



**Pathway to
your success...**

ESBM

**ADVANCED CERTIFICATE IN
ENTREPRENEURSHIP AND SMALL
BUSINESS MANAGEMENT (ESBM)**



The Open University of Sri Lanka

**The Open University of Sri Lanka
Advanced Certificate Programme in
Entrepreneurship and
Small Business Management**

Academic Year 2021-2022

This brochure delivers an in-detail description of the Advanced Certificate in Entrepreneurship and Small Business Management programme offered by the Faculty of Management Studies of the Open University of Sri Lanka for the academic year 2021-2022.

While every effort is made to ensure accuracy, the content in this brochure is subject to alteration or amendment in the light of changes in regulations or overall policy of the Open University of Sri Lanka.

Nawala,
Nugegoda.

July 2021.

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Message – Dean of the Faculty of Management Studies

It is with utmost pleasure I would like to issue this message on the occasion of enrolling the new batch of students for the Advanced Certificate in Entrepreneurship and Small Business Management (ESBM) programme, offered by the Faculty of Management Studies (FMS) of the Open University of Sri Lanka (OUSL).

The progress and advances made on the entrepreneurial business front is vital for the development of a country. Sri Lanka, as a rapid developing country has taken tremendous efforts in enhancing the contribution of the entrepreneurs to the national economy. Irrespective of the healthy business climate around, most of these small and medium sized entrepreneurs have failed, suffered from slow growth and occasionally faded away from the industry due to the inadequate knowledge in managing their business efficiently and effectively. Accepting the global trend and acknowledging the importance of the education system in producing entrepreneurs of high intellectual and professional caliber, the FMS has introduced one-year advanced certificate programme in ESBM.

The programme is designed in a way to enrich you with all the essential knowledge require as an entrepreneur while encouraging you to plan studies at your own pace permitting to experience the open and distance learning. Further, those who successfully complete the programme will qualify to seek admission to the Bachelor of Management Studies (Honours) Degree programme (BMS) without sitting for the admission test.

We, as an institution will provide you all the support necessary to make the time and effort you utilize with us, rewarding and memorable.

My utmost desire is to see you becoming an outstanding entrepreneur with a value to the nation.

I wish you very success in all your valued learning efforts.

Prof. V. Sivalogathan
Dean–Faculty of Management Studies

Message – Programme Coordinator

It is with great pleasure I welcome you all to the Advanced Certificate in Entrepreneurship and Small Business Management (ESBM) Programme offered by the Department of Organizational Studies of Faculty of Management Studies. I consider you all as very unique individuals with the passion for learning and determination to be entrepreneurs in near future.

ESBM programme was introduced with the view of producing entrepreneurs of high intellectual and professional caliber by imparting necessary theoretical and practical knowledge covering various aspects of starting and managing a business enterprise. Active participation in this study programme will enable you to obtain knowledge on how to uncover opportunities, to manage a business by your own and prepare yourselves for pursuing a career as entrepreneurs.

Studying at Open University is not just about learning, the experience will enrich your life. The Open and Distance Learning mode of teaching and learning will open up novel platforms to you where you can successfully engage in your studies while simultaneously managing your work and other commitments. Here at OUSL you will be exposed to a large network of learners, academics, and professionals which will guide your pathway towards success. The competent and dedicated academic staff of the Faculty and the team of coordinators are devoting themselves to ensure an interesting and uninterrupted study experience to you.

I very much expect that you will reap the best out of your decision to enroll to this study programme and groom yourselves to become successful entrepreneurs during your stay with us in the Open University.

I wish you all the very best in all your future endeavors.

D. Kalpani Sewwandi
Programme Coordinator
Advanced Certificate in Entrepreneurship and Small Business Management Programme

The Open University of Sri Lanka

The Open University of Sri Lanka (OUSL) was established in 1980 under the University Act No. 16 of 1978 with the aim of enhancing access to high quality, affordable and relevant education through open distance education and ensure life - long learning opportunities to face challenges in a knowledge society. It has the same legal and academic status as any other national university in Sri Lanka and the only recognized university within the country where students pursue further education through Open and Distance Learning (ODL) education technique.

