Contemporary Business Management	3	Compulsory
		MBA 51042	Managing Information	2	Compulsory
		MBA 51052	Managerial Skills	2	Compulsory
	Term II	MBA 52063	Business Statistics	3	Compulsory
		MBA 52073	Marketing Management	3	Compulsory
		MBA 52083	Human Resource Management	3	Compulsory
	Term III	MBA 52093	Corporate Finance	3	Compulsory
		MBA 61012	Entrepreneurship	2	Compulsory
		MBA 61022	Managerial Accounting	2	Compulsory
		MBA 61033	Strategic Management	3	Compulsory
		MBA 61043	Research Methodology	3	Compulsory
		MBA 61052	Analytical Techniques & Research Skills	2	Compulsory
		MBA 61063	Managing Behaviors in Organizations	3	Compulsory*
MBA 61073		Human Resource Development	3	Compulsory*	
MBA 61083		Human Resource Preventive Management	3	Compulsory*	
MBA 61093		Strategic Human Resource Management	3	Compulsory*	
Term IV	MBA 61113	Strategic Brand Management	3	Compulsory*	
	MBA 61123	Consumer Behavior	3	Compulsory*	
	MBA 61133	Global Marketing	3	Compulsory*	
	MBA 61143	Integrated Customer Communication	3	Compulsory*	
	MBA 61153	Contemporary Issues in Accounting	3	Compulsory*	
	MBA 61163	Financial Reporting	3	Compulsory*	
	MBA 61173	Analysis of Equity and Fixed Income Investments	3	Compulsory*	
	MBA 61183	Portfolio Management and Wealth Planning	3	Compulsory*	
	MBA 61193	Global Entrepreneurial Ecosystems	3	Compulsory*	
	Year 2	Term V	MBA 62013	New Venture Financing	3
MBA 62023			Family Business Management	3	Compulsory*
MBA 62033			Corporate Entrepreneurship	3	Compulsory*
MBA 62043			Digitalization of Commerce & Knowledge Engineering	3	Compulsory*
MBA 62053			Project Management & Agile Enterprises	3	Compulsory*
Term V	MBA 62063	Supply Chain & Logistics Management	3	Compulsory*	
	MBA 62073	Supply Chain & Logistics Management	3	Compulsory*	
		MBA 6222C	Dissertation	15	Compulsory

Note: Compulsory\* indicates that the said course unit is compulsory if specialized stream is opted when selecting optional course units at 3<sup>rd</sup> term.



# COURSE MODULES



## MBA 51013

### Accounting for Decision Making

#### Course Description:

Accounting for decision making provides an understanding regarding principles of accounting, and preparation of financial statements. The said areas are further discussed on their applications to management accounting principles & techniques in managerial decision making for partnerships and limited liability companies.

#### Contents:

Accounting functions, principles and the concepts underlying financial reporting and managerial accounting from a user perspective, Evaluate the effects of alternative accounting methods on reported earnings and the financial position of different types of organizations.

## MBA 51022

### Business Economics

#### Course Description:

Business Economics educates the students on macroeconomic issues faced by the countries. Feasible and fruitful opinions that respective authorities require to solve economic issues, and strategies in attaining sustainability of countries are also discussed.

#### Contents:

Introduction and preliminary concepts, Demand, Supply and Market Equilibrium, Demand and supply forecasting, Elasticity and applications, The Production Function, The Theory and Estimation of Cost: and Cost, Pricing and Output Decision (Perfect Competition and Monopoly), Pricing and Output Decisions (Monopolistic Competition and Oligopoly), GDP, Income and Growth, Money, Finance and the concepts of Open Economy Macroeconomics, Aggregate Demand and Supply, Fiscal Policy; Unemployment.

## MBA 51033

### Contemporary Business Management

#### Course Description:

Contemporary Business Management is an introductory course on management processes from managers' perspective. Through this course, students will be able to describe and analyze management issues in a range of functional and operational areas over time and place

#### Contents:

Evolution of Management thoughts, Managerial Functions, Planning & Decision Making, Organizing, Controlling, Leadership in Organizations, Employee Motivation, Communication, Creativity and Innovations in Organization, Management Succession, Management in global environment, Management in cross culture, Managing technology, Corporate Social Responsibility and Corporate Governance, Contemporary Management issues.

