



Undergraduate Prospectus 2023-2024

FACULTY OF COMMUNICATION AND BUSINESS STUDIES

**Trincomalee Campus
Eastern University, Sri Lanka**

2025

Editorial Committee

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Cover page designing

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Foreword

It is with great pleasure that I present to you the Undergraduate Prospectus of the faculty of Communication and Business Studies, Trincomalee Campus, Eastern University, Sri Lanka. This prospectus is designed to provide prospective students, parents, and stakeholders with comprehensive information about the academic programmes, resources, and opportunities offered by the faculty.

Since its inception, the Trincomalee Campus has played a vital role in broadening access to higher education in the Eastern Province and contributing to national development. As one of its pioneering faculties, the **Faculty of Communication and Business Studies** has remained steadfast in its commitment to academic excellence, innovation, and community engagement. Our programmes are designed not only to impart knowledge, but also to cultivate critical thinking, ethical leadership, and a sense of social responsibility among our students.

Within these pages, you will find detailed descriptions of our undergraduate programmes, admission criteria, curriculum structures, and support services. We are proud of our dedicated academic and administrative staff, modern facilities, and student-centered learning environment that together create a nurturing space for intellectual and personal growth.

We warmly invite you to explore the academic paths offered by the Faculty of Communication and Business Studies and to become a part of a vibrant academic community committed to excellence and transformation. We look forward to welcoming you to our campus and to supporting you in your journey toward achieving your academic and professional aspirations.

Editorial Committee

MESSAGE FROM THE RECTOR

It is with great pleasure that I extend my greetings to all prospective students of the Trincomalee Campus of the Eastern University, Sri Lanka. Since its establishment in 2001 with two initial faculties—Communication & Business Studies and Applied Science—the campus has steadily grown as an institution committed to academic excellence and service. With the elevation of Siddha Medicine to faculty status in 2023, we now function with three vibrant faculties contributing to national development.



Guided by our vision to become a world-recognized educational and research institution rooted in academic excellence and human values, and our mission to create, transform, and disseminate knowledge for the sustainable development of the region, nation, and the globe, the campus continues to uphold high standards in teaching, learning, and research.

The Faculty of Communication and Business Studies, the pioneering faculty of this campus, currently serves over 1,300 undergraduate students through three departments—Business & Management Studies, Languages & Communication Studies, and Information Technology. The faculty offers ten undergraduate degree programmes spanning Management, Marketing, HRM, Accounting & Finance, Information Systems, Languages, and Communication Studies. These programmes are designed to meet contemporary global demands and equip students with essential knowledge, skills, and values.

The strength of the faculty lies in its committed academic staff, whose dedication to teaching and mentorship enables students to expand their potential and prepare for diverse professional paths. Their continuous engagement in research and innovation enriches the academic environment and benefits the broader community.

As Rector, I remain committed to supporting the growth of the faculty, strengthening its academic culture, and ensuring good governance throughout the campus. I warmly welcome you to join us and be part of an institution that strives for excellence while upholding integrity and human values.

Prof. K. T. Sundaresan
Rector Trincomalee Campus,
Eastern University, Sri Lanka

MESSAGE FROM THE DEAN

It is with great pride and excitement, I extend a heartfelt welcome to the Faculty of Communication and Business Studies (FCBS), the pioneer academic faculty of the Trincomalee Campus, Eastern University, Sri Lanka. As a vibrant and dynamic faculty accommodating over 1,500 undergraduate students, FCBS is home to three key departments: The Department of Business and Management Studies, the Department of Languages & Communication Studies, and the Department of Information Technology.



Our dedicated academic and administrative staff are committed to nurturing critical thinking, creativity, and practical skills through classroom learning, research, internships, and real-world projects. FCBS graduates are well-prepared to lead in fields such as business, media, technology, and the arts. We are proud of our alumni; whose achievements reflect the quality and impact of the education they received here.

I invite you to join our dynamic community, where knowledge thrives and future leaders are shaped. Together, let us strive for excellence with integrity, resilience, and a shared commitment to innovation and growth.

Thank you

Mrs. Vithya Leninkumar

**Dean, Faculty of Communication & Business Studies,
Trincomalee Campus, Eastern University Sri Lanka**



TRINCOMALEE CAMPUS, EASTERN UNIVERSITY, SRI LANKA



The Trincomalee Campus of the Eastern University, Sri Lanka, has its origins in the early 1990s as an Affiliated University College (AUC), established under a national initiative of the University Grants Commission (UGC) to expand access to higher education. Initially, Trincomalee Affiliated University College offered two diploma programmes—Diploma in English under the purview of the University of Sri Jayewardenepura and Diploma in Accountancy and Finance overseen by the Eastern University, Sri Lanka.

With the eventual dissolution of the affiliated university college system, the Trincomalee AUC was incorporated into the Eastern University, Sri Lanka. The two academic programmes that were initially offered as diplomas evolved into degree programmes under two different faculties of the Eastern University. Notably, the original diploma holders of the AUC were among the first cohorts to benefit from this academic transition.

In mid-2001, the institution was formally recognized as the Trincomalee Campus of the Eastern University, Sri Lanka by a government gazette notification. The campus was established with two core faculties: the Faculty of Communication and Business Studies and the Faculty of Applied Sciences. In 2008, the academic portfolio of the campus was further expanded with the introduction of Siddha Medicine as a discipline under the direct supervision of the Rector and later upgraded as faculty of Siddha Medicine in 2023.

Our Vision

**World recognized educational and research institute/ institution
with academic excellence and human values.**

Our Mission

**Creating, transforming and disseminating knowledge through
teaching, learning and research to fulfill the needs of the dynamic
stakeholders and to meet new challenges while upholding the
human values for the sustainable development of the region,
nation and globe with a good governance.**



FACULTY OF COMMUNICATION AND BUSINESS STUDIES

Introduction

The Faculty of Communication and Business Studies (FCBS), established in 2001, stands as the pioneering academic entity of the Trincomalee Campus, Eastern University, Sri Lanka. Since its inception, the faculty has been at the forefront of delivering quality higher education through its three key academic departments:

- Department of Business and Management Studies
- Department of Languages and Communication Studies
- Department of Information Technology.

The faculty's degree programmes are designed with the primary aim of producing highly employable graduates equipped to meet the demands of both local and global job markets. Emphasis is placed on developing students' professional competencies, critical thinking, and a commitment to lifelong learning. Through this holistic approach, FCBS aspires to shape well-rounded individuals who are not only skilled in their respective

fields but also prepared to make meaningful contributions as distinguished professionals in a rapidly evolving world. Faculty of Communication and Business Studies offers following degree programmes for undergraduates which enable them to specialize in their respective disciplines:

- Bachelor of Science in Management,
- Bachelor of Science Hons in Management,
- Bachelor of Science Hons in Marketing Management,
- Bachelor of Science Hons in Human Resource Management,
- Bachelor of Science Hons in Accounting and Finance,
- Bachelor of Science Hons in Information System,
- Bachelor of Arts in Languages
- Bachelor of Arts Hons in Languages
- Bachelor of Arts in Communication Studies, and
- Bachelor of Arts Hons in Communication Studies

Our Motto

Ever challenging to improve

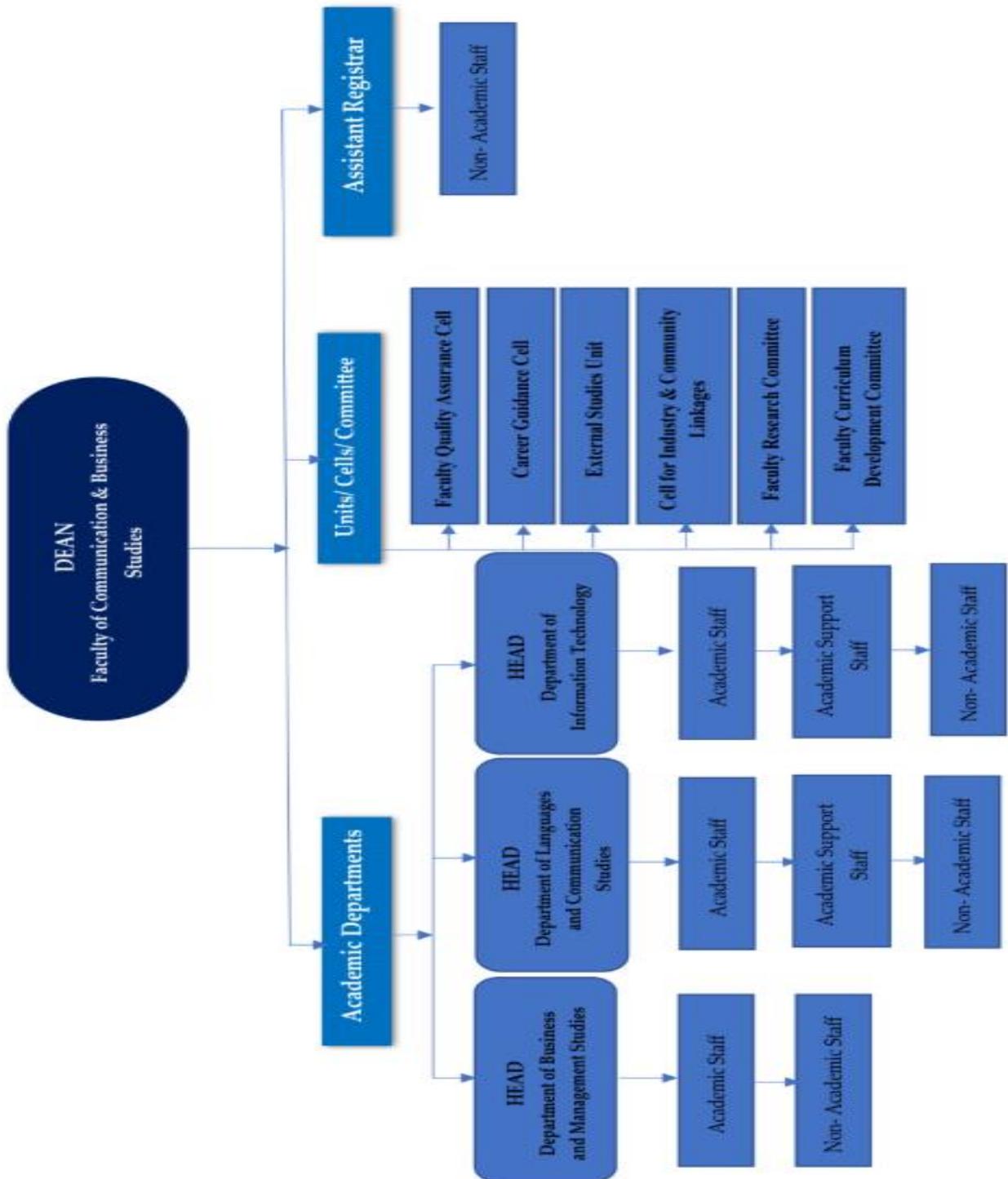
Our Vision

Formation of ever challenging intellectual capital

Our Mission

Offer job-oriented study programmes with proper training and innovative knowledge in a conducive environment through dedication and teamwork to all who undertake higher education at this campus.

Organizational Structure of the Faculty of Communication & Business Studies



Overview of the Departments and Academic Programmes

Academic Department	Degree Programme	Abbreviation
Department of Business and Management Studies	Bachelor of Science in Management	BSc (Mgt)
	Bachelor of Science Honours in Management	BSc Hons (Mgt)
	Bachelor of Science Honours in Marketing Management	BSc Hons (Mktg Mgt)
	Bachelor of Science Honours in Human Resource Management	BSc Hons (Hum Rsc Mgt)
	Bachelor of Science Honours in Accounting and Finance	BSc Hons (Acc & Fin)
	Bachelor of Science Honours in Information System	BSc Hons (Inf Sys)
Department of Languages and Communication Studies	Bachelor of Arts in Languages	BA (Languages)
	Bachelor of Arts Honours in Languages	BA Hons (Languages)
	Bachelor of Arts in Communication Studies	BA (Communication Studies)
	Bachelor of Arts Honours in Communication Studies	BA Hons (Communication Studies)
Department of Information Technology	Service providing Department	

Staff Profile



DEAN FCBS

Ms. V. Leninkumar

Senior Lecturer Gr -I

M.Sc. in Management (USJP),

BBA (EUSL), CTHE (UoK)



Assistant Registrar

Mr. M.M.M. Sakoor



Mrs.S.Pathma

Management Assistant ,

Grade III

Faculty Board – Composition

Mrs. V. Leninkumar, Dean/ FCBS	Chairperson
Dr. (Mrs). N.S. Jayasundara, Head / DIT	Member
Dr. (Mrs). G.A.P.K. Ganegoda, Head / DLCS	Member
Dr. (Mrs). D. Ravichandran, Acting Head / DBMS	Member
Dr. V.J. Naveenraj, Senior Lecturer /DLCS	Member
Mrs. S. Priyadharsan, Senior Lecturer /DBMS	Member
Mr. T. Baskar, Senior Lecturer / DBMS	Member
Mrs. E.W.M.S. Boyagoda, Senior Lecturer/DLCS	Member
Mrs. A. Raveenthara, Senior Lecturer/DBMS	Member
Dr. J.S.R. Savarimuttu, Senior Lecturer / DLCS	Member
Mrs. S. Sivapriya, Senior Lecturer/DLCS	Member
Mr. D.R. Lakjeewa, Senior Lecturer/DBMS	Member
Mr. V. Anputhasan, Senior Lecturer/BMS	Member
Mr. W.M.S. Dananjaya, Senior Lecturer /DLCS	Member
Mr.V.J. Delima, Senior Lecturer/ DBMS	Member
Ms. R. Arthika, Senior Lecturer / DBMS	Member
Dr. B. Sarangan, Senior Lecturer /DBMS	Member
Mr. M.S. Ishar Ali, Senior Lecturer /DBMS	Member
Mrs. J. Resi Tony, Senior Lecturer /DBMS	Member
Mrs. A. Nishanthini, Lecturer /DBMS	Member
Mr. N. Thevanes, Lecturer /DBMS	Member
Mrs. L.M.A. Shamila, Lecturer /DBMS	Member
Mrs. G. Jathurika, Lecturer / DBMS	Member
Dr. (Ms.) L. Sooriyakumaran, Lecturer (Unconfirmed) /DBMS	Member
Mr. R.J. Jairus, Lecturer (Prob)/ DLCS	Member
Mrs. A.P. Nivetha, Lecturer(Prob)/DIT	Member
Mr. S. Rushanthan, Instructor/DLCS	Member
Rev. (Dr.) C.P. Rajendram	Appointed Member
Prof. (Mrs). S. Shanmugathas	Appointed Member
Mr. N. Thamilchelvan	Appointed Member
Mr.M.N.M.Shakoor	Convener

DEPARTMENT OF BUSINESS AND MANAGEMENT STUDIES



Introduction

In today's rapidly evolving, competitive, and globalized world, gaining professional and specialized education in management is key to personal and professional success. At the Department of Business and Management Studies (DBMS), Trincomalee Campus, we are dedicated to preparing future-ready graduates equipped with the essential skills, knowledge, and mindset to excel in the dynamic world of business—and to play a vital role in the economic development of Sri Lanka and beyond.

