

Detailed Curriculum of Bachelor of Business Administration (BBA) Honours Degree

Two Years Common Programme

Year 1 - Semester I

Status	:	Compulsory
Credit Rating	:	03
Course Code	:	BBAH 1113
Semester	:	First
Title	:	Principles of Management

Aim:

- The aim is to provide learners with the awareness of fundamentals of management theories, the evolution of them and functions of Management.
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Learning outcome:

At the end of the course students should be able to,

- Describe evolution of Management thought and the contribution made by various management theorists.
 - Explain the main functions of management and their components.
 - Apply the theories in to practical context.
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Content:

Management; definition, Importance of Management, Managerial effectiveness, Management as a Science/ Arts, Management as a Profession, Management and Administration. Evolution of Management Thought; Classical Approaches to Management. Human Relations Movement, Modern approaches to Management, Principles of management; planning, organizing, leading; leadership, motivation and communication and Controlling.

Methods of Teaching

and Learning : Lectures, Discussion, Case studies and Video Clips

Assessment : Presentation, Reports, Quiz, midterm test and the end course examination.

Recommended

Reading : 1) Drucker P.F (1999), "Management; Tasks, Responsibilities and Practices", Taylor and Fraicis
2) Griffin R.W. (2012), "Management" 11th Edition, Cengage Learning.
3) Richard D.L. (2011), "Management", 10th Edition, South Western Cengage Learning Publishers.

- 2) Mizrahi, A. and Sullivan, M. (2007) “Mathematics and Applied Approach”, New York, John Willey and Sons
- 3) Jacques, I. (2010) “Mathematics for Economics and Business”, British Addition Wesley

Status	:	Compulsory
Credit rating	:	3
Course code	:	BBAH 1243
Semester	:	Second
Title	:	Business Economics

Aim:

To provide knowledge related with micro and macro economics theories and market mechanism as well as monetary and fiscal policy and the mechanism of the Government of Sri Lanka.

Learning out comes:

On successful completion students will be able to apply these concepts to;

- ❖ solve business problem in a practical way
 - ❖ apply micro economic theories in practical business context.
 - ❖ apply market mechanism to determine price and profit margin
 - ❖ explain theories related to national income
 - ❖ describe fiscal and monetary policies.
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Content:

Scarce resources, Economic growth and welfare, Consumer behaviour and demand, supply and market prices, Theory of production, Cobb-douglas technology, The theory of cost, Market structure, Price and output determination, Introduction to macro economics, National income accounting: Circular flow of income, Keynesian Theory of consumption, Savings function and income determination, Other consumption theories and comparison with, Multiplier and acceleration theories, Money and the open economy, Inflation and unemployment, long term finance, interest rates and monetary policy, Fiscal policy, ISLM equilibrium and effect of fiscal and monetary policies, Globalization, Foreign exchange, Balance of Payment, Business (trade) cycles.

Method of Teaching and learning

: Lectures, Discussion and Video Clips

Assessment : Presentation, Report, Quiz, Written exam and End Course Examination