## MBA 51052

### Managerial Skills

#### Course Description:

This course intends to improve students' communication skills and to enhance their working capabilities more independently and effectively. Further, this course provides the basic theoretical concepts in business skills and directions to applying them in into business management.

#### Contents:

Scope of Managerial Skills, Managerial communication, Confidence building, Personality building and self-grooming, Negotiation and conflict handling, Team work and leadership grooming for synergy, Corporate communication practices, Business etiquettes and professional development,

## MBA 51042

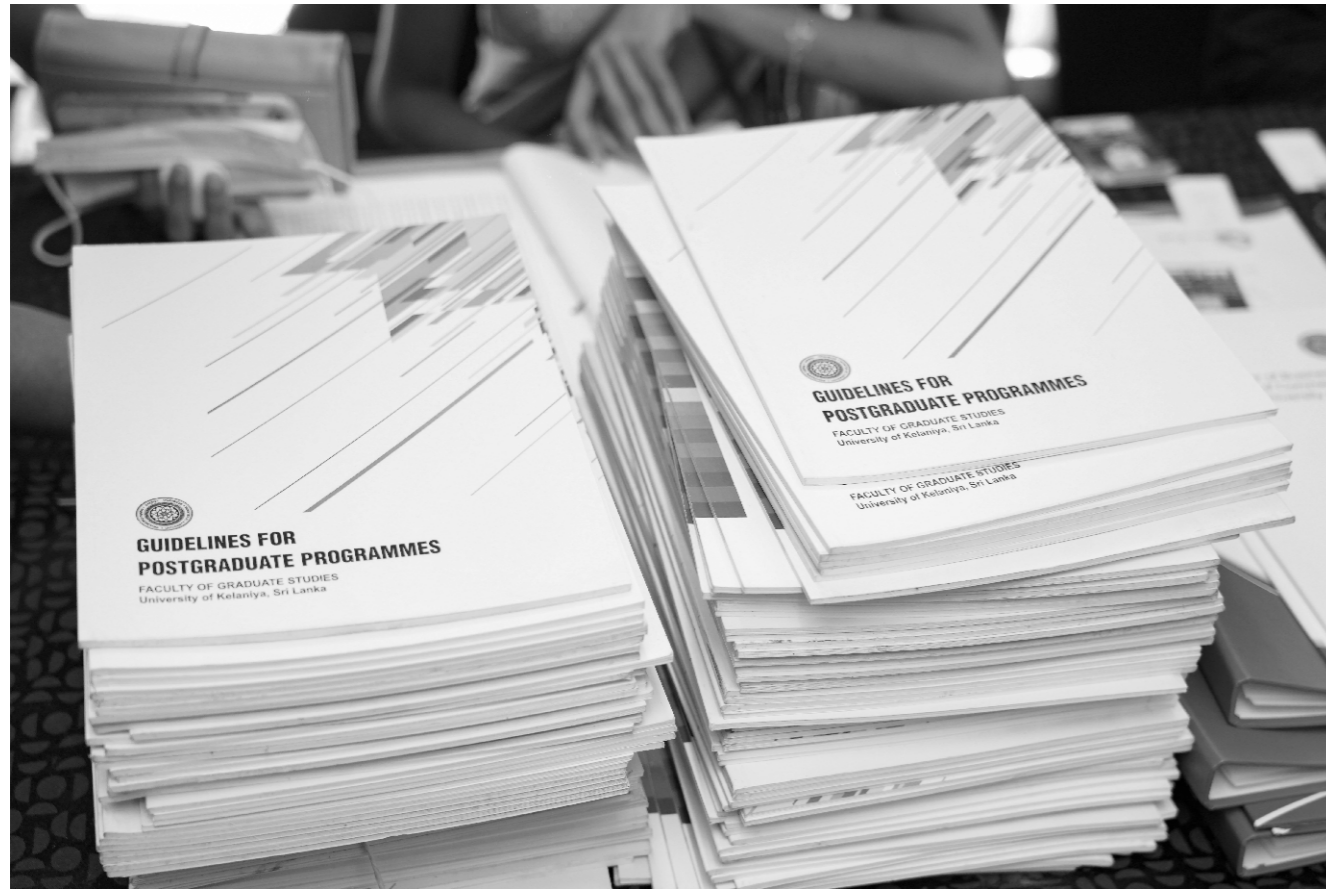
### Managing Information

#### Course Description:

This course provides students with a strong foundation to comprehend the significance of the role played by information systems in today's business and how to optimize firm's returns by investing in information systems.

#### Contents:

Introduction to Managing the digital firm, Impact of globalization in ICT adaptation, Technology Paradox, Rationalizing ICT investments in organizations, Front end and back end Information systems in the Enterprise, Emergence of Big data. Electronic business and electronic commerce, Ethical, Social and legal Issues in the digital firm, Information Systems Security and control, Enterprise Applications, Knowledge Management and decision support systems, IS Planning and Implementation.

**MBA 52073****Marketing Management****Course Description:**

This course helps students to understand marketing functions and its strategic perspectives in a highly competitive business environment, develop effective marketing strategies and plans to build strong brands and corporate image, integrate the marketing mix tools to achieve effective implementation of plans, use appropriate management techniques to plan and control marketing activities and projects.

**Contents:**

Introduction to marketing, Marketing philosophies, Analysis of marketing environment, Marketing research and information systems, Consumer buying behavior, Segmentation, targeting and positioning, Managing product and brands, Pricing strategies and policies, Channel management and logistics, Promotion mix & Integrated marketing communication, Managing Service Marketing Strategies, Strategic and marketing planning, Implementation and controlling of marketing process.

