

# **Bachelor of Business Management BBM 2020/2021 Student Prospectus**



**Faculty of Commerce and Management  
Eastern University, Sri Lanka**

# BACHELOR OF BUSINESS MANAGEMENT

## STUDENTS' PROSPECTUS 2020/2021



EXTERNAL DEGREE  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA

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This prospectus is effective from the year 2024

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# Vision & Mission



## **Eastern University, Sri Lanka**

### **Vision...**

Centre of excellence for higher learning in Sri Lanka.

### **Mission...**

To facilitate learning, research, and dissemination of knowledge to produce competent graduate through conducive environment with industry-community collaboration to serve socio-economic and cultural needs of the community.

## **Faculty of Commerce and Management**

### **... Vision**

To be the trailblazer in creating excellence in managing the resources to the Dynamics of the society through innovative modes.

### **... Mission**

To be the leader in Management Education committed to the highest standards of teaching, learning and research to contribute to the holistic development of the society with concern for quality and teamwork.



### **Vice Chancellor's Message**



It is with great pleasure that I write this message for the undergraduate handbook of the Bachelor of Business Management (BBM) External Degree program for the 2020/2021 academic year. This program, offered by the Faculty of Commerce and Management through the Center for External Degrees and Extension Courses (CEDEC) at Eastern University, Sri Lanka, marks a significant milestone in our commitment to expanding educational opportunities.

I would like to congratulate you on your acceptance into the BBM program at Eastern University, Sri Lanka. This external degree program is designed to equip you with the skills, knowledge, and perspectives necessary to become a well-rounded graduate. The program offers a rich blend of learning methodologies, encompassing both virtual and in-person environments, ensuring a comprehensive educational experience.

Graduates from the Faculty of Commerce and Management have consistently demonstrated high levels of competence and professionalism, holding key positions of responsibility both within and beyond Sri Lanka. The BBM program presents you with a unique opportunity to join this esteemed group. I strongly encourage you to make the most of the university's learning environment, and to develop yourself into a knowledgeable, responsible, and goal-oriented leader for our nation.

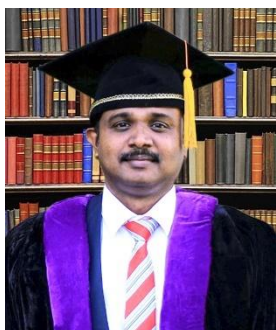
I wish you every success in your academic journey.

**Prof. V. Kanagasingam**

Vice Chancellor

Eastern University, Sri Lanka.

## **Dean's Message**



I am delighted to welcome you to our vibrant and dynamic academic community at Eastern University, Sri Lanka. It is with great pleasure that I write this message to the students' Prospectus of Bachelor of Business Management (BBM) External Degree programme for the academic year 2020/2021. The BBM of the Eastern University, Sri Lanka was commenced in 2018 by Faculty of Commerce and Management with approval of University Grant Commission. I am very happy to note that, within a relatively very short time span, the BBM Programme at Eastern

University, Sri Lanka acquired a remarkable success and recognition.

This BBM programme is designed to enable students to gain maximum knowledge of the academic and practical training which are necessary for the development of effective young managers. BBM degree programme is an open and distance learning (ODL) mode in addition to certain hours of face-to-face contact that facilitates the students with flexibility for independent learning while it is maintaining the quality and standard as like an internal degree programme.

The purpose of this Prospectus is to provide you with basic information about the University, the faculty, curriculum, the facilities and guidelines to solve various issues which will be faced by the students during the learning experiences. Our BBM Programme features a series of systematic and innovative course units that take place both inside and outside the classroom with practical activities. Our teaching philosophy is applying theory to practice to manage the challenges in the turbulent business environment.

This BBM Programme is taught by resource personnel with rich experiences in businesses who are devoted to uplift the quality of teaching. Students are able to enrich their knowledge and exposure through interaction with their professors/ lecturers. The BBM at Eastern University, Sri Lanka has been designed for those who wish to develop their knowledge, skills and attitudes as modern-day managers and entrepreneurs.

I am excited to see the contributions you will make and the impact you will have as part of dynamic world.

I congratulate the BBM students and wish them success in their endeavours.

**Prof. N. Rajeshwaran,**

Dean,

Faculty of Commerce and Management,

Eastern University, Sri Lanka.

### **Director's Message**



It is a great pleasure for me to provide a greeting message to the student prospectus 2020/2021. As the Director Centre for External degrees and Extension Courses, Eastern University Sri Lanka, let me first welcome you to the Bachelor of Business Management (BBM) External Degree programme at the Faculty of Commerce and Management, Eastern University of Sri Lanka. The CEDEC is having a long history of more than a decade, and already launched many Degree programs and various

types of Certificate and Diploma courses with the intention of encouraging the student community to engage in a quality higher education at the EUSL to enhance their knowledge, skills and attitudes.

The BBM degree programme conducted by the Faculty of Commerce and Management, is a unique higher educational qualification with which the students will have the ability to compete in the job market, both in private and public sector organizations.

I believe that the sustainability of this programme at the EUSL is not questionable. In this context, I appreciate the Dean, Director/CEDEC, Heads of the departments, Coordinator/BBM, Chairman board of study and all the faculty members of the FCM for their enthusiasm and commitment for the smooth and successful conduction of this degree programme.

I congratulate all the students who have registered for BBM degree programme and wish you very successful in your endeavour.

Dr. T. Prabakaran

Director/ CEDEC

### **Academic Coordinator's Message**



I take this opportunity to congratulate and welcome students from all parts of the country to join the Faculty of Commerce and Management for a Bachelor of Business Management. The faculty is marching ahead enrolling the 5th batch in the academic journey of the BBM degree programme that meets the intellectual requirements of society. This is a good opening to the students enrolling in this degree programme as now they light the lost opportunity in enrolling internal students due to the capacity limitation in the national universities.

Ensuring a value addition through the process of running the degree programme is a vital and prime duty of the faculty and the university therefore, the degree programme has been designed in such a way embedding all Knowledge, Skills, and Attitudes in its curricula preparing the students and make them more productive for the respective sectors of the economy. The faculty of commerce and management has full of confidence on the successful progression of the degree programme with the support of the students aiming for a win-win outcome.

As an academic coordinator of this degree programme, I am honoured and privileged to continue my duty for the success of the degree programme and I wish you all success in your future endeavour.

**Prof. T. Bhavan**

Academic Coordinator/BBM

Faculty of Commerce and Management

## **MESSAGE FROM FACULTY OF COMMERCE AND MANAGEMENT**



It is our great pleasure that we, the staff of Faculty of Commerce and Management, welcome you all into our well-organized academic stream. Our faculty is one of the prominent faculties in the Eastern University, Sri Lanka, that offers well designed programmes to make students competitive and employable in the current labour market. The primary Intended Learning outcome of these degree programmes is to brand the students to be excellent in management and business studies and practices.

In a competitive environment in general, graduates are expected to be competent with wide range of knowledge, skills and attributes. Therefore, the Faculty of Commerce and Management intends to enlighten undergraduates to be in the right endeavor by developing their distinct competencies with human values and professionalism, which lead them to be successful, globally employable and entrepreneurial graduates in the dynamic environment. It is our responsibility to ensure that all of the students have acquired the required knowledge, skills and attributes in the graduate profile of the Faculty of Commerce and Management. In this context, the faculty is very keen to extend its fullest support to students to achieve the intended learning outcomes of the study programmes of the Faculty in align with the University Vision, Mission, Goals and Objectives.