As one of the most dynamic and fast-expanding departments of the campus, DBMS offers a wide range of academic programs, including the Bachelor of Science in Management (General – 3 years) and five Honors Degree programs (4 years) namely: B.Sc. Hons in Management, B.Sc. Hons in Accounting and Finance, B.Sc. Hons in Marketing Management, B.Sc. Hons in Human Resource Management, B.Sc. Hons in Information Systems.

Our degree programs are open to students from the Commerce and Arts streams of the G.C.E. Advanced Level. Currently, DBMS proudly serves a vibrant undergraduate population of nearly 800 students. All courses are conducted in English, ensuring a globally relevant and inclusive learning environment that enhances communication, critical thinking, and professional confidence.

Beyond our degree programs, DBMS also offers valuable diploma programs Diploma in Human Resource Management, Diploma in Computer-Based Accounting, Diploma in English soon going to start Diploma in Tourism and Hospitality Management. These diploma programs provide practical and accessible pathways for individuals aiming to enter or advance in management-related careers. With industry-focused content, experienced lecturers, and hands-on learning, our diploma students gain the real-world skills employers are looking for.

At DBMS, we go beyond traditional education. We focus on building competent, ethical, and forward-thinking professionals who are ready to face the challenges of the modern job market. We instill leadership qualities, strategic thinking, and a growth-oriented mindset, ensuring our graduates not only succeed but also stand out.

Join the DBMS family and take the first step toward a bright and impactful future. Here, we don't just teach—we inspire, guide, and empower tomorrow's leaders in business and management.

Our Vision

To nurture skilled professionals committed to advancing sustainable development.

Our Mission

To foster professionals guided by ethical principles, achieved through cutting-edge education, ground-breaking research, and meaningful community partnerships, all aimed at enhancing societal well-being.

Programmes we offer

- Bachelor of Science in Management
- Bachelor of Science Honours in Management
- Bachelor of Science Honours in Accounting and Finance
- Bachelor of Science Honours in Marketing Management
- Bachelor of Science Honours in Human Resource Management
- Bachelor of Science Honours in Information Systems
- Diploma in Human Resource Management
- Diploma in Computer Based Accounting
- Diploma in Tourism and Hospitality Management

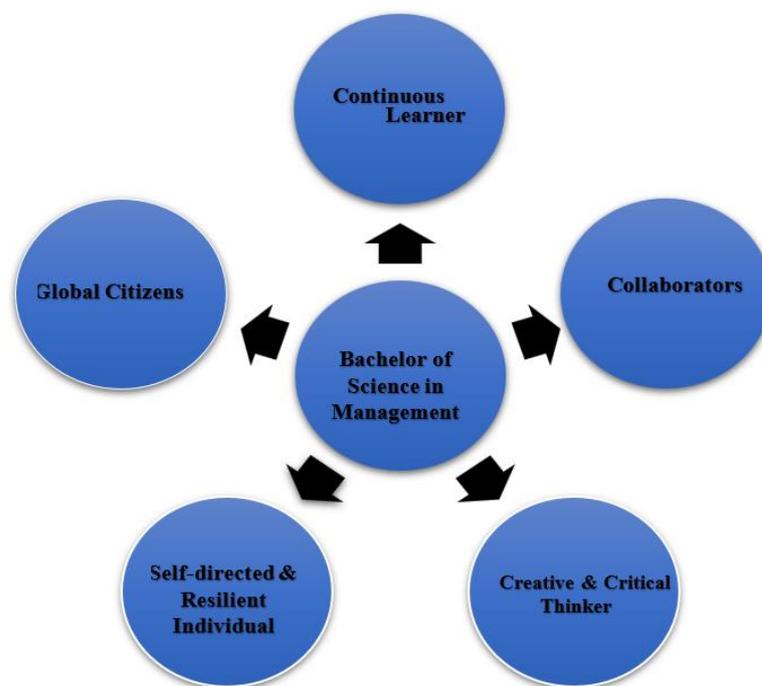
Graduate Profiles and Learning outcomes of the Degree

Programmes

Bachelor of Science in Management

This program is designed to produce graduates who are lifelong learners, actively taking responsibility for their education by continuously seeking and demonstrating new knowledge and skills. They adapt their learning to address new situations and challenges, while also exploring interests that foster academic, career, and personal growth. As strong collaborators, they listen attentively, empathize with others, and contribute valuable ideas, understanding the importance of each team member's role. They demonstrate flexibility, open-mindedness, and adaptability, confidently taking on leadership roles and embracing feedback. As creative and critical thinkers, they draw on past experiences, employ reasoning and evidence to form conclusions, and innovate to solve problems. These graduates are self-directed and resilient, upholding a positive work ethic, effectively managing their time and priorities, setting both short- and long-term goals, and persevering through obstacles with a growth mindset. With a global perspective, they connect with communities in Sri Lanka and around the world, striving to make a positive impact and create a more equitable and better society.

Graduate Profile



Learning outcomes

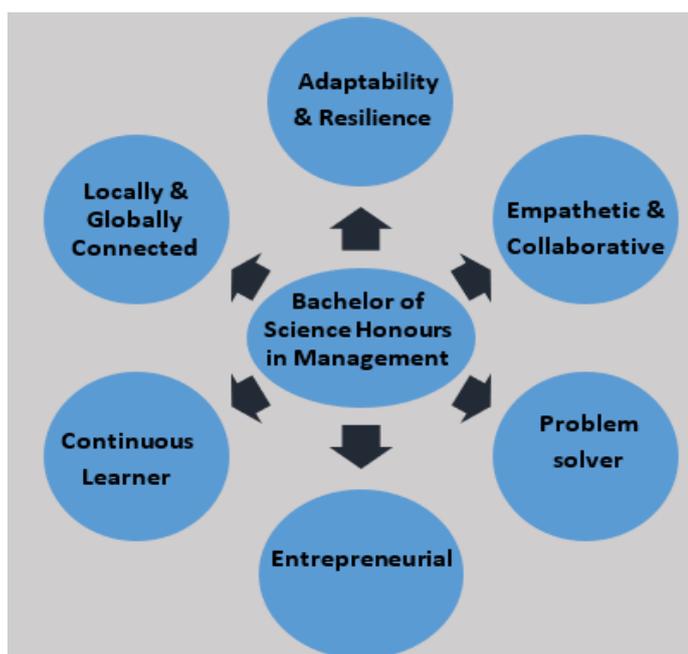
Categories of Learning Outcomes	Programme Learning Outcomes
Subject / Theoretical Knowledge	Acquire general understanding and insight into main theories and concepts, and be aware of the latest knowledge in the relevant field
Practical Knowledge and Application	Apply key problem-solving strategies in the analysis and recommendation of business decisions.
Communication	Equip with effective communication, collaboration and team-building skills.
Teamwork and Leadership	Participate actively and lead work groups, and develop effective leadership and teamwork skills in enhancing collective organisational performance
Creativity and Problem Solving	Apply the studies in a systematic way to analyse problems, find sensible solutions to different problems, and explain solutions with theoretical arguments.

Managerial and Entrepreneurship	Flourish with creativity and apply critical thinking and demonstrate an understanding of the risks and challenges within the business environment, build a stable, growing pipeline of opportunities.
Information Usage and Management	Use reliable data- and information-resources in the relevant field, enable an understanding the information usage of the international dimensions of business management, use relevant IT equipment and software tools that are relevant in the field of business
Networking and Social Skills	Establish and develop long-term relations of mutual benefit with people, build relationships with colleagues, expand industry network and seek new opportunities,
Adaptability and Flexibility	Develop the business skills and tools necessary to compete in a complex and rapidly changing global environment, analyze the implications of operating in a changing global business environment. Adapt to change and new ways of working quickly and easily.
Attitudes, Values and Professionalism	Show openness to new information, new professional knowledge and methodologies, and to undertake new, independent and collaborative tasks and responsibilities and demonstrates the drive to improve their knowledge and working relationships in cooperation with their colleagues. Demonstrate to professional ethics and responsibilities
Vision for Life	Secure an appropriate employment opportunity in a wide range of areas from major companies to small businesses, government organisations, the voluntary sector, international organization, be a good citizen
Updating Self / Lifelong Learning	Possess the competences and independence needed for further studies within the field and strive for lifelong learning within and outside the world of work.

Bachelor of Science Honours in Management

Graduate Profile

Our graduates are adaptable and resilient, able to think critically and creatively while welcoming feedback for continuous improvement. They work effectively and empathetically in diverse teams, sharing responsibilities and respecting differing opinions. As skilled problem solvers, they define issues clearly, organize information efficiently, and generate innovative ideas. Entrepreneurial in spirit, they use careful planning to address root causes and initiate projects that involve risk and determination for personal growth or the benefit of others. Committed to lifelong learning, they take ownership of their education, applying knowledge to new challenges and exploring interests that support academic, career, and personal success. Locally and globally connected, they appreciate different perspectives, lead and contribute positively to their communities, respect various cultures, and stay informed about important national world issues.



Learning outcomes

Categories of Learning Outcomes	Programme Learning Outcomes
Subject/ Theoretical Knowledge	Demonstrate an understanding of the concepts, theories, and applications of management theories and concepts to an organisation, be aware of the latest knowledge in the relevant field.
Practical Knowledge and Application	Develop the knowledge and skills base. Apply key problem-solving strategies in the analysis and recommendation of business decisions
Communication	Effectively communicate both, verbally and in writing in professional and business contexts, communicate effectively and engage with different stakeholders.
Teamwork and Leadership	Demonstrate readiness to lead and manage in a wide range of employment scenarios. Demonstrate leadership and interpersonal skills in enterprises to raise the overall sustainability of the enterprises, develop effective teamwork skills in enhancing collective organisational performance.

Creativity and Problem Solving	Deepen the analytical skills necessary to address a wide range of general management problems, diagnose operational inefficiencies and complex organizational problems and propose solutions.
Managerial and Entrepreneurship	Equipped with a broad understanding of the complex, diverse, dynamic business and enterprise environment and the implications for management, Flourish with creativity and apply critical thinking and demonstrate an understanding of the risks and challenges within the business environment, build a stable, growing pipeline of opportunities.
Information usage and Management	Use reliable data- and information-resources in the relevant field, enable an understanding the information usage of the international dimensions of business management, use relevant IT equipment and software tools that are relevant in the field of business.
Networking and Social Skills	Establish and develop long-term relations of mutual benefit with people, build relationships with colleagues, expand industry network and seek new opportunities,
Adaptability and Flexibility	Equipped with business skills and tools necessary to compete in a complex and rapidly changing global environment, demonstrate adaptability and flexibility to various changes in the business environment.
Attitudes, Values and Professionalism	Show openness to new information, new professional knowledge and methodologies, and to undertake new, independent and collaborative tasks and responsibilities and demonstrates the drive to improve their knowledge and working relationships in cooperation with their colleagues, examine the degree of alignment between values of individual and values of organization.
Vision for Life	Secure an appropriate employment opportunity in a wide range of areas from major companies to small businesses,

	public sector organisations, the voluntary sector, international organization, be a good citizen
Updating Self/ Lifelong Learning	Demonstrate that the student acquires the theoretical understanding to follow graduate studies, possess the competences and independence needed for further studies within the field and strive for lifelong learning within and outside the world of work.

Bachelor of Science Honours in Marketing Management

Graduate Profile

Our Bachelor of Science Honours in Marketing Management programme develop graduates who embody a unique blend of strategic wisdom, creative flair, and ethical integrity. Equipped with a solid foundation in marketing principles and theories, our graduates possess the skills and knowledge necessary to thrive in today's dynamic business landscape.

They are adept at analyzing market trends, crafting innovative marketing strategies, and leveraging cutting-edge technology to reach target audiences effectively. With strong communication and interpersonal skills, they excel at building and maintaining relationships with clients, colleagues, and stakeholders. Grounded in ethical values and social responsibility, our graduates approach marketing challenges with integrity and empathy, striving to make a positive impact on both business outcomes and societal well-being. Driven by a passion for continuous learning and growth, they are poised to become leaders and innovators in the ever-evolving field of marketing, driving forward progress and shaping the future of the industry.

Graduate Attributes

- **Strategic Thinking**

Graduates excel at analyzing complex market environments and formulating effective strategies for business growth and sustainability.

- **Creative Problem-Solving**

They demonstrate innovative thinking to design impactful and original marketing campaigns that resonate with diverse audiences.

- **Technological Proficiency**

Graduates are adept at leveraging modern marketing tools and technologies to enhance reach and engagement.

- **Effective Communication**

They possess exceptional communication and interpersonal skills, enabling them to convey ideas clearly and build strong relationships with stakeholders.

- **Ethical Leadership**

Grounded in integrity and responsibility, graduates make decisions that uphold ethical standards and promote social good.

- **Data-Driven Decision Making**

They are skilled in analyzing data and market trends to inform evidence-based strategies and solutions.

- **Adaptability and Lifelong Learning**

Graduates embrace change and continuously seek opportunities for personal and professional growth in a dynamic industry.

- **Global Perspective**

They understand and navigate the complexities of global markets, embracing cultural diversity and inclusivity in their marketing practices.

