

**Centre for Distance and Continuing Education  
University of Peradeniya**

**Published by**

Centre for Distance and Continuing Education, University of Peradeniya  
PO Box 43, Old Galaha Road,  
Peradeniya,  
Sri Lanka.

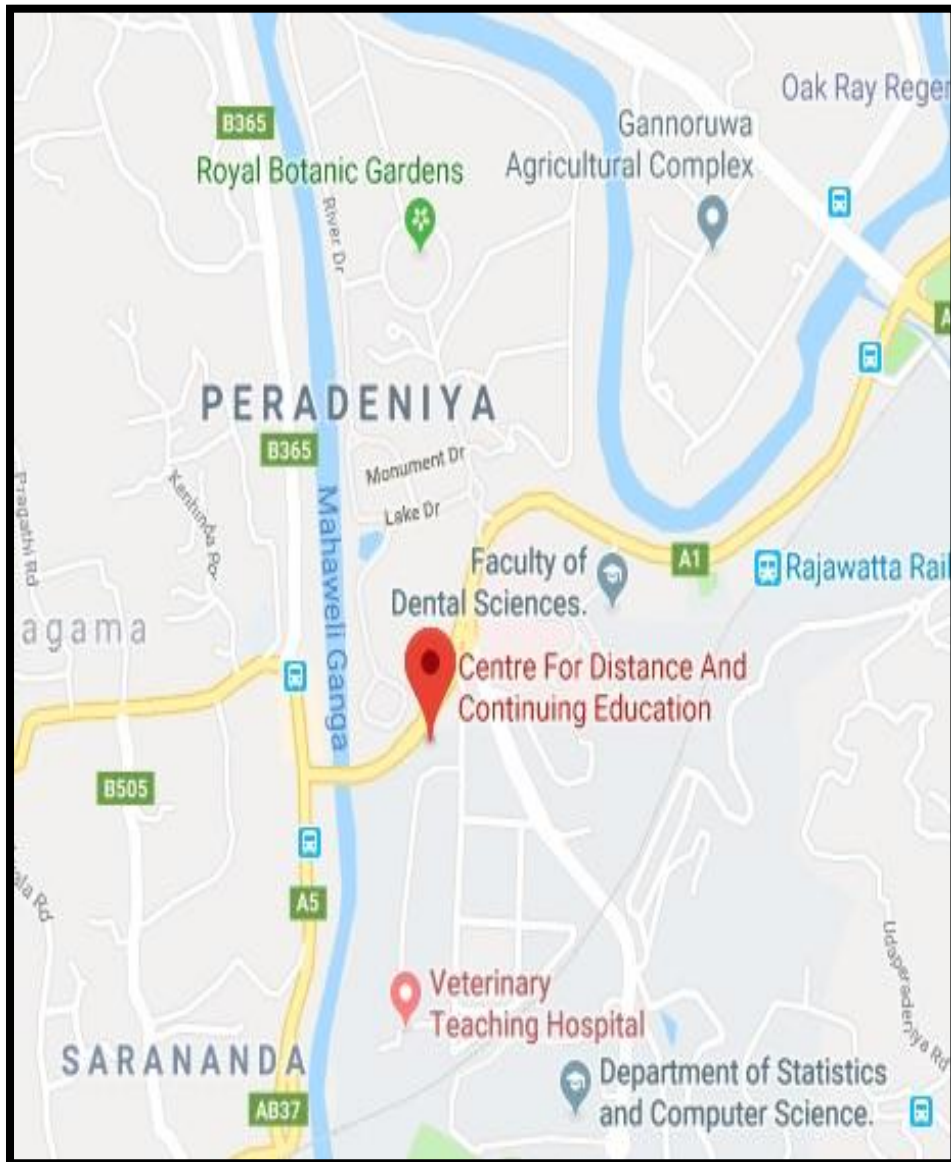


# Diploma in Management & Development

**Student Handbook 2021/22**

CENTER FOR DISTANCE AND CONTINUING EDUCATION  
UNIVERSITY OF PERADENIYA

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# **DIPLLOMA IN MANAGEMENT AND DEVELOPMENT 2020**