As the mission of the OUSL stipulates, the academic programmes of the OUSL are mainly targeted at the adults and employed persons while enabling them to learn in their own. A wide array of programmes are offered by the university ranging from Foundation Programmes, Certificate Programmes, Diplomas, Bachelor's Degrees, Masters' Degrees to M. Phil/Ph.D. as well as Continuing Education Programmes.

The University currently caters to around 40,000 students throughout the country under six faculties as Faculty of Management Studies, Faculty of Humanities and Social Sciences, Faculty of Engineering Technologies, Faculty of Natural Sciences, Faculty of Health Sciences and Faculty of Education. The network of regional centres and study centres located throughout the country facilitates the delivery of learning programmes and making it convenient for the students to carry out their academic activities.

The Faculty of Management Studies

The Faculty of Management Studies (FMS), previously known as Department of Management Studies (DMS) commenced its study programmes in the mid of 1980's with the aim of imparting and developing the management knowledge, skills and appropriate managerial attitudes. The FMS, as the 6th Faculty of the OUSL, commenced its operations in May 2019. The Faculty consists of four Academic Departments; Department of Organizational Studies, Department of Human Resource Management, Department of Marketing Management and Department of Accounting and Finance. All Departments are collectively responsible for all academic activities of the Faculty.

Currently, FMS conducts following academic programmes ranging from the Certificate Programmes to the Masters' Degrees.

- Advanced Certificate in Entrepreneurship and Small Business Management (ESBM)
- Diploma in Management (DM)
- Bachelor of Management Studies (Honors) Degree (BMS)
- Master of Business Administration in Human Resources Management (MBA in HRM)
- Common Wealth Executive Master in Business Administration (CEMBA) and Common Wealth Executive Master of Public Administration (CEMPA)

Advanced Certificate Programme in Entrepreneurship and Small Business Management (ESBM)

The initiatives and improvements made on the entrepreneurial business front are vigorous for the development of a country. Since majority of business enterprises in Sri Lanka are fallen into the category of Small and Medium scale enterprises, the government by itself has taken several initiatives to upgrade and enhance the business performance. Irrespective of these efforts and healthy business climate prevailing in the country, most of the businesses are under performing due to lack of knowledge in managing the businesses efficiently and effectively. In order to bridge the gap in the existing knowledge base the FMS has introduced the Advanced Certificate Programme in Entrepreneurship and Small Business Management targeting at the existing and potential entrepreneurs all around the country.

Programme Objectives

The main objective of the programme is to contribute the development of a strong entrepreneurial business front who actively participates in the national economy.

The specific objectives include;

- To harvest necessary knowledge and skills among the participants which are essential to become successful entrepreneurs.
- To develop and strengthen entrepreneurial quality and motivation.
- To enable educated young men and women to engage in gainful self-employment.
- To encourage innovative and creative small and medium entrepreneurs that can make a noticeable contribution to national economy.

Programme Structure

Duration:

One academic year

Medium of instruction:

Sinhala/ English/ Tamil (The applicant is expected to demonstrate a fair level of competence in the chosen medium of instruction)

Entry Qualifications:

Applicants must be over 18 years of age and required to have:

- Passed six subjects including Mathematics and First Language with at least two Credit Passes at the General Certificate of Education (Ordinary Level) Examination, Sri Lanka, or,
- Completed any Certificate Programme with 30 credits at Level 01 or above conducted by the Open University of Sri Lanka, or,
- Obtained a qualification at NVQF Level 3 or above acceptable to the Senate, or,
- an equivalent or higher qualification acceptable to the Senate.