**MBA 52083****Human Resource Management****Course Description:**

This course unit provides the students to assess the contributions of human resource management (HRM) to the overall management of organization, evaluate the strengths and weaknesses of HRM systems in organization and to make aware of the contemporary issues of HRM

**Contents:**

Introduction to HRM, Contextual sensitivity of HRM, Strategic Nature of HRM, HRM practices in Sri Lanka, HRM process- (1) Human Resource Administration HRM Processes (2)- HR maintenance, HRM process (3)- overview of Human Resource Development (HRD).

**MBA 52063****Business Statistics****Course Description:**

This course designed to develop analytical skills that are necessary to understand, interpret, predict, forecast, and draw conclusions using real business data through statistical software.

**Contents:**

Introduction to business statistics; various data collection methods in business research and organizing data in informative way, Measures of Central Tendency and its applications, Measures of Dispersions and its' applications in business decisions, Probability concept and Probability distributions its applications in business decisions, Correlation and Regression Analysis and Its' business applications, Sampling and Statistical Estimations, Parametric and non-parametric tests for testing hypotheses,

**MBA 52093****Corporate Finance****Course Description:**

This course provides the basic concepts in financial decision making, evaluate the financing opportunities available to an organization, examine the dividend payout decision of an organization, and explore issues in financial research.

**Contents:**

An overview of corporate finance, Time Value of Money, Security Valuation, Risk and Return, Cost of Capital, Capital Structure, Capital Budgeting, Working Capital management, Dividend policy, Derivatives and risk management, Mergers, Acquisitions, Leverage Buy Outs' and the Market for Corporate Control, Contemporary Research issues in Finance.

**MBA 61012****Entrepreneurship****Course Description:**

This course provides the students to enhance their capability relating to the entrepreneurial skills by gaining the knowledge on identify the entrepreneurial process by understand the requirements for new venture creation.

**Contents:**

Decision to Become an Entrepreneur, The evolution of entrepreneurship, Recognizing Opportunities and Generating Ideas, Creativity and Innovation, Feasibility Analysis, Writing a Business Plan, Finance for New Ventures, Legal Aspect for New Ventures, Developing Business Model, Ethics and Entrepreneurship.

