

**GENERAL SIR JOHN
KOTELAWALA DEFENCE
UNIVERSITY**



**FACULTY OF MANAGEMENT SOCIAL
SCIENCES AND HUMANITIES
DEPARTMENT OF MANAGEMENT
& FINANCE**

BSc Hons in Business Analytics

Background of the Degree Program

The BSc (Hons) in Business Management and Business Analytics is a dynamic and interdisciplinary degree that merges the principles of business management with the technical and analytical skills needed to harness the power of data in business contexts. This program is designed to provide students with a thorough understanding of how businesses operate while equipping them with the tools and techniques to analyze data effectively and make strategic decisions.

Throughout the course, students will delve into key areas of business management, including finance, marketing, human resources, and operations. They will also develop strong analytical capabilities, learning how to collect, analyze, and interpret data to drive business decisions. This dual focus ensures that graduates are not only adept at understanding business processes but also proficient in leveraging data to enhance business outcomes.

Students will be trained in the latest data analytics tools and technologies, gaining hands-on experience with statistical analysis, predictive modeling, data visualization, and data mining. The program emphasizes the importance of integrating analytical insights with strategic thinking, preparing students to develop and implement initiatives that promote business growth and efficiency.

Moreover, the curriculum includes practical projects and a comprehensive capstone project in the final year. These projects offer students the opportunity to apply their theoretical knowledge to real-world business challenges, often in collaboration with industry partners. This practical experience is invaluable in helping students transition from academic study to professional practice.

Graduates of the BSc (Hons) in Business Management and Business Analytics program are well-equipped for a wide range of careers across various industries. They can pursue roles such as business analyst, data analyst, management consultant, operations manager, marketing analyst, financial analyst, and project manager. The unique combination of business acumen and analytical skills ensures that they are highly valued by employers and capable of making significant contributions to their organizations.

The BSc (Hons) in Business Management and Business Analytics offers a comprehensive education that bridges the gap between business strategy and data science. It prepares students to meet the challenges of the modern business world by fostering both managerial expertise and analytical excellence, making them well-rounded and competitive professionals.

BSc (Hons) in Business Analytics-Overview				
Yr	Sem	Module Code	Name of Module	Credits
1	I	BSM-11013	Principles of Management	3
1	I	BSM-11023	Business Mathematics	3
1	I	BSM-11033	Business Law	3
1	I	BSM-11043	Communication Skills	3
1	I	BSM-11053	IT for Business	3
Semester Total				15
1	II	BSM-12012	Sociology	2
1	II	BSM-12023	Total Quality Management	3
1	II	BSM-12033	Business Statistics	3
1	II	BSM-12043	Microeconomics	3
1	II	BSM-12051	Business Discourse Analysis	1
1	II	BSM-12063	Statistical Data Analysis	3
Semester Total				15
2	I	BSM-21013	Human Resource Management	3
2	I	BSM-21023	Personality and Skill Development	2
2	I	BSM-21063	Research Writing Skills	1
2	I	BSM-21033	Macroeconomics	3
2	I	BSM-21043	Operations Management	3
2	I	BSM-21053	Financial Accounting	3
Semester Total				15
2	II	BSM-22012	Managerial Psychology	2
2	II	BSM-22023	Organizational Behavior	3
2	II	BSM-22033	Marketing Management	3
2	II	BSM-22063	Analytical Writing Skills	1
2	II	BSM-22043	Cost and Management Accounting	3
2	II	BSM-22053	Entrepreneurship Development	3
Semester Total				15
3	I	BSM-31013	Management Information Systems	3
3	I	BSM-31023	Financial Management	3
3	I	BSM-31033	Supply Chain Management	2
3	I	BSM-31043	Research Methodology	3
3	I	BSM-31051	Business Communication	1
3	I	BSM-31063	Auditing and Taxation	3
Semester Total				3
3	II	BSM-32013	Strategic Management	3
3	II	BSM-32023	Operations Research	3
3	II	BSM-32033	Project Management	3
3	II	BSM-32043	Business Ethics and Governance	3
3	II	BSM-32052	Business Economics	15
Semester Total				2
4	I	BBA-41163	Computer Application for Managers	2
4	I	BBA-41123	Data Driven Decision Making	2
4	I	BBA-41133	Business Process Management	3
4	I	BBA-41143	Digital Marketing Strategies	3
4	I	BBA-41153	Enterprise Resource Planning (ERP)	2
4	I	BBA-41162	Business Analytics Tools and Technologies	12
Semester Total				3
4	II	BSM-42013	International Trade and Finance	
			<i>And</i>	3
4	II	BSM-42023	Internet of the Things (IOT)	
			Or	6
4	II	BSM-42036	Internship	
			And	
4	II	BSM-42046	Internship Report	6
4	II	BSM-42056	Research Project	6
Semester Total				18
Total Credits				120