Learning Outcomes

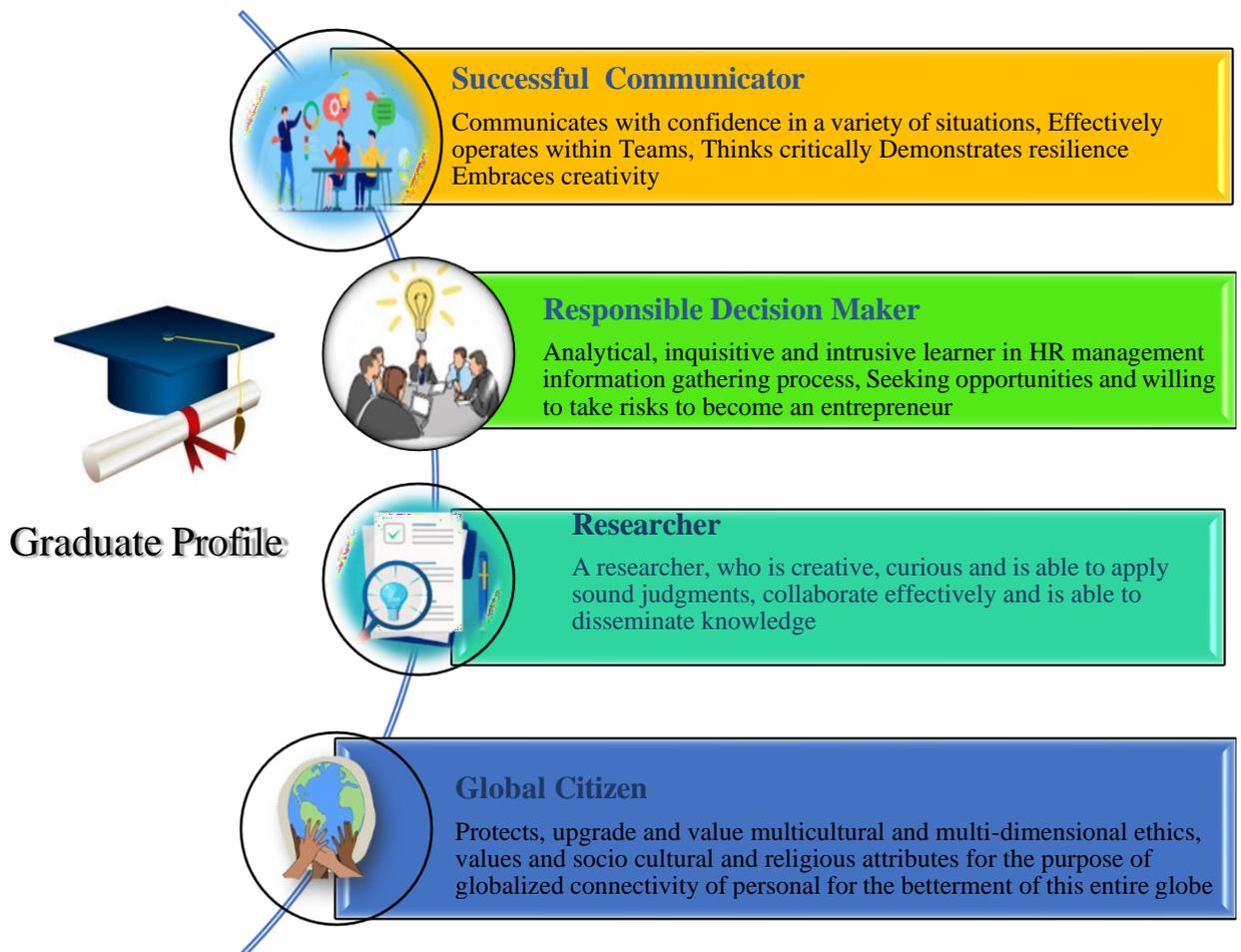
Categories of Learning outcomes	Programme Learning Outcomes
Subject / Theoretical Knowledge	Understand and apply foundational marketing theories and concepts in practical settings through projects and assignments, demonstrating proficiency in developing, implementing, and evaluating marketing strategies.
Practical Knowledge and Application	
Communication	Effectively convey marketing ideas and findings to diverse audiences using appropriate techniques.
Teamwork and Leadership	Collaborate with teams to achieve marketing objectives, demonstrating leadership, conflict resolution, and team motivation skills.
Creativity and Problem Solving	Utilize creative thinking to develop innovative marketing solutions and adapt strategies to changing market conditions.
Managerial and Entrepreneurship	Demonstrate managerial skills in planning and executing marketing campaigns, as well as entrepreneurial abilities in identifying market opportunities.
Information Usage and Management	Gather, analyze, and interpret marketing data to inform decision-making processes using relevant tools and technologies.
Networking and Social Skills	Build and maintain professional networks in the marketing industry, demonstrating effective networking and relationship-building skills.
Adaptability and Flexibility	Adapt to changes in market conditions and consumer preferences, demonstrating resilience and flexibility.

Attitudes, Values and Professionalism	Uphold ethical principles and professionalism in all marketing activities, respecting diverse perspectives and cultural sensitivities.
Vision for Life	Develop long-term goals for personal and professional growth in the marketing field, contributing positively to society.
Updating Self / Lifelong Learning	Embrace lifelong learning and professional development, staying updated on industry trends and best practices through continuous education and self-reflection.

Bachelor of Science Honours in Human Resources

Management

Graduate Profile



Learning Outcomes

Categories of Learning outcomes	Programme Learning Outcomes
Subject / Theoretical Knowledge	Demonstrate advanced knowledge and understanding of the concept in the area of Human Resource Management.
Practical Knowledge and Application	Apply fundamental principles and theories of Human Resource Management and its subcomponents effectively.
Communication	Utilize communication abilities to articulate personal perspectives and attitudes, facilitating effective social interactions and motivating towards effective leadership and teamwork.
Teamwork and Leadership	
Creativity and Problem Solving	Practice creative thinking and problem-solving abilities across theoretical frameworks and real-world situations.
Managerial and Entrepreneurship	Use managerial and entrepreneurial competencies, extending beyond subject expertise, to explore job prospects and innovate in establishing new business ventures.
Information Usage and Management	Exhibit proficiency in utilizing and managing information, networking, and social skills effectively throughout the learning process and within professional work settings.
Networking and Social Skills	
Adaptability and Flexibility	Apply adaptability and flexibility in accommodating changes in HRM practices, showcasing the capacity to assimilate emerging trends.
Attitudes, Values and Professionalism	Exhibit positive attitudes, uphold values, and demonstrate professionalism in applying knowledge acquired from the degree program to contribute towards organizational excellence.
Vision for Life	Craft a vision for life that encompasses the pursuit of career opportunities and guides the journey through career progression.

Updating Self / Lifelong Learning	implement strategies for self-updating and lifelong learning as part of personal development, incorporating a dynamic set of goals to drive progress.
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Bachelor of Science Honours in Accounting & Finance

Graduate Profile

Our Bachelor of Science in Honours in Accounting & Finance Degree Programme shapes graduates into versatile professionals equipped to navigate the complexities of the modern financial landscape. With a strong foundation in theoretical knowledge, students learn to critically analyze and synthesize perspectives on accounting and finance, addressing contemporary global challenges.



Graduate Attributes

❖ Theoretical Knowledge & Critical Thinking

Graduates are equipped with strong theoretical foundations, critical thinking skills, and the ability to analyze global financial challenges effectively.

❖ Practical Application & Experiential Learning

Integration of theory with practice is key. Graduates engage in experiential learning, ensuring their skills are honed for real-world application.

❖ Communication & Leadership

Effective communication and leadership are central. Graduates can articulate complex financial information and lead teams to drive innovation and success.

❖ Problem-Solving & Innovation

Creativity and problem-solving are emphasized. Graduates apply innovative approaches to tackle complex financial issues and adapt to evolving trends.

❖ Professionalism & Lifelong Learning

Graduates embody professionalism and lifelong learning. They are adaptable, resilient, and committed to ongoing success in their careers.

Learning Outcomes

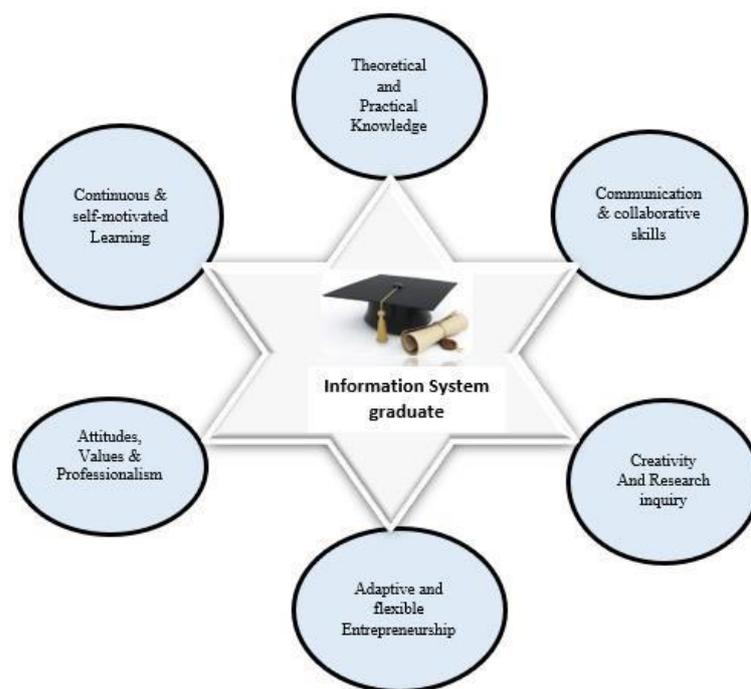
Categories of Learning Outcomes	Programme Learning Outcomes
Subject/Theoretical Knowledge	Critically examine and synthesize theoretical perspectives on accounting and finance to address contemporary issues and challenges in the global business environment.
Practical Knowledge and Application	Engage in experiential learning opportunities such as internships, case studies, and simulations to integrate theoretical knowledge with practical skills in accounting and finance.
Communication	Communicate financial and non-financial information, including accounting principles, integrated reporting, financial analysis, and investment strategies, to diverse stakeholders using appropriate formats and channels to make efficient and effective decisions.
Teamwork and Leadership	Demonstrate leadership skills by collaborating effectively within teams to achieve common goals and objectives by delegating tasks, and fostering a positive and inclusive team environment conducive to innovation and productivity.
Creativity and Problem Solving	Apply innovative approaches to analyze and solve complex financial problems, incorporating diverse perspectives in accounting and finance and creative thinking to generate novel solutions.
Managerial and Entrepreneurship	Integrate managerial and entrepreneurial perspectives to identify and capitalize on emerging trends, market opportunities, and competitive advantages in accounting and finance sectors.
Information Usage and Management	Apply information management techniques and technologies such as Integrated Accounting Packages and Cloud based Accounting to efficiently retrieve, analyze, and interpret financial data and reports for strategic planning, forecasting, performance evaluation and to support decision-making processes.

Networking and Social Skills	Cultivate professional relationships with peers, faculty, industry professionals, and alumni to build a strong professional network within the accounting and finance community.
Adaptability and Flexibility	Adapt to evolving accounting standards, regulations, and industry practices, demonstrating the ability to update skills and knowledge to meet changing requirements.
Attitudes, Values and Professionalism	Foster a culture of respect, inclusivity, and collaboration in academic and professional environments, valuing diverse perspectives and contributions.
Vision for Life	Integrate knowledge and skills acquired in accounting and finance with personal values, interests, and aspirations to envision a purposeful and fulfilling career path.
Updating Self / Lifelong Learning	Embody lifelong learning principles into personal and professional endeavors, recognizing the value of curiosity, resilience, and adaptability in achieving ongoing success and fulfillment.

Bachelor of Science Honours in Information Systems

Graduate Profile

A student who completes the BSc Honours in Information Systems programme successfully will be a rare graduate with extensive knowledge in the fields of management and information systems. Their diverse knowledge, combined with their technical and general skills, attitude, adaptability, and desire for lifelong learning, will set them apart from the competition and make them an excellent fit for today's dynamic and fluid organisations.



Learning Outcomes

Categories of Learning Outcomes	Programme Learning Outcomes
Subject / Theoretical Knowledge	Exhibit general understanding of theories and practices of business and information system field.
Practical Knowledge and Application	Apply information system knowledge in the business environment to find opportunities and develop new organizations, methods, or products that will eventually improve society.
Communication	Communicate decisions and arguments effectively through verbal, visual, and written communication to generate rapport with business stakeholders.
Teamwork and Leadership	Use leadership skill to provide direction by promoting communication and collaboration among team members.
Networking and Social Skills	
Creativity and Problem Solving	Apply theoretical and practical knowledge to make creative decisions to address corporate problems effectively.

Managerial and Entrepreneurship	Identify and create opportunities to start and grow business ventures through effectively using managerial skills and competencies.
Adaptability and Flexibility	Adapt to changing situations, overcome challenges, and seize opportunities to accept emerging trends in the market.
Attitudes, Values and Professionalism	Apply codes of conduct to handle moral dilemmas in the corporate world and exhibit intellectual development in a global context.
Updating Self / Lifelong Learning	Demonstrate ethical standards, conduct professionally, and enhance or refresh the abilities necessary for career advancement and lifelong study.

Degree Programme Structure

General Degree Programme

Bachelor of Science in Management (General)

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

Honours Degree Programmes

Bachelor of Science Honours in (Management / Marketing Management / Human Resource Management / Accounting and Finance / Information Systems)

Specialization Criteria

The students who are interested in reading /willing to follow honours degree programmes should earn the minimum requirements on relevant courses at the

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

The minimum requirements to enter/enroll in a specified honours degree programme are as follows. The student should have the minimum OGPA of 2.00 in each of the first and second year respectively, The student should obtain minimum “D” or better grade in any 45 credits (out of 60 credits) and The students should obtain “C+” or better grades in the following three courses stipulated for each specialization.

Course details for each specialization

- **Bachelor of Science Honours in Management**

BMT 1013: Principles of Management	Year I Semester I
BMT 1053: Microeconomics	Year I Semester I
BMT 2013: Macro Economics	Year II Semester I

- **Bachelor of Science Honours in Marketing Management**

BMT 1013: Principles of Management	Year I Semester I
MKT 1013: Marketing Management	Year I Semester II
BMT 2053: Operation Management	Year II Semester II

- **Bachelor of Science Honours in Human Resource Management**

BMT 1013: Principles of Management	Year I Semester I
HRM 1013: Human Resource Management	Year I Semester II
BMT 2082: Fundamental Sociology & Psychology	Year II Semester II

- **Bachelor of Science Honours in Accounting and Finance**

BMT 1013 Principles of Management	Year I Semester I
AFM 1013 Financial Accounting	Year I Semester II
AFM 2013 Cost & Management Accounting	Year II Semester I

- **Bachelor of Science Honours in Information System**

BMT 1013 Principles of Management	Year I Semester I
BMT 1023 Introduction to Information Technology	Year I Semester I
BMT 2023 Management Information System	Year II Semester I

Note:

The student who is not attending any of the above stipulated subjects (three subject combination for each honours degree programme) for ANY reason, he or she is not eligible to choose that specific honours degree programme.

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

PROGRAMME STRUCTURE

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

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

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

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

Bachelor of Science Honours Degree students are sent to the internship training after the completion of fourth year first semester. Successful completion of this component is essential for a student to qualify for the Bachelor of Science Honours Degree Programme. The emphasis during this practical training period is to provide students with hands-on

experience in the areas of Management, Marketing Management, Human Resource Management, Accounting and Finance and Information Systems.

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

Bachelor of Science in Management (General) Degree has common courses and optional courses.

Degree	Year	Common Courses	Optional Courses	Total Credit
Bachelor of Science in Management (General) Degree	1	30		30
	2	30		30
	3	21	9	30
Total Credit		81	9	90

COURSE CODE

Every course is assigned a course code with the pattern XXXYSNC, where;

- First three characters (XXX) refers to, if
 - ✓ BMT then course in B.Sc in Management/ Bachelor of Science Honours in Management
 - ✓ HRM then course in Bachelor of Science Honours in Human Resources Management
 - ✓ MMT then course in Bachelor of Science Honours in Marketing Management

- ✓ AFM then course in Bachelor of Science Honours in Accounting and Finance
- ✓ IMT then course in Bachelor of Science Honours in Information Systems
- Fourth character (Y) refers to Year of Study
- Fifth and sixth character (SN) refers to serial number
- Seventh character (C) refers to credit weight.

Bachelor of Science Honours Degree in Management/ Human Resource Management/ Marketing/ Accounting and Finance and Information System has common courses, special courses, independent research and internship.

Degree	Year	Common Courses	Special Courses	Independent Research in BMT, HRM, MMT, AFM, IMT	Internship in BMT, HRM, MMT, AFM, IMT	Total Credit
Bachelor of Science Honors in BMT, HRM, MMT, AFM, IMT	1	30				30
	2	30				30
	3		33			33
	4		18	6	3	27
Total Credit		60	51	6	3	120

The following courses are offered throughout the degree programme and first- and second-year courses are common for all degree programme (General and Honours).

COURSE STRUCTURE

The following course units are offered in the below degree programmes. Where: “L” denotes **Lecture hours**, “P” denotes **Practical hours** and “IL” denotes **Independent Learning hours** based on the notional hours described in the SLQF standard.

