

# Diploma in Food Business & Marketing

## Department of Agribusiness Management

Faculty of Agriculture & Plantation Management

Wayamba University of Sri Lanka

The 'Diploma in Food Business & Marketing (DFBM) provides an enhanced understanding of economic, management and marketing related aspects of food businesses, both in terms of technical subject matter and overall management skills. This is a professional qualification for anyone interested to start their career or uplift his/her knowledge in food production, processing and marketing sectors in Sri Lanka or overseas, in general. It will develop participants' understanding of the fundamental theories and practices linked to efficient and effective administration and management of various types of food businesses in Sri Lanka.

DFBM is a one year program which has two levels, part I: Certificate level and Part II: Diploma level. The Academic program is based on 'Course Credit System' where both formative (continuous assessment) and summative (End of course unit assessment) assessments will be done which the procedure will be notified to students at the beginning of each course unit. In addition to the mandatory course work, a portfolio and a business project should be completed which the instruction will be given in a workshop done in the middle of the program.

The breakdown of course based on the Semester and Levels is summarized below.

## Course Schedule

Code	Title	Notation	Credits
<b>CERTIFICATE LEVEL</b>			
DFBM 11	Principles of Business Management	FDBM	3
DFCM 12	Business Statistics	BUST	3
DFBM 13	Principles of Food Marketing	PFMK	3
DFBM 21	Finance in Business	MFBS	3
DFBM 22	Economics for Food Business	ECFB	3
DFBM 23	Production & Operation Management	POMT	3
DFBM 24	Professional Skills Development I	PSD-I	4

<b>DIPLOMA LEVEL</b>			
<b>DFBM 31</b>	<b>ICT for Business</b>	<b>ICTB</b>	<b>3</b>
<b>DFBM 32</b>	<b>Managing Human Resources</b>	<b>HRPM</b>	<b>3</b>
<b>DFBM 33</b>	<b>Management of Business Projects</b>	<b>PPAM</b>	<b>3</b>
<b>DFBM 41</b>	<b>Entrepreneurship in Food Industry</b>	<b>ENFI</b>	<b>3</b>
<b>DFBM 42</b>	<b>Customer Relationship &amp; Marketing Management</b>	<b>CBMM</b>	<b>3</b>
<b>DFBM 43</b>	<b>Contemporary Issues in Food Business Management</b>	<b>STCM</b>	<b>3</b>
<b>DFBM 44</b>	<b>Professional Skills Development II</b>	<b>PSDS-II</b>	<b>4</b>
<b>DFBM 51</b>	<b>Business Project - Portfolio Development</b>	<b>BPPD</b>	<b>6</b>