Programme Structure: BSc (Hons) in Business Analytics: Year 1- Course Units

Yr	Sem	Module Code	Name of Module	Credits
1	I	BSM-11013	Principles of Management	3
1	I	BSM-11023	Business Mathematics	3
1	I	BSM-11033	Business Law	3
1	I	BSM-11043	Communication Skills	3
1	I	BSM-11053	IT for Business	3
Semester Total				15
1	II	BSM-12012	Sociology	2
1	II	BSM-12023	Total Quality Management	3
1	II	BSM-12033	Business Statistics	3
1	II	BSM-12043	Microeconomics	3
1	II	BSM-12051	Business Discourse Analysis	1
1	II	BSM-12063	Statistical Data Analysis	3
Semester Total				15

Semester - I

Principles of Management

BSM-11013

The Principles of Management module serves as an introduction to organizational operations. It covers how managers plan, lead, and achieve success by exploring core functions, decision-making models, and strategies for motivating teams. This foundational knowledge is designed to equip students with the skills needed to understand and navigate various organizational environments.

Credits 3

GPA-Compulsory

Business Mathematics

BSM-11023

The Business Mathematics module provides essential skills for translating complex data into clear solutions. It focuses on mastering calculations for profit margins, break-even points, and other key metrics. This module prepares students to analyze markets, make informed decisions, and gain a competitive edge in business.

Credits 3

GPA-Compulsory

Business Law**BSM-11033**

The Business Law module guides students through the legal landscape of commerce, providing a foundational understanding of contracts, torts, and regulatory frameworks affecting business operations. This knowledge equips students to make informed decisions and mitigate legal risks, ensuring their businesses operate within legal boundaries.

Credits 3

GPA-Compulsory

Communication Skills**BSM-11043**

The Communication Skills module focuses on delivering impactful messages in the business context. It covers effective writing, clear speaking, and active listening techniques. Mastering these skills enables students to collaborate effectively, negotiate persuasively, and build strong professional relationships.

Credits 3

GPA-Compulsory

IT for Business**BSM-11053**

The IT for Business module bridges the gap between technology and organizational success. It explores how information technology systems support core business functions, data analysis, and decision-making. Understanding the power of IT equips students with the knowledge to leverage technology to optimize operations and gain a competitive edge.

Credits 3

GPA-Compulsory

Semester - II

Social Dynamics in Management

BSM-12012

The Social Dynamics in Management module examines the human aspects of organizations, exploring how group behavior, leadership styles, and communication impact team performance. By understanding these dynamics, students will be better prepared to navigate complex workplace interactions, build trust, and create a collaborative environment for organizational success.

Credits 2

GPA-Compulsory

Total Quality Management

BSM-12023

The Total Quality Management (TQM) module focuses on achieving long-term success through customer satisfaction and continuous improvement. It covers TQM tools and techniques, such as Six Sigma, Lean methodologies, and the PDCA cycle. Emphasizing a quality-focused culture, leadership commitment, and employee involvement, this module equips students to implement effective quality management systems that enhance organizational excellence and competitiveness.

Credits 3

Business Statistics

BSM-12033

In the Business Statistics module, the application of statistical methodologies to analyze business data and derive meaningful insights is explored. Students are exposed to a range of statistical tools, including probability theory and regression analysis, enabling them to inform business decision-making and improve performance across various scenarios.

Credits 3

GPA-Compulsory

Microeconomics

BSM-12043

The course is designed to teach students to introduce fundamental networking concepts and technologies. The online course materials will assist students in developing the skills necessary to plan and implement small networks across a range of applications.