BACHELOR OF SCIENCE IN MANAGEMENT (GENERAL)**FIRST YEAR**

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/ Semester	Subject Code	Common Course	Hours	Credits	Credits to be obtained
			L/P/IL		
3/1	BMT 3013	Organizational Behavior	45/00/105	03	
	BMT 3023	Operational Research	45/00/105	03	
	BMT 3033	Total Quality Management	45/00/105	03	09
	Optional Course				
	BMT 3043	Organizational Development	45/00/105	03	
	BMT 3123	Labor Law and Relations	45/00/105	03	
	BMT 3053	Micro Finance	45/00/105	03	06
		Total			

Year/ Semester	Subject Code	Common Course	Hours	Credits	Credits to be obtained
			L/P/IL		
3/2	BMT 3063	Project Management	45/00/105	03	
	BMT 3073	Managerial Economics	45/00/105	03	
	BMT 3083	Research Methods	45/00/105	03	
	BMT 3093	Strategic Management	45/00/105	03	12
	Optional Courses				
	BMT 3133	Contemporary Issues in Management	45/00/105	03	
	BMT 3113	Disaster Management	45/00/105	03	03
		Total			

BACHELOR OF SCIENCE HONORS IN MANAGEMENT**FIRST YEAR**

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/1	BMT 3013	Organizational Behavior	45/00/105	3
	BMT 3023	Operational Research	45/00/105	3
	BMT 3033	Total Quality Management	45/00/105	3
	BMT 3043	Organizational Development	45/00/105	3
	BMT 3053	Micro Finance	45/00/105	3
		Total		

Year/semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/2	BMT 3063	Project Management	45/00/105	3
	BMT 3073	Managerial Economics	45/00/105	3
	BMT 3083	Research Methods	45/00/105	3
	BMT 3093	Strategic Management	45/00/105	3
	BMT 3123	Labor Law and Relations	45/00/105	3
	BMT 3113	Disaster Management	45/00/105	3
		Total		

FOURTH YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			T/P/IL	
4/1	BMT 4013	Computer Based Data Analysis	00/90/060	3
	BMT 4023	Development Economics	45/00/105	3
	BMT 4033	Service Management	45/00/105	3
	BMT 4043	International Business	45/00/105	3
	BMT 4053	E-Commerce	45/00/105	3
	BMT 3133	Contemporary Issues in Management	45/00/105	3
		Total		

Year/Semester	Subject Code	Course	Hours	Credits
4/2	BMT 4076	Independent Research in Business Management*	600	06
	BMT 4083	Internship in Business Management*	300	03
		Total		

*Credit hours to be spent by the student for Independent Research and Internship will

be 100 hours per credit.

BACHELOR OF SCIENCE HONORS IN MARKETING MANAGEMENT**FIRST YEAR**

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			T/P/IL	
3/1	MMT3013	Organizational Behavior	45/00/105	03
	MMT3023	Operational Research	45/00/105	03
	MMT3033	Service Marketing	45/00/105	03
	MMT3043	Sales Management and Retail Marketing	45/00/105	03
	MMT3053	Marketing Research	45/00/105	03
		Total		

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/2	MMT3063	Project Management	45/00/105	03
	MMT3073	Managerial Economics	45/00/105	03
	MMT3083	Research Methods	45/00/105	03
	MMT3093	Strategic Management	45/00/105	03
	MMT3103	Consumer Behavior	45/00/105	03
	MMT3113	Integrated Marketing Communication	45/00/105	03
		Total		

FOURTH YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
4/1	MMT 4013	Computer Based Data Analysis	00/90/060	03
	MMT 4023	Development Economics	45/00/105	03
	MMT 4033	E- Marketing	45/00/105	03
	MMT 4043	Strategic Marketing	45/00/105	03
	MMT 4053	International Marketing	45/00/105	03
	MMT 4063	Brand Management	45/00/105	03
		Total		18

Year/Semester	Subject Code	Course	Hours	Credits
4/2	MMT 4076	Independent Research in Marketing*	600	06
	MMT 4083	Internship in Marketing*	300	03
		Total		09

*Credit hours to be spent by the student for Independent Research and Internship will be 100 hours per credit.

BACHELOR OF SCIENCE HONORS IN HUMAN RESOURCE MANAGEMENT

FIRST YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/1	HRM 3013	Organizational Behaviour	45/00/105	03
	HRM 3023	Operational Research	45/00/105	03
	HRM 3033	Organizational Development	45/00/105	03
	HRM 3043	Performance Appraisal	45/00/105	03
	HRM 3053	Human Resource Planning	45/00/105	03
		Total		15

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/2	HRM 3063	Project Management	45/00/105	03
	HRM 3073	Managerial Economics	45/00/105	03
	HRM 3083	Research Methods	45/00/105	03
	HRM 3093	Strategic Management	45/00/105	03
	HRM 3123	Labour Law and Relations	45/00/105	03
	HRM 3113	Human Resource Development	45/00/105	03
		Total		18

FOURTH YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
4/1	HRM 4013	Computer Based Data Analysis	00/90/060	03
	HRM 4023	Development Economics	45/00/105	03
	HRM 4033	Strategic Human Resource Management	45/00/105	03
	HRM 4043	International Human Resource Management	45/00/105	03
	HRM 4053	Human Resource Information Systems	45/00/105	03
	HRM 4063	Human Resource Accounting	45/00/105	03
		Total		18

Year/Semester	Subject Code	Course	Hours	Credits
4/2	HRM 4076	Independent Research in Human Resources Management*	600	06
	HRM 4083	Internship in Human Resources Management*	300	03
		Total		09

*Credit hours to be spent by the student for Independent Research and Internship will be 100 hours per credit.

BACHELOR OF SCIENCE HONORS IN ACCOUNTING AND FINANCE**FIRST YEAR**

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/1	BMT 3013	Organizational Behaviour	45/00/105	03
	BMT 3023	Operational Research	45/00/105	03
	AFM 3033	Micro Finance	45/00/105	03
	AFM 3043	Investment and Portfolio Management	45/00/105	03
	AFM 3053	Advanced Financial Accounting	45/00/105	03
		Total		15

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/2	BMT 3063	Project Management	45/00/105	03
	BMT 3073	Managerial Economics	45/00/105	03
	BMT 3083	Research Methods	45/00/105	03
	BMT 3093	Strategic Management	45/00/105	03
	AFM 3103	Auditing	45/00/105	03
	AFM 3113	Computer Based Accounting	00/90/060	03
		Total		18

FOURTH YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
4/1	AFM 4013	Computer Based Data Analysis	00/90/060	03
	AFM 4023	Development Economics	45/00/105	03
	AFM 4033	Taxation	45/00/105	03
	AFM 4043	Advanced Accounting Theory	45/00/105	03
	AFM 4053	Public Sector Accounting	45/00/105	03
	AFM 4063	Financial Reporting	45/00/105	03
		Total		18

Year/Semester	Subject Code	Course	Hours	Credits
4/2	AFM 4076	Independent Research in Accounting and Finance*	600	06
	AFM 4083	Internship in Accounting and Finance*	300	03
		Total		09

*Credit hours to be spent by the student for Independent Research and Internship will

be 100 hours per credit.

BACHELOR OF SCIENCE HONORS IN INFORMATION SYSTEMS**FIRST YEAR**

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/1	BMT 1013	Principles of Management	45/00/105	03
	BMT 1023	Introduction to Information Technology	15/60/075	03
	BMT 1033	Business Mathematics	45/00/105	03
	BMT 1043	Business English I	45/00/105	03
	BMT 1053	Microeconomics	45/00/105	03
	NCC 1010	Basic Tamil I #	30/00/000	00
	NCC 1020	Basic Sinhala I #	30/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
1/2	HRM 1013	Human Resource Management	45/00/105	03
	AFM 1013	Financial Accounting	45/00/105	03
	BMT 1063	Business Statistics	45/00/105	03
	BMT 1073	Business English II	45/00/105	03
	MKT 1013	Marketing Management	45/00/105	03
	NCC 1030	Basic Tamil II #	30/00/000	00
	NCC 1040	Basic Sinhala II #	30/00/000	00
		Total		15

SECOND YEAR

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/1	BMT 2013	Macroeconomics	45/00/105	03
	AFM 2013	Cost and Management Accounting	45/00/105	03
	BMT 2023	Management Information System	45/00/105	03
	BMT 2033	Business Skills I	45/00/105	03
	BMT 2043	Business Law	45/00/105	03
	NCC 2010	Career Guidance	15/00/000	00
		Total		15

Year/ Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
2/2	BMT 2053	Operations Management	45/00/105	03
	AFM 2023	Financial Management	45/00/105	03
	BMT 2063	Business Skills II	45/00/105	03
	BMT 2073	Entrepreneurship and Innovation	45/00/105	03
	BMT 2082	Fundamental Sociology and Psychology	30/00/70	02
	BMT 2091	Peace and Social Harmony	15/00/35	01
	NCC 2020	Basic Science #	15/00/00	00
		Total		15

Non- GPA subject

THIRD YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
3/1	IMT 3013	Organizational Behavior	45/00/105	03
	IMT 3023	Operational Research	45/00/105	03
	IMT 3033	Programming Concepts	45/00/105	03
	IMT 3043	Systems Analysis and Design	45/00/105	03
	IMT 3053	Data Communication and Computer Networks	45/00/105	03
		Total		

Year/Semester	Subject Code	Course	Hours	Credit
			L/P/IL	
3/2	IMT 3063	Project Management	45/00/105	03
	IMT 3073	Managerial Economics	45/00/105	03
	IMT 3083	Research Methods	45/00/105	03
	IMT 3093	Strategic Management	45/00/105	03
	IMT 3103	Professional Ethics and Responsibility	45/00/105	03
	IMT 3113	Software Engineering	30/30/90	03
		Total		

FOURTH YEAR

Year/Semester	Subject Code	Course	Hours	Credits
			L/P/IL	
4/1	IMT 4013	Computer Based Data Analysis	00/90/60	03
	IMT 4023	Object Oriented Programming	15/60/75	03
	IMT 4033	Web Development	15/60/75	03
	IMT 4043	Enterprise Resource Planning Systems	45/00/105	03
	IMT 4053	Software Quality Assurance	45/00/105	03
	IMT 4063	Database Management Systems	30/30/90	03
		Total		

Year/Semester	Subject Code	Course	Hours	Credits
4/2	IMT 4076	Independent Research in Information Systems*	600	06
	IMT 4083	Internship in Information Systems*	300	03
		Total		

*Credit hours to be spent by the student for Independent Research and Internship will be 100 hours per credit.

THE MEDIUM OF INSTRUCTION

The medium of instruction for all degree programmes are in English.

EXAMINATION STRUCTURE AND EVALUATION

The course will be evaluated by major two compositions;

1. CONTINUOUS ASSESSMENTS

There will be continuous assessments, incorporating mid-semester examination, case studies, presentation, practical report, classroom work, field visit, spot exam, take home assignment, term paper and etc.

2. END SEMESTER EXAMINATION

There will be an examination for each course in the General/Honours Degree Programme at the end of each semester. The end semester examination for each course units can vary depending on the requirements of each course of a maximum of three hours (One-hour examination equal to one credit). At the end of each semester, two weeks of study period will be given to prepare for the end semester examinations.

The weightage given for computation is:

End Semester Examination	65 %
Continuous Assessment	35%
	100%

ATTENDANCE

Students are required to attend lectures, practical classes and tutorials regularly. 80% of attendance is compulsory to allow a student to sit for the end semester examination. Any student who has less than 80% attendance in a course unit will not be allowed to sit the end semester exam due to the poor attendance. Further, he/she will be treated as a repeat candidate at the next available attempt.

INDEPENDENT RESEARCH

Independent research (BMT 4076/ MKT 4076/ HRM 4076/ AFM 4076/ IMT 4076) composite 70% to research report and 30% to viva-voce. In order to pass the above component, the student has to get at least 40% in research report as well as 40% in viva-voce. Candidates should submit independent research within the duration of the study.

INTERNSHIP

The department arranges internship training for the honours degree students in their fourth year second semester. They are placed in public and private sectors in all over the country for internship training programme.

A student is required to cover a minimum of 300 notional hours of industrial training at the end of the fourth year (Honours Degree) of the study programme. Training evaluation will be held at the end of year IV Semester II. Internship training will be evaluated in the following manner such as student presentation 30%, final report submission 35%, diary maintenance 15% and attendance 20%.

REPEATING A COURSE UNIT

- All registered students should apply for each semester examination within that academic year. Otherwise, it will be counted as an attempt for the particular semester examination.
- A student who obtains a grade of “E” will repeat the course unit when it is held next.
- A student who obtains a grade of D/D+/C- may repeat the course for the purpose of improving the grade. In the event a student who obtains a lower grade while attempting to have a better grade, he / she will be entitled to the higher grade obtain previously.
- Maximum grade for a repeating course will be “C” grade.
- Final mark for repeating course unit will be the marks obtained in the repeat examination only (Continuous marked earn earlier will not be considered for any repeat examination).
- If the student is absent for the end semester examination due to illness, he/she should submit the medical certificate which is obtained from a registered medical officer and endorsed by university medical officer, whereas the attempt will be retained. A student who falls sick during an examination should inform the Head or the Dean followed by a medical certificate within 14 days. The approval from Faculty Board, Campus Board and Senate is a must in order to treat the student as a proper candidate.
- Repeat examinations supported by other valid reasons such as natural disasters, national security declarations and other permissible requests will be accepted with the approval from Faculty Board, Campus Board and Senate.
- Students are allowed to sit for repeat examinations only in three attempts.
- The students who have failed to submit the research within the stipulated period given by department will be considered with next academic batch as a repeat candidate.

EVALUATION

In keeping with the OGPA system which is followed in the Department of Business and Management Studies evaluation of performance will be on the basis of the '*Overall Grade Point Average*' (OGPA) achieved by the student.

Table 1 Calculating the OGPA

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

Marks	Grade	Grade Point
75- 100	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
00-24	E	0.00

Grades obtained for course units will then be converted into "Grade Points" on the above basis. The "Over all Graded Point Average" (OGPA) shall be calculated using

following formula; Where, $OGPA = \frac{\sum C_i G_i}{\sum C_i}$

C_i = number of credits of ith course

G_i = grade point for the ith course

*Decimals beyond two places are truncated, not rounded, in computing the GPA

AWARD OF BACHELOR OF SCIENCE IN MANAGEMENT (GENERAL) DEGREE

To be eligible for the B.Sc. (General) degree, a candidate should obtain,

- a) “C” or better grades in 72 credits and “D” or better grades in the remaining 18 credits with maximum of 6 credit per year.
- b) A minimum OGPA of 2.00 in the 90 credits.
- c) C or better grades in all the non-credit courses.
- d) Fulfilled all the requirements in (a), (b) and (c) above, within a maximum of six academic years.

AWARD OF CLASSES (GENERAL DEGREE)

A candidate may be awarded a class if he / she has completed the requirement in 4.2 within the period of *three academic years*. If a candidate fails one or more courses units and still completes these units within *three academic years*, he / she is eligible for a class.

First Class

A student shall be awarded First Class, if he/she

1. Obtains a minimum OGPA of **3.70**
2. Obtain the requirement within three

Second Class (Upper Division)

A student will be awarded Second Class (Upper Division), if he/she

1. obtains a minimum OGPA of **3.30**
2. obtain the requirement within three academic year

Second Class (Lower Division)

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

1. obtains a minimum OGPA of **3.00**
2. obtain the requirement within three academic year

AWARD OF BACHELOR OF SCIENCE IN MANAGEMENT HONOURS DEGREE

To be eligible for Bachelor of Science Honours in Management/Marketing Management / Human Resource Management/ Accounting and Finance/Information Systems, a candidate should obtain,

- a) “C” or better grades in 102 credits and “D” or better in 18 credits with maximum of 6 credit per year at 1st, 2nd and 3rd year and “C” or better in all 4th year course units.
- b) A minimum OGPA of 2.00 in the 120 credits.
- c) “C” or better in all non-credit courses.
- d) Fulfilled all the requirements in (a), (b) and (c) above, within a maximum of eight academic years.

