

Introduction

The University of Colombo, as part of an ongoing process of conducting courses to meet the demands of the changing business world announces the continuation of its extremely successful Postgraduate Diploma Programme in Business Management M-Learning (PgDBM-ML).

Economic liberalization in the post 1977 period shifted policy emphasis from centralized government control to decentralized markets. The success of industrial and commercial enterprises, small and large scale, in domestic and international trade settings is dependent on efficient management. Yet in this transitional period from planning to market orientation, from agricultural predominance to industrialization, from satisfying domestic demand to capturing international trading spheres, firms are facing an intense problem in recruiting efficient, knowledgeable and far-sighted management staff. Recognizing the needs of a changing and competitive world of enterprise, such firms are demanding better qualified executives, able to deal effectively, not only with day to day routine work, but also capable of making a significant contribution to the corporate planning strategies of the company.

The Postgraduate Diploma in Business Management M-Learning will attempt to bridge the gap between the academic knowledge gained during the first Degree/Diploma and the management needs in the currently competitive business area. Undergraduates who have performed well in their degree courses will now be given the opportunity to improve their practical skills. Since this course incorporates management related subjects, it will improve their competitiveness in the labour market.

Undergraduates, whose horizon was limited to the public sector, a currently shrinking domain, will now be trained to face the demands of a competitive business environment with confidence. They will be equipped with the skills of analysis, presentation and decision making necessary to succeed in securing attractive employment opportunities and in becoming skillful managers who are assets to their employers.

Objectives

The objectives of the programme are as follows:

- To provide the opportunity for graduates with little or no work experience, to pursue a course of study in business management acceptable to the job market.
- To impart to students a critical awareness of the most up-to-date theoretical and practical knowledge in management and use such knowledge in practical problem-oriented situations.
- To inculcate in the students the skills and the professional competence that will enable them to effectively play managerial roles in competitive situations.
- To improve the capabilities of the students to proceed towards higher levels of training in Business Management which would involve research.

Admission Requirements

The minimum entry requirements for the PgDBM-ML shall be as follows :

1. A Bachelor's degree from a recognized University/ Institution in Business Management ;
or
2. Any other Bachelor's degree, with prior learning/work experience in Business Management;
or
3. Professional qualification in Business Management from a recognized professional body acceptable to the Faculty Board and the Senate of the University (hereafter the Senate) with prior learning/work experience in Business Management;
or
4. Completion of NVQ level 7 (equivalent to Bachelors degree in SLQF) with relevant work experience in Business Management as determined by the Faculty Board and the Senate
and
5. A good knowledge of English language and satisfactory performance at a selection test and/or selection interview

Selection of candidates will be made on the basis of their performance at an interview.

Medium and Methods of Instruction

English will be the medium of instruction. Seminars and course material will be in English as well. Students will be required to sit the end-of-year examination. This programme intends to provide knowledge not only in a theoretical sense but also at a practical decision-making level. Teaching methods will therefore place less emphasis on lectures and greater emphasis on case studies, role playing, business games and the problem solving.

Structure of the programme

The course will be conducted over one academic year divided into two semesters of fifteen weeks each. Evaluation of performance of candidates will be made on the basis of performance at coursework and end-of-course examinations. These two components will be separately evaluated and scores for each, added together with equal weight for the two components in order to arrive at the total score for a given course.

There will be nine course modules as follows:

Semester I

PgDBM-ML 5101 Accounting & Finance
PgDBM-ML 5102 Business Economics
PgDBM-ML 5103 Quantitative Techniques
PgDBM-ML 5104 Management Process & Practices

Semester II

PgDBM-ML 5205 Human Resource Management
PgDBM-ML 5206 Operations Management
PgDBM-ML 5207 Marketing Management
PgDBM-ML 5208 Strategic Management
PgDBM-ML 5209 Research Methods

Duration of PgDBM-ML : 12 months

Date & Time :

Semester I

Saturday - 8.30am - 3.00pm

Sunday - 8.30am - 3.00pm

Semester II

Saturday - 8.30am - 6.00pm

Sunday - 8.30am - 3.00pm

Medium : English

Faculty :

Dean / Faculty of Graduate Studies

Senior Professor Nayani Melegoda , Ph.D. (Leeds-UK)

Course Coordinator

Dr HMN Padmasiri, Ph.D. (Aichi Gakuin - Japan)

Course Facilitators

Dr HMN Padmasiri

Dr Rajitha Silva

Dr SC Padmakumara

Dr Pradeep N Weerasinghe

Dr DLPM Rathnasinghe

Dr Ravinda Perera

Dr WG Pamarathne

Mr Chandana Wijekoon

Mr Ramesh Rajasuriya

Mr RMRB Rajapakse

Mr Daminda Geeganage

Fees :

Local Students

Application fee Rs. 3,000/-

Registration fee Rs. 5,000/-

Course fee Rs. 110,000/-

Library fee Rs. 1,500/-

Examination fee Rs. 18,000/-

(per one paper Rs 2,000 * 9)

Refundable Library Deposit Rs. 5,000/-

(Optional) (Per one card Rs 2,500*2)

How to Apply

Application forms and other information can be obtained from the Senior Assistant Registrar, Faculty of Graduate Studies, University of Colombo, Colombo 03 or they can be download from fgs.cmb.ac.lk

The completed application form with payment slip should be scanned and email to the FGS (pgdbmml@fgs.cmb.ac.lk) and also sent by registered post to Senior Assistant Registrar, FGS, No: 35/30, Professor Stanley Wijesundara Mawatha, Colombo 07.

Information

Hot lines (+94) 011 2055656

Fax (+94) 011 2591395

E- mail pgdbmml@fgs.cmb.ac.lk

Website fgs.cmb.ac.lk



UNIVERSITY OF COLOMBO

**FACULTY OF GRADUATE
STUDIES**

**POSTGRADUATE DIPLOMA
IN
BUSINESS MANAGEMENT
(M-LEARNING)**

**PGDip (Busi Mgmt)
(Online)**

[SLQF Level - 8]

(2022/2023)