Content:

Programme consists of eight courses as;

Course Code	Course Title	Credits
SLQF Level 2		
Courses		
OSC2401	Entrepreneurship	4
OSC2402	Small Business Management	4
OSC2303	Basic Mathematics and Statistics	3
MMC2404	Marketing for Entrepreneurs	4
OSC2405	Operations Management for Entrepreneurs	4
AFC2406	Accounting and Finance for Entrepreneurs	4
OSC2407	Business Planning	4
AFC2308	Introduction to Economics	3
Total		30

An academic member of the FMS will guide the student when preparing the business plan which enables them to develop a business venture proposal in their choice in a formal manner. It is required to submit the business plan on time in order to become eligible for the award of the certificate.

Method of Evaluation:

Performance of student will be evaluated on the basis of four sets of criteria as;

- Continuous Assignments
- Mini Projects
- SME Business Plan
- Final Examination

Course Fee:

Total course fee of the programme is Rs. 29, 400. Course fee is payable in two installments.

First Installment Rs. 18, 840 (Registration and Facility fee inclusive)

Second Installment Rs. 10, 560

Those who repeat a particular course are required to re-register and pay for courses which they have to repeat.

Award of Certificate:

On successful completion of the final examination, the Advanced Certificate in Entrepreneurship and Small Business Management will be awarded in accordance with the provisions in regulations of the OUSL.

Those who have successfully completed the Advanced Certificate programme will qualify to seek the admission to the Bachelor of Management Studies (Honours) Degree programme, without sitting for the admission test.

Additional Information on Study System at OUSL

- As per the vocabulary of the OUSL, a “Course” is a basic unit of study, which is completed over a period of an academic year.
- A combination of compulsory and elective courses makes up a “Programme of Study”. The successful completion of the programme of study leads to the award of a Certificate, a Diploma or a Degree. Students must complete
 - “Compulsory Courses” in order to fulfill the requirements of a particular programme of study.

Categories of Academic Programmes of the OUSL are as follows.

- Foundation
- Certificate
- Advanced Certificate
- Diploma
- Bachelor’s Degree
- Postgraduate Diploma
- Masters’ Degree and
- M.Phil./Ph.D.
- Continuing Education Programmes

Foundation programmes are the gateway to the other academic programmes and are offered at two levels - First Level (F1) and Second Level (F2).

A student who successfully completes the Foundation Programmes in a particular area of study at the OUSL attains an educational level equivalent to what is necessary to seek admission to conventional universities.

Each course has a course code, which consists of 7 alphanumeric characters. For example:
AFC2406/MMC2404/OSC2407

- First two letters indicate the Course Offering Department (Refer Table 1)
- Third letter & First digit indicate the course level, the category of the programme (Refer Table 2)
- Second digit indicates the credit rating (Refer Table 3)
- Last two digits indicate a unique serial number

Table 1: Department offering the course

Department	Code
Organizational Studies	OS
Accounting and Finance	AF
Marketing Management	MM
Human Resource Management	HR

Table 2: Programme/Level of Study

Course Level	Programme of Study					
	Founda tion	Certific ate	Diplom a	Degree	Postgra duate	Continuin g Educatio n Course
1	F1	C1				E1
2	F2	C2				E2
3			D3	U3		E3
4			D4	U4		E4
5				U5		E5
6				U6		E6
7					P7	E7
8					P8	E8
9					P9	
10					PA	
11					PB	
12					PC	

Table 3: No. of Credits

No. of Credits	1	2/3	1/2	1/3	1/6	0
2nd Digit	6	4	3	2	1	0

Programme Delivery and Evaluation

The OUSL imparts knowledge to its students through distance mode of education. Within this system, students and academics remain physically separated yet a dialogue is established through printed course material/ audio-video material and face to face academic counseling sessions where necessary. Performance of students is evaluated through continuous assessments and final examinations.

