



# FMS FACULTY OF MANAGEMENT STUDIES



**Faculty of Management Studies**  
The Open University of Sri Lanka  
Nawala, Nugegoda.

[www.ou.ac.lk](http://www.ou.ac.lk)

## FMS FACULTY OF MANAGEMENT STUDIES



### INSIDE

- Learning and Development
- Strengthening Communities
- Increased Student Enrollment
- Ladder of Opportunity
- Increased Student Output
- Student Achievements
- Staff Achievements
- Research Publications
- New Member of FMS Team



**ESBM**  
ADVANCED CERTIFICATE IN  
ENTREPRENEURSHIP AND SMALL  
BUSINESS MANAGEMENT (ESBM)  
Duration - 01 Year  
Medium - English / Sinhala / Tamil

Apply Online  
<https://payment.ou.ac.lk>  
2020  
16th Feb - 17th March

Pathway to your success...

For Further Information  
011 26811024 / 011 26811025 / 011 26811026

**BMS**  
BACHELOR OF  
MANAGEMENT STUDIES  
(HONOURS) DEGREE  
HIGHER DIPLOMA IN MANAGEMENT  
Duration - Degree - 04 Years / Dip - 2 Years  
Medium - English / Sinhala / Tamil

challenge your skills  
keep your balance

2019  
03rd - 24th March

For Further Information  
011 26811024 / 011 26811025 / 011 26811026

09th Intake

CHALLENGE YOUR LIMITS

**MBA IN HRM**

APPLY ONLINE  
01st MARCH 2020 - 31st MARCH 2020

OUSL  
The Open University of Sri Lanka

CIPM

CEMBA 2020  
16th INTAKE

The Open University of Sri Lanka

COMMONWEALTH EXECUTIVE  
MASTER OF BUSINESS /  
PUBLIC ADMINISTRATION

"Unleash the Potential within You"

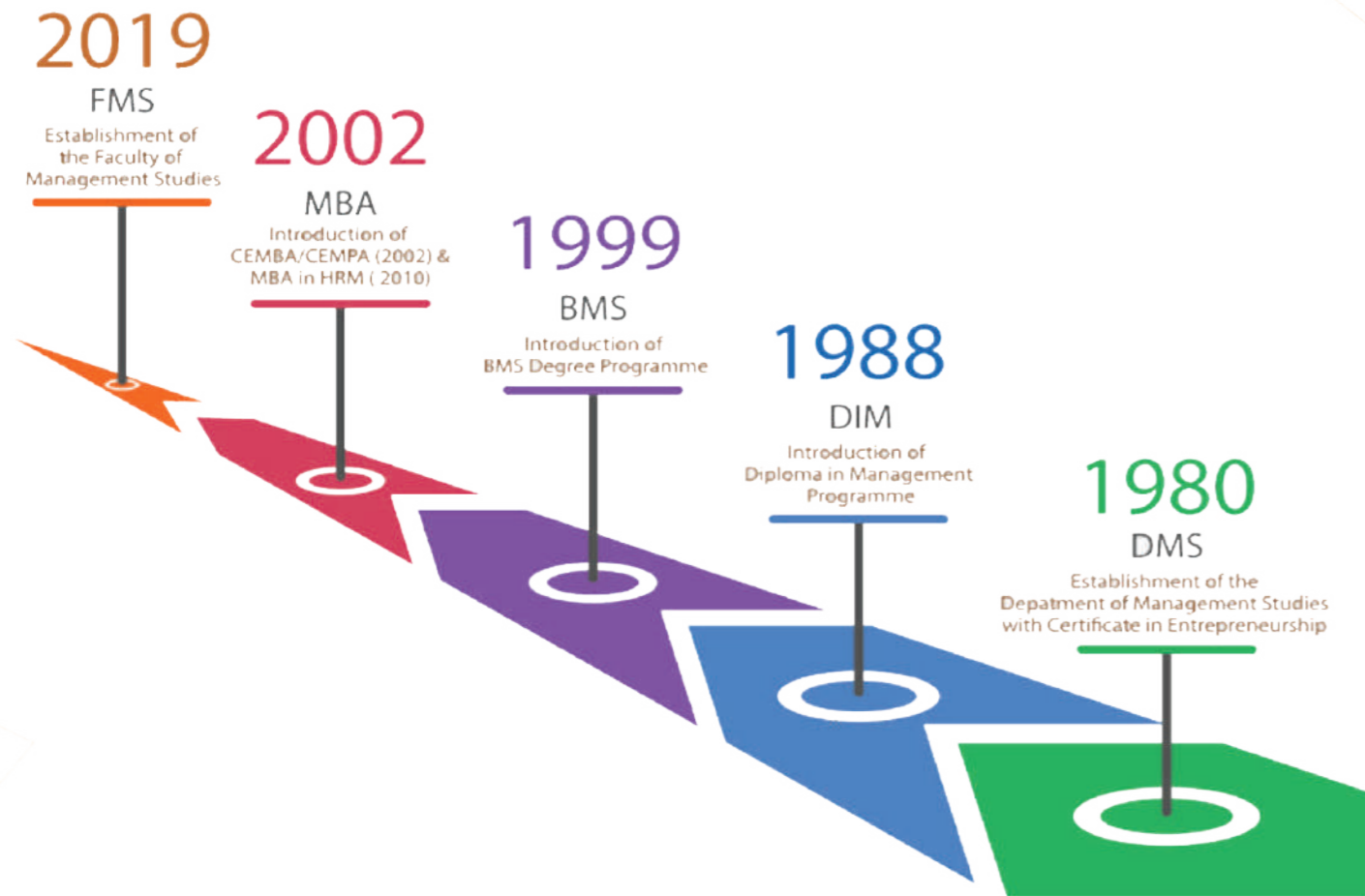
Opening Date of Applications: 16 February 2020  
Closing Date of Applications: 17 March 2020