Nevertheless, students' commitment, enthusiasm and discipline are very much essential to be excellent graduates in the field of Commerce and Management education. Students are expected to involve in co-curricular activities, such as sports, cultural activities, community services etc., which can pave ways for enriching themselves with positive qualities as to be exclusive from others. Further, students are expected to pay attention in maintaining professionalism, displaying moral values and ethics. This practice will enhance their characters that lead to reach their goals.

Working hard for acquiring knowledge by students is the key instrument to achieve the learning ends. Eastern University's motto is consistent with the same. The faculty staff always welcome you all for joining with the faculty for achieving your goals. Hence, we hope you all are very keen to be

committed to develop your personality to be civilized citizens as well as professionals for our nation.

We wish you all success and expect you all to be a role model to others.

**Staff,**

**Faculty of Commerce and Management,**

**Eastern University, Sri Lanka.**



## **ACRONYMS**

ACCA	:	Association of Certified and Corporate Accountants
B.Com	:	Bachelor of Commerce
BBA	:	Bachelor of Business Administration
BBM	:	Bachelor of Business Management
CIMA	:	Chartered Institute of Management Accountants
EUSL	:	Eastern University, Sri Lanka
FCM	:	Faculty of Commerce and Management
GPA	:	Grade Point Average
MBA	:	Master of Business Administration
MDE	:	Master in Development Economics

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## SECTION 1

# INTRODUCTION

## **1.1 Eastern University, Sri Lanka**

The Eastern University, Sri Lanka (EUSL) has been functioning for over 35 years in Batticaloa and currently occupying around 8000 students from different communities. At present, there are five Faculties, namely, Faculty of Agriculture, Faculty of Science, Faculty of Commerce and Management, Faculty of Arts and Culture, and Faculty of Health-Care Sciences. Further, the University has a campus at Trincomalee with two faculties, Faculty of Communication and Business Studies, and Faculty of Applied Science. The EUSL operates with an institute called Swami Vipulananda Institute of Aesthetic Studies.

The EUSL was established with name of Batticaloa University College on 01.08.1981 with two faculties, Faculty of Science and Faculty of Agriculture. On 01.10.1986, the University College was elevated to the university status under the name of Eastern University, Sri Lanka. In 1988, two new faculties, Faculty of Commerce and Management and Faculty of Cultural Studies were established. Later, the Faculty of Cultural Studies was renamed as Faculty of Arts and Culture. Thereafter, the Swami Vipulananda Institute of Aesthetic Studies was adjoined with the EUSL as its institute in 2002. In 2006, the EUSL established the Faculty of Health-Care Sciences as a milestone. The University's motto, "Per Ardua Ad Scientiam", explains the meaning that "KNOWLEDGE through HARDWORK", i.e. giving distinct energy for the learners by realizing the importance of hardworking towards achieving highest academic standards in their career.

The EUSL strives to achieve its vision of  
"Centre of excellence for higher learning in Sri Lanka".

The vision of EUSL is substantiated with its mission of  
"To facilitate learning, research, and dissemination of knowledge to produce competent graduate through conducive environment with industry-community collaboration to serve socio-economic and cultural needs of the community".

Hence, the EUSL staff work with common direction of pursuing excellence in teaching, research and scholarships. This will pave the ways for providing an unsurpassed range of opportunities for education and training to all those who will be able to benefit and enhance public welfare, prosperity and culture. Hence, the EUSL is very much concerned about creating sustainable socio-economic livelihood by disseminating the knowledge, to lead the people well equipped with inner talents and skills, thus leading to regional and national development.

## **1.2 Faculty of Commerce and Management**

The Faculty of Commerce and Management (FCM) contributes to achieve the vision and mission of the Eastern University, Sri Lanka by functioning towards the direction of "to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes". The FCM was



established in 1988 as the third Faculty in the Eastern University, Sri Lanka. The faculty consists of three departments, namely, Department of Management, Department of Commerce and Department of Economics. It offers undergraduate and postgraduate degree programmes in various disciplines. Presently, the Faculty offers the degrees of Bachelor Business Administration (BBA), Bachelor of Commerce (BCom) and the specialized degree programmes of BBA specialization in Human Resource Management, BBA specialization in Marketing Management, BCom specialization in Enterprise Development, BCom specialization in Accounting and Finance and BCom specialization in Business Economics. The two postgraduate programmes, namely the Master of Business Administration (MBA) and Master in Development Economics (MDE) are also being conducted. Nearly 1200 students who are hailing from different ethnic communities from all parts of Sri Lanka have enrolled in these study programmes. The Faculty of Commerce and Management also has linkages with several other universities and institutions within Sri Lanka and outside the Sri Lanka.

The Faculty of Commerce and Management (FCM) contributes to achieve the vision of EUSL by functioning with its vision of

“to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes”.

The Mission of the Faculty of Commerce and Management is

“to be the leader in management education committed to the highest standard of teaching, learning and research to contribute to the holistic development of the society with concern for quality and teamwork”.



## SECTION 2

# **BBM DEGREE PROGRAMME**

## **2.1 Necessities for the External Degree Programme**

In the growing business world with knowledge-based economy, the Sri Lankan business community mostly expects to recruit graduates who are capable of facing challenges in modern dynamic business world. Graduates from management and commerce stream are highly recognized by the business community if they possess relevant knowledge, skills, attitudes, values, professionalism and vision for life and mind-set. In this context, the Faculty of Commerce and Management has the commitment to produce such graduates who can serve the needs of the employers for their organizational success.

In 2014, it is notable that the total number of students who qualified for undergraduate courses in Commerce Stream was 40,602 and the students enrolled into university education was 5,299 which counts for 13.05% of total qualified students (UGC, 2015). The balance of 86.95% of the students lost their opportunity of university entrance internally. In the labour market there is demand for commerce and management graduates, but graduates produced through national university education system are not enough to cater to labour market. Hence, commencement of this degree programme will provide opportunities for those students who lost their chance for university education internally and also for those who are presently employed and urge for upgradation of their career.

There are very less opportunities in this region to peruse business education degree programme in the mode of open and distance education. In this perspective, the faculty has the social responsibility in align with EUSL vision to satisfy the educational needs of its region.

Therefore, the Faculty of Commerce and Management intends to commence the new degree programme to cater the needs of the region and nation, by incorporating different stakeholder's expectation with the inclusion of variety of knowledge, skills, attitudes in the curriculum of the degree programme.