Credits 3

GPA-Compulsory

The Academic Writing Proficiency for Business module provides essential tools for excelling in scholarly communication. It covers crafting clear, concise, and well-structured arguments and mastering proper citation practices to ensure academic integrity. This module helps students develop the confidence to communicate ideas effectively and contribute meaningfully to academic discourse.

Credits 1

GPA-Compulsory

The Statistical Data Analysis module equips students with the skills to transform data into actionable insights. It covers statistical methods for summarizing, interpreting, and visually presenting data. Students will learn to analyze market trends, assess risk, and evaluate business performance, enabling them to make data-driven decisions that optimize organizational strategies.

Credits 3

GPA-Compulsory

Programme Structure: BSc (Hons) in Business Analytics: Year 2- Course Units

Yr	Sem	Module Code	Name of Module	Credits
2	I	BSM-21013	Human Resource Management	3
2	I	BSM-21023	Personality and Skill Development	2
2	I	BSM-21063	Research Writing Skills	1
2	I	BSM-21033	Macroeconomics	3
2	I	BSM-21043	Operations Management	3
2	I	BSM-21053	Financial Accounting	3
Semester Total				15
2	II	BSM-22012	Managerial Psychology	2
2	II	BSM-22023	Organizational Behavior	3
2	II	BSM-22033	Marketing Management	3
2	II	BSM-22063	Analytical Writing Skills	1
2	II	BSM-22043	Cost and Management Accounting	3
2	II	BSM-22053	Entrepreneurship Development	3
Semester Total				15

Semester - III

Human Resource Management

BSM-21013

The Human Resource Management module teaches students to effectively translate HR concepts into clear and impactful communication. It covers strategies for crafting persuasive job descriptions, performance evaluations, and other critical communication tools used in HR functions.

Credits 3

GPA-Compulsory

Personality and Skill Development

BSM-21022

The Personality and Skill Development module focuses on analyzing and identifying areas for improvement. Students will explore strategies to enhance skills and cultivate a confident and engaging professional presence.

Credits 2

GPA-Compulsory

Macroeconomics

BSM-21033

The Macroeconomics module examines how national economies function and interact globally. It analyzes factors influencing economic growth, inflation, and government policies, equipping students to understand and communicate the broader economic picture.

Credits 3

GPA-Compulsory

Operations Management**BSM-21043**

The Operations Management module explores the efficient transformation of resources into goods and services. It covers strategies to optimize production processes, manage supply chains, and communicate clearly about how businesses deliver value.

Credits 3

GPA-Compulsory

Financial Accounting**BSM-21053**

The Financial Accounting module teaches students to communicate the financial health of an organization. It covers analyzing financial statements and translating complex accounting concepts into clear and concise information for various audiences.

Credits 3

GPA-Compulsory

Research Writing Skills**BSM-21061**

The Research Skills module equips students to craft compelling academic arguments. It explores strategies for finding credible sources, evaluating evidence, and presenting research findings effectively in clear and concise prose.

Credits 1

GPA-Compulsory

Semester - IV**Managerial Psychology****BSM-22012**

The Managerial Psychology module examines how psychological principles influence employee behavior and organizational dynamics. It covers effective leadership strategies, motivation techniques, and creating positive work environments.

Credits 2

GPA-Compulsory

Organizational Behavior**BSM-22023**

The Organizational Behavior module explores the human element within organizations. It analyzes how individuals, groups, and structures interact, equipping students to understand effective communication, team dynamics, and the development of a positive organizational culture. This module aims to provide insights into managing behavior in a business environment to enhance productivity and employee satisfaction.

Credits 3

GPA-Compulsory

Marketing Management**BSM-22033**

The Marketing Management module focuses on developing and implementing marketing strategies. It covers the creation of compelling messaging, the analysis of target audiences, and effective communication across various marketing channels. Students will learn how to design marketing campaigns, understand consumer behavior, and use marketing tools to achieve business objectives.

Credits 3

GPA-Compulsory

Cost and Management Accounting**BSM-22043**

The Cost and Management Accounting module provides an understanding of business

efficiency through financial analysis. It covers techniques for analyzing costs, interpreting financial data, and making informed decisions based on financial information. This module aims to equip students with the skills needed to support business planning and control through effective cost management and financial analysis.