**Faculty of Management Studies**  
The Open University of Sri Lanka  
December 2019

**SPECIAL ISSUE** **FMS NEWS**

## The Journey towards the Faculty of Management Studies



- **1980 OUSL was established as the premier Open and Distance Learning Institute in Sri Lanka.**

Management Section

- **1984 Department of Management Studies**

Diploma in Management

Certificate in Entrepreneurship

- **1990 Introduction of new academic programmes by Dept. of Mgt. Studies**

Diploma in Management programme

PGDM (postgraduate dip.in Management) programme

- **1999 Introduction of BMS Degree Programme**

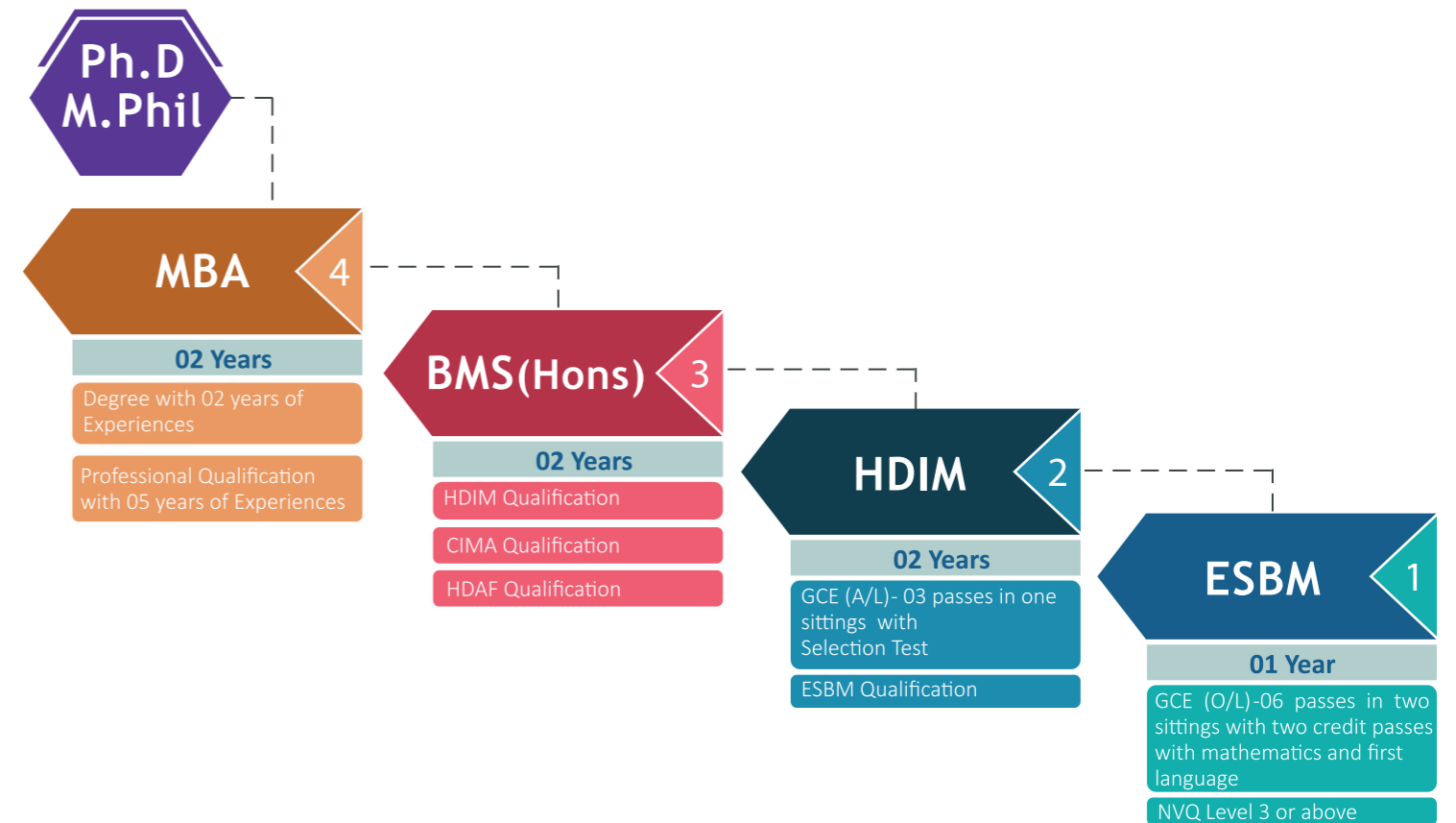
- **2002 CEMBA and CEMPA programmes were introduced**

