

“Join us to share the vision of developing professional managers who will uplift the lives of people through transforming their organizations to move beyond profit”

Duration

Program consist of 6 trimesters and it will be completed within TWO (02) academic years. This includes class room discussions, field visits, skill development initiatives, seminars, workshops and off-campus assignments.

MIBA IN MARKETING



Master of Business Administration in Marketing

Learning Outcomes of the MBA Program

Course fee

LKR575,000/=(Flexi-payment options are available)

- Enhancing the ability to transform organizations effectively and manage the organizations efficiently.
- Translating the science of management into business decision making to be able to respond the dynamic environment effectively.
- Becoming a competent team player with the highest commitment and developing a sense of commitment within the organization.
- Developing professionalism and ethical conduct in and out the organizations.
- Becoming more responsible and valued citizens.

	First Installment (on registration)	Second Installment (Trimester III)	Third Installment (Trimester V)	Total Rs.
Registration fee	6,000	6,000		12,000
Tuition fee	195,500	125,500	160,000	481,000
Examinations fee	36,000	36,000		72,000
Library fee	7,500	2,500		10,000
Total	245,000	170,000	160,000	575,000

**Postgraduate & Mid-career Development Unit
Faculty of Management & Finance
University of Colombo.**

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For all managers who aspire to obtain an extra edge to join the top management and awaiting to discover and reach their potential as business leaders

**Faculty of Management & Finance
Postgraduate & Mid-career Development Unit**

Faculty of Management and Finance

The history of higher education in Sri Lanka is closely linked to that of the University of Colombo. The University of Colombo has a great advantage over other Institutions of higher education on account of its unique location. It is a metropolitan University and the students are at a distinct advantage being at the hub of the cultural, economic and political activities in the country. Having established seven Faculties, the University of Colombo has become the leading University in the Island and has received a higher international rating as the best University in Sri Lanka.

Established in May 1994, the Faculty of Management & Finance is a rapidly growing Faculty of the University of Colombo.

The history of the Master of Business Administration (MBA) of the Faculty of Management & Finance University of Colombo runs into more than three decades and it is one of the oldest MBA Programmes not only in Sri Lanka but also in the South Asian region. During these three decades, it has produced a significant number of Professional managers who work in different part of the county and the world. Meanwhile the MBA of the Faculty of Management & Finance, University of Colombo has been transformed into one of the well-recognized MBAs in the region.

In 2016, once again the Faculty introduced a restructured MBA programmes in compliance with the Sri Lanka Qualifications Framework. The duration of the programme is two (02) academic years within which students should earn sixty one (61) credits. Traditional classroom learning is essentially coupled with off-campus assignments seminars and field/company visit and residential workshops to augment the learning experience.

Course Structure

1st Year Core Courses

It is designed to cover all varieties in accounting, economics, management, statistics, contemporary issues in management, MIS, organizational behavior, business ethics, financial management, human resource management, marketing management and operations management.

2nd year Compulsory courses

Course content include business strategy, marketing research, consumer behaviour, strategic marketing.

2nd Year Electives

Variety of courses are offered to cater the need of modern business corporate especially a strategic level decision making.

Course Option

Students are given four options namely: course work (taught courses), thesis (thesis with taught courses), and business skill project (writing a project report with taught courses)

HowtoApply

- (i) A Special Degree with a First Class or Second Class (Upper Division) Honours in any Business or Management related discipline (including Commerce, Economics or Public Administration) from this University or any other recognized University
OR
- (ii) A Special Degree in any Business or Management related discipline (including Commerce, Economics or Public Administration) from this University or any other recognized University
and
a minimum of one (01) year post qualifying work experience in managerial capacity.
OR
- (iii) A Degree with a First Class or Second Class (Upper Division) Honours in any Business or Management related discipline (including Commerce, Economics or Public Administration) from any other recognized University
and
a minimum of one (01) year post qualifying work experience in managerial capacity
OR
- (iv) A Degree in any discipline and at least a Postgraduate Diploma in any Business or Management related discipline (including Commerce, Economics or Public Administration) from this University or any other recognized University and a minimum of one year work experience in managerial capacity.
OR
- (v) A Degree in any discipline from this University or any other recognized University
and
a minimum of two (02) years post qualifying work experience in managerial capacity
OR
- (vi) Any other qualification acceptable to the Faculty Board and the Senate of the University of Colombo
OR
- (vii) Any qualification not mentioned in classes (i) to (vi) above recommended by a qualification evaluation committee and approved by the Senate of the University of Colombo
AND
- (2) has demonstrated management ability and potential for future career development in management;
AND
- (3) has a good knowledge of English.