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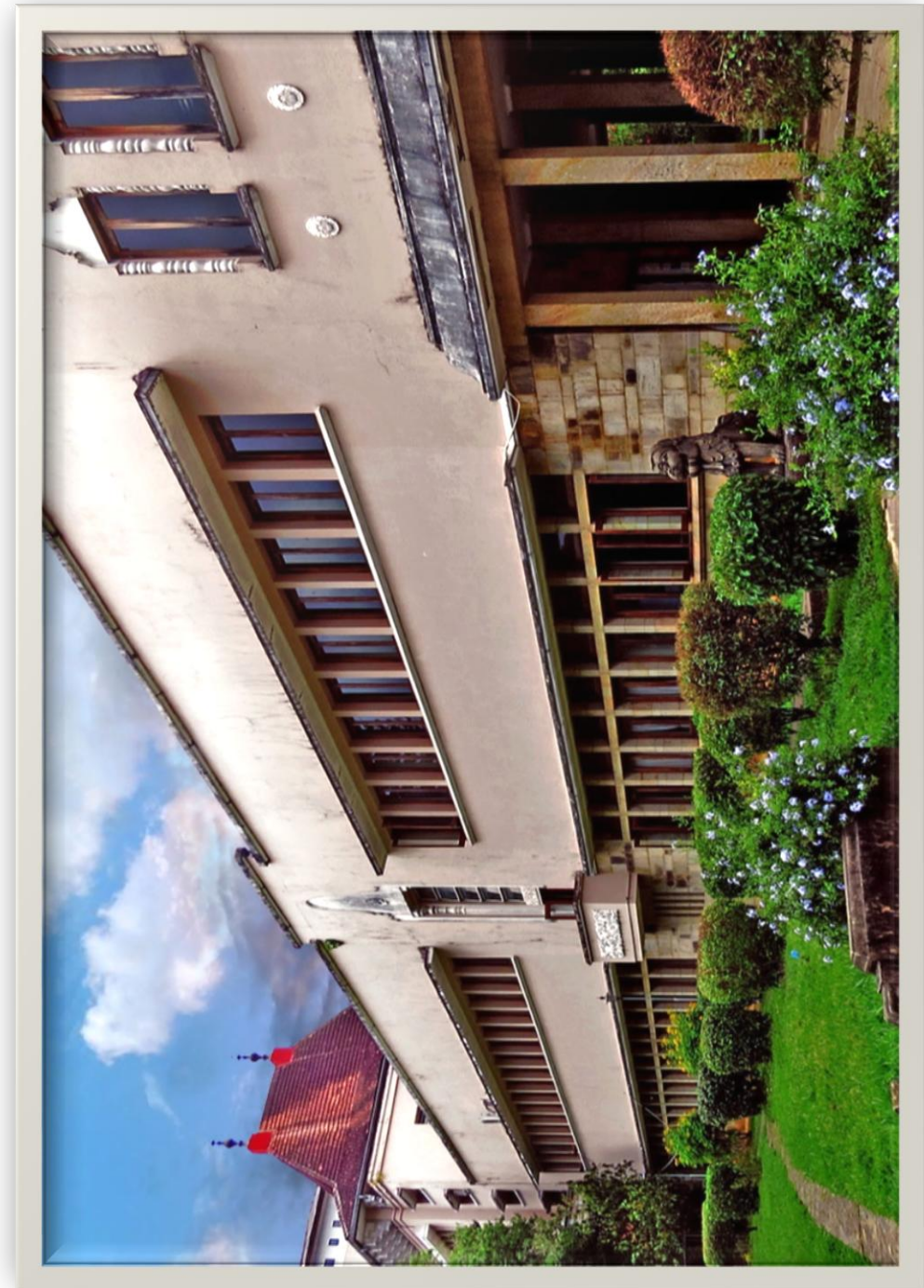
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## Semester 2

### **DM 021: Entrepreneurship**

Entrepreneurial perspective; Innovations and entrepreneurship; New venture opportunities; Networking and resource mobilization; Venture planning; Product and service concepts for new ventures; Human resources and business formation; Financial resources for new venture; Marketing and new venture development; Managing growth of entrepreneurial venture; Contemporary challenges in entrepreneurship; Entrepreneurial development programs in Sri Lanka.