- **2010 MBA in HRM programme was introduced**

- **2017 First ever PhD student produced by the Department of Management Studies**

- **2019 Establishment of the Faculty of Management Studies**

## Ladder of Opportunity



### FMS ENEWS

FMS Enews is a comprehensive magazine which comprises of many achievements, milestones, success stories and publications of members within the FMS family. FMS Enews is a pictorial compilation which reflects the memories of Immediate academic year.

You can send your pictures, information for us via [fmsenews@gmail.com](mailto:fmsenews@gmail.com)

Thank You

Asanka Senevirathne

Harini Udara Perera



# Learning and Development



The Open University of Sri Lanka (OUSL) was established in 1980 as the premier Open and Distance Learning Institute in Sri Lanka. The Open University was formed by amalgamating the two institutions, Sri Lanka Institute of Distance Education (SLIDE) and the External Services Agency (ESA) which offered degree courses in various subjects, which was officially opened on the 1<sup>st</sup> of August 1980 by the late Honorable President, J.R. Jayewardane. At that time, it was housed in the curriculum center at Buller's Road, Colombo 07 and later came into residence at Nawala in a temporary building. The first Vice Chancellor was Prof. P.D. Gunatilake. Initially there were no faculties in the OUSL, however, there were two boards to conduct academic programmes namely; the Management, Science and Technology Board (M.S.T) and the Humanities and Social Sciences Board (H.S.S), where the

First row, from left: Professor. S.A. Ariadurai, Vice Chancellor of OUSL, Professor. V. Sivalogathan, Dean of the Faculty of Management Studies. Second row, from left: Dr. Sujeevi Sapukotanage (Head - Department of Marketing Management), Dr. L.P.S. Gamini (Head - Department of Accounting and Finance), Mr. S.A. Dharmapriya Senanayake (Head - Department of Organizational Studies), Mr. K.P. Nishantha (Head - Department of Human Resource Management).

Management section was under the MST board. OUSL has a long history of management education as it commenced academic activities related to the management discipline in its initial stages in 1980 with only five staff members in the Management Section. After 1984 the Management Studies section reached a milestone in becoming a Department in the university. This is due to the two boards being replaced by three faculties namely: Faculty of Humanities and Social Sciences (H.S.S), Faculty of Natural Science and Faculty of Engineering Technology. Under the Faculty of H.S.S. five departments were formed and one of those was the Department of Management Studies.