Credits 3

GPA-Compulsory

Entrepreneurship Development**BSM-22053**

The Entrepreneurship Development module equips students with the skills to transform innovative ideas into viable business plans. It explores strategies for crafting compelling business pitches, conducting market analysis, and securing funding to launch new ventures. This module provides the knowledge and tools necessary for entrepreneurial success, from concept development to business implementation.

Credits 3

GPA-Compulsory

Analytical writing skills**BSM-22061**

The Analytical Skills module improves students' abilities to analyze and interpret complex information. It covers strategies for evaluating evidence, identifying bias, and constructing clear, logical arguments. This module aims to enhance critical thinking and problem-solving skills, enabling students to make data-driven decisions in a business context.

Credits 1

GPA-Compulsory

Programme Structure: BSc (Hons) in Business Analytics: Year 3- Course Units

Yr	Sem	Module Code	Name of Module	Credits
3	I	BSM-31013	Management Information Systems	3
3	I	BSM-31023	Financial Management	3
3	I	BSM-31033	Supply Chain Management	2
3	I	BSM-31043	Research Methodology	3
3	I	BSM-31051	Business Communication	1
3	I	BSM-31063	Auditing and Taxation	3
Semester Total				3
3	II	BSM-32013	Strategic Management	3
3	II	BSM-32023	Operations Research	3
3	II	BSM-32033	Project Management	3
3	II	BSM-32043	Business Ethics and Governance	3
3	II	BSM-32052	Business Economics	15
Semester Total				2

Semester - V

Management Information Systems

BSM-31013

The Management Information Systems (MIS) course focuses on how businesses utilize technology to achieve their objectives. Combining business concepts with computer science knowledge, it explores the strategic application of technology to enhance organizational operations.

Credits 3

GPA-Compulsory

Financial Management

BSM-31023

The Financial Management course provides tools and techniques for effective money management. Covering budgeting, saving, investing, and financial decision-making, it equips students with the skills to analyze financial statements, manage risk, and plan for future financial goals.

Credits 3

GPA-Compulsory

Supply Chain Management

BSM-31032

The Supply Chain Management course explains the efficient flow of goods, information, and finances from production to consumer. Students learn to optimize processes such as inventory management, logistics, and procurement to ensure cost-effectiveness and responsiveness to customer needs.

Credits 2

GPA-Compulsory

Research Methodology**BSM-31043**

The Research Methodology course teaches students the fundamentals of conducting robust research. From formulating clear research questions to gathering and analyzing data, students learn both qualitative and quantitative research methods. This includes designing surveys, interviews, and experiments, as well as writing research proposals and reports.

Credits 3

GPA-Compulsory

Auditing and Taxation**BSM-31063**

Auditing focuses on examining financial records to ensure accuracy and compliance, while taxation covers the regulations surrounding taxes for individuals and businesses. Students learn to assess internal controls, identify risks, calculate tax liabilities, and ensure compliance with tax laws.

Credits 3

GPA-Compulsory

Strategic Communication for Business**BSM-31051**

Strategic Communication for Business involves crafting and delivering messages that align with organizational goals. Students learn to understand their audience, tailor messages effectively, and choose appropriate communication channels to drive business objectives.

Credits 1

GPA-Compulsory

Semester - VI**Strategic Management****BSM-32013**

The Strategic Management course involves analyzing internal strengths and weaknesses, as well as external opportunities and threats, to craft winning strategies for organizations. Students bridge the gap between strategy and action, turning plans into reality.

Credits 3

GPA-Compulsory

Operations Research**BSM-32023**

Operations Research equips students with mathematical models and analytical tools to solve complex business problems. By optimizing decisions regarding resource allocation, scheduling, and production, students learn to approach challenges with a data-driven approach.

Credits 3

GPA-Compulsory

Project Management**BSM-32033**

The Project Management course teaches students to effectively plan, execute, and monitor projects to achieve their goals on time and within budget. From resource allocation to risk management, students learn the essential skills to lead successful project teams.

Credits 3

GPA-Compulsory

Business Ethics and Governance**BSM-32043**

Business Ethics and Governance explore ethical principles and governance structures within organizations. Students learn to navigate ethical dilemmas and ensure compliance with legal and ethical standards.