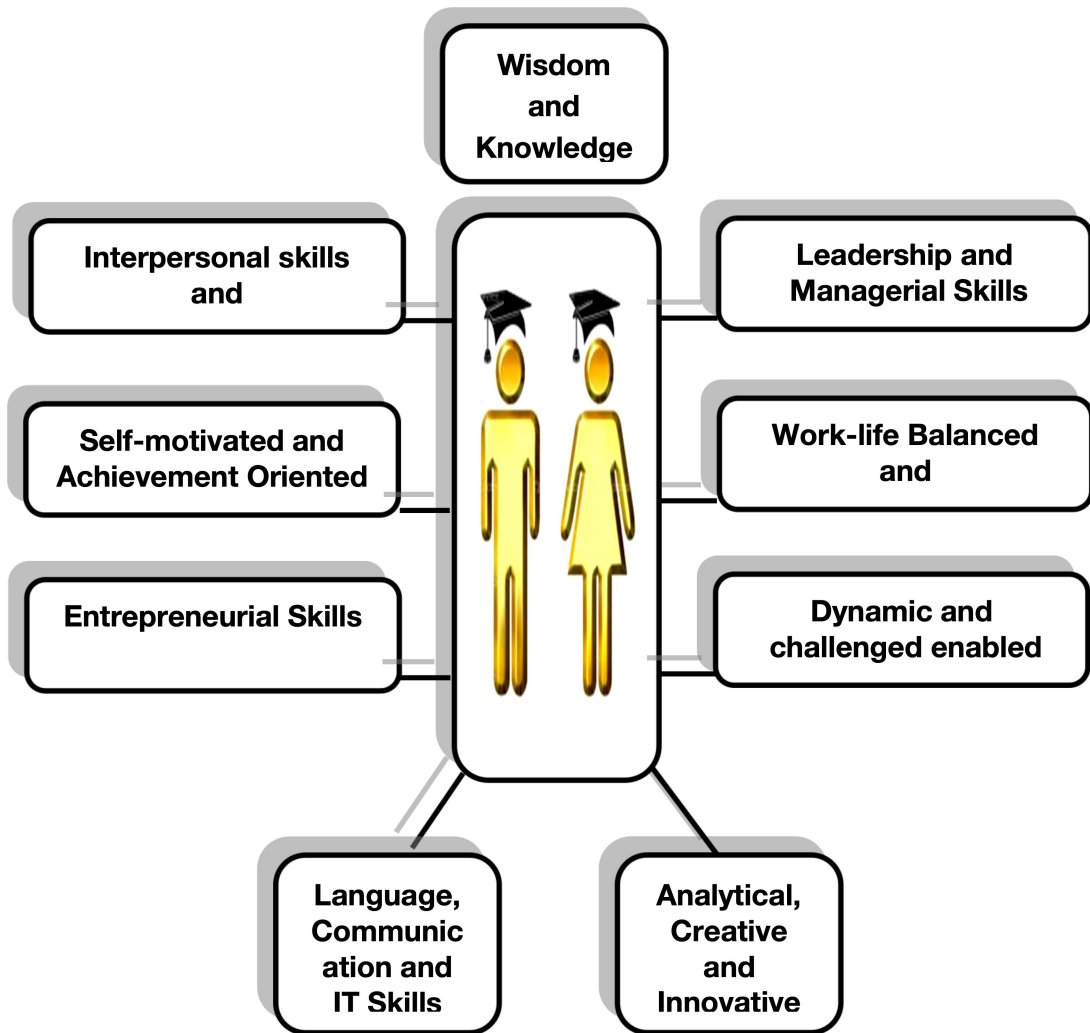
## **2.2 Purpose and Scope of the Study Programme**

To prepare graduates with a broad knowledge on theory, practice and methodology of business management that enable them to bear responsibility in an academic or professional fields in the business environment.

## **2.3 Attributes of BBM Degree Holders**

The graduates who successfully complete BBM degree programme should possess the following attributes:

- know about the well-established principles and contents in field of business management.
- be informational literate; acquired knowledge from wide learning of business and management, use appropriate techniques to initiate and undertake analysis of business information, and identify managerial problems and find solutions.
- display qualities and skills necessary for employment in the field of business and management.
  - **Qualities:** ethical, dynamic, self-motivated, achievement oriented, leadership, challenged enabled, creative, innovative and positive attitude.
  - **Skills:** analytical, entrepreneurial, interpersonal, communication and IT, problem solving and Managerial
- be able to communicate information effectively to specialist and wider society for successful operation of their business concern.
- be able to pursue lifelong learning, change agent and assume responsibility and accountability for decision making in dynamic business environment.



**Figure 1 Expected Graduate Profile of the FCM, EUSL**

## **2.4 Learning Outcomes of the Degree Programme**

This study programme has been designed for the students who enroll into the Bachelor of Business Management (BBM) degree programme. The aim of the programme is to instill knowledge, skills and managerial qualities necessitated to be an excellent manager in public and private sector organizations. It covers all the areas related to modern management practices. Therefore, students who complete this study programme shall become a person who shall be capable of managing organizations in public and private sectors in the dynamic context.

At the completion of the study programme the students shall be able to achieve the following learning outcomes:

1. Demonstrate knowledge and understanding of concepts and principles in business management.
2. Collect, analyze and interpret quantitative and qualitative data for effective decision making and problem solving in business environment.
3. Develop arguments and make sound judgments in accordance with basic theories and concepts of the functional management areas of business concerns.
4. Present information, ideas, and concepts of the functional management areas of business concerns efficiently and effectively.
5. Exercise personal, team, and social responsibility, accountability, adaptability and leadership in the working environment.
6. Develop arguments and make appropriate judgments in accordance with theories and concepts of the business and management.
7. Take initiatives to form new business enterprises and innovate existing businesses.
8. Demonstrate specialized transferable skills related to ICT skills.
9. Ability to work in teams and provide leadership.
10. Develop appropriate strategies for adapting to changing dynamic business environments.
11. Exercise initiative, personal responsibility and accountability in tasks performed in an organizational context.
12. Demonstrate positive attitudes and social responsibility in their career life.
13. Identify personal and organizational goals.
14. Undertake further training and develop additional skills that enable them to make better decisions in dynamic business environment.

## **2.5 Student Behaviour**

Students who follow the degree programme are expected to behave in good conduct and obey the rules and regulation prevailed in the University as per the By-Law of BBM, By-Laws relating to students' conduct and discipline and students' unions, University Student Charter issued by the University Grants Commission and other rules and regulations relating to student conduct and discipline in the University.





## SECTION 3

# ADMISSION AND REGISTRATION

### **3.1 Admission Criteria**

A candidate may be considered eligible for registration for the Bachelor of Business Management (BBM) degree programme, if he or she has

(a) Passed G.C.E (A/L) in Commerce stream and qualified to enter the university system in Sri Lanka\*.

OR

(b) Passed in G.C.E (A/L) in any other stream and qualified to enter the university system in Sri Lanka\*.

OR

(c) Obtained a professional qualification in any one of the following:

- i. National Certificate for Accounting Technicians awarded by the Department of Technical Education and Training, Sri Lanka
- ii. National Certificate in Marketing awarded by the Department of Technical Education and Training, Sri Lanka.
- iii. National Certificate in Business Studies awarded by the Department of Technical Education and Training, Sri Lanka.
- iv. The Vocational (Special) Teachers' Certificate awarded by the Department of Education, Sri Lanka.
- v. Passed first and second examinations of the Course leading to the Higher National Diploma in Accountancy conducted by Sri Lanka Institute of Advanced Technological Education.
- vi. Passed first and second examinations of the Course leading to the Higher National Diploma in Business Administration, Business Finance and Management conducted by Sri Lanka Institute of Advanced Technological Education.
- vii. Passed first and second examinations conducted by Chartered Institute of Management Accountants (CIMA) or the Association of Certified and Corporate Accountants (ACCA).
- viii. Passed the intermediate examination of the Institute of Chartered Accountants of Sri Lanka.
- ix. Passed the final examination of the Sri Lanka Bankers' Institute.
- x. Passed the Advanced National Diploma in Management of the Open University of Sri Lanka.
- xi. The Association of Accounting Technicians of Sri Lanka.