AWARD OF CLASSES (HONOURS DEGREE)

A candidate may be awarded a class if he / she has completed the requirement in 4.4 within the period of *four academic years*. If a candidate fails one or more courses units and still completes these units within *four academic years*, he / she is eligible for a class.

First Class

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

1. is eligible for Bachelor of Science Honors Degree ; **and**

2. Obtains a minimum OGPA of **3.70**

Second Class (Upper Division)

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

1. is eligible for **Bachelor of Science Honours** degree; and
2. Obtains a minimum OGPA of **3.30**.

Second Class (Lower Division)

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

1. is eligible for **Bachelor of Science Honours** degree; and
2. Obtains a minimum OGPA of **3.00**.

EFFECTIVE DATE OF THE DEGREE

The effective date of the degree will be the last date of the final examination or Viva - Voce examination, whichever comes later.

Staff Profile

Academic Staff



Dr. (Ms) D. Ravichandran
Head/Department of
Business and Management
Studies
Senior Lecturer Gr-I
PhD, M.Sc. in Management
(USJP)
B.BA (EUSL), CTHE



Mr. T. Baskar
Senior Lecturer Gr -I
MBA (PIM, USJP)
BBA (EUSL), CTHE
(UoC)



Ms. S. Priyadharsan
Senior Lecturer Gr- I
PhD (Reading)
M.Sc. (USJP)
BBA (EUSL), CTHE
(UoK)



Ms. V. Leninkumar
Senior Lecturer Gr -I
M.Sc. in Management
(USJP), BBA (EUSL),
CTHE (UoK)



Ms. A. Raveenther
Senior Lecturer Gr-I
M.Sc. in Management
(USJP), B.BA (EUSL),
CTHE (EUSL)



Mr. D. R. Lakjeewa
Senior Lecturer Gr- I
M.Sc. in Management
(USJP)
B.Sc. (TC, EUSL),
LICA, CTHE (USJP)



Mr.V.Anputhasan
Senior Lecturer Gr II
M.Sc. in Management
(USJP), BBA (Hons)
(EUSL)



Ms. D. Saraniya
Lecturer
PhD (Reading), M.Sc. in
Management (USJP), BBA
in Marketing
Management (EUSL),
ACIM & AMSLIM



Dr. B. Sarangan
Senior Lecturer Gr II
PhD, MBA (SEUSL),
BBA in Management
(EUSL), ACIM



Mr. V. Jeniston Delima
Senior Lecturer Gr. II
MBA (UoK), BBA
Hons (EUSL),
MAAT, DBF (IBSL)



Ms. R. Arthika
Senior Lecturer Gr. II
MSc in Management
(USJP), B.Sc. in
Business Information
Systems (USJP)



Mr.M.S.Ishar Ali
Senior Lecturer Gr. II
PhD(Reading), MBA
(SEUSL), B.Com
(Hons) (SEUSL), CCSD
(WUSL), MSLIM,
CCPM, SLEA



Ms. J.N. Jenitta
Senior Lecturer Gr. II
MBA (UoC), BBA
(Hons) (UoJ), DCBA
(USJP), CCSD, ACMA



Ms. A. Nishanthini
Lecturer (Confirmed)
MBA (RUSL), B.Com in
Accounting (UoJ)



Mr. Nadesan Thevanes
Lecturer
MSc. in Management
(USJP), BBA in Human
Resource Management
(EUSL)



Mrs. L.M.A. Shamila
Lecturer
MBA in Information
System (USJP), BBA in
Human Resource
Management (EUSL)



Mrs. G. Jathurika
Lecturer
MSc. in Management
(USJP), BBA in
Accounting (Hons)
(UOJ)



Dr. (Ms) L. Sooriyakumaran
Lecturer (Unconfirmed)
MPhil (UoJ), B.com (UoJ),
PGD in Edu (UoJ)

Non Academic Staff



Mrs. T. Usha
Management
Assistant Gr-II



N.N. Abewickrama
Works Aide



DEPARTMENT OF LANGUAGES AND COMMUNICATION STUDIES



Introduction

In an era characterised by unprecedented social change, effective communication and language skills have emerged as crucial factors for human development. As society transitions toward greater democracy and decentralisation, the ability to communicate effectively becomes essential for individuals to navigate and influence their environments. The Department of Languages and Communication Studies is a pioneering department that offers multidisciplinary degree programs tailored to meet the demands of a rapidly evolving global landscape. It offers two degree programs: the Bachelor of Arts in Languages and the Bachelor of Arts in Communication Studies.

The Bachelor of Arts in Communication Studies is the only communication studies degree program conducted in English in Sri Lanka. It offers courses to promote personal development, such as Interpersonal Communication and Communication and Persuasion, as well as courses to promote professional development, including Film and Television, Video Production, Advertising, Organisational Communication, and Writing for Media. Further, the degree program includes courses such as Development Communication, Communication Theories and Media Literacy and Culture and Communication, which focus on fostering social advancement.

The department has established physical resources to provide its students with the best education and training, including a well-equipped editing room, a sound studio, a film theatre, a television studio, and a web radio station. The programme is delivered by a team of highly qualified academic staff with Masters and Doctoral degrees in communication and media studies. To provide students with professional knowledge and exposure to various fields of Communication Studies, the department has established linkages with leading media stations owned by the government and private sector, including Sri Lanka Rupavahini Corporation, Independent Television Network, Sri Lanka Broadcasting Corporation, Maharaja Media Network, Derana TV, and Swarnavahini. To encourage students; research activities, the department maintains a library that contains a wide range of books, articles, research reports, and dissertations on communication studies.

The Department of Languages and Communication Studies of the Faculty of Communication and Business Studies, Trincomalee Campus of Eastern University, Sri Lanka, offers a well-structured Bachelor of Arts in Languages degree (B.A. in Languages) aimed at nurturing students' academic and practical proficiency in the English language. This programme is conducted entirely in the English medium and provides a solid foundation in language, literature, communication, and related fields. Students have the opportunity to follow either a three-year General Degree or a four-year Special (Honours) Degree, based on a credit-based academic system. The programme is delivered by a team of highly qualified academic staff with Master's and Doctoral degrees in English studies, ensuring a rich and engaging learning experience.

The B.A. (Hons) in Languages degree further develops students, critical thinking, independent learning, and language skills through advanced coursework and a supervised internship component. The Honours year is open to students who meet specific academic requirements, reflecting their commitment, discipline, and academic strength. This degree is designed not only to promote theoretical understanding but also to prepare graduates for employment in a range of sectors, including education, media, public service, and communication. With a strong focus on both academic excellence and practical application, the programme aims to produce well-rounded graduates who can confidently contribute to the professional and intellectual development nationally and globally.

Both streams offer a three-year General Degree Programme and a four-year Special Degree Programme to the students. Students can choose between General Degree and Honours Degree Programmes. The General Degree programme is offered through six semesters and the Special Degree programme is offered through eight semesters. Courses are conducted under the credit-based system. Each semester has 15-week duration for teaching. General and Special Degree programmes have 90 and 120 credit hours, respectively. One credit will be equivalent to either 15 contact hours of lectures or 30 hours of practical.

The Department may not be in a position to commence a General Degree Programme if there are fewer than five (05) eligible candidates.

Graduate Profiles and Learning outcomes of the Degree

Programmes

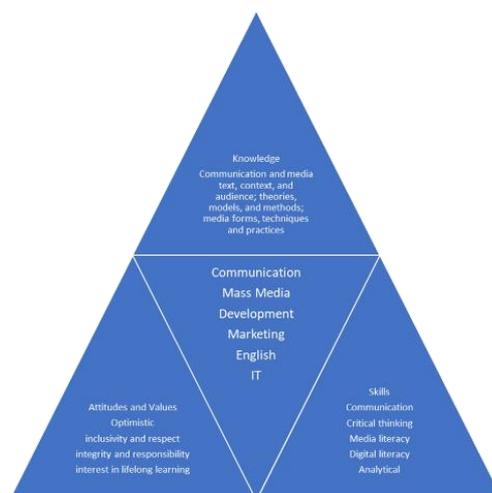
Bachelor of Arts in Communication Studies

Program Outcomes

After completing the study program, the students shall be able to achieve the following learning outcomes,

1. Demonstrate proficiency in various forms of communication, including verbal, non-verbal, written, and digital formats, articulating ideas clearly and persuasively in diverse contexts.
2. Explain key communication theories and models and apply them to real-world scenarios, enhancing their ability to navigate complex communication environments.
3. Critically analyze messages and media across different platforms.
4. Evaluate the effectiveness of communication strategies and various implications of communication choices on society.
5. Communicate effectively with individuals from diverse backgrounds, fostering inclusivity and respect in their interactions.
6. Identify ethical dilemmas in various contexts and make informed decisions that reflect integrity and responsibility.
7. Work collaboratively in teams, contributing effectively to achieve common goals while giving leadership when necessary.
8. Produce media messages using new technology and techniques in various media platforms
9. Navigate media landscapes responsibly
10. Pursue advanced studies in communication-related fields while cultivating an interest in lifelong learning within the field of communication studies to stay current with emerging trends, technologies, and methodologies that impact communication practices.

Graduate profile



Bachelor of Arts Honours in Communication Studies

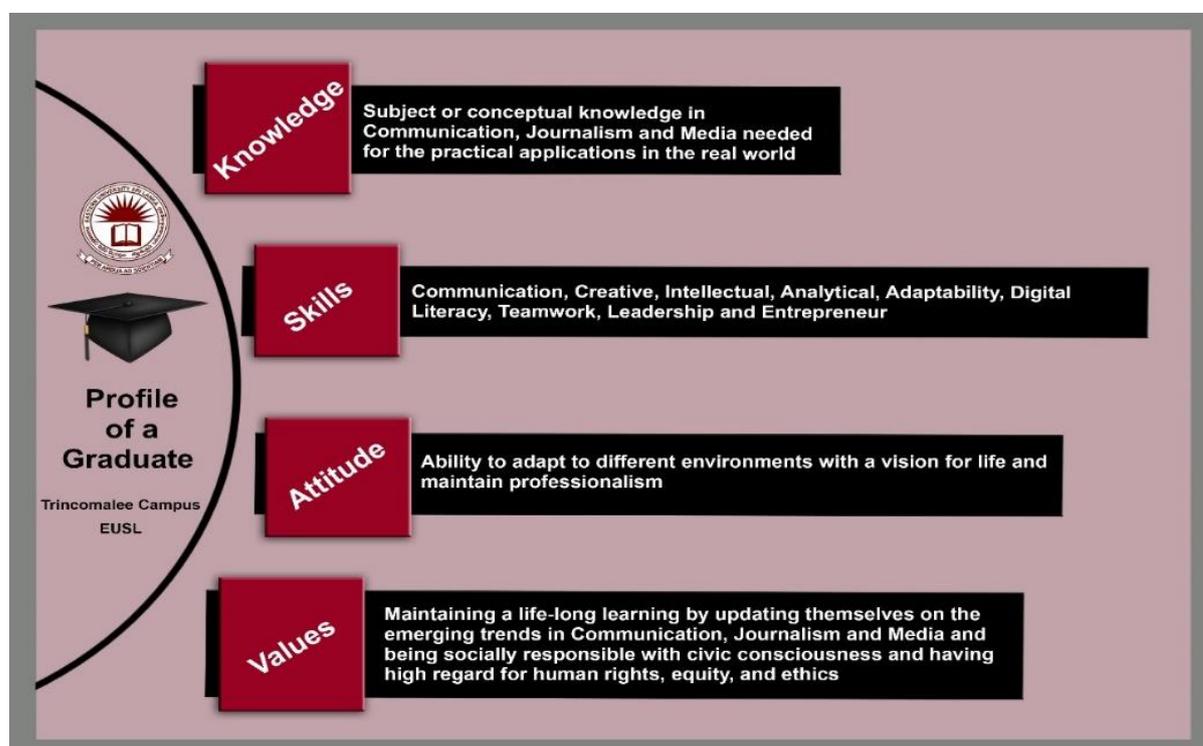
Program Outcomes

After completing the study programme, the students will be able to achieve the following learning outcomes,

1. Demonstrate proficiency in various forms of communication, including verbal, non-verbal, written, and digital formats, articulating ideas clearly and persuasively in diverse contexts.
2. Explain key communication theories and models and apply them to real-world scenarios, enhancing their ability to navigate complex communication environments.
3. Critically analyze messages and media across different platforms.
4. Evaluate the effectiveness of communication strategies and various implications of communication choices on society.
5. Communicate effectively with individuals from diverse backgrounds, fostering inclusivity and respect in their interactions.
6. Identify ethical dilemmas in various contexts and make informed decisions that reflect integrity and responsibility.
7. Work collaboratively in teams, contributing effectively to achieve common goals while giving leadership when necessary.

8. Produce media messages using new technology and techniques in various media platforms
9. Navigate media landscapes responsibly
10. Pursue advanced studies in communication-related fields while cultivating an interest in lifelong learning within the field of communication studies to stay current with emerging trends, technologies, and methodologies that impact communication practices.
11. Construct the knowledge by gathering and synthesising information and integrating it with a general inquiry, communication, critical thinking, and problem-solving skills.
12. Use authority, point of view, and individual voice and style in communication.
13. Active engagements in everyday encounters, effectively communicate to achieve their target and ensure unity, harmony, and mutual relationships.

Graduate Profile



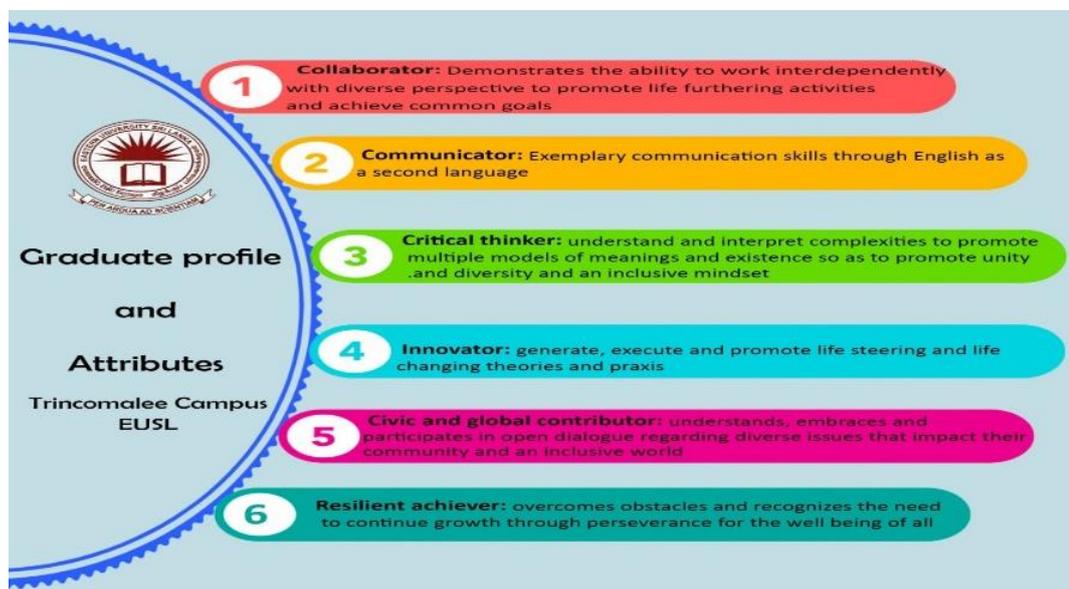
Bachelor of Arts in Languages

Programme Outcomes

After completing the study program, the students shall be able to achieve the following learning outcomes,

1. To apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres and explain how language and literary works shape their perceptions of the world.
2. To cultivate communicative competency and writing skills required in job market and compete in global market of Higher Education, Print Media
3. To acquire wider range of knowledge on the voices within and across cultures and emerge as freelance writers, journalists and social activists.
4. To meet the requirements of a good English teacher and evolve as better citizens with conscious striving for growth
5. To participate in discussions by listening to others' perspectives, asking productive questions, and articulating original ideas and recognized how literary writings can transform the society.
6. To understand basic concepts, key terms and areas of critical thinking and develop skills discussing the role of language in relation to various fields
7. To collect, analyze and interpret data for effective decision making and problem solving.
8. To express through writing and discussions of their understanding of and appreciation for literature.
9. To understand complex characters and accommodate a humanistic outlook.