Course Materials

Printed Material

The central element in this teaching system is a series of printed texts that every student receives. They provide the student with a primary study material which is equivalent to face to face lectures. They include basic theories, questions and activities interspersed throughout the text helping students to think independently and develop own analytical skills.

Audio - Visual Devices

Audio – visual devices enliven studies by enabling the student to watch video films and relevant material and provide an opportunity to listen to audiocassette presentations conducted by the OUSL staff and other experts in the specific fields.

Online Supplementary Support

Majority of the courses of ESBM programme are supplemented with online courses with the intention of equipping learners with more subject knowledge and to familiarize them with modern learning trends and tools. These online supplementary courses could be accessed from home or from the OUSL computer centres located in Regional/Study centres.

URL to access online courses: <http://learnousl.ou.ac.lk>.

- **User name:** Student ID Number (See: personal information of Record Book for this number starting with “s”).
- **Password:** National Identity Card Number

Day Schools/ Dual Mode

Printed course materials and audio visuals form the main components of the study pack in the distance education system of the OUSL. In addition day schools are conducted from time to time at Regional and Study Centres and also using online methods (mainly through ZOOM platform) by academic staff of the OUSL as well as visiting academics from other universities and academic institutions. These day schools are primarily for discussions and clarification of problems.

Assignments and Examinations

Student performance is evaluated through a system of Continuous Assessment (CA) and Final Examinations. Students are required to submit a number of assignments during the course of an academic year, which are graded and returned to them, together with the tutors' comments. The form, structure and the number of assignments per course will be decided by the Department and may vary from course to course. They could take the form of closed book tests, open book tests, take home assignments and project proposals etc.

Students should read counseling material given to them after admission and understand the importance of this requirement of continuous study and continuous assessment. No student will be permitted to sit the final examination unless he/she obtains a pass in the CA component and thereby gaining the eligibility to sit for the final examination. At the end of the academic year a final examination is held. The final grades are determined by the overall result obtained for assignments and examinations. Students who do not obtain the required marks for eligibility to sit Final Examination will need to re-register for the respective course. Students who obtained eligibility but are unsuccessful at the Final Examination will also have to re-sit the final examination. They have to obtain studentship at the registration.

Regional Services

OUSL has a network of Regional and Study Centres throughout Sri Lanka. These centres provide limited facilities for face to face teaching, library audio-visual aids, distribution of course material, conducting examinations, counselling and the like. Table 4 and Table 5 provides information on Regional and Study Centres of the OUSL

Table 4: Regional Centers

Centre Location	Code	Address	Telephone Number
Colombo	WP10	OURC, Nawala, Nugegoda	011-2853930 Ext. 380 Staff:281,630, 464,420,621
Kandy	CP20	OURC, Polgolla, Kandy.	081-2494083 084/495/496 / 497
Matara	SP30	OURC, Nupe, Matara.	041-2222943 041- 2229782
Jaffna	NP40	OURC, Browns Road, Kokuvil, Jaffna.	021-2223374
Anuradhapura	NC50	OURC, JayanthiMawatha, (Depot Area), Anuradhapura.	025-2222871
Batticaloa	EP60	OURC, No.23, New Road, Batticaloa.	065 2222264
Badulla	UP80	OURC, No 179, Keppetipola Road, Badulla	055 3012151/055 2228842
Ratnapura	SG90	OURC,Hidellana, Ratnapura.	045 2228660

Table 5: Study Centres

Centre Location	Code	Address	Telephone Number
Ambalangoda	SP31	OUSC, 80/1, Polwatte Road, Halwatura, Ambalangoda.	091-2258585
Ambalantota	SP33	OUSC, Rajasaranagama Road, Lunama South, Ambalantota.	047-2225533
Ampara	EP61	OUSC, Inginiyagala Road, Samapura, Ampara.	063-2222052
Bandarawela	UP81	OUSC, St .Thomas Road, Wewatenna, Bandarawela.	057-2222820
Galle	SP32	OUSC, Labuduwa, Galle.	091-2223784
Gampaha	WP11	OUSC,Gampaha Road, Miriswatte, Mudungoda.	033-2234571 033-2234572