### **DM 022: Introduction to Marketing**

Introduction to marketing; Managing marketing environment; Consumer buying behavior; Organizational buying behavior; Market segmentation and targeting; Developing brand equity and crafting brand positioning; Analyzing competitors and developing competitive strategies; Product strategy and Managing a service; Managing new product development process; Pricing strategy; Distribution strategy; Promotion strategy; Marketing planning process; Conducting a marketing research; Introduction to international marketing, Emerging issues in marketing. system; Introduction to Management Information Systems; Introduction

### **DM 023: Accounting for Managers**

Introduction to Financial Accounting; Accounting equation & double entry system; Types of accounts; Subsidiary books & source documents; Preparation and presentation of financial statements; Financial statement analysis - Ratio analysis; Introduction to Management Accounting; Marginal costing and short term decision making process; Break even analysis /CVP analysis; Budgeting; Introduction to Financial Management; Project evaluation.

### **DM 024: Information Technology for Managers**

Introduction to Information Systems; Components of a Computer system; Introduction to Management Information Systems; Introduction to E-Commerce; Managerial use of Social Media; Features and utilities of Windows Operating System; Effective use of Word Processing Applications (Microsoft Word); Effective use of Presentation Applications (Microsoft Power Point); Effective use of Spreadsheet Applications (Microsoft Excel); Effective use of Internet and Email.

### **DM 025: English, Business Communication and Secretarial Practice**

Introduction to Business Communication, Communication process, Environmental influences; Types of communication in organization; Oral communication skills: Audience analysis; Presentation delivery and evaluation; Written communication: The Process: planning, writing, completing; written communication: letters, memos, email and writing minutes; Interpersonal communication; Cross-cultural communication; Writing resumes and facing Interviews; Secretarial practice: Competencies, planning and organizing skills.

## ***INTRODUCTION***

The demand for qualifications targeting competencies and skills required in the corporate sector is high. Those who pass the GCE A/L but fail to secure entrance to national universities, as well as those who have been employed in the industry without a formal qualification in the field of management are in search of educational opportunities that would enable them to grow in their careers. The Diploma in Management and Development programme of the Centre for Distance and Continuing Education (CDCE) which was started in 2007 was catering to this need. Through interdisciplinary academic and professional training in management and development, the diploma in management and development programme prepares students for career in local and international development, equipping them with the skills needed to address the issues related to management and sustainable development.

## **HISTORY**

### **University of Peradeniya**

University of Peradeniya traces its origins to the first university which was established in 1942 in Colombo and moved to Peradeniya in 1952. Being a residential campus, with its 1700 hectares of land situated on the banks of the river Mahaweli among the central hills of the country, it arguable offers the most conducive environment for intellectual pursuits. It has an annual average graduate output of 2500, academic staff strength of about 700, and close to 2000 other categories of staff making it the largest among all the Universities in Sri Lanka.

The University of Peradeniya as a centre of excellent in higher education offers experience unparalleled among other universities in Sri Lanka in its Education, residential, facilities, sports and multicultural setting.

### **Centre for Distance and Continuing Education.**

The origins of the Centre for Distance and Continuing Education (CDCE) can be traced to the External Examination Branch set up in 1979. Having gone through several stages of development and having been known by different names, the current administrative structure with it's new name 'the Centre for Distance and Continuing Education' came into existence in April 2007. The aim of its establishment is to fulfill one of the goals stated in the University of Peradeniya corporate plan namely: 'to become a centre of excellence in open and distance education'.