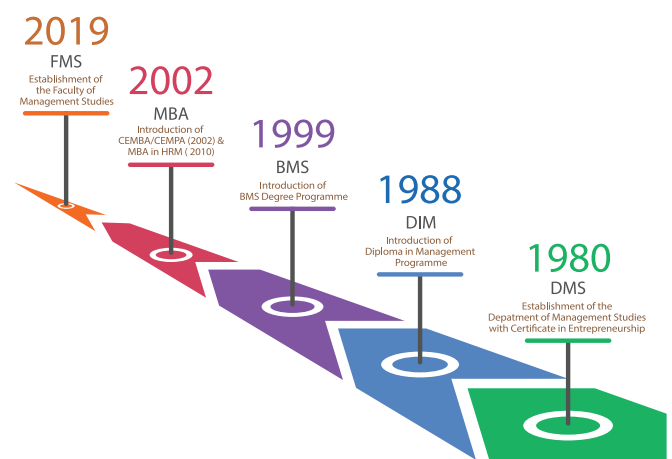
Prof. Sunanda Degamboda was the first ever Head of the Department of Management Studies and there were only three members in the Department of Management Studies when it was established. Since the inception the department has introduced new academic programmes in enriching the management knowledge disseminated by itself. Two academic programmes were conducted at the

initial stages named as the Higher National Diploma in Management and the Certificate in Entrepreneurship. At the inception 52 students received the Certificate in Entrepreneurship. Initially the Diploma in Management programme was introduced in 1990 focusing on Colombo, Kandy and Matara regional centres. After that going another step further the Postgraduate Diploma in Management programme (PGDM) was introduced. The major milestone of introducing the Bachelor of Business Management Studies (BMS) degree programme was achieved in 1999, which was initially limited to the Diploma holders of OUSL. Today the BMS Degree programme has become the major educational programme offered by the Faculty of Management Studies with more than 3500 students. BMS is conducting in all 9 regional centres and 7 study centres.

The first ever Master's Degree programme was introduced by the Department of Management Studies in year 2002 with the introduction of the Commonwealth Executive Master of Business Administration and Commonwealth Executive Master of Public Administration programmes. Sequentially the Master of Business Administration in Human Resource Management programme was introduced in year 2010 by late Prof. Sudatta Ranasinghe, who was the first professor of the Department of Management Studies played a major role in launching the MBA in HRM programme with collaboration with the Chartered Institute of Personnel Management (CIPM) which is then known as Institute of Personnel Management (IPM).

Since the inception the Strength of Department of Management Studies (MSD) has become stronger by expanding its staff and number of academic programmes remarkably. Since its beginnings, until now covering a 35-year period, disseminate management education from certificate level to Ph.D. level provided through Open Distance Learning method by the OUSL. Department of MSD remained under the purview of Faculty of Humanities and Social Sciences long time while other universities established Faculties of Management Studies. However with the strength of academic staff and number of academic programmes ranging from certificate level to Ph.D. level, the Department of Management Studies was able to convince the relevant authorities, the necessity of becoming a faculty. As a result of tremendous and continuous effort, finally, the Faculty of Management Studies (FMS) was established on 8<sup>th</sup> May 2019 with Prof. V. Sivalogathsan as the first ever Dean of the Faculty of Management Studies of the Open University of Sri Lanka.

## JOURNEY TOWARDS THE FACULTY OF MANAGEMENT STUDIES



## Vision

To be the premier Open and Distance Learning Management Education Faculty in Asia and ensure excellence, efficiency and equality in lifelong learning.