Hatton	CP21	OUSC, St. Gabriel Convent, Hatton.	051-2225139
Kalutara	WP12	OUSC, No 66/2, Nagoda Road, Kalutara.	034-2223399 034-2223286
Kegalle	SG91	OUSC, Kumaratunge Munidasa Mawatha, Kegalle.	035-2222501
Killinochchi	NP42	OUSC, 155 th Mile Post, Kandy Road, Killinochchi.	021-2283970
Kuliyapittiya	NW72	OUSC, No 21, Lionel Jayathilaka Mw, Kuliyapitiya.	037-3133655
Mannar	NP44	OUSC,RDS Building, Minor Seminary Rd, Chavatkaddu, Mannar.	023-2251999
Moneragala	UP82	OUSC, Technical college Junction, Sirigala, Potuvil Road, Moneragala.	055-2277395
Mullaitivu	NP43	OUSC, Oddusudan Road, Puthukkudiyiruppu, Mullaittivu.	021 - 2290868
Polonnaruwa	NC51	OUSC, 24th Post, BendiwewaJayantipura, Polonnaruwa.	027-2225776
Puttalam	NW71	OUSC, No 1/137, Colombo Road, Puttalam.	032-2266822
Vavuniya	NP41	OUSC, No. 366, Kandy Road, Thekkawattai, Vavuniya	024-2222995
Trincomalee	EP62	OUSC, No 26/A, Post Office Rd, Trincomalee.	026-2222088
Matale	CP03	OUSC, No.09, MC Road, Matale	0662058083
Kurunegala	NW70	OUSC, Negombo Rd, NissanakaMawatha Junction, Malkaduwwa, Kurunegala.	037 2223473

Library Facilities

Library facilities are available at the Central Campus at Nawala and several other Regional/Study Centres. Reference facilities are mainly provided at the Colombo Regional Centre of the OUSL. The University has made every effort to provide some library facilities in the Regional Centres. However the Central Library in Nawala provides better facilities and students are encouraged to use it.

The OUSL Library system is different to conventional libraries. It caters to needs of a large body of students throughout the country. The OUSL library system provides reference facilities and limited lending facilities to students. Lending facilities for students are normally for a period of one week. However, there are no restrictions on the reference facilities offered to the OUSL students.

Fees and Other Costs

In principle, fees are due on demand and you must pay the fees promptly. The University reserves the right to revise fees and all other charges at any time without prior notice. Fees once paid will not be refunded.

An applicant, who receives an offer for a place in the Open University for a programme of study, will receive an invoice for registration and tuition fees giving due dates for payment. Failure to pay fees on time means the withdrawal of a place at the OUSL.

The method of payment of fees will be described in the invoice. However, tuition fee is payable in two installments, the first installment on the day of registration.

Tuition Fees for a particular year will normally be increased by a ten- percent (10%) annually. Student who repeats a course will have to pay double the tuition fee for that particular course.

Registration

Students who wish to follow the programmes or courses of study at OUSL must register themselves during respective period for such registration by paying the required fees.

In the event of a student being unable to be present in person, he/she may request registration on his/her behalf by authorizing another person to attend to registration procedures.

Registration is conducted at Regional Centres and selected Study Centres. The availability of registration facilities at a particular centre depends, however, on the number of applicants at that centre.

At present, the registration process is mainly done through an online system. The basic guideline of activating your profile at the system in order to process registering is given in annexures.

Concurrent registration is permitted for a maximum of two programmes with a maximum of 37 credits as follows:

Maximum of 30 credits for courses in a maximum of two regular programmes and a maximum of 7 credits of courses as continuing education courses.