OR

(d) Other recognized academic/professional/vocational qualifications which will be accepted by the Senate, Eastern University, Sri Lanka (EUSL).

Note:

\* i) Students those who sat G.C.E (A/L) Examination in the year of 2019 and before.

ii) Minimum qualification to enter the university system in Sri Lanka: a). At least "S" Grade in all three approved subjects in one sitting within a maximum of three attempts and b). A minimum mark of 30% for the common general paper.

### **3.2 Students Admission Procedures**

The eligible candidates shall be selected for enrollment on the following procedures:

- i. The maximum number of candidates shall be limited to the double the number of internal candidates enrolling to Bachelor of Business Administration study programmes.
- ii. Priority shall be given to the applicants from the first category of the entry requirement and merit of academic performance.
- iii. The admission committee shall be responsible for nominating panel members for conducting admission interview, shortlisting applicants and recommending selected candidates to the Board of Study and Faculty Board for its approval.

### **3.3 Registration**

- i. An applicant selected for the registration to the University for the Degree Programme may register to follow his/her first year of study in the manner prescribed by the Senate.
- ii. A candidate shall only be allowed to register to the subsequent year of study if the candidate applied and sat at least 50% course units in the examinations of previous year of study.
- iii. An applicant who partially completed the degree programmes offered by the faculty as internal or external mode, shall be registered to the degree programme to the year of study by equating credits earned by the candidate from the partially completed degree programmes.
- iv. An applicant selected for the registration to the University for the Degree Programme shall be payable the prescribed fees for registration, examinations and other fees determined by the Council of the University.
- v. Provisional registration may be permitted by the Senate under exceptional circumstances.
- vi. A registered candidate shall be permitted to defer a year of study not more than one year due to the illness or any other acceptable causes approved by the Senate.
- vii. A registered candidate shall lose the validity of registration in case

- a. the student is continuously refrain from attending the teaching and learning activities for more than three months without proper notification to the Faculty Board and the Senate.
- b. the student who fails to complete the requirements for the award of the degree within the stipulated time of six years reckoned from the date of commencement of the programme.



## SECTION 4

# PROGRAMME STRUCTURE

The degree programme is named as “Bachelor of Business Management and abbreviated as “BBM”. The degree falls under the SLQF level 5. The total number of credits is 90, being offered in three (03) years duration with six semesters distributed equally. The course of study shall be conducted under the course unit system. Each semester will be of 20-week duration including examination period. One credit shall be defined equivalent to 50 learning notional hours which includes face to face contact instructions (15 hours), tutorials, lab classes, Virtual Learning methods, independent learning, examinations etc.

The details of the course structure are shown in Table 1, 2, 3, 4 and 5. Detailed syllabi with intended learning outcomes and skill mapping table are attached in annexure.

#### **4.1 Structure and Design of Curriculum**

Course structure of the BBM degree programme consists of foundation, core and supplementary courses for three years. The details of course structure is shown in Table 1

**Table 1: Course Structure of Bachelor of Business Management Degree Programme**

<b>Course structure</b>	<b>No. of courses</b>	<b>No. of Credits</b>	<b>Percentage</b>
Foundation courses	07	18	20
Core courses	21	58	65
Supplementary courses	07	14	15
<b>Total courses</b>	<b>35</b>	<b>90</b>	<b>100</b>



**Table 2 First Year Study of Bachelor of Business Management degree programme**

<b>Code No</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Generic Structure</b>
<b>First Semester</b>			
BMF 1013	Principles of Management	3	Foundation
BMC 1023	Financial Accounting	3	Core
BMF 1033	Business Mathematics	3	Foundation
BMF 1043	Microeconomics	3	Foundation
BMF 1053	Introduction to IT	3	Foundation
BMN 1010	Basic Sinhala	-	None - credit
<b>Second Semester</b>			
BMC 1063	Small Business Management	3	Core
BMF 1072	Career Guidance	2	Foundation
BMF 1082	Business English	2	Foundation
BMF 1092	Social Harmony and Sri Lankan Studies	2	Foundation
BMC 1102	Insurance	2	Core
	Optional Course 1	2	Supplementary
	Optional Course 2	2	Supplementary
	<b>Total Credits</b>	<b>30</b>	

**Table 3 Second Year Study of Bachelor of Business Management Degree Programme**

<b>Code No</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Generic Structure</b>
<b>First Semester</b>			
BMC 2013	Marketing Management	3	Core
BMC 2023	Business Statistics	3	Core
BMC 2033	Organizational Behaviour	3	Core
BMC 2043	Management Science	3	Core
BMC 2053	Management Information System	3	Core
<b>Second Semester</b>			
BMC 2063	Commercial Law	3	Core
BMC 2073	Human Resources Management	3	Core
BMC 2083	Managerial Accounting	3	Core
BMC 2092	Macroeconomics	2	Core
	Optional Course 1	2	Supplementary
	Optional Course 2	2	Supplementary
	<b>Total Credits</b>	<b>30</b>	

**Table 4 Third Year Study of Bachelor of Business Management degree programme**

<b>Code No</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Generic Structure</b>
<b>First Semester</b>			
BMC 3013	Financial Management	3	Core
BMC 3023	Economic Development and Planning	3	Core
BMC 3033	Strategic Management	3	Core
BMC 3043	Operations and Quality Management	3	Core
BMC 3053	Managerial Economics	3	Core
<b>Second Semester</b>			
BMC 3062	Taxation	2	Core
BMC 3072	Auditing	2	Core
BMC 3083	Research Methodology	3	Core
BMC 3092	Project Management	2	Core
	Optional Course 1	2	Supplementary
	Optional Course 2	2	Supplementary
	Optional Course 3	2	Supplementary
	<b>Total Credits</b>	<b>30</b>	

**Table 5 Optional Courses for the First, Second and Third Year Study of Bachelor of Business Management degree programme**

Code No	Course Title	No. of Credits
<b>First Year</b>		
BMS 1012	Basic Science for Non Science Students	2
BMS 1022	Computer Software and Application	2
BMS 1032	Tourism	2
BMS 1042	Capital and Money Market	2
<b>Second Year</b>		
BMS 2012	Environmental Resource Management	2
BMS 2022	Computer Based Accounting	2
BMS 2032	Introduction to Sociology	2
BMS 2042	Retail Management	2
BMS 2052	Import and Export Management	2
<b>Third Year</b>		
BMS 3012	Micro Finance	2
BMS 3022	Statistical Software Applications in Business	2
BMS 3032	Monetary Economics	2
BMS 3042	Entrepreneurship	2
BMS 3052	Electronic Commerce	2
BMS 3062	Managing Public Finance	2
BMS 3072	Rural Development and Poverty Alleviation	2

## **4.2 Programme Delivery and Learner Support System**

The External degree programme is designed in such a way that it combines the Distance Education methodology with face-to-face contact sessions so that a good rapport can be maintained between external students and the university system. The course modules will be in printed and online form. A series of seminars will be held to cover the course content of each subject (at least 15 contact hours per subject).