## Mission

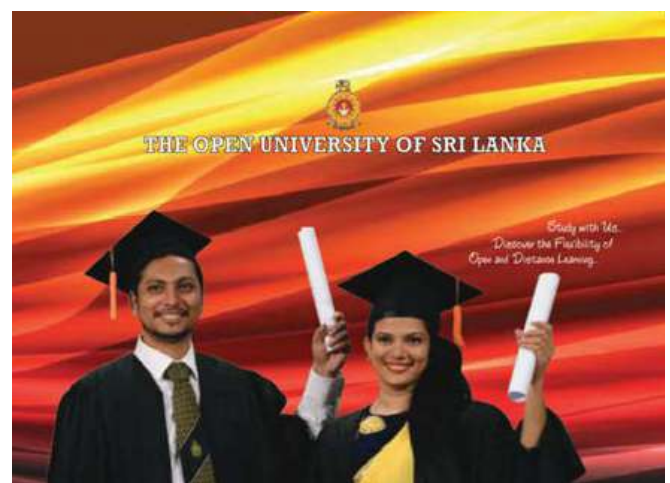
To enhance access to high quality, affordable, relevant, professional management education through Open and Distance Learning and ensure the highest standards of learning, teaching, research and scholarship, consulting and promoting partnership among academics, professionals, private and public sector institutions to achieve the wider objectives of the Faculty and the University, and to enhance national and global managerial capacities.



## Objectives

The FMS of the Open University of Sri Lanka shall commit to the realization of the following objectives:

- To provide high quality, student-centred learning experiences in management education through a variety of academic programmes / courses and research.
- To encourage research and development in the field of management and ODL.
- To strengthen management education in all regions covering all districts island wide through ODL technology.
- To cater to human capital needs of the private and public sector through upgrading knowledge, skills and attitudes of the practicing management professionals.
- To develop the capacity of counselling the public and private sector organizations for their organizational issues.
- To facilitate professionals to ensure career advancement through lifelong learning in management.
- To be an authorized and reputed center of excellence in management education at OUSL by collaborating with national and international institutions.



Considering the growing national need for enhancement of professional managerial knowledge and capacity building in the private and public sector and with a view to better catering to the expanding requirements of the country, the Faculty of Management Studies, at the Open University of Sri Lanka was established in year 2019. These developments have been possible mainly due to the enhancement of human resources and physical infrastructure in the university and through expanded partnerships and collaborations with national and international organizations. The faculty consists of four departments. The departments are organized under the rules and regulations stipulated by the Open University of Sri Lanka except that they are designed to operate as departments serving the Faculty programmes. Thus, the departments shall collectively conduct courses that lead to the academic program of the faculty against the prevailing practice that each department conducts all the courses leading to a degree program that it offers. In the service department context, each department plays a complementary role in its specialized field of study in conducting academic programs. In this arrangement, each department does not represent complete academic programs but they contribute to various such programs. The administrative procedures of the faculty are guided by the Universities Act No. 16 of 1978 and the OUSL Ordinance No. 1 of 1990 and the relevant By-laws of the Open University of Sri Lanka.

With the establishment of the faculty, it enabled to commence many other new academic programmes, including

postgraduate programmes and continuing professional development programmes for management and innovation, to provide training for management professionals to meet the requirements of the local and foreign employment markets. As all programmes of the OUSL are delivered through the open distance mode of teaching, unlike the conventional mode, the faculty has the advantage of reaching out to the periphery and serving the employed, thereby providing a career development path for those who need and aspire further training while in service. The Faculty of Management Studies is committed to the promotion of management education and research at undergraduate and postgraduate levels, with the objective of imparting management knowledge for the development of management skills and appropriate management attitudes. In pursuance of this broad objective, services are provided to a wide spectrum of clients comprising young school leavers, managers, public administrators and small and medium scale entrepreneurs. During the past 30-year period, since its establishment, the Department of Management Studies, which has now upgraded to the Faculty of Management Studies, has progressed to a considerable extent in the realization of these objectives. Up to date, nearly 3500 management professionals have graduated and almost all the graduate students of management studies have found employment in higher managerial positions in the private and the public sector.

## The Inauguration Ceremony

The sixth faculty of OUSL, Faculty of Management Studies was inaugurated recently at a colorful ceremony held at the Open university of Sri Lanka on 8<sup>th</sup> August, 2019. The Faculty of Management Studies, which is the youngest and sixth Faculty of OUSL, was approved by a Gazette notification of 8<sup>th</sup> May 2019 and the academic activities of the Faculty of Management Studies commenced on 14<sup>th</sup> May 2019 with the appointment of Dean and Heads for four Departments, namely Organizational Studies, Marketing Management, Human Resources Management, and Accounting and Finance. The Faculty is the 17<sup>th</sup> Management Faculty in the university system in Sri Lanka and offers a variety of high quality programmes leading to Certificate, Diploma, and Degree, Postgraduate Diploma, Postgraduate Degree and PhD qualifications.