The vision of the Centre for Distance and Continuing Education is to provide equal opportunities for all aspiring to further their career goals. It has identified its mission as 'to provide education for all by providing educational opportunities without barriers to all those who look for it.'

The CDCE comes under the governance of the Board of Management of the CDCE chaired by the Vice Chancellor, and is headed by a part-time Director who is a senior academic of the University of Peradeniya. The Director, in turn is assisted by three deputy directors who are also senior academics. Its administrative functions come under the control of the Registrar, while a Senior Assistant Registrar, an Assistant Registrar, and Assistant Bursar manage it locally. The non-academic staff comprises of 17 in the clerical and allied grades, 2 in the technical grade and 4 in the semi-skilled and manual grade.

The academic administration of the CDCE is guided by the provisions for centers and faculties in the University Act. The Bachelor of Arts (BA), which is being conducted since 1979, and Bachelor of Business Administration (On-line) (BBA) which started in 2008 are the only current degree programs. These two programs are conducted under the guidance of two Boards of Study, and have been approved by the Senate of the University of Peradeniya.

## **Semester 1**

### **DM 011: Principles of Management**

Introduction to management; Evolution of management; Management environment and managers; Planning and decision making; Organizing; Individual behavior; Employee motivation; Managing communication; Leading; Managing group sand teams; Organization design; Organizational change; Controlling; managing information; Contemporary issues in management.

### **DM 012: Problems and Challenges of Development**

Introduction to the concept of development; Current macroeconomic issues in Sri Lanka; Unemployment and inflation; Inequality; Poverty and rural economy; Foreign direct investment and challenges; Exports and imports; Debt crisis; Issues in projects; Planning and appraisal in developing countries; Economy and environment.

### **DM 013: Basic Business Mathematics and Statistics**

Algebraic functions; Exponents and Logarithms; Linear and quadratic equations and graphs: Arithmetic and Geometric progression; Simple and compound interest; The time value of money; Sources of Data Collection; Presentation and Use; Measures of central tendency (mean, median, mode, percentiles, quartiles); Measures of dispersion (range, variance, standard deviation, coefficient of variation); Basic probability theory; Standard Normal Distribution.

### **DM 014: Environmental aspects of Natural Resource Management**

Introduction to ecosystems and functions; Introduction to natural resource paradigm and classifications; Resource distribution pattern; Important issues of the natural resource; Natural resource management and strategies to manage natural resources; Problems and solutions related to natural resource management; Institutions and their role in natural resource management.

### **DM 015: Human Resource Management**

Introduction to Human Resource Management; Human Resource Planning; Job analysis and techniques; Recruitment and recruitment methods; Selection and selection techniques; Employee training and development; Employee performance management; Career management; Compensation management; Employee relations; Emerging concepts in HRM.

## Courses

### ***1<sup>ST</sup> SEMESTER***

DM 011 Principles of Management  
DM 012 Problems and Challenges of Development  
DM 013 Basic Business Mathematics and Statistics  
DM 014 Environmental Aspects of Natural Resource Management  
DM 015 Human Resource Management

### ***2<sup>ND</sup> SEMESTER***

DM 021 Entrepreneurship  
DM 022 Introductions to Marketing  
DM 023 Accounting for Managers  
DM 024 Information Technologies for Managers  
DM 025 English. Business Communication and Secretarial Practice

## Teaching Panel

### **Academic Coordinator:-**

**Ms. R.M.U.R.K. Rathnayaka –**

Dpt. Of Marketing Management, Faculty of Management

- Prof. H. M. W. A. Herath
- Prof. T. W. M. T. W. Bandara
- Dr. B. A. N. Eranda
- Mr. A. M. A. S. M. Bandara
- Ms. S. Kodithuwakku
- Ms. S. P. Ariyaratna
- Ms. Y. Y. Senavirathne
- Ms. S. Wijerathne
- Mr. T. S. S. Fernando
- Mr. P. H. Abeysundara
- Ms. U. W. G. Y. E. Jayewickrama
- Ms. P. H. R. R. P. K. Munasinghe
- Ms. R. M. U. R. K. Rathnayaka
- Ms. K. D. M. K. Weerathunge
- Mr. Shantha Piyarathna

### **Acting Director**

Prof. Rathnayake M. Abeyrathne  
The Director  
Centre for Distance & Continuing Education  
University of Peradeniya  
Sri Lanka.