Courses of study leading to the degree may consist of; seminar, LMS based learning, self-study using study guide, case study/problem-based Learning,

virtual/real group discussion, resource-based learning, projects/ field reports, practical, independent learning and any other components as prescribed by the Faculty Board with the approval of the Senate.

All registered students shall be provided with an orientation programme in the form of a day class at the beginning of the programme (first week of Semester I of the programme) and at the beginning of every semester thereafter. This orientation shall provide information about the programme, courses offered, teaching, learning and assessment methods, etc. In this day class, all the students will be provided with a list of learning material, available sources and information as regard to computer-based learning material available to them.

Study material will be made available using innovative technology such as LMS based learning, self-study using study guide, case study/problem-based learning, virtual/real group discussion, resource-based Learning, projects/ field reports and seminar/ face-to-face discussions etc.

Further, online also will be used to deliver handouts, manuals and take-home assignments etc. Information to the students will be provided by online, notice board as well as ordinary mail as appropriate. Students shall be permitted to use the computer lab and the library in the university. The medium of instruction shall be English/Tamil and the students shall be allowed to write their examinations either in Tamil medium or English medium as they opt. Discussion classes and Lectures/seminars shall be conducted during weekends and university vacation.

All course of study offered each semester consists of foundation, core and supplementary courses of the study. From among the supplementary courses of the study available and offered by the respective Department of Study, students could choose relevant course/s of study.

The Senate may on the recommendation of the Faculty Board approve any change, amendment or addition to the Course of Study, Syllabi or any rules and regulations thereof subject to adequate notice of the same being given to the students.



## SECTION 5

# EXAMINATION STRUCTURE AND EVALUATION

The marks composition of each subject consists of continuous assessment and semester end examination as given in section 5.1 and 5.2

## **5.1 Continuous Assessments**

Continuous assessments of a course unit shall be conducted during a semester by the convener/lecturer of respective course unit of study assigned by the Head of Department of Study. A candidate must obtain a minimum of 25% marks in the continuous assessments of a course unit to be eligible for sitting the Semester End Examination in that course unit. A candidate who fails to obtain the minimum marks as set out above or fails to appear for the continuous assessments of a course unit shall be required to appear for such continuous assessments when it is held next.

Continuous assessments of a course of study may be conducted as presentations, quiz, set paper-based Tutorials, Mid Semester examination and or any other appropriate assessment procedure/s as prescribed by the Faculty Board.

## **5.2 Semester End Examination and Marks Composition**

There shall be an examination at the end of each semester, and each paper will have duration of a maximum of three hours (One hour examination equal to one credit).

The 100% final mark of a course unit shall composite of 60% for the semester end examination and 40% for the continuous assessments.

Marks composition for the final grading of the course, the semester examination and the continuous assessment are evaluated as follows:

Continuous Assessment	40%
Final Examination	<u>60%</u>
<b>Total</b>	<b><u>100%</u></b>

In case of absence of a student in final examination refer section 5.5 for repeating a course unit.



### 5.3 Evaluation

In keeping with the course unit system, which will be followed in the Faculty of Commerce and Management, evaluation of performance will become the basis of the Overall Grade Point Average (OGPA) achieved by the student.

#### Calculating the OGPA

1. Percentage of marks obtained for each course unit will be converted into a letter grade on the following basis.

**Table 6 Grade and Grade Point**

Marks (%)	Grades	Grade Point
75 – More	A+	4.00
70 – 74	A	4.00
65 – 69	A-	3.70
60 – 64	B+	3.30
55 – 59	B	3.00
50 – 54	B-	2.70
45 – 49	C+	2.30
40 – 44	C	2.00
35 – 39	C-	1.70
30 – 34	D+	1.30
25 – 29	D	1.00
≤ 24	E	0.00

2. Grades obtained for course units will then be converted into “Grade Points” on the above basis.
3. GPA for each year of study of the Degree Programme shall be calculated as weighted averages of grade points obtained from grades of credited courses of study and the number of credit units corresponding to such credited courses of study. The calculation of GPA using formula shown below.

$$GPA = \frac{\sum_{i=1}^n G_i C_i}{\sum_{i=1}^n C_i}$$

where,  $G_i$  : Grade point of the  $i^{th}$  course  
 $C_i$  : Number of Credit units of the  $i^{th}$  course.

4. The number of points allotted to a grade should be multiplied by the credit rating of the course for which it was given.

5. The number of points obtained for all the course unit taken by a student will be divided by the number of credits due for a year of study of the program as a whole to get the “Graded Point Average” (GPA).
6. The Overall Grade Point Average (hereinafter referred to as OGPA) for the degree programme shall be calculated at the completion of all requirements for the degree programme as indicated in the formula shown below. The ‘OGPA’ obtained is used in the determination of classes as prescribed in section 5.6.2.

$$OGPA = \frac{\sum_{i=1}^n GPA_i W_i}{\sum_{i=1}^n W_i}$$

where,

GPA<sub>i</sub> : GPA earned in i<sup>th</sup> year

W<sub>i</sub> : Weightage for i<sup>th</sup> year of study as given in the table below.

#### **5.4 Pass in a Course Unit**

- a. The grade point for passing a course unit is 2.00
- b. Maximum of one “C-” grade is allowed in a course unit in each of the three years of study to complete a year of study with the minimum Grade Point Average (GPA) of 2.00

#### **5.5 Repeating the Course Unit**

- a. A course unit achieved with grade less than “c” shall be repeated with an extra payment.
- b. A candidate who fails to obtain the required number of credit passes or fails to appear for an examination shall be required to appear for such an examination when it is held next.
- c. A candidate who repeats a course unit should get at least 40% marks in the particular course unit except, when the condition satisfies in section 5.4 (b.), and Maximum marks for a repeating course unit shall also be 40%
- d. A candidate who fails to attend an examination due medical ground and he/she request to conduct the examination supported by a Medical Certificate certified by the Medical Officer of the University, shall be considered as that of the first attempt.
- e. Examination for a course unit shall be repeated by a candidate not more than thrice. A grace chance shall be permitted by the Senate on the recommendation of Faculty Board on the request of the candidate for exceptional circumstances.
- f. A student who has completed a period of six academic years unless such period otherwise approved by the Senate and the Council, from the date of Registration to the university, he/she shall not be permitted to sit for any examinations of the study programme and such student shall disqualify for the award of degree.

## **5.6 Award of the Diploma, Higher Diploma and Degree**

The Bachelor of Business Management degree programme consists of three year and six semester examinations. The awarding can be in three ways, such as Diploma in Business Management, Higher Diploma in Business Management and Bachelor of Business Management.

- a. Candidates who successfully complete first year of Bachelor of Business Management and wish to leave the course, shall be awarded Diploma in Business Management (DBM).
- b. Candidates who successfully complete first and second year of Bachelor of Business Management and wish to leave the course, shall be awarded Higher Diploma in Business Management (HDBM).
- c. Candidates, who successfully complete first, second and third year of Bachelor of Business Management, shall be awarded Bachelor of Business Management (BBM).