Students registering for 2 programmes concurrently may find that academic activities and examinations of the two programmes may clash. The University will not hold itself responsible for any inconvenience or disadvantage that may arise out of such a situation.

A student shall not be given mere studentship in the year in which he/she first applies for registration for any programme. He/she shall be required to offer a minimum of 8 credits of courses.

For all other academic programmes studentship will be granted up to 7 months from the last date of registration. There after the students will not be allowed to sit for the final examination.

Change of Courses

A student is allowed to add or drop courses once they get registered. However, it must be noted that such alterations are permitted only during the add/drop period specified by the programme of study

Contact Information

ESBM Team

Ms. D.K.Sewwandi
Programme Coordinator
Telephone – 0112 881024/ 0112 881255

Ms. N.T. Arunoda Cooray
Programme Assistant
Telephone - 0112 881024/ 0112 881255
Email: esbmfmts@gmail.com

Postal Address

Programme Coordinator
Advanced Certificate in Entrepreneurship and Small Business
Management (ESBM) Programme,
Faculty of Management Studies,
The Open University of Sri Lanka,
Nawala,
Nugegoda.
Telephone – 0112 881327/ 0112 881 25

The Faculty

Prof. V. Sivalogathanan
[B.Com(Sp)(Hons) (PDN), MBA(IB)(AIT,Thailand), PhD (ZJU)]
Dean/ Faculty of Management Studies
Professor in Management Studies
E-mail: vsiva@ou.ac.lk
Telephone: 0112881408

Prof. N. Abeysekera
[BSc.Marketing (Sp)(Hons)(USJ),
MBA in Marketing (Colombo),
Ph.D (Colombo),
MCIM, MSLIM, PGD in MKT (UK),
MAAT, Intermediate (ICASL)
Dip in CMA]
Head/ Department of Marketing Mgt.
Professor in Management Studies
E-mail: nabey@ou.ac.lk
Telephone: 0112881140

Dr. S. J. M. P. U. Seneviratne
BBA.(CBO), M.Sc. in Mgt.(USJ), PhD(Leicester)
Senior Lecturer (Gr. I)
E-mail : sjsen@ou.ac.lk
Telephone: 0112881142

Dr. (Ms) Champika Liyanagamage
[BSc.Management (Sp)(Hons) (USJ),
MBA in Finance(Colombo),
Intermediate (ICASL),
PhD(Colombo)],FCPM
Senior Lecturer (Gr. I)
E-mail: hdcha@ou.ac.lk
Telephone: 0112881293

Dr. K. B. A. Silva
LL.B.(CBO), LL.M (Southampton), PhD (Southampton),
ANDHRM (NIBM), Dip. Human Rights(Turku- Finland)
Senior Lecturer (on Contract)
E-mail: asokasilva64@gmail.com
Telephone: 0112881142

Mr. K.P.J.M. Pathirana
[BMS(HRM)Sp. (Hons)OUSL],
M.Com (KLN)
Co ordinator- MBA in HRM Programme
Senior Lecturer - G.II
E-mail: kppat@ou.ac.lk
Telephone: 0112881255

Mr. S.A.D. Senanayake
[B.Sc (Sp)(Hons)(KLN), MBA(Delhi)]
Head/ Department of Organizational Studies
Senior Lecturer (Gr.I)
E-mail: sasen@ou.ac.lk
Telephone: 0112881142

Dr. L.P.S Gamini
[BSc. B.Ad(Sp)(Hons) (USJ)
MCom(KLN), PhD (Delhi)]
Head/Department of Accounting & Finance
Senior Lecturer (Gr.I)
E-mail: lpagam@ou.ac.lk
Telephone: 0112881424

Dr S.S.K. Edirisinghe
[B.Com (Sp)(Hons)(KLN), MCom(KLN),
Certificate
in Int.Busi. (AIT-Thailand)]
PhD (KLN)
Senior Lecturer (Gr. I)
E-mail: ssedi@ou.ac.lk
Telephone: 0112881143