### **Deputy Director – Learning Resources**

Prof. W.M.W.G.C.S.M. Wickramasinghe  
Deputy Director-Learning resources  
Centre for Distance and Continuing Education  
University of Peradeniya  
Sri Lanka.

### **Deputy Director - Training**

Dr. S. Maheswaran  
Deputy Director-Training  
Centre for Distance and Continuing Education  
University of Peradeniya  
Sri Lanka.

### **Deputy Director - Examination**

Dr. M. S. B. Alawathukotuwa  
Deputy Director-Examination  
Centre for Distance and Continuing Education  
University of Peradeniya  
Sri Lanka

### **Deputy Registrar**

Mrs. S. C. Herath

### **Senior Assistant Bursar**

Mr. B.M.I.A.K. Basnayake

### **System Analysis**

Ms. V. Senevirathne

## NON ACADEMIC STAFF

Mr. S.D.K. Wijenayake  
Ms. R.K.A. Ramya  
Ms. M.P. Assalaarachchi  
Ms. G.H. Amukotuwa  
Ms. R.A.S.P. Ranaweera  
Ms. R.B.S.M. Kumasiri  
Mr. W.M.P.D.S.K. Wijerathne  
Ms. N.D. Egodapitiya  
Ms. D.M.A.N.U. Dissanayake  
Ms. C.S.D. Widanage  
Ms. G.K.G.P. Gunawardana  
Mr. H.L.C.A. Liyanage  
Ms. Y.M.S.M. Yapabandara  
Ms. P. Manickam  
Ms. A.M.N.K. Attanayake  
Ms. A.G.H.N. Subodhani  
Ms. M.P. Jayawardena  
Mr. H.A.D.C. Kumara  
Mr. H.M.G.L.L. Senavirathne  
Mr. D.N.B. Basnayake  
Mr. A.M.S.U. Manorathna  
Mr. W.A.S.K. Wijethunga  
Mr. S.N. Yapa Bandara  
Mr. A.G.D. Amalka  
Mr. NGC Jayaruwan  
Mr. KMS Bandara  
Mr. C. Attanayake

The initial period of registration will be valid for the period of three academic years, which is intended to allow students who fail to obtain passing grades in the first attempt, to complete the program. Re-registration is required for those who fail to complete the Program within that period.

To qualify for the diploma, a student should obtain passing grades for all the courses of the program within five (5) academic years.

The assessments in relation to each course will take place during the semester. The composite mark for the course will consist of a combination of assignments done during the semester and the end- semester examination. In order to earn the Diploma in Management and Development, a student is required to earn a 'C' grade or above in each of the ten (10) courses.

If a student is unsuccessful in obtaining a pass grade at the end-semester examination s/he will be allowed two more opportunities to sit the end-semester Examination during the two following years. An additional fee will be charged for repeating examinations. Failure to appear at the end semester examination will be considered as failing the course. In the case of a student being unable to sit for the examination due to a medical or other valid reason acceptable to the university, which is beyond his or her control, an appeal to not

Consider the attempt as a failed attempt may be made In matters pertaining to the examinations, the decision of the Examination Board will be final.

### **Requests and Appeals**

All requests stated above or any other related to circumstances not covered by the above rules and regulations of the Diploma program, should be made in writing, and directed to the Senior Assistant Registrar / CDCE.