### **5.6.1 Awarding of Degree**

In order to complete the degree a student should have:

- i. completed a minimum of 90 credits,
- ii. obtained a minimum overall GPA of 2.00 in the entire degree program, and
- iii. fulfilled all the requirements, in (i) and (ii) above, within a maximum of six academic years of original enrolment in the faculty other than approved by the Senate.

### **5.6.2 Award of Class**

A student who fulfills the above requirements is eligible to secure a First Class or a Second Class Upper Division or a Second Class Lower Division, or a Pass depending on his/her overall performance at all three years examinations. The above program should be completed within 3 academic years. For this, marks are given a certain 'Weight' according to year, as follows for the degree program.

**Table 7 Weightage of GPA**

<b>Year</b>	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b>	<b>3<sup>rd</sup> Year</b>
GPA in each academic year	GPA <sub>1</sub>	GPA <sub>2</sub>	GPA <sub>3</sub>

Weight	1	2	2
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**Table 8 Overall Grade Point Average (OGPA) for Awarding Classes/Passes**

OGPA	Awarding Classes/Passes
3.70	First Class
3.30	Second Class (Upper division)
3.00	Second Class (Lower division)
2.00	Pass
Less than 2.00	Fail

**(i) First Class**

A Candidate shall be awarded First Class if he /she

- (a) is eligible for Bachelor Degree
- (b) obtains a minimum weighted OGPA of 3.70.
- (c) shall not have earned grades below C.
- (d) shall have fulfilled these requirements within three academic years from the first academic year of registration other than approved valid reason.

**(ii) Second Class (Upper Division)**

A candidate shall be awarded Second Class (Upper Division) if he/ she

- (a) is eligible for a Bachelor Degree
- (b) obtains a minimum weighted OGPA of 3.30.
- (c) shall not have earned more than two poor grades (C-) for entire degree programme.
- (d) shall have fulfilled these requirements within three academic years from the first academic year of registration other than approved valid reason.

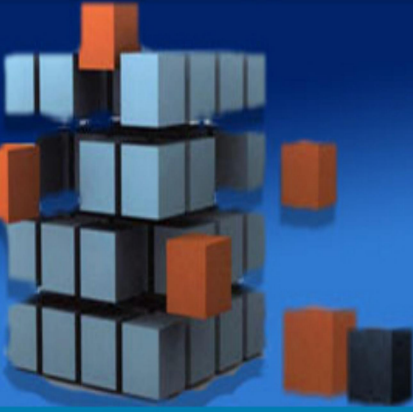
**(iii) Second Class (Lower Division)**

A candidate shall be awarded Second Class (Lower Division) if he/she

- (a) is eligible for a Bachelor Degree
- (b) obtains a minimum weighted OGPA of 3.00
- (c) shall not have earned more than two poor grades (C-) for entire degree programme.
- (d) shall have fulfilled these requirements within three academic years from the first academic year of registration other than approved valid reason.

**5.6.3 Effective Date of the Degree/Diploma/Certificate**

The effective date of the Degree/Diploma/Certificate shall be the last date of the final written paper examination or oral examination whichever comes last.



# FACILITIES

## SECTION 6

### **ADDITIONAL FACILITIES**

## **6.1 The Library**

The Library, Eastern University, Sri Lanka has Lending, Reference and Periodical Sections. The Lending Section issues books for a period of one week to students. The Reference Section houses Permanent Reference materials and Scheduled Reference books. Scheduled Reference books are copies of books in demand. In addition to old books the Library has the recent editions of almost all books required for undergraduate and postgraduate studies. The students are expected to make use of the Library as much as they can.

Full membership of the Library is available to registered students (undergraduate and postgraduate) and the staff of the Eastern University. The University is taking all the steps necessary to provide more facilities in the Library.

## **6.2 The English Language Teaching Unit (ELTU)**

The English Language Teaching Unit services all the faculties at the Eastern University and it is set up for the specific purpose of teaching English for the undergraduate students who enter the university with varying levels of proficiency in English. The ELTU conducts an Intensive Course for the new entrants and this is followed by a continuing English Course throughout the study of the students at the Eastern University.

The objectives of the English courses are

- To improve the students' general proficiency in English covering grammar and the different language skills such as reading, writing and speech.
- To acquire rapidly the technical vocabulary in the respective field of study.
- To develop the students capability to comprehend lectures delivered in their fields of study and to take down notes in English.
- To improve the students ability to read text books in English and make their own notes
- To develop the writing skills on chosen topics and gain proficiency in order to be able to answer examination papers in English.

Now the ELTU conducts a new programme named English Clubs to students to improve their communication skills. ELTU also conducts extension programmes and courses for Teachers of English during week-ends.

### **6.3 Centre for Information and Communication Technology (CICT)**

Considering the rapid development in Information Technology over the past decade and recognizing the current trends in the global IT industry there is a need for establishing centers for information technology in the universities. The Center for Information and Communication Technology was established in the Eastern University in 2003. The Center for Information and Communication Technology (CICT), Eastern University, conducts various courses in Computer Science including Information Technology (IT) to all faculties of the University.

A wide range of software is available in the Centre to fulfill the requirements of all field of study. Now the campus wide computer network system is in operation in the university and the Internet and the Intranet facilities are made available to students in all faculties and staff in all Departments/Sections/Units of the University. The CICT conducts certificate and Diploma courses in Computer Science, during the weekends and vacations. Candidates for these courses are selected by competitive examinations.





## SECTION 7

# **FEES AND PAYMENTS**

Programme fees (in Sri Lankan Rs.) are given in Table 9.

**Table 9 Programme Fee**

<b>Year of Study</b>	<b>Rs.</b>
First Year	55,000
Second Year	35,000
Third Year	20,000
<b>Total</b>	<b>110,000</b>

Note

The course fee includes the following.

Registration / Renewal Fee/Year	2,000
Course Fee (3 years)	65,000
Examination Fee per subject	1,000
Library Fee (Non-refundable)	1,500
Library Fee (Refundable)	1,000
Convocation Fee	1,500



## SECTION 8

# **EXAMINATION PROCEDURE, OFFENCES AND PUNISHMENTS**

The By-Law for Examination Procedure, Offences and Punishments made by the Council of the Eastern University, Sri Lanka Under Section 135 of the Universities Act No: 16 of 1978 as amended by Acts N0 7 of 1985 and No 26 of 1988 and enforced with effect from 29th August, 2015. This By-Law may be cited as the Examination Regulation By – Law No.11 of 2015.

Examination of a course/course unit may consist of several assessment components (quizzes, within Semester and end-Semester examinations, term papers, assignments etc...) and a candidate is defined as a registered student of the University who is eligible to appear for the examination (hereinafter referred to as “Candidate”).

Part I and Part II of the By – Law No.11 of 2015 state Examination Procedure and Examination Offences and Punishments are produced herewith.

## **8.1 Part I Examination Procedure**

Rules and Regulation that Candidates need to adhere during the examination are given below.