Graduate profile



Bachelor of Arts Honours in Languages

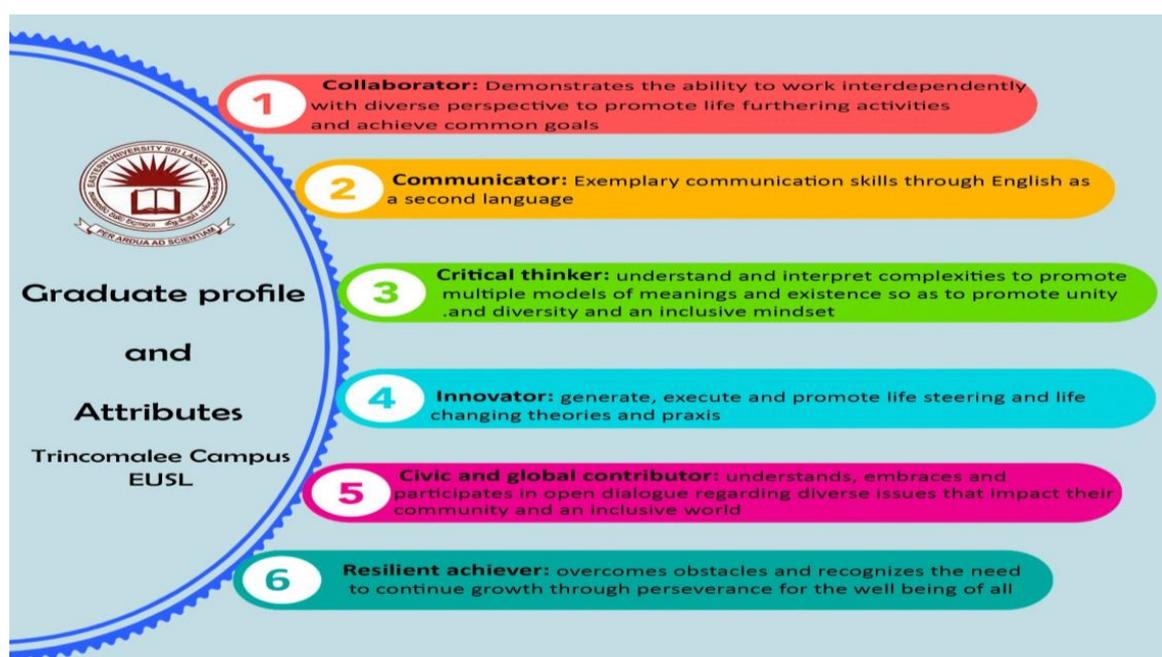
Programme Outcomes

After completing the study programme, the students will be able to achieve the following learning outcomes,

1. To apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres and explain how language and literary works shape their perceptions of the world.
2. To cultivate communicative competency and writing skills required in job market and compete in global market of Higher Education, Print Media
3. To acquire wider range of knowledge on the voices within and across cultures and emerge as freelance writers, journalists and social activists.
4. To meet the requirements of a good English teacher and evolve as better citizens with conscious striving for growth
5. To participate in discussions by listening to others' perspectives, asking productive questions, and articulating original ideas and recognized how literary writings can transform the society.

6. To understand basic concepts, key terms and areas of critical thinking and develop skills discussing the role of language in relation to various fields
7. To collect, analyze and interpret data for effective decision making and problem solving,
8. To express through writing and discussions of their understanding of and appreciation for literature.
9. To understand complex characters and accommodate a humanistic outlook.
10. To train school teachers in teaching English effectively
11. To discharge the duties of a lecturer in the Higher Educational sector in Sri Lanka
12. To involve in research for the betterment of the country
13. Active engagements in everyday encounters, effectively communicate to achieve their target and ensure unity, harmony, and mutual relationships.

Graduate Profile



Degree Programme Structure

The Department of Languages and Communication Studies of the Faculty of Communication and Business Studies, Trincomalee Campus of Eastern University Sri Lanka, provides two-degree programmes. They are: -

- a. Bachelor of Arts in Communication Studies
- b. Bachelor of Arts in Languages

Both the study programmes are conducted in English medium covering a vast range of practical and theory subjects enabling the students to be employable. Three-year General Degree Programme and four-year Special Degree Programme are available in these two-degree programmes. Students can make their choice between General Degree and Honours Degree Programmes. The General Degree programme is offered through six semesters and the Special Degree programme is offered through eight semesters. Courses are conducted under the credit – based system. Each semester has 15 weeks duration for teaching. General and Special Degree programmes have 90 and 120 credit hours, respectively. One credit will be equivalent to either 15 contact hours of lectures or 30 hours of practical.

The Department may not be in a position to commence a General Degree Programme if there are less than five (05) eligible candidates.

General Degree Programme

COURSE UNITS

YEAR I SEMESTER I (Common Courses)

Subject Code	Subjects offered	Credits available	Credits to be obtained
LANG 1013	Basic Tamil*	3	
LANG 1023	Basic Sinhala*	3	
LANG 1033	Basic Reading & Grammar (General English I)	3	
GENR 1013	Sri Lankan Studies	3	
COMM 1013	Introduction to Communication Studies	3	
ITEC 1013	Computer Literacy & Application	3	
	Total		15

Note: * 'Basic Tamil' should be a subject for Sinhala speaking students and 'Basic Sinhala' should be a subject for Tamil speaking students.

YEAR I SEMESTER II (Common Courses)

Subject Code	Subjects offered	Credits available	Credits to be obtained
LANG 1043	Basic Writing & Speech (General English II)	3	
LANG 1053	Introduction to Literature	3	
COMM 1023	Communication & Persuasion	3	
LANG 1013	Introduction to Language & Linguistics	3	
GENR 1023	Basic Mathematics	3	
	Total		15

Before they begin their second year, students will have to choose one particular course of study either B.A. in Communication Studies or B.A. in Languages under certain conditions.

To be eligible for Languages majoring the following requirement is necessary:

Should obtain at least a “B” grade (Marks 55-59) in LANG 1053 - Introduction to Literature in the second semester of the first year examination.

To be eligible for Communication Studies majoring the following requirement is necessary:

Should obtain “C” grades in Communication subjects: COMM 1013- Introduction to Communication Studies and COMM 1023- Communication & Persuasion in the first- year examinations.

In case students are in a predicament the ‘Students Guidance Committee’ which consists of the Dean of the faculty, Head of the department and lecturers (one from each subject) will guide them to make a choice either by advising them to base their decision on their performance at the end of semester examination or through an aptitude test.

From the second year onwards, to complete the work in any semester, a student has to do one common optional course (if applicable only) in addition to the relevant main courses.

During the First two semesters (first year) subjects will be offered as common to all students and from the third semester (second year) onwards the students will be able to

choose whether they are going to study B.A. Languages or B.A Communication Studies.

HONORS DEGREE PROGRAMME:

B.A. in Communication Studies

B.A. in Languages

Eligibility Criteria For The Selection Of Studentts For The Fourth Year Leading To Hons. Degree In B.A Languages:

The candidate should obtain a Minimum Weighted GPA of 3.3 and pass all the main courses of the first three years in one sitting.

JUSTIFICATION FOR THE CRITERIA:

The value of the Grade Point 3.3 that equals the B+ grade, is in the range of 60-64 marks which represents an acceptable level of English language proficiency as well as cognitive achievement in the respective discipline.

Passing all the main courses of the first three years in one sitting is considered as an indicator of overall competence, commitment and determination on the part of the candidate. All other terms and conditions, i.e. the structure of the examination and evaluations, and calculation of the GPA are applicable for the special degree programmes offered by the Department of Languages and Communication Studies in accordance with the prospectus of the Faculty of Communication and Business Studies.

YEAR II SEMESTER I

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses – Communication Studies</u>		
COMM 2053	Introduction to Interpersonal Communication	3	
COMM 2063	Introduction to Organizational Communication	3	
LANG 2063	General English III	3	
COMM 2033	Mass Communication and Society	3	
COMM 2043	Communication Theories and Media Literacy	3	15
	<u>Main Courses – Languages</u>		OR
LANG 2073	Introductory Phonetics	3	
LANG 2083	Advanced Reading and Grammar	3	
LANG 2093	Advanced Writing and Speech	3	
LANG 2103	Introduction to Poetry	3	12
	<u>Common Optional Courses</u>		
COMM 2033	Mass Communication and Society*	3	
COMM 2043	Communication Theories and Media Literacy*	3	
LANG 2103	Introduction to Poetry**	3	3
	Total		15

* Mass Communication and Society and Communication Theories and Media Literacy are optional subjects for Languages majoring students.

** Introduction to Poetry is an optional subject for Communication Studies majoring students.

YEAR II SEMESTER II

Subject Code	Subjects offered	Credits available	Credits to be obtained
	<u>Main Courses – Communication Studies</u>		
COMM 2083	Instructional Media	3	
COMM 2093	Development Communication	3	
COMM 2103	Communication, Gender and Society	3	
LANG 2113	General English IV	3	
COMM 2073	Writing for Media	3	15
	<u>Main Courses - Languages</u>		
LANG 2123	Sri Lankan Literature	3	
LANG 2133	Introduction to Fiction	3	
LANG 2143	Introduction to Western Culture	3	
LANG 2153	Creative Writing	3	12
	<u>Common Optional Courses</u>		
LANG 2143	Introduction to Western Culture**	3	
LANG 2153	Creative Writing **	3	
ITEC 2023	Computer Programming	3	
COMM 2073	Writing for Media*	3	3
	Total		15

* Writing for Media is an optional subject for Languages majoring students.

**Introduction to Western Culture & Creative Writing are optional subjects for Communication Studies majoring students.

Year III Semester I

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses - Communication Studies</u>		
COMM 3113	Culture and Communication	3	
COMM 3123	Communication and Conflict Management	3	06
	<u>Main Courses – Languages</u>		
LANG 3163	Commonwealth Literature	3	
LANG 3173	Modern Drama	3	
LANG 3183	Practical Criticism	3	09
	<u>Common Optional Courses</u>		
LING 3113	Linguistics Principles of Translation**	3	
COMM 3133	Film and Television *	3	
COMM 3143	Introduction to Folk Media*	3	09
ITEC 3033 (T)	Desktop Publishing***	2	
ITEC 3033 (P)	Desktop Publishing***	1	
GENR 3033	General Psychology***	3	09/06
	Total		15

* **Film & Television** and **Introduction to Folk Media** are compulsory subjects for Communication Honours Degree Students

** **Linguistics Principles of Translation** is a compulsory subject for English majoring students.

*** **Desktop Publishing** / *** **General Psychology** need to be offered by Communication Honours Degree Students.

YEAR III SEMESTER II

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses – Communication Studies</u>		
COMM 3153	Print Media	3	
COMM 3163	Beginning Video Production	3	
COMM 3173	Critical Media Theories	3	
COMM 3183	Advertising	3	
GENR 3043	Independent Study	3	15
OR			
	<u>Main Courses - Languages</u>		
LANG 3193	Varieties of English	3	
LANG 3203	Modern Literature	3	
LANG 3143	Discourse Analysis	3	
GENR 3043	Independent Study	3	12
<u>Common Optional Courses</u>			
COMM 3193	Language and Communication	3	
GENR 3033	Basic Counseling	3	3
	Total		15

B.A. IN COMMUNICATION STUDIES (HONORS DEGREE PROGRAMME)

YEAR IV SEMESTER I

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses - Communication Studies</u>		
COMM 4203	Advanced Video Production	3	
COMM 4213	Managing Media Institutions	3	
ITEC 4053	Animation Techniques	3	
COMM 4223	Semiotics	3	
GENR 4053	Research Methodology	3	
	Total		15

YEAR IV SEMESTER II

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses - Communication Studies</u>		
COMM 4233	Asian Cinema	3	
COMM 4243	Journalism Practicum (Internship)	3	
COMM 4253	Media Ethics	3	
GENR 4066	Research Report	6	
	Total		15

B.A. IN LANGUAGES (HONORS DEGREE PROGRAMME)

YEAR IV SEMESTER I

Subject Code	Subject Offered	Credits available	Credits to be obtained
	<u>Main Courses - Languages</u>		
LANG4233	Phonology	3	
LANG4243	Morphology	3	
LANG4253	Classical Drama	3	
LANG4263	American Literature	3	12
<u>Optional Courses</u>			
LANG4213	English Language Teaching*	3	
LANG4223	Stylistics*	3	3
	Total		15

*Optional subjects: The students have the option to follow either LANG 4213 English Language Teaching **OR** LANG 4223 Stylistics according to their preference.

YEAR IV SEMESTER II

Subject Code	Subject Offered	Credits to be obtained
	<u>Main Courses - Languages</u>	
LANG4273	Women's Writing in English	3
LANG4283	Grammar and Syntax	3
LANG4293	Internship	3
GENR4056	Dissertation	6
	Total	15

The following table will explain the distribution of credits to each degree programme.

A student has to obtain the required number of credits in:

Common Courses

Main Courses

Common Optional Courses as specified for each degree as given below:

Degree	Year	Common Courses	Main Courses	Common Optional	Total
B.A. in Communication Studies	I	30	---	---	90/120
	II	---	24	06	
	III	---	24	06	
	IV	30	---	---	
		<u>60</u>	<u>48</u>	<u>12</u>	
B.A. in Languages	I	30	---	---	90/120
	II	---	24	06	
	III	---	24	06	
	IV	30	---	---	
		<u>60</u>	<u>48</u>	<u>12</u>	

EXAMINATION STRUCTURE & EVALUATION

SEMESTER EXAMINATION

There will be a written examination at the end of each semester, and each credit unit will have duration of maximum three hours.