## **DIPLOMA IN MANAGEMENT AND DEVELOPMENT PROGRAMME**



If a student decides to withdraw from the program after registration, a written request should be made (on the prescribed form) to the Senior Assistant Registrar within 04 weeks of the date of registration. Only requests that are based on valid reasons will be approved. All withdrawals however will carry a penalty with it, whereby one third of the registration fee will be forfeited if the request has been made within 04 weeks of the date of registration. Withdrawal after this period will not entitle students to a refund of any fees paid.

Those who are not successful in achieving a passing grade at the first attempt will be allowed to sit the end semester examination at the next available opportunity when the course is conducted. The maximum number of such attempts allowed for each course is three, and the highest grade assigned will be 'C'. Those who fail to secure a passing grade will be required to re-register for the course after three attempts. To qualify for the Diploma in Management and Development, a student needs to obtain a minimum of a 'C' grade in each of the ten courses. The results will be reported as pass or fail only.

### Student Attendance

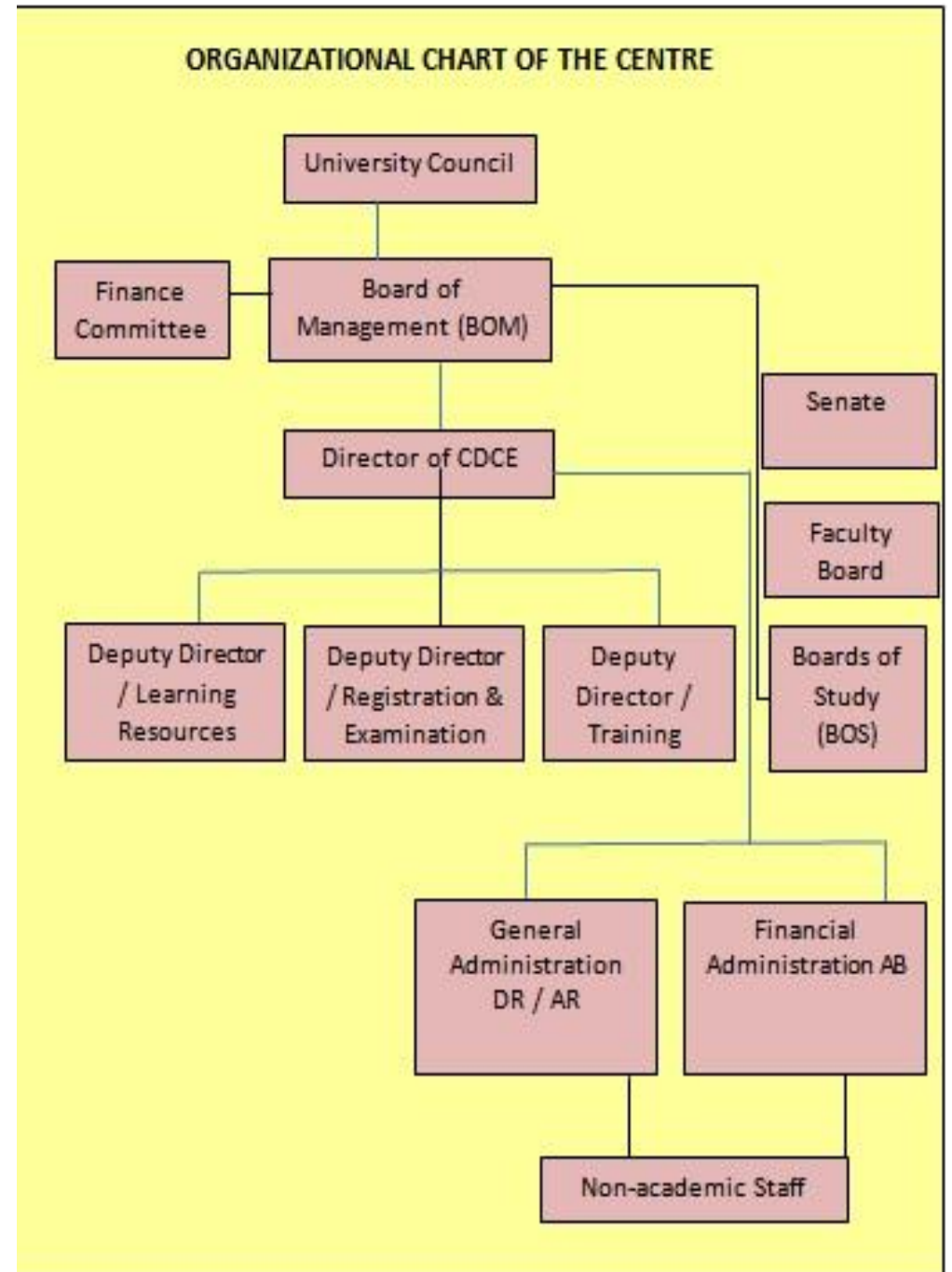
Attendance at lectures is compulsory. Students are expected to attend all lecture sessions, practical or field sessions as per the teaching plan of the course attendance of a minimum of 80% of the total lectures conducted is compulsory for qualifying to sit for the end-semester examination.