Dr. S. Sapukotnage
[BBA(Colombo), MSc in Mgt. (USJ)]
PhD (USJ)
Senior Lecturer (Gr. II)
E-mail: ssapu@ou.ac.lk
Telephone: 0112881142

Mr. K.P. Nishantha
[BSc. Financial Mgt. (Hons)(SUSL),
MSc in Management (USJ),
CTHE, Certified Trainer]
Head/ Department of Human Resource Mgt.
Senior Lecturer (Gr I)
E-mail: kpnis@ou.ac.lk
Telephone: 0112881434

Mr. C.P. Weerasekara
[BSc. Financial Management (Sp)(SUSL)],
M.Sc.in Management(USJ)]
Senior Lecturer (Gr.II)
E-Mail: cpwee@ou.ac.lk
Telephone: 0112881140

Mr. H.M.J.C.B. Heenkenda
[BBA. Enterprenurship (Sp)(URSL)],
M.Sc.in Management(USJ)
Senior Lecturer (Gr.II)
E-mail: hmhee@ou.ac.lk

Ms. A.A.I. Lakmali
[BSc. Marketing Management (Sp.)(USJ),
MSc. in Mgt (USJ)]
Lecturer (Probationary)
E- Mail: aalak@ou.ac.lk
Telephone: 0112881024

Ms. G.A.J Silva
[BSc. BAd(Sp)(USJ),
MCom (KLN)] Lecturer
E-mail: gasil@ou.ac.lk
Telephone: 0112881023

Ms. J. C. Hapugoda [BSc. Statistics with
Computer Science (Sp)(CBO), MFE (CBO),
CIMA (UK)Passed Finalist]
Lecturer (Probationary)
E-Mail: jchap@ou.ac.lk
Telephone: 0112881140

Mr. T.H. Rathnayake
B.Sc. Marketing Management (Sp) (USJ)
MBA (Colombo) (Reading)
Temporary Lecturer
E-Mail: thrat@ou.ac.lk
Telephone:0112881413

Ms. A.M.D.S. Jayawardhana
BBA HR (Sp) University of Colombo
MBA (Colombo)(Reading) ,AAT(Finalist)
Temporary Lecturer
E-Mail: amjay@ou.ac.lk
Telephone:0112881023

Ms. P.D. Dananjani Kasunika
B. Com (Sp.) in
Financial Management (KLN)
MSc in Applied Finance (USJ) (Reading)
Temporary Assistant Lecturer
E-Mail: danapayagala@gmail.com
Telephone:0112881025

Mr.W.A.R. Senevirathne
BSc.Accountancy and Finance (Sp)
(WUSL)],MBA(WUSL),
MAAT,CASL,Final,CBF]
Senior Lecturer (Gr.II)
E-Mail: wasen@ou.ac.lk
Telephone: 0112881255

Ms. A. H.U. Perera
[B.B.Mgt. Human Resource Management
(Sp)(KLN),MBA (PIM)
CIMA Passed Finalist]
Lecturer (Probationary)
E- Mail: ahper@ou.ac.lk
Telephone: 0112881023

Ms. S. Manoshika
[B.B.Mgt. Human Resource Management
(Sp)(KLN), BSc. Applied Accounting (OBU),
MBA (PIM), ACCA Finalist]
Lecturer (Probationary)
E- Mail: smano@ou.ac.lk
Telephone: 0112881023

Ms. D.K. Sewwandi
BSc.Business Administration
(Sp) USJP, PGD in Mgt(RUSL) MBA(KLN)
Lecturer (Probationary)
E-Mail: dksew@ou.ac.lk
Telephone :0112881024

Ms. R.H.A.T. Perera
B.Sc. Marketing Management (Sp) (EUSL)
MSc in Mgt. (USJ) (Reading)
Temporary Lecturer
E-Mail: rhper@ou.ac.lk
Telephone:0112881413