1. A candidate is expected to be outside the examination hall at least 15 minutes before the commencement of each paper, but shall not enter the hall until he/she is requested to do so by the Supervisor.
2. A candidate is permitted to carry into the examination hall only the pen, pencil and eraser. All other material/documents will be considered as unauthorized and it is an offence.
3. On admission of the hall, a candidate shall occupy the seat allotted to him/her and shall not change it except on the specific instruction of the Supervisor.
4. Candidates shall maintain silence from the entrance until they exit from the examination hall.
5. Candidates shall not be permitted to communicate with other candidate any means during the examination.
6. A candidate shall not be allowed entering examination hall after 30 minutes of the commencement of the examination and allow leaving the examination hall before 30 minutes to the closure of the examination. However, candidate shall not be permitted to leave the examination hall 15 minutes prior to the closure of the examination.
7. A candidate shall have his/her student record book/student identity card/admission card with him/her in the examination hall on every occasion he/she presents himself/herself for a paper. His/her candidature is liable to be cancelled, if he/she does not produce the student record book/ student identity card/admission card when requested to do so. The student's identity should be clearly visible during the time of the examination.

8. A candidate shall not have on his/her person or in his/her cloths or on the admission card, time-table, student record book/ student identity card, any notes, signs of formulae, etc., except those item that are permitted. All unauthorized items which a candidate has brought with him/her should be kept at a place indicated by the Supervisor/Invigilator.
9. No candidate shall copy or attempt to copy the scripts of another candidate. A candidate shall neither help another candidate nor obtain help from another candidate or any other person.
10. If any candidate was found to have copies from another candidate by an examiner at the time of marking, he/she would be treated as having committed a punishable offence.
11. No candidate shall submit a practical book or field book or dissertation/thesis or project study or answer script or assignment which has been prepared wholly or partly by anyone other than the candidate himself/herself. This section, however does not apply to group projects of students.
12. A candidate is permitted to bring authorized materials only.
13. Examination stationery (i.e. writing paper, graph paper, drawing paper, ledger paper, precise paper etc.) will be supplied in the Examination Hall, as and when necessary. No sheet of paper or answer book supplied to a candidate may be torn, crumpled, folded or otherwise mutilated. No papers other than those supplied to him/her by the Supervisor/Invigilator shall be used by a candidate. Log tables or any other material provided shall be used with care and left behind on the desk. All material supplied whether used or unused other than the answer scripts, shall be left behind on the desk and not removed from the examination halls.
14. Every candidate shall enter his/her Index Number at the appropriate place on the answer book and on every continuation paper. He/she shall also enter all necessary particulars as indicated in the cover of the answer book. A candidate who inserts on his/her script an Index number other than his/her own is liable to be considered as having attempted to cheat. The supervisor/Invigilator has the authority to check the answer scripts of the candidate. A script that bears no Index Number or an Index Number which cannot be identified is liable to be rejected. No candidate shall write his name or any other identifying mark on the answer scripts.
15. All additional work such as rough work, calculation shall only be done on the additional scripts given by the supervisor or invigilator at the time of examination. Otherwise, it shall be treated as examination offence.
16. Any answer or part of the answer which is not to be considered for the purpose of assessment shall be neatly crossed out. If the same question has been attempted in more than one place the answer or answers that are not to be considered shall be neatly crossed out.
17. Candidates found copying, communicating with another candidate, or using any unauthorized materials may be expelled from the examination hall. A

written report on the incident will be submitted by the invigilator through the Supervisor to the Examination Offence Committee.

18. Candidates are under the authority of the Supervisor and shall assist him/her by carrying out his/her instructions and those of the Invigilators, during the examination and immediately before and after it.
19. Every candidate shall conduct himself/herself in the examination hall and its precincts so as not to cause disturbance or inconvenience to the Supervisor or his/her staff or to the other candidates. In entering and leaving the hall, he/she shall conduct himself/herself as quietly as possible. A candidate is liable to be excluded from the examination hall for disorderly conduct.
20. Candidate shall stop work promptly when ordered by the Supervisor/Invigilator to do so. If this instruction is not strictly followed, the Supervisor/Invigilator has the authority to make an endorsement to this effect on the answer scripts.
21. Absolute silence shall be maintained in the examination hall and its precincts. A candidate is not permitted for any, reason whatsoever to communicate or to have any dealings with any person other than the Supervisor/Invigilator. The attention of the Supervisor/Invigilator shall be drawn by the candidate by raising his hand from where he is seated.
22. During the course of answering a question paper, no candidate shall be permitted to leave the examination hall even temporarily. In case of an emergency, the Supervisor/Invigilator shall grant him permission to do so but the candidate shall be under his constant surveillance.
23. No person shall impersonate a candidate at the examination, nor shall any candidate allow himself/herself to be impersonated by another person.
24. Any candidate receiving unauthorized assistance from any person shall be deemed to have committed an examination offence.
25. If circumstances arise which in the opinion of the Supervisor render the cancellation or postponement of the examination necessary, he/she shall stop the examination, collect the scripts already written and then report the matter as, soon as possible to the Dean of the relevant Faculty.
26. The Supervisor/Invigilator is empowered to request any candidate to make a statement in writing on any matter which may have arisen during the course of the examination and such statement shall be signed by the candidate. No candidate shall refuse to make such a statement or to sign it. If such a candidate refuses to make such a statement or refuse to sign it, the Supervisor/Invigilator shall make his/her own statement and report the matter to the Dean of the relevant Faculty.
27. No candidate shall contact any person other than the Vice-Chancellor, Dean, Head of the Department, the Registrar or the relevant Senior Assistant Registrar regarding any matter concerning the examination.

28. Every candidate shall hand over the answer script personally to the Supervisor/Invigilator or, remain in his/her seat until it is collected. On no account shall a candidate hand over his/her answer script to an Attendant, a minor employee or another candidate.
29. A candidate who has handed over his/her answer script shall under no circumstances be entitled to call it back.
30. Any candidate who wishes to leave the examination early must have their script collected by the invigilator before they leave their desk.
31. No candidate shall remove his/her or any other candidate's answer script from the examination hall.
32. Every candidate who registers for a course/course unit shall be deemed to have sat the examination of that course/course unit unless he/she withdraws from the course/course unit within the prescribed period of dropping course/course units. He/she should submit a medical certificate in support of his/her absence, prior to the commencement of the examination. If such a document cannot be submitted before the commencement of the examination, a candidate shall inform of his/her inability to attend the examination, to the Dean of the Faculty within a week after the commencement of the examination. The medical certificate shall conform to the Senate regulations.
33. When a candidate is unable to be present for any part/section of an examination of a course/course unit, he/she shall notify or cause to be notified this fact to the Dean of the Faculty and the relevant Senior Assistant Registrar immediately. This should be confirmed in writing with supporting document by registered post within two weeks.
34. A candidate will be eligible for honours if all requirements for the award of honours are met within the prescribed period for the degree. However, candidates found guilty of an examination offence shall not be eligible for honours.
35. No candidate shall sit an examination of a course/course unit, if he/she has exhausted the number of attempts that he/she is allowed to sit that particular examination, unless he/she has been granted special permission to do so by the Dean of the relevant Faculty.

