

UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE
Bachelor of Business Administration (BBA) — Level 1000
BBA 11013 — Principles of Management (Old Syllabus)

Take Home Assignments for Repeat Students

Course Code / Title	BBA 11013 — Principles of Management
Target Group	BBA Level 1000 Repeat Students
Number of Assignments	Two (02) — Motivation, and Decision Making
Marks per Assignment	15 Marks each (Total 30 Marks)
Mode of Work	Individual, or Group of maximum 5 members
Task Type	Take home, written report (no presentation)
Length	Maximum 10 pages per report
Submission	Hard copy, or email to rohan@badm.ruh.ac.lk

General Instructions (Applicable to Both Assignments)

- These assignments are designed specifically for BBA 1000 level repeat students registered for BBA 11013 – Principles of Management.
- Each assignment carries 15 marks, for a combined total of 30 marks.
- Work may be completed individually or in a group of not more than five (05) members. Group members must be clearly named on the cover page, and all members will receive the same mark unless individual contribution is found to be substantially unequal.
- This is a take home, written assignment. No in class or online presentation is required.
- Each report must not exceed 10 pages (excluding the cover page and reference list), typed in Times New Roman 12 pt, 1.5 line spacing, with standard margins.
- Submit either a hard copy to the Faculty Office / course coordinator, or an electronic copy (PDF or Word) by email to rohan@badm.ruh.ac.lk on or before the deadline communicated by the course coordinator. **Deadline for both assignments will be 24 July 2026, 4.00 P.M.**
- Late submissions will be subject to the Faculty's standard late submission penalty policy unless prior approval has been granted.
- Plagiarism, including unattributed copying from the internet or from other students' work, will be penalised in accordance with University regulations. All sources must be properly cited (APA style recommended).

Assignment 1: Motivation (15 Marks)

Title

Applying Motivation Theories to Improve Employee Performance in a Sri Lankan Organisation

Task

Select any one organisation known to you (a private company, a state institution, an SME, or a family business in Sri Lanka) where you can reasonably describe how employees are motivated — or where motivation appears to be lacking. Based on this organisation, prepare a written report that addresses the following:

1. Briefly introduce the selected organisation (nature of business, size, and workforce) in no more than half a page.
 2. Explain, using your own words, TWO motivation theories covered in class (e.g., Maslow's Hierarchy of Needs, Herzberg's Two Factor Theory, McClelland's Theory of Needs, Equity Theory, Expectancy Theory, or Goal Setting Theory). Clearly define each theory and its key components.
 3. Analyse how the selected organisation currently motivates (or fails to motivate) its employees, linking your observations directly to the two theories chosen. Use specific examples wherever possible.
 4. Identify at least THREE practical weaknesses or gaps in the organisation's current approach to motivation.
 5. Recommend practical, theory based strategies the organisation could adopt to improve employee motivation and performance.
1. Conclude with a brief summary (not more than one paragraph) of the key lessons learned from this exercise.

Expected Structure

- Cover page (student/group name(s), registration number(s), course code, assignment title, word/page count)
- 1. Introduction to the organisation
- 2. Theoretical framework (two motivation theories)
- 3. Application and analysis
- 4. Weaknesses identified
- 5. Recommendations
- 6. Conclusion
- References (APA style)

Marking Criteria	Marks
Clarity of organisational background	2
Accurate explanation of two motivation theories	4
Depth and relevance of application/analysis to the organisation	5
Practicality and originality of recommendations	3
Structure, referencing, and overall presentation	1
Total	15

Assignment 2: Decision Making (15 Marks)

Title

Evaluating a Real Managerial Decision Using the Decision Making Process

Task

Identify ONE significant decision that was made by a manager or management team in an organisation known to you (this may be a business decision you have observed, read about, or experienced directly for example, a decision to launch a new product, change a supplier, restructure staff, respond to a crisis, or enter a new market). Prepare a written report that addresses the following:

1. Briefly describe the organisation and the specific decision under review, including the context and circumstances that made the decision necessary (no more than half a page).
2. Explain, in your own words, the steps of the rational decision making process as covered in class (problem identification, criteria, weighting criteria, generating alternatives, evaluating alternatives, choosing an alternative, implementation, and evaluation).
3. Analyse the actual decision against these steps: which steps were followed well, and which were skipped or handled poorly?
4. Discuss at least TWO factors that influenced the decision (e.g., bounded rationality, intuition, risk preference, time pressure, organisational culture, or cognitive biases such as overconfidence or anchoring).
5. Assess the outcome of the decision; was it effective? Why or why not?
6. Recommend how a more structured or improved decision making approach could have been applied, or could be applied to similar future decisions.

Expected Structure

Cover page (student/group name(s), registration number(s), course code, assignment title, word/page count)

1. Introduction to the organisation and the decision
 2. The decision making process (theory)
 3. Analysis of the actual decision against the process
 4. Influencing factors and biases
 5. Evaluation of outcome and recommendations
 6. Conclusion
- References (APA style)

Marking Criteria	Marks
Clarity of context and decision description	2
Accurate explanation of the decision making process	4
Depth of analysis linking the real decision to theory	5
Discussion of influencing factors/biases and quality of recommendations	3
Structure, referencing, and overall presentation	1
Total	15

Course Coordinator: W. M. Rohan Laksiri, Faculty of Management and Finance, University of Ruhuna

Email for submission: rohan@badm.ruh.ac.lk