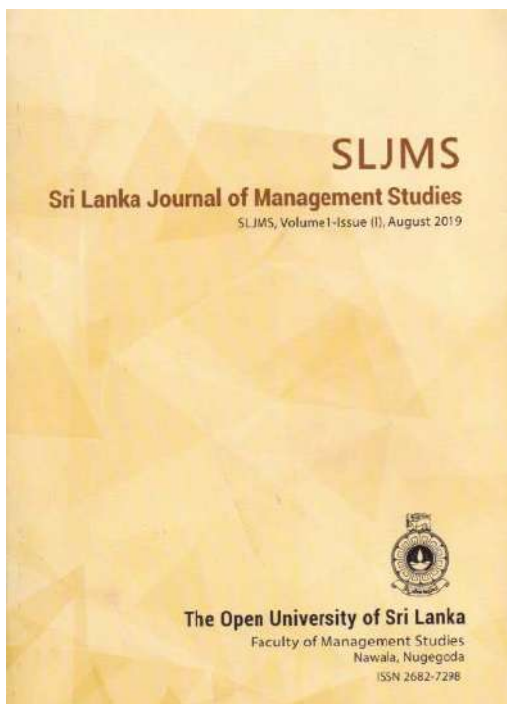
# The Academic Members of the Faculty of Management Studies





## Launch of the Sri Lankan Journal of Management Studies

The Faculty of Management Studies lunched the “Sri Lanka Journal of Management Studies (SLJMS)” for the year 2019 with the guidance of Prof. V. Sivalogathan, Dean of the Faculty of Management Studies and Prof. Nalin Abeysekera, the Chief in Editor of the Journal. The launch of the journal was held on the inauguration ceremony of the Faculty of Management studies marking a milestone in the FMS history.



## Management Issues -2019

The Faculty of Management Studies published the “Management Issues” the research publication of the faculty for the year 2019 with the guidance of Prof. V. Sivalogathan, and Dr.L.P.S. Gamini, the Chief in Editor of the publication.



MSD E News was renamed as FMS E News which brings informative news of annual events pertaining with Faculty of Management Studies of the Open University of Sri Lanka. This is a comprehensive magazine which comprises of many achievements, milestones, success stories and publications of members within the FMS family. FMS E News is a pictorial compilation which reflects the memories occurred during the year.



## Faculty Board Meeting of the Faculty of Management Studies

The first meeting of the faculty board of the Faculty of Management Studies was held on Tuesday 2<sup>nd</sup> July 2019 at 9.30 am in the board room of faculty of HSS.

Subsequently faculty Board Meetings and Departmental wise staff meetings were held in the year 2019 in order to closely monitor the progress of the departmental as well as the faculty performance in achieving the level of excellence expected with the participation of all the academic staff in the faculty.

## Short Courses Offered by FMS

### Short Course in Computerized Accounting



The Short Course in Computerized Accounting is offered by the Department of Accounting and Finance of the Faculty of Management studies. This course has been designed mainly to teach and guide how to use ready-made Accounting

software to the participants at an affordable price of Rs. 10,000/- This course is conducted as a classroom based learning methods, comprising face-to-face lectures, presentations, videos and discussion of questions, covering 20 lecturing hours and 40 Practical hours, altogether 60 plus hours. Evaluation is based on the submission of a project report and practical examination on preparation of set of ledger accounts of a business followed by financial statements. A candidate should score minimum 40% average mark to be eligible for the awarding of the certificate.

The First [01<sup>st</sup>] Intake follow the programme during 18.11.2018 to 31.03.2019. The second batch is continuing at present. It will be finished by 29<sup>th</sup> February 2020. Third batch will be started in March 2020. The course is coordinated by Colombo Regional Center. The lecturers and practicals are conducted on Sundays of each weekend. The programme has growing demand at present since it is flexible and affordable.

### Short Course in Financial Accounting



The Short Course in Financial Accounting aims to introduce the key concepts and theories in Financial Accounting to the participants. This course equips students with skills such as, numerical and logical thinking, attention to details and analytical thinking, which are required for reporting and interpreting of financial data in order to make sound business

decisions in an efficient and effective manner. This course is designed to enable participant to prepare financial statements of different business organizations and analyze those financial statements to facilitate decision making.