Credits 3

GPA-Optional

Business Economics**BSM-32053**

Business Economics examines how economic forces impact business decisions and performance. From pricing strategies to resource allocation, students learn to make informed decisions in a dynamic economic environment.

Credits 3

GPA-Optional

Skilled Based Research Project**BSM-32066**

The Skilled-Based Research Project allows students to apply research skills to real-world business problems. By conducting hands-on research and proposing evidence-based solutions, students make a practical impact on the business world.

Credits 6

GPA-Optional

The students who are only seeking a BSc in Management degree can exit with the completion of above-mentioned set of modules. The 3-year exit point will not be marked as honors degree. Therefore, the completion of industrial training and skill-based project in sixth semester is only applicable for students who are seeking a 3-year degree exit point. The students who are willing to complete the 4 years degree program will have to continue the course and complete below mentioned subjects in order to graduate with a BSc (Hons) in Business Management and Financial Analytics.

Programme Structure: BSc (Hons) in Business Analytics: Year 4- Course Units

Yr	Sem	Module Code	Name of Module	Credits
4	I	BBA-41163	Computer Application for Managers	2
4	I	BBA-41123	Data Driven Decision Making	2
4	I	BBA-41133	Business Process Management	3
4	I	BBA-41143	Digital Marketing Strategies	3
4	I	BBA-41153	Enterprise Resource Planning (ERP)	2
4	I	BBA-41162	Business Analytics Tools and Technologies	12
Semester Total				3
4	II	BSM-42013	International Trade and Finance	
			<i>And</i>	3
4	II	BSM-42023	Internet of the Things (IOT)	
			Or	6
4	II	BSM-42036	Internship	
			And	
4	II	BSM-42046	Internship Report	6
4	II	BSM-42056	Research Project	6
Semester Total				18
Total Credits				120

Semester VII

Business Analytics Tools and Technologies

BBA-41012

The Business Analytics Tools and Technologies course equips individuals to transform raw data into actionable insights. It covers powerful tools and technologies for data collection, cleaning, analysis, and visualization. By the end of the course, participants will be able to solve business problems, make data-driven decisions, and gain a competitive edge.

Credits

2

GPA-Compulsory

Data Driven Decision Making

BBA-41022

Data-Driven Decision-Making course empowers individuals to move beyond gut feelings and harness the power of data. Participants learn to translate complex information into clear insights, guiding smarter choices. The course covers identifying relevant data, effective analysis, and avoiding common pitfalls, ultimately enabling data-backed decisions that drive success.

Credits

2

GPA-Compulsory

Business Process Management**BBA-41032**

The Business Process Management course equips individuals to streamline core business processes. Participants learn to analyze current workflows, identify inefficiencies, and design improvements. The course focuses on optimizing workflows, ensuring quality, and maximizing efficiency, ultimately transforming cumbersome processes into efficient operations that drive organizational success.

Credits

2

GPA-Compulsory

Digital Marketing Strategies**BBA-41042**

The Business Process Management course enables individuals to streamline business processes. It teaches participants to analyze current methods, identify inefficiencies, and design improvements. The course focuses on optimizing workflows, ensuring quality, and maximizing efficiency, ultimately transforming cumbersome processes into smooth-running engines that drive organizational success.

Credits

2

GPA-Compulsory

Enterprise Resource Planning (ERP)**BBA-41052**

An Enterprise Resource Planning (ERP) course explores the centralization of business data through integrated systems. It covers how ERP systems unify various departments—such as finance, inventory, and human resources—into a single system. The course equips participants to understand how these systems work, streamline operations, and provide significant informational advantages to businesses.

Credits

2

GPA-Compulsory

Computer Application for Managers**BBA-41062**

The Computer Applications for Managers course empowers managers to become tech-savvy leaders. Participants learn to leverage software programs for enhanced productivity, including data analysis, workflow streamlining, and seamless team collaboration. The course equips individuals to make data-driven decisions and effectively lead their teams to success in the digital age.

Credits

2

GPA-Compulsory

International Trade and Finance

BSM-42013

International Trade and Finance examine the principles and practices of conducting business in the global marketplace. Students learn about international trade theories, exchange rate mechanisms, trade policies, and the impact of globalization on financial markets and economic development.