**MBA 61043****Research Methodology****Course Description:**

This course equips the students with the knowledge to identify a research problem, define research design and process, use of quantitative and qualitative research methods, undertaking and completion of business research project.

**Contents:**

Introduction to Research and Research Process, Problem Definition, Literature Review, Conceptualization and Operationalization, Research Design (Qualitative/Quantitative/ Mix), Methods of Data collection, Sampling, Data Analysis and Interpretation



## MBA 61022

### Managerial Accounting

#### Course Description:

This course provides the students a sound knowledge on the importance of the accounting information in decision making and develop the skills to recognize and employ traditional and contemporary approaches to measuring and managing performance, apply appropriate management accounting technologies to effectively and efficiently manage suppliers, customers, time, capacity, costs and quality to support organizational strategies and account for organizational environmental and social sustainability.

#### Contents:

The modern role of Management Accounting, Strategic analysis and planning, Operational planning and control, Managing Cost and Quality, Managing Inventory, Short term planning decisions, Financial Performance, Measurement Systems, Sustainability and Management Accounting, Management Accounting: an overview, Managing Cost and Quality, Managing Inventory, Short term planning decisions, Financial Performance Measurement Systems Test 1, The Balanced Scorecard (BSC) and Benchmarking Class Test 2, Sustainability and Management Accounting Group Research Report Submission,

## MBA 61033

### Strategic Management

#### Course Description:

This course provides strong foundation to gain knowledge of strategic management processes in business organizations and to broaden the understanding the management of organization in complex and dynamic environment.

#### Contents:

The concept of strategy, nature of the strategic decisions, strategic planning, environmental analysis, approaches to environment scanning, environmental forecasting techniques, formulation of strategy; mission, objectives and goals, implementation of strategy, evaluation and review strategy, Fundamentals of strategy, Schools of thoughts and theories of strategic management, Strategic intent, Strategic environment analysis, Business model development with blue ocean approach and related decisional dynamics, Competitive and growth strategy development process, Corporate and operational strategy development, Strategy implementation, Corporate governance and sustainability, Strategic controls, Business Case Study: Environment dynamics, Business Case study: Opportunity justifications and business modeling for different industries, Business Case Study: Strategy design and business modeling for hands-on cases, Business case study: strategy execution and best practices in different industries, Business case study: Skills for Corporate planning

## MBA 61052



### Analytical Techniques & Research Skills

#### Course Description:

This course is designed to provide an in-depth practical knowledge in quantitative/qualitative data analysis using statistical software employed in academic research.

#### Contents:

Determining representative sample for research, Preparing research instruments for research studies, Introduction to data analysis software, Application of qualitative analytical methods, Descriptive Data Analysis and Interpretation, Comparative Data Analysis and Interpretation, Correlations & Regression Analysis and Interpretation, Compiling a business case issue & justifying research methods, Academic writing skills in research and case study approach.

## MBA 6222C

### Dissertation

#### Course Description:

The main purpose of this course unit is to provide a comprehensive learning experience to students in carrying out an academic research or business case study using scientific research approach.

#### SPECIALIZATION LEARNING AREAS

Human Resource Management	MBA 61023	Organizational Behavior
	MBA 61033	Human Resource Development
	MBA 61043	Human Resource Preventive Management
	MBA 61053	Strategic Human Resource Management
Marketing Management	MBA 61063	Strategic Brand Management
	MBA 61073	Consumer Behavior
	MBA 61083	Global Marketing
	MBA 61093	Integrated Customer Communication
Accounting and Finance	MBA 61103	Contemporary Issues in Accounting
	MBA 61113	Financial Reporting
	MBA 61123	Analysis of Equity and Fixed Income
	MBA 61133	Portfolio Management and Wealth Planning
Entrepreneurship	MBA 61143	Business Planning
	MBA 61153	New Venture Financing
	MBA 61163	Family Business and Succession Planning
	MBA 61173	Strategic and Corporate Entrepreneurship

# MANAGEMENT COMMITTEE



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