



Department of Business Management

Faculty of Business Studies and Finance

Wayamba University of Sri Lanka

Kuliyapitiya

Graduate Profile of Bachelor of Science Honours in Business Management Degree Programme

01. The Department of Business Management

The Department of Business Management (DBM) offers B.Sc. Honours Degree in Business Management. This is a four-year programme and the medium of instruction is English. This course extensively covers all aspects of Business Management, and is currently producing approximately 250 graduates annually.

The prime aim of the B.Sc. Honours Degree in Business Management is to offer the students a sound academic and professional knowledge in Business Management enabling them to develop productive business organizations and management disciplines in Sri Lanka and around the globe. It will also concentrate on producing outstanding graduates who are employable in any organizational set-up.

The above principal aim of the DBM is operationalized via the following vision, mission and objectives.

Vision

“To be the best and the most preferred Academic Department for Business Management”

Mission

“We are committed to produce outstanding graduates well equipped with thorough knowledge of Business Management, while continuously engaged in Business Management Research and Management Development”

To make these a reality, the DBM hopes to attribute undergraduate with;

- An in-depth understanding in management concepts both from theoretical and practical perspectives.
- The modern academic knowledge, skills, abilities and insights into the current practices of management in business organizations.
- Leadership, entrepreneurial skills and skills of communication and presentation.
- A range of competencies in understanding of and dealing with management issues in modern organizations.
- Firm base for further study on Business Management.

02. Graduate Profile for Bachelor of Science Honours in Business Management Degree Programme - Department of Business Management

The DBM with its uncompromising dedication will posture its graduates on four broad dimensions namely; **Personal Development, Scholarly Advancement, Versatility, and Global Stewardship**. The department will continually expand the frontiers of teaching and learning to create an academic environment where internally recognized teaching and researching practices are enhanced in order to respond to the needs of the global community. The ultimate definition of B.Sc. Business Management graduate will be then;

“A personally & scholarly advanced versatile graduate who is capable of global stewardship”

The DBM is determined that awardees of B.Sc. Business Management Honours Degree will possess the following specific attributes under above four broad dimensions.

2.1 Key Attributes of the Graduate of Department of Business Management

I. Scholarly Advancement

- ***Erudite***

Graduates of the DBM will possess sound understanding and application of the concepts, theories, principles, boundaries, traditions, trends, ethics & values in the field of business management and other related disciplines.

- ***Investigative***

DBM graduates will be able to critically evaluate management phenomena through researching and engage in life –long learning.

- ***Synthesising***

DBM graduates will be able to combine separate ideas, beliefs and patterns to view the business entities in a holistic approach.

II. Versatility

- ***Competent***

DBM graduates will retain an appropriate blend of skills associated with management profession. They will be masters of managing resources towards achieving the expectations of stakeholders.

- ***Liaising***

Graduates of DBM will be able to effectively communicate, negotiate, and act as a nerve centre of a business network through relationship management.

- ***Technocratic***

Graduates of DBM will be able to employ the state-of-art technologies to manage business entities efficiently.

- ***Leading***

DBM graduates will be able to distinguish themselves as leaders and team players whenever appropriate.

- ***Agile***

DBM graduates will be able to respond quickly in an intelligent way, open to new experiences, seek changes and deal with new challenges successfully.

III. Personal Development

- ***Autonomous***

DBM graduates will have the ability to act and make decisions without being influenced by external forces.

- ***Self-efficacious***

DBM graduates will be exceptionally self-confident and resilient.

- ***Resourceful***

DBM graduates will be good at finding ways of doing things and solving problems.

IV. Global Stewardship

- ***Ethical***

DBM graduates will be good at finding ways of doing things and solving problems through a social and ethical manner.

- ***Entrepreneurial***

DBM graduates will essentially be capable of harnessing the opportunities by generating creative, innovative and effective solutions for the global community.

- ***Value driven***

DBM graduates will be enthusiastically accepting unbeatable challenges of their career with a greater respect for the professional values.

Eventually the graduate of the DBM who will earn the title of B.Sc. Business Management Honours degree will be carrying the motto of;

“A Global Catalyst of Ethical Business Professionalism”

2.2 Educational Pathway

DBM Graduates will possess the necessary foundation to peruse postgraduate studies and researches in the field of management.

2.3 Employment pathway

DBM Graduates will gain skills and experience that will prepare them for careers in the management field.