## **8.2 Part II Examination Offences and Punishments**

The list Offences for the candidate/s who violate the Rules and Regulation at Examinations are given below:

1. Any candidate who violates Examination Rule 08 shall be deemed guilty of the offence of possession of unauthorized documents/items and his/her candidature for the examinations of the Semester shall be cancelled and he/she shall be

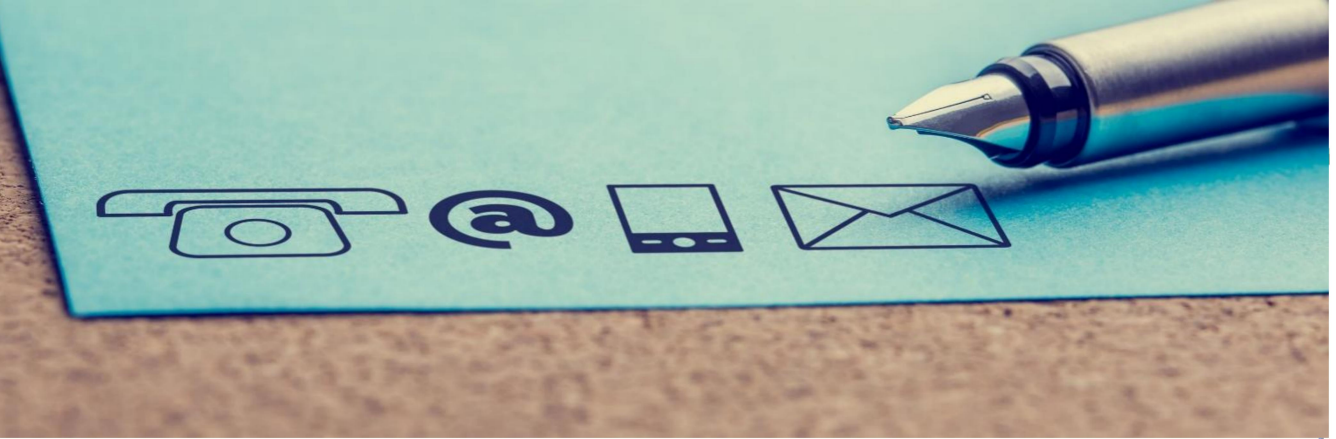


prohibited from sitting any examination of this University for a period varying from 1-5 semesters.

2. Any candidate who violates Examination Rule 09 or 10 shall be deemed guilty of the offence of copying and therefore his/her candidature shall be cancelled from the examinations of that semester and he/she shall be prohibited from sitting any examination of this University for a period of Five semesters.
3. Any candidate who violates Examination Rule 11 shall be deemed guilty of the offence of having cheated at the Examination and his/her candidature for the examinations of that semester shall be cancelled and he/she shall be prohibited from sitting any examination of this University for a period varying from 1-9 semesters.
4. Any candidate who is detected removing examination stationary and other materials provided for the examination (Rule 13) shall be deemed guilty of an examination offence and his/her candidature for the examination of that semester shall be cancelled and he/she shall be liable to be prohibited from sitting any examination of this University for a period of Three semesters.
5. Any candidate who violates any one or more of the Rules in 12, 18, 29, 20, 21 and 22 shall be deemed guilty of the offence of disorderly conduct and his/her candidature shall be cancelled from the examinations of that semester and he/she shall be prohibited from sitting any examination of this University for a period of Three semesters.
6. Any candidate who violates Examination Rules 23 shall be guilty of the offence of impersonation and his/her candidature for the examinations of that semester shall be cancelled and he/she shall be prohibited from sitting any examination of this University.

Impersonator/s may also be liable to any punishment under the Penal Code/Criminal Law. In the event of the impersonator is found to be the Graduate of this University, his/her degree shall be withdrawn.

7. Any candidate who violates Examination Rule 24 shall be guilty of an examination offence and his/her candidature for the examinations of that semester shall be cancelled and he/she shall be prohibited from sitting any examination of this University for a period of 1-5 semesters.
8. Any candidate found aiding and abetting in the commission of any of the above examination offences shall be deemed to have committed that offence and shall be punished in respect of the offence in accordance with the provisions of the relevant section.
9. Any other offence which is not covered in this section alleged to have been committed by a candidate and reported to the relevant authority by a Supervisor/ Examiner shall be inquired into and appropriate action taken.

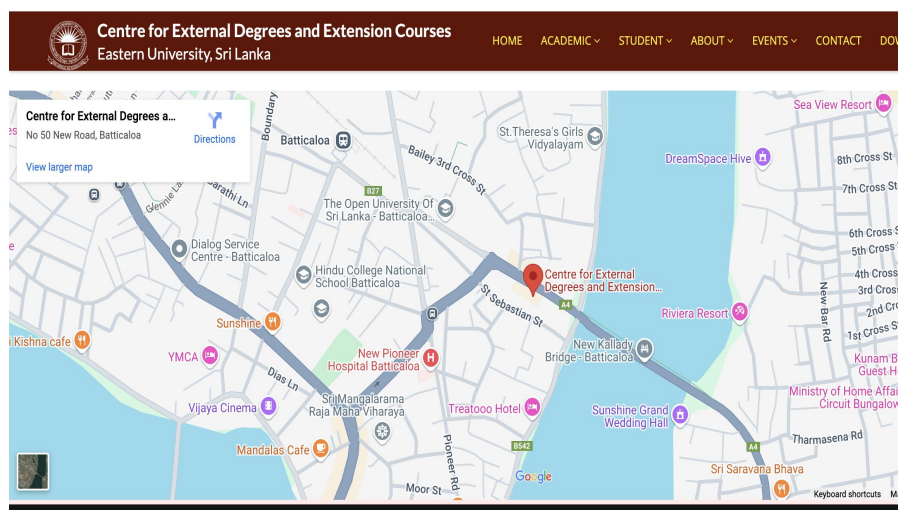


## SECTION 9

# CONTACT

## **9.1 Centre for External Degrees and Extension Courses**

Centre for External Degrees and Extension Courses (CEDEC), Eastern University is located in No.50 New Road, Batticaloa, Sri Lanka. Refer Figure 2 for the location of the CEDEC office.



**Figure 2 Centre for External Degrees and Extension Courses**

POSTAL ADDRESS : Centre for External Degrees and Extension Courses(CEDEC),  
Eastern University, Sri Lanka  
No.50, New Road  
Batticaloa

CEDEC Website : <http://www.cedec.esn.ac.lk/>

## **9.2 Staff**

Following staff members are directly connected with the BBM programme. You may directly communicate only with those listed with email or telephone for appropriate purpose.

Email- General, CEDEC: [cedecinfo@esn.ac.lk](mailto:cedecinfo@esn.ac.lk)  
Telephone : +94 (065) 2227025

Email-Director, CEDEC: [directorcedec@esn.ac.lk](mailto:directorcedec@esn.ac.lk)

Email-Coordinator, Registration and Examination (CEDEC): [coordinator\\_exam@esn.ac.lk](mailto:coordinator_exam@esn.ac.lk)

Email-Academic Coordinator, BBM: [coordinator\\_bbm@esn.ac.lk](mailto:coordinator_bbm@esn.ac.lk)

Email-SAR/AR, CEDEC: [arcedec@esn.ac.lk](mailto:arcedec@esn.ac.lk)  
Telephone: +94 (065) 2227286