Credits 3 **GPA** -Optional

Internet of the Things (IOT)

BSM-42023

This module exposes the students to the industry to learn from the industry, practice work ethics, adhere to professional conduct, learn about organization cultures & its processes, mater self-evaluation and practice to solve industrial problem using the gained knowledge.

Credits 3 **GPA** -Optional

Internship

BSM-42036

BSc in Business Management and Financial Analytics degree program, provides students with a valuable opportunity to gain real-world experience in relevant industries. Through structured placements, students apply theoretical knowledge to practical scenarios, honing their analytical and problem-solving skills in finance and business management contexts. This experiential learning component enhances students' readiness for the demands of the professional world upon graduation.

Credits 6 **GPA** -Optional

Internship Report

BSM-42046

Through detailed analysis and reflection, students showcase their application of theoretical concepts in real-world business environments, particularly in financial analysis and management. This report not only demonstrates students' competency but also highlights their readiness for professional roles in the field upon graduation.

Credits 6 **GPA** -Compulsory

Research Project

BSM-42056

This module requires students to undertake a comprehensive investigation into a relevant topic within the field. Through data analysis and critical evaluation, students aim to contribute novel insights to the realms of business management and financial analytics. This enhance the students' research and analytical skills but also prepares them for addressing complex challenges in the professional journey.

Credits 6 **GPA** -Compulsory

Career Opportunities

The BSc (Hons) in Business Management and Business Analytics programme at KDU offers numerous benefits for students aspiring to build careers in business management and analytics. Here are some key benefits.

Specialized Knowledge: This programme provides in-depth knowledge and skills in areas such as strategic management, marketing, data analysis, and business intelligence, making graduates highly sought after by employers in various industries.

Career Advancement: The degree opens up new career opportunities and enhances prospects for career progression in both business management and analytics. Graduates are equipped to assume leadership roles and specialized analytical positions.

Industry-Relevant Curriculum: The curriculum is closely aligned with current industry trends and best practices. This ensures that students are well-prepared to tackle real-world business and analytical challenges.

Networking Opportunities: Students have ample opportunities to network with professionals in the business and analytics sectors. Building a strong professional network is invaluable for finding job opportunities and staying updated on industry developments.

Problem-Solving Skills: The programme emphasizes complex problem-solving and strategic decision-making. Students learn how to analyze data, make informed decisions, and optimize business processes, which are highly valuable skills in the business and analytics fields.

Global Perspective: Business management and analytics are global fields, and the programme includes coursework on international business strategies, global market analysis, and cross-cultural management, providing students with a global perspective.

Soft Skills Development: In addition to technical skills, the programme focuses on developing soft skills such as leadership, communication, teamwork, and negotiation, which are essential for success in both management and analytics roles.

Entrepreneurial Opportunities: The skills and knowledge gained from this programme also provide a strong foundation for students interested in

entrepreneurship, enabling them to start their own businesses or consulting firms.

Business Analytics Career Paths:

1. **Data Analyst**

- Interpret data and analyze results using statistical techniques.
- Develop data collection systems and strategies to optimize efficiency.

2. **Business Intelligence Analyst**

- Design and develop data analysis and reporting solutions.
- Provide insights through data visualization and dashboards.

3. **Data Scientist**

- Use advanced analytics and machine learning to analyze large datasets.
- Build predictive models to solve complex business problems.

4. **Quantitative Analyst**

- Develop mathematical models to inform business strategies.
- Use statistical techniques to analyze financial and market data.

5. **Market Research Analyst**

- Study market conditions to examine potential sales of products/services.
- Gather and analyze data on consumers and competitors.

6. **Operations Analyst**

- Analyze business operations to identify inefficiencies.

- Provide recommendations for improving operational performance.

7. **Financial Analyst**

- Analyze financial data and develop forecasts.
- Evaluate the financial performance of businesses.

8. **Risk Analyst**

- Identify and analyze potential risks to assets and earning capacity.
- Develop strategies to mitigate and manage risks.

9. **Consultant in Analytics**

- Provide expertise to help businesses use data effectively.
- Develop strategies for implementing data analytics solutions.

10. **Product Analyst**

- Analyze product performance and customer feedback.
- Provide insights to improve product features and development.