### **Short Course in Human Resource Management**



The Short Course in Human Resource Management aims to introduce the key concepts and theories in HRM while comparing and contrasting them with the 'actual' HR policies and practices as carried out by HR practitioners in local work organizations. This course is designed to provide a comprehensive understanding of the theories, concepts and tools of Human Resource Management and equip the participants with relevant knowledge and skills in order to encourage them towards application of the knowledge and skills for effective management of human effort. This course deals with important dimensions of the environment of management of today's organizations. Provision of knowledge on managing the human asset as well as human effort in an effective manner is a major theme of the Short Course in Human Resource Management.

### **Short Course in Human Resource Training and Development**



The Short Course in Human Resource Training and Development aims to introduce concepts and nature of Human Resource Training and Development systematic theoretical knowledge of Human Resource Training and Development which can then be applied as acquired knowledge to the practical business environment. This course would help in developing the core competencies needed as a foundation in becoming an effective human resource trainer.

### **Short Course in Marketing Management**



The Short Course in Marketing Management aims to introduce the key concepts and theories in marketing while comparing and contrasting them with the real marketing practices carried out by marketing professionals in organizations. This course is designed to expose the participants to the concepts of marketing. It aims at providing the knowledge & skills and inculcating the attitudes necessary for an HR manager to support the marketing activities in an enterprise. The course gives an introduction to marketing, internal marketing, relationship marketing, consumer markets and buying behavior and market segments etc. in provision of a basic understanding of marketing concepts.

## Short Course in Office Management



The Short Course in Office Management is designed to provide basic knowledge and develop skills of potential job seekers and present employees of both public and private sectors in enabling the participants of the programme to apply the theoretical knowledge when addressing practical problems in their respective organizational settings. The short course provides theoretical knowledge, which sharpen the analytical and decision making skills of the participants, to contribute to improve the productivity of their organizations.

This course is conducted as a classroom based learning method, comprising face-to-face lectures, presentations, videos and discussion of questions where the evaluation is based on the submission of a project report in applying the knowledge gained throughout the course. A candidate should score minimum 40% average mark to be eligible for the awarding of the certificate.

## Strengthening Communities

### CSR activities conducted by the Faculty of Management Studies



The CEMBA/CEMPA students and staff of the Faculty of Management Studies of the Open University of Sri Lanka with the help of donors carryout Corporate Social Responsibility activities annually. Thus in year 2019 also the Commonwealth Executive Masters in Business Administration / Masters in Public Administration (CEMBA / CEMPA) students were guided towards contributing to Corporate Social Responsibility of the Open University of Sri Lanka as part of their curriculum. This is because the participants of the

CEMBA/CEMPA programme are encouraged to serve the local communities as each batch of students have to carry out a CSR Project as part of the course work under the course Strategic Management. Through this activity, participants get the opportunity to learn about Strategic Planning in a more practical manner while serving the local communities in Sri Lanka.

Participants of the Cohort 14 of Commonwealth Executive Master of Business Administration / Public Administration completed their Corporate Social Responsibility Project in year 2019. The unveiling and handing over ceremony of the Reverse Osmosis Water Purification System to the Mahasen Gamunu Community based organization was held at Track 13/14, Thalawa, Rajanganaya on 20<sup>th</sup> October 2019. The goal of the project was to provide a drinking water production facility to a community in Anuradhapura. This is basically because, Anuradhapura is one of the districts known to be affected by the Chronic Kidney Disease. (CKDU). The project site belongs to the Community Based Organization (CBO) Mahasen Gamunu, in the GN division Rajanganaya yaya 13/14. It consists of nearly 700 families (Approximately more then 3500 people) who are the beneficiaries of the project. They were pleased to have CSR exco team visit them.



The RO project is capable in supplying drinking water to the whole community which also includes a school where more than 2000 students are attending, four religious places and few other government institutions.

Cohort 14 members met with Vice Admiral K.K.V.P.H. De Silva, Commander of Sri Lanka Navy who was the chief guest of the CEMBA/CEMPA Alumni AGM & discussed regarding the RO water purification plant, the intended goal of the CSR Project As part of the funds collecting strategy for the Cohort 14 CSR activity T-shirts print inline with the project, with the OUSL Logo and CEMBA / CEMPA tagline were sold to Alumni Members.