Ms. M.G.C.D. Mahakumbura
BSc. Business Information Systems (Sp) (USJ)
MSc in Mgt. (USJ) (Reading)
Temporary Lecturer
E-Mail: mgmaha@ou.ac.lk
Telephone:0112881024

Ms. M.A.M.A. Fernando
BSc. Operations and Tech. Management (Sp.)
(USJ)
MSc in Mgt. (USJ) (Reading)
Temporary Lecturer
E-Mail: mafer@ou.ac.lk
Telephone:0112881024

Ms. Y.F. Shifana
BBA (HRM Sp.) (Hons) (UOJ)
AAT (SL) Passed Finalist, CISI(UK) L.II
CIMA Adv. Dip MA (UK),
MSc. in Mgt. (USJ) (Reading)
Lecturer (On Contract)
E-Mail: yfshi@ou.ac.lk
Telephone:0112881023

Annexure

Application for the ESBM 2021-2022 programme is available online. Students can follow the following initial steps to apply online.

Step 1

Log on to www.ou.ac.lk

Step 2

Click “Apply Online” on the right side upper corner of the menu bar.



Step 3

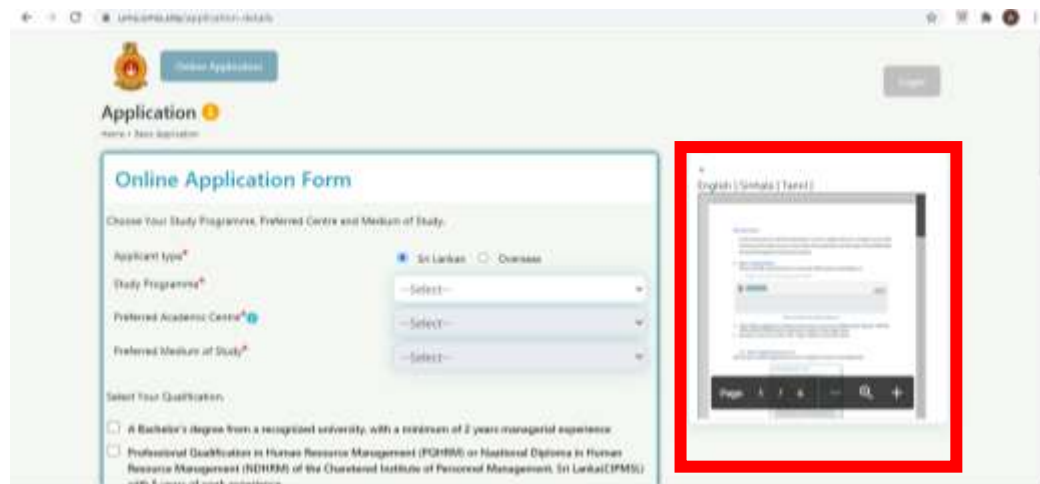
You will be directed to the following window of the online application process which has a “Detailed Guideline” in three mediums.

PLEASE READ THE GUIDELINE THOROUGHLY BEFORE STARTING THE APPLICATION PROCEDURE



Step 4

Click “Apply Online” and fill in the details following the guideline. You have been provided with an online guideline for every step of the application process in the particular window until the registration



The screenshot shows a web browser window displaying the 'Online Application Form' for a recruitment process. The page is titled 'Application' and includes a 'Submit Application' button. The form is divided into two main sections: 'Choose Your Study Programme, Preferred Centre and Medium of Study' and 'Select Your Qualification'. The first section contains dropdown menus for 'Applicant type' (with 'Sri Lankan' selected), 'Study Programme', 'Preferred Academic Centre', and 'Preferred Medium of Study'. The second section contains two radio button options for qualifications. A red rectangular box highlights a PDF viewer window titled 'English (Sinhala Tamil)' which is open over the form, displaying a document with text and a table.