For all Subjects other than Independent Study (GENR 3043), Research Report (GENR 4066), Beginning Video Production (COMM 3163), Advanced Video Production (COMM 4203), Internship (LANG 4293), Journalism Practicum (COMM 4243) and Animation Techniques (ITEC 4053):

MARKS COMPOSITION

End semester examination	65 %
Continuous Assessment **	<u>35 %</u>
	<u>100 %</u>

**Continuous assessment which includes a mid-semester examination and apart from that it incorporates tutorials/special assessments/term papers/ presentations/individual projects/ group projects/quizzes etc., and the type of assessment could be the decision of the respective subject lecturer.

Further, sitting for continuous assessment is a must for a student for each subject. Whoever fails to sit for it, the subject result will be released, considering the continuous assessment marks as zero.

Pass in a course Unit -

A student has to obtain at least a "C" grade to pass a particular course unit.

INDEPENDENT STUDY - GENR 3043

Students will be requested to submit a research proposal in their respective stream for three credits. The marks composition for this course unit as follows:

Proposal	65 Marks
Viva Voce Examination	35 Marks
	<u>100 Marks</u>

RESEARCH REPORT (RESEARCH WORK) - GENR 4066

65% of the marks will be given to dissertation and 35% to viva voce examination. In order to pass the above subject a student has to get at least 40% of 65% in dissertation as well as 40% of 35% in Viva Voce examination.

Beginning Video Production - COMM 3163

Final Assessment	60
Pre –production in writing	20
Viva Voce	10
Written Exam on Glossary	<u>10</u>
	100 Marks

Advanced Video Production - COMM 4203

Final Assessment	60
Pre –production in writing	20
Viva Voce	10
Class Assessment	<u>10</u>
	<u>100 Marks</u>

Animation Techniques - ITEC 4053

Continuous Assessment	10
Group Project	10
Individual Project	30
Semester final exam	<u>50</u>
	<u>100 Marks</u>

INTERNSHIP JOURNALISM PRACTICUM

The fourth year Special Degree Students are being send to the selected Print Media/Electronic Media organizations to fulfill the requirement for practical training of 'Journalism Practicum' subject. The emphasis during this practical training period is to provide students with hands on experience in the areas of news writing, reporting, editing, page making, layout designing, advertising, marketing, circulation and printing technology in print media or programme and news and programme productions through pre-production, production and post-production phases in electronic media.

The Organizations where training is provided falls into two categories:

Daily papers / Weekly papers

Television Channels / Production Houses

Students shall undergo the practical training under an External Supervisor who is a permanent employee holding an executive position (Print Media - Editor, News Editor or Senior Sub Editor, Electronic Media – Channel Chief, Programming Head, Senior Executive Producer, Director - Training) in the organization with at least five years of experience.

THE TRAINING REGULATIONS

- On request made by students' placements are generally organized by the Department. However, students are allowed to find their own placements provided that placement satisfy the requirements of the Department. In case of such arrangements, prior approval has to be obtained from the Department.
- Students are required to submit their applications for placements/requests for

approval of private placements on or before dates stipulated by the Department.

- Students are not allowed to leave the training organization except in a case where prior approval of the Department has been obtained.
- Submission of fraudulent training records will lead to an extension of the training period, re-commencement of training or / and any other disciplinary action deemed to be necessary as decided by the Department.
- The training period shall be extended (extent to be decided by Department on a case-by-case basis) in the following situations:
 - Student leaves the training organization without obtaining the prior, approval of the Department.
 - Student applies for a placement through the Department but fails to accept the Training organization specified for him / her by the Department.
 - Student fails to provide the Department with full particulars of his / her training where the training placement has been secured by him / her.
 - Student conceals the fact that he / she has found and has undergone training where the training placement has been secured by him / her.

DOCUMENTATION AND SUPERVISION OF TRAINING

Students who are undergoing practical training is required to maintain an Internship Record Book where details of work had done have to be recorded on a daily basis. Such records have to be reviewed and approved by the Supervisor. Further, students are required to prepare summary for two weeks, which will also be reviewed and approved

by the Supervisor. These records should be submitted to the Department or Internal Supervisor on second and forth Fridays of the month.

Students shall obtain the internship Training Record Book issued by the Department for documentation purposes of their training. This book is a property of the department and is not transferable.

EVALUATION

A student is required to cover a minimum of three months of practical training in order to complete this component. Arrangements will be made to have the lectures for other subjects before or after the internship-training period.

Students are required to submit the 'Training Evaluation Form' together with certified copies of summaries at the end of training period on a date stipulated by the Department. The Training Evaluation Form should be duly completed by the student and approved by the Supervisor.

Evaluation criteria

Assessment by the External Supervisor

Attendance	10%
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Performance	20%
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Assessment by the Internal Supervisor

Performance	30%
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Assessment by the Department

Interview / Viva voce	<u>40%</u>
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	<u>100%</u>
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TIME FRAME

Students select the appropriate Print Media/ Electronic Media Institution (must be an English paper or English Channel or Production Houses – Programmes in English) by their own efforts and submit the letter of acceptance as an Internee from the institution to the Department. According to the letter of acceptance, Head of the Department may grant the permission to start the Internship.

1st Month	First two Weeks	Start the Internship training programme
	Fourth Week	Submit two weeks Diary for the approval of Internal supervisor (Fourth Friday of the month)
2 nd Month	Second Week	Submit two weeks Diary for the approval of Internal supervisor (Second Friday of the month)
	Fourth Week	Submit two weeks Diary for the approval of Internal supervisor (Fourth Friday of the month)
3 rd Month	Second Week	Submit two weeks Diary for the approval of Internal supervisor (Second Friday of the month)
	Fourth Week	Submit two weeks Diary for the approval of Internal supervisor (Fourth Friday of the month)
Interview/ Viva voce		

INTERNSHIP – B.A. IN LANGUAGES

The module is intended as an overview and consolidation of the basic principles and practices of English, together with a critical discussion of the application of these to students' own experience, both past and future. Therefore, the students are arranged to spend 15 weeks in a place of work of their choice, 4 days a week and under the supervision of a mentor appointed from the work place. During this period five of their lessons are observed by a senior teacher appointed at the respective place using a standard observation checklist. The observers function here to a large extent as a coach. The observers present reports on the students' performance in the respective category of work. On the basis of these reports presented at the end of each fortnight the students are enabled to improve their expertise.

Expected outcomes

While working in a place of work with a clear monitoring of their performance, the participants will demonstrate;

- The ability to reflect critically on their own, their peers' and synthetic working situations in the light of new concepts and course input
- The ability to identify relevant sources, evaluate them and to use these appropriately in their studies
- The ability to engage in independent study and group/pair work (involving personal skills in relation to others), including the presentation of materials for group and class discussion.
- Study skills associated with data collection and researching, digesting, selecting, and planning, writing and presenting an assignment,
- Skills associated with self-management and task achievement, meeting deadlines, problem-solving, metacognitive awareness (through, for example, self-evaluation, monitoring of performance and success in communication)
- Practical abilities in the use of language.

Evaluation Criteria

Assessment by the External Supervisor

Attendance	10%
Performance	20%

Assessment by the Internal Supervisor

Performance	30%
-------------	-----

Assessment by the Department

Interview / Viva voce	<u>40%</u>
	<u>100%</u>

Pass in First / Second / Third / Fourth Year Examination -

To pass first / second / third / fourth year examination a student must obtain grades of 'C' or better in all course units in a semester with required GPA. However, if a student who has obtained required GPA with a "C-" grade in a semester will deem to be passed the examination.

REPEAT COURSE UNIT

- * Those who fail to obtain the required number of credit passes or fail to appear for an examination are required to appear for such an examination when it is held next.
- * A course unit marks with a grade less than "C-" must be repeated, if a student possesses two 'C' or more than two 'C' in a single semester.
- * Maximum marks for repeating course unit will be 40%.

- * Repeat examination supported by a Medical Certificate will be considered as that of the first attempt, subject to the approval of the Faculty Board and the Campus Board. If anyone supposes to submit a Medical Certificate, it should reach the Senior Assistant Registrar, Examination within a period of two weeks from the examination date.
- * Candidates, who have failed to obtain required number of credits, may proceed to the following year of study and repeat the failed course unit at the subsequent examination.
- * Examination can be repeated not more than thrice. A senate permits a grace chance with the recommendation of Faculty Board & Campus Board.
- * Candidates will not be permitted to re-sit a passed course unit but will be given an option to repeat a course unit with a "C-" grade or any other lower grades to improve it.
- * In the event of a candidate obtaining a lower grade while attempting to improve his / her grade, he / she will be entitled to his / her previous grade.
- * Submitting medical certificate by a student in the third year if he or she is to pass out with general degree will deprive the chance of getting class pass. Because a general degree must be completed within 3 academic years.

In the same way, submitting medical certificate by a student in the fourth year if he or she is to pass out with Honours Degree will deprive the chance of getting class pass because the Honours Degree must be completed within 4 academic years.

EVALUATION

In keeping with the course unit system which will be followed in the Faculty of Communication and Business Studies evaluation of performance will be on the basis of the 'Grade Point Average' (GPA) achieved by the student.

CALCULATING THE GPA

- * Percentage of marks obtained for each numbered course will be converted into a '*Letter Grade*' on the following basis.

Marks	Grade	Grade Point
75-100	A ⁺	4.0
70-74	A	4.0
65-69	A ⁻	3.7
60-64	B ⁺	3.3
55-59	B	3.0
50-54	B ⁻	2.7
45-49	C ⁺	2.3
40-44	C	2.0
35-39	C ⁻	1.7
30-34	D ⁺	1.3
25-29	D	1.0
00-24	E	0.0

- * Grades obtained for course units will then be converted into "Grade Points" on the above basis.
- * The number of grade points allotted to a grade should be multiplied by the credit rating of the course for which it is given.
- * The number of grade points obtained for all the courses taken by a student will be divided by the number of credits due for the program as a whole to get the "Graded Point Average" (GPA).

$$GPA = \frac{\sum C_i g_i}{\sum C_i}$$

$$\sum C_i$$

Where, C_i = number of credits for the i^{th} course

g_j = grade point for the i^{th} course

For general degree programme marks are given a certain 'Weightage' according to the year, as follows:

Year	1 st	2 nd	3 rd
Weight	1	1	2

The *Weighted GPA* for the General Degree will be computed as follows:

$$\text{Weighted GPA} = \frac{G_1 + G_2 + 2G_3}{4}$$

Where G_1 , G_2 , and G_3 are the GPA for the first, second and third year of study respectively.

For special degree programme, marks are given a certain 'Weightage' according to the year, as follows:

Year	1 st	2 nd	3 rd	4 th
Weight	1	1	2	3

The *Weighted GPA* for the Special Degree will be computed as follows:

$$\text{Weighted GPA} = \frac{G_1 + G_2 + 2G_3 + 3G_4}{7}$$

Where G_1 , G_2 , G_3 and G_4 are the GPA for the first, second, third and fourth year of study respectively.

Awards

AWARD OF CERTIFICATE IN ARTS

A candidate who wishes to leave the course after completing the first year of study will be awarded a 'Certificate' if he / she has,

1. obtained grades of 'C' or better in course units aggregating to 24 credits and obtained "C-" grades or better in the remaining 06 credits.
2. obtained a minimum GPA of 2.0 in the 30 credits taken together.

AWARD OF DIPLOMA IN ARTS

A candidate may be awarded a Diploma in Arts after completing first and second years of study if he / she has,

1. obtained grades of 'C' or better in course units aggregating to 48 credits and obtained "C-" grades or better in the remaining 12 credits of which not more than 06 from each year of study.
2. obtained a minimum cumulative GPA of 2.0 in first and second years of study.

AWARD OF GENERAL DEGREE (B.A. MAJORING IN COMMUNICATION STUDIES / LANGUAGES/ LINGUISTICS)

To be eligible for the B.A degree (General), a candidate should,

1. obtain Grades of 'C' or better in all the subjects. However, only one 'C' will be permitted for one semester. Thus, maximum six 'C' will be permitted for 3 years General Degree.
2. obtain a minimum weighted GPA of 2.0 in first, second and third years of study.
3. Complete the relevant requirements within a period of five academic years.

Note: If a certificate / diploma holder wishes to join the degree programme at a later stage, he / she will be allowed to do so within 6 years time from the date of original enrolment provided that the Faculty Board and the Campus Board recommend to the Senate that he / she is capable of following the curricula prevalent at the time of resuming his / her studies and that the Senate approves the recommendation.

AWARD OF CLASSES (GENERAL DEGREE) – THREE YEAR PROGRAMME

A candidate may be awarded a class if he/she has completed the 90 credit units within the period of three academic years. If a candidate fails one or more course units and still completes these units within three academic years, he/she is eligible for a class.

First Class

A candidate shall be awarded First Class Honors if he / she

- a. is eligible for B. A degree.
- b. obtains a minimum weighted GPA of 3.7

Second Class (Upper Division)

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

- a. is eligible for B. A. degree
- b. obtains a minimum weighted GPA of 3.3

Second Class (Lower Division)

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

- a. is eligible for B. A. degree
- b. obtains a minimum weighted GPA of 3.0

AWARD OF HONORS DEGREE (B.A. IN COMMUNICATION STUDIES/ B.A. IN LANGUAGES)

To eligible for the Special Degree in B.A. in Communication Studies/ B.A. in Languages a candidate should,

- a. be eligible for a Diploma in Arts.
- b. obtain grades of 'C' or better in course units in third and fourth years of study aggregating 60 credits.
- c. obtain a minimum weighted GPA of 2.0
- d. complete the relevant requirements within a period of six academic years.

AWARD OF CLASSES (HONORS DEGREE)

A candidate may be awarded a class if he/she has completed the 120 credit units within the period of four academic years. If a candidate fails one or more course units and still completes these units within four academic years, he /she is eligible for a class.

First Class

A candidate shall be awarded First Class Honors if he / she

- a. is eligible for B. A (Hons) degree.
- b. obtains a minimum weighted GPA of 3.7

Second Class(Upper Division)

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

- a. is eligible for B. A. (Hons) degree
- b. obtains a minimum weighted GPA of 3.3

Second Class (Lower Division)

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

- a. is eligible for B. A. (Hons) degree
- b. obtains a minimum weighted GPA of 3.0

EFFECTIVE DATE OF THE DEGREE

The effective date of the degree shall be the last date of the final year written paper examination or Viva - Voce examination whichever comes last.