### Student Assessments

Student assessments will adhere to the details provided under each course and will include in-semester assessments and an end- semester examination.

The end semester examination will consist of a written paper, consisting structured essay questions and practical examination, as stipulated in the course outline. This examination will be administered by the CDCE. The pass mark from the combined assessments in each course will be 40%, which is equivalent to Grade 'C'.

A	70 and over
B	55-69
C	40-54
D	25-39
E	24 and below



## **Admission Criteria**

The target group remains school leavers who have:

- a) Passed all the subjects in the GCE A/L examination,
- b) Passed two subjects in the GCE A/L examination with two years industry experience at the appropriate level,
- c) Passed the GCE O/L examination with four years industry experience at the appropriate level, or
- d) Any other equivalent qualification approved by the Board of Management of the CDCE.

Successful completion of the program leads to the award of Diploma in Management and Development awarded by University of Peradeniya.

### **Aim of Programme**

The program aims to initiate the candidates to basics of management and development that are deemed important for successful employment in the corporate sector. It aims to provide the opportunity for Advanced Level qualified school leavers and currently employed persons who have been denied the opportunity to advance in the corporate sector due to the lack of a qualification in management, to obtain one.

### **Learning outcomes**

On successful completion of the diploma programme, students will: be able to recognize the importance of the main functional areas of business and their contribution to organization's competitiveness, understand the main management theories and models and their application in a business environment, have developed transferrable skills including problem solving, analytical skills, presentation skills, and team working, apply the above competencies and skills in the management and development of a new or an existing business organization, with due consideration to the developmental problems faced by Sri Lanka.

## **Structure of the Diploma Programme**

The program spans a period of one academic year consisting of two semesters. The teaching content of the program is arranged into ten compulsory courses, with five courses to be conducted in each of the two semesters. There are no optional courses. The total student- lecturer contact hours are 450.

The program consists of ten (10) courses of 3 credits for each with five (5) courses to be followed each semester. Teaching will be mainly by way of lectures and discussions, which will be conducted at the University of Peradeniya during weekends. In addition to lectures, there will be assignments and projects where relevant. The students are also expected to carry out background reading in relation to the given topics.

### **Mediums of Instruction**

Sinhala

### **Teaching Panel**

CDCE selects the teaching panel in consultation with the Faculty of Management, University of Peradeniya. Lectures and discussions will be conducted during the weekends.

### **Registration and Cancellation / Withdrawal of Registration**

The Diploma in Management and Development programme spans a period of one academic year consisting of two semesters. Once registered a student is expected to start the program on the first subsequent offering and complete it successfully within one academic year. However for any student who may not have been successful in doing so, the period of registration will be valid for a period of another two academic years. For students who fail to complete the program within this period, re-registration will be required.

Re-registration will entail a fee for each course and will be valid for only one offering of the relevant course. All component courses of the program however, should be completed within the period of 5 years. If a student fails to complete the program within 5 years, the total program should be followed as a fresh candidate.