Executive Committee of CSR Project of the Commonwealth Executive MBA / MPA 14<sup>th</sup> Batch was consisted of Prof. Vasthiyampillai Sivalogathan, Prof. Nalin Abeysekera, Dr. L.P.S. Gamini, Dr. H.D.D. Champika, Mr. Deepal Bataduwaarachchi representing the Faculty of Management Studies. The Executive committee Members of CSR Project visited the project location where the RO plant is to be installed which is situated in Rajanganaya, Anuradhapura. In addition to the initial project scope of installing and handing over the RO

drinking water plant to the Community Based Organization (CBO) Mahasen Gamunu, the Cohort 14 students were able to arrange educational aid to 104 underprivileged students in the area.

The educational aid was packed into parcels in Colombo and once the installation got completed and training conducted for end users, then the ceremony to unveil the project and the distribution of the educational aid were organized as well.



The leadership for the program was given by Professor S.A. Ariadurai, Vice Chancellor of the Open University of Sri Lanka, Professor, Vasthiyampillai Sivalogathan, Dean, Faculty of Management Studies inspired the work with their support and blessings. Professor Nalin Abeysekara, Dr L.P.S. Gamini. and Mr. Deepal Bataduwaarachchi guided the students as coordinators of the program.



### “Hasaralla”- In Search of Humanity...



The students of the ESBM programme of the Faculty of Management Studies has got together and established the CSR society named “Hasaralla” with the aim of in search of humanity”. This project was initiated with the intention to develop project management skills of the students while enhancing the cohesiveness among them by engaging in these activities. The financial contributions to fund

the projects were received from the students themselves as well as from the sponsorships received from the corporate sector. Three projects have so far been completed and the details of these projects are as follows.

**Project 1:** The donation campaign of stationary and books to the primary students of Vihara Maha Devi Primary School, Ampara was carried out on 04 September 2017.



**Project 2:** On 18 November 2018 the students organized an alms giving event at Kudumbigala Monastery, Panama.



**Project 3:** In year 2019, on February 19<sup>th</sup> the Hasaralla project series were enriched with the donation of wheel chairs made to the Elders Home at Dompe.



**Project 4:** On 30 March 2019 another CSR project was carried out by the Hasaralla initiative, where stationary, bags and other equipment were donated to the children of the Vadyaravinda Primary School, Nochchiyagama to help their studies. Also the Hasaralla initiative was able to resolve the issue on access to drinking water in the school premises. Further to that a New Year celebration was organized for the children as well.

**Project 5:** 18 September 2019 was the day on which the Hasaralla initiative donated a mini library for the school children of Nivithigala Ridiella Vidyalaya, Ratnapura.



**Project 6:** During 2019 another CSR project was carried out by the students of the ESBM Hasaralla, where elderly mothers and fathers were fed, entertained and facilitated at Mawpiya Upahara Elders' Home, Hiriptiya.





### “Miyurawa 2019”

“Miyurawa Gee Padura” the annual musical evening organized by the students of the Faculty Management Studies at Matara regional center was successfully held on 23<sup>rd</sup> February, 2019. The present Dean of the FMS, Prof. V. Sivalogathan as well as Prof. Nalin Abeysekera were present at the event in strengthening the students' efforts towards the extra curricular activities. Mr. T.H. Rathnayake Coordinated the “Miyurawa 2019”



### Regional Centres wise CSR Activities

CSR campaign organized by the Level 03 students at the Kurunegala Regional Center to the Cancer Home, No 11, Hantana Road, Kandy was also held in year 2019.



## Workshop on the Establishment of Faculty Management Studies (FMS) in The Open University of Sri Lanka



Workshop on the establishment of Faculty Management Studies (FMS) was held on 27th and 28th of February 2019 at Pegasus Reef Hotel, Wattala. This special workshop was organized in order to plan the formation of Faculty of Management Studies. The Vice Chancellor, Professor S. A. Ariadurai mentioned the administrative structure and Dr. Wickremasinghe, the Bursar, OUSL

highlighted financial regulations, payment mechanisms, standards etc. in this workshop.

Senior members of the FMS discussed in detail regarding the future changeover from the Department of Management Studies to the Faculty of Management Studies. Professor V. Sivalogathan presented the ways and means of restructuring academic programmes under the