STAFF PROFILE

Academic Staff



Dr. G. A. P. K. Ganegoda Head of
the Department
Senior Lecturer Gr. I
Ph.D (Swinburne University of
Technology, Australia)
M.Phil. (UoP)
B.A. (Spl) in Communication (TC,
EUSL)



Dr. V. J. Naveenraj
Senior Lecturer Gr I
Ph.D (Annamalai University, India)
M.A. in Linguitics (UoK),
M.A. in English Studies (Bharathidasan
University, India)
PGD in TESL (UoC), CTHE (UoC)
B.A. (UOJ), SEDA (UK), TEFL (UK),



Dr. Nirupa Sarath Jayasundara
Senior Lecturer Gr.I
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M.A. in Linguitics (Annamalai University,
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B.A, M.A. in English Literature (The American
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B.A (Hons) in Communication (TC, EUSL),
(On Study Leave)



Mr. W. M.S. Dananjaya
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PhD (Reading UoSJ)
MA in Teaching English as a Second
Language (UOSJ)
B.A.in Languages (Hons) (TC, EUSL)
CTHE (EUSL)



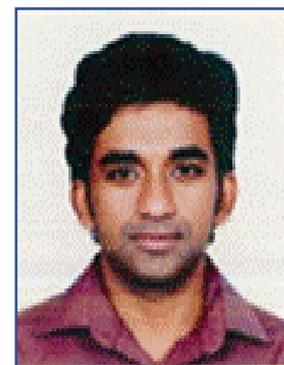
Lecturer (Probationary)
B.A. (Hons) in Communication
Studies (TC, EUSL)



Dr. E. B. Veerasingam
Temporary Lecturer
PhD (Queen's University Belfast, UK)
M.A. (Christ University, India)
B.A. (Bangalore University),
ATCL (Trinity College London)



Dr. A. B. Ithayaraj
Temporary Senior Lecturer
PhD in TESOL
(University Sains, Malaysia)
MA in English (University of Madras,
India)
BA (Eastern University SL). CTHE
(UoC), TEFL / TESOL (UK)



Mr. Sivarasakumar Rushanthan
Instructor in English Gr.III
M.A in English and Education
(Reading)
B.A in English Language and Literature
HNDE (SLIATE)

Non Academic Staff



Ms.J.Darshika
Management
Assistant



Mr.S.Sriram
Works Aide



DEPARTMENT OF INFORMATION TECHNOLOGY



Diploma in Information Technology (DIT) Programme for the Arts/Humanities undergraduates, to improve employability by enhancing IT Skills

University Grant Commission has been very keen on enhancing Information Technology (IT) knowledge and skills of the Arts / Humanities undergraduates in order to improve their employability. In part to this, suitable measures have been taken by University Grant Commission to establish IT departments and IT labs in the Faculty of Arts and Humanities of the all-state Universities. Further, UGC facilitated the all-state Universities to have the Diploma in Information Technology (DIT) which is a three years part-time course for the Arts / Humanities undergraduates, in accordance with the proposal on improving their employability of them.

The Diploma in Information Technology (DIT) is aligned with Level I of the Bachelor of Information Technology (BIT) External Degree Programme offered by the University of Colombo and consists of 30 credits. In addition to the core courses offered, the enhancement courses are designed to strengthen students' communication and mathematical skills also included in the curriculum of DIT. The DIT commenced from the first year - second semester of the studies and ended in the third year - second Semester. The DIT is to be taught by the Department of Information Technology, Faculty of Communication and Business Studies and the examinations will be conducted by the University Of Colombo School Of Computing (UCSC).

Name of the Programme

The programme shall be entitled the 'Diploma in Information Technology (DIT)'.

Aim of the Programme

The Diploma in Information Technology (DIT) Programme aims to provide IT knowledge and skills to Arts/Humanities undergraduates in order to improve their employability. In this regard the target audience will be as for now the learners who follow B.A., in Languages and B.A., in Communication Studies.

STAFF PROFILE



Head of the Department
Dr. Nirupa Sarath Jayasundara
Senior Lecturer Gr I
Ph.D (Annamalai University, India)
M.A. in Linguistics (Annamalai University, India)
B.A (UoJ)



Ms. Priscilah Nivetha Arulnesan
Lecturer (Probationary)
M.Sc in Computer Science (UOP)
B.Sc (Hons.) in Information and Communication Technology
(VCUOJ)



Ms. Ligitha Sakthymayuran
Demonstrator (Temporary)
Reading M.Sc in Computer Science (UOP)
B.Sc. Hons in Computer Science (UOJ)



Ms. Prasanth Keerthana
Demonstrator (Temporary)
B.E. in Computer Science and Engineering
(Sathyabama University, Chennai, India)

Student Support Services

Faculty Career Guidance Cell

The Faculty Career Guidance Cell (FCGC) of the Faculty of Communication and Business Studies is dedicated to supporting undergraduate students in shaping their academic and professional futures. Operating in accordance with the University Grants Commission (UGC) circulars No. 819 (06 February 2003) and No. 934 (21 October 2010), the FCGC offers a comprehensive range of services designed to enhance students' career readiness and industry exposure. The key functions of the FCGC are to:

- Provide career counselling and advisory services
- Foster employability-skills development
- Strengthen industry and employer engagement
- Coordinate internships and industrial training
- Support students' transition into the workforce
- Integrate career development with the academic curriculum
- Maintain systematic tracking and data collection
- Promote feedback-driven continuous improvement

Through these initiatives, the FCGC serves as a vital bridge between academic learning and professional advancement, empowering students to make informed career choices and confidently enter the world of work.

Academic Career Guidance Advisor of the Faculty



Mr. V. Anputhasan

Student Counselling Services

The campus offers dedicated counselling services to help students manage academic and personal challenges. The counselling team includes the Senior Student Counsellor and seven faculty-based counsellors selected from the academic staff. Students are encouraged to seek guidance whenever needed. All sessions are confidential, supportive, and focused on promoting student well-being and a positive university experience.

Senior Student Counsellor



Dr.B.Sarangan

Student Counsellors



Mr.V.J.Delima



Mrs.J.Resi Tony



Mr.M.S.Ishar Ali



Ms. A. Nishanthini



Dr.(Mrs).L.Sooriyakumaran



Mrs.G.Jathurika



Mr.N.Thevanes

Unit of Gender Equity and Equality (UGEE)

The Unit of Gender Equity and Equality (UGEE) was established in 2018 at Trincomalee Campus, Eastern University, to promote fairness for both staff and students. The UGEE is committed to preventing ragging, as well as sexual and gender-based violence, while fostering a safe, respectful, and equitable environment on campus.

Main Functions

- Promote Gender Equity and Equality
- Address Gender-Related Issues
- Prevent Sexual and Gender-Based Violence (SGBV) and Ragging
- Conduct Awareness Programs
- Promote Safe and Inclusive Campus Environment

Coordinator

Mrs.S.Priyadharsan, Coordinator, Trincomalee Campus



Contact Details

Office Telephone No: +94262227410

E-mail: coordinator_gee_tc@esn.ac.lk

Student Affairs Division

The Student Affairs Division of the Trincomalee Campus, Eastern University, Sri Lanka, is responsible for the welfare of all enrolled students. Working closely with academic and administrative departments, the Division supports students in successfully completing their degree programs and achieving their goals. It aims to provide facilities and services that ensure a smooth student experience while fostering the intellectual and personal development of the students.

Main functions

- Student Enrolment and Documentation
- Hostel Accommodation
- Canteen Facilities
- Health Centre Facilities
- Scholarship Payments
- Recreation Facilities
- Disciplinary Procedure
- Student Union

Staff

- Mrs S Kohini
Senior Assistant Registrar

Contact Email address

kohinis@esn.ac.lk

studentaffairstc1@gmail.com

Academic Affairs Division

The Academic Affairs Division is a key administrative unit of the Campus responsible for matters directly related to student examinations. Its primary objective is to deliver efficient, lawful, transparent, productive, and confidential administrative services to students, staff, and other stakeholders, in alignment with the University's Vision and Mission.

The Division provides essential services to the entire Campus community, with a particular focus on the administration of examinations at the Trincomalee Campus, Eastern University, Sri Lanka.

Main Functions

- Conduct examinations in accordance with University rules and regulations, in coordination with the Faculties.
- Manage all activities related to the release of examination results.
- Obtain Senate approval for examination results.
- Facilitate the General Convocation for the conferring of degrees.
- Issue results, degree statements, and academic transcripts.
- Verify results issued by the Campus upon request from government and private institutions.

Staff

Mr. S. Prashanth

Senior Assistant Registrar

prashanth@esn.ac.lk

Contact Details

Office Telephone No – 0262051221

Official e-mail ID – sarexamtc@esn.ac.lk

Marshal Office

To support the maintenance of discipline on campus, Marshals have been appointed to assist university authorities. Their primary role is to address incidents of misconduct and to intervene in situations where there is a breakdown of law and order. Marshals are responsible for reporting such incidents to the Police or relevant university officials, particularly the Senior Student Counsellor. He/she is obligated to take action in cases of indiscipline or misconduct occurring both within the university premises and in student hostels. The Marshal's Office is located in front of the Health Centre.

LIBRARY

INTRODUCTION

The Library serves as a vital academic resource for the students and staff of the Campus Trincomalee Campus, supporting the university's vision of fostering academic excellence and human values. As the central hub for learning, teaching, and research on campus, the library provides access to a wide range of resources and facilities that enrich the academic experience.

Openinghours

Monday to Friday - 8.30 am to 7.00 pm

Saturdays - 8.30 am to 4.30 pm.

VISION

Excellent Learning Resource Centre for stakeholders and nation.

MISSION

Providing quality and extraordinary services to users of Library to achieve sustainable growth to Institution, society and nation at large via resources to boost reading habit in all aspect of Life.

Library Sections

1. Permanent Reference Section
2. Schedule Reference Section
3. Lending Section
4. Periodical Section
5. Discussion Area
6. Thesis Section
7. Museum
8. Preservation Unit
9. Photocopy Section

Contact Persons

Mrs. Vijeyaluxmi Suthakaran MLIS, BCom (Hons.)

Senior Assistant Librarian Gr. II

Mrs. Krishanthi Sivalingam. MSc in Env't. Soil Science, BSc in Agri (Hons.)

Senior Assistant Librarian Gr.II

PHYSICAL EDUCATIONAL UNIT

INTRODUCTION

The trincomalee campus physical education unit was established in November 2016.

The formulation of sport programs for Campus students, training of sportsmen and sports women for sport items and the organization of sport events are the main functions of the Physical Education Unit.

The Physical Education unit organizes the following activities:

- Inter faculty Fresher's championship
- Inter faculty Fresher's-Senior's championship
- 3 Inter Faculty championship
- (Invitees /Open) university games
- Leadership program
- Lifesaving program

Apart from above events, Physical Education Unit provides individual gym schedules and training sessions for students. In addition, friendly matches, inter university games, Combined University team games are conducted. The Inter University Sports Festival organized by a few universities is held every year and the Mini Olympics is held every three year, organized by a single university. Also National Championship tournaments and World University Games tournaments held once in two years.

COLOURS AWARDS

At the end of each year, a Colours Award Ceremony will be organized by the Physical Education unit of Eastern University, Sri Lanka and the Sports Council. Sportsmen and sportswomen who reach the required standard under the approved criteria will be awarded Colours with the approval of the Advisory Board. The criteria for these awards and further details can be obtained from the Physical Education unit.

Coordinator



Mr. Siva Uthayaraj

Lecturer (Unconfirmed)

MPhil. in Physics (Jaffna)

B.Sc. (Hons) (University of Jaffna)

Examination BY LAWS

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 allocated 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

8. 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/admissioncard when requested to do so. The student's identity should be clearly visible during the time of the examination.
9. A candidate shall not have on his/her person or in his/her cloths or on the admission card, timetable, 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 placeindicated by the supervisor/Invigilator.
10. 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.
11. If any candidate was found to have copies from another candidate by an examiner at the time ofmarking, he/she would be treated as having committed a punishable offence.
12. No candidate shall submit a practical book or field book or dissertation/thesis or project study or answerscript 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 project of students.
13. A candidate is permitted to bring authorized materials only.
14. Examination stationary (I.e. writing paper, graph paper, ledger paper, precise paper etc.) will be suppliedin the Examination Hall, as and when necessary. No sheet of

paper or answer book supplied to a candidate may be torn, crumpled, folder 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.

15. 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 on 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.
16. All additional work such as rough work, calculation shall only be done on the additional script given by the supervisor or invigilator at the time of examination. Otherwise, it shall be treated as examination offence.
17. 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 answer that are not to be considered shall be neatly crossed out.
18. 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 invigilator through the supervisor to the examination offence committee.

19. Candidates are under the authority of the supervisor and shall assist him/her by carrying out his/her instructions and those of the invigilator, during the examination and immediately before and after it.
20. 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.
21. 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.
22. 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.
23. 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.
24. No person shall impersonate a candidate at the examination, nor shall any candidate allow himself to be impersonated by another person.
25. Any candidate receiving unauthorized assistance from any person shall be deemed to have committed an examination offence.
26. 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.
27. 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 to the Dean of the relevant Faculty.
28. No candidate shall contact any person other than the Vice-Chancellor, Dean, Head of the Department, the Registrar or the relevant Senior Assistant Registrar or the relevant Senior Assistant Registrar regarding any matter concerning the examination.
29. 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.

30. A candidate who has handed over his/her answer script shall under no circumstances be entitled to call it back.
31. Any candidate who wishes to leave the examination early must have their script collected by the invigilator before they leave their desk.
32. No candidate shall remove his/her or any other candidate's answer script from the examination hall.
33. Every candidate who registers for a course/course unit shall be deemed to have set 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.
34. 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.
35. A candidate will be eligible for honors if all requirements for the award of honors are met within the prescribed for the degree. However, candidates found guilty of

an examination offence shall not be eligible for honors.

36. No candidate shall sit an examination of the 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.

Examination offences may be classified as follows

- Possession of unauthorized documents
- Copying
- Cheating
- Removal of stationary.
- Disorderly conduct
- Impersonation
- Unauthorized assistance
- Aiding and abetting in the commission of above offences
- Other offence

Punishments

- * 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.
- * 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.

- * 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 the 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.
- * 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.
- * 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 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 semester.
- * 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 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.
- * 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.

- * Any candidate found aiding and abetting in the above examination offence 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.
- * 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.

Examination Offences committed by the Candidates.

- * There shall be an Examinations Disciplinary Committee of not less than 03 members of whom at least one member is from outside the Faculty to inquire into or make recommendation (including punishments) on examination offences reported to it.

Procedure

- * In all cases of violation of examination rules detected by the supervisor he/she shall take action as outlined in this section and forward his/her report to the Registrar.
- * In cases of disorderly conduct, the first instance warn the candidate to be of good behavior. Disorderly conduct shall be considered grave, only if such conduct in the opinion of the supervisor is considered as causing a disturbance in the Examination. Where the candidate persists in unruly or disorderly conduct and the supervisor is of opinion that it was creating a disturbance in the conduct of the examination shall exclude the candidate from the examination hall and issue him/her a letter with the copy to the

relevant Dean/Senior Assistant Registrar/Assistant Registrar, canceling his/her candidature from the examination.

- * In all other cases of examination offences detected. The supervisor shall send a report to the relevant Dean along with any materials taken into custody. Materials taken into custody shall be authenticated by placing the signatures of the candidate and the supervisor/invigilator and the date, time and place of detection. The supervisor's report should be counter signed by one of the invigilators.
- * The Dean after preliminary inquiry shall place all reports of examination offences submitted by the supervisors for action of the relevant Examination Disciplinary committee for further action.
- * Supervisor, Examiner, head of Department, or any other official of the university who detects an examination offence, shall report the matter in writing to the Dean, who shall after preliminary inquiry submit his findings to the relevant Examination Disciplinary Committee for further action.

Final Decision

- * The punishment recommended by the Examination Disciplinary Committee shall be submitted to the relevant Faculty Board for the decision shall be referred to the Senate for ratification.

Appeal Board

- * There shall be an Appeal Board, consisting of three members, appointed by the Vice-Chancellor to consider appeals regarding the decision referred to in section 5.0 above. Any student on whom a punishment has been imposed may, within a period of 2 weeks from the date of communication to him/her of such punishment, appeal against such punishment to the Vice-Chancellor. The Appeals Board shall have the power to review the decision referred to in section 5.0 above regarding the punishment imposed and may either affirm, vary as deemed necessary or set aside the decision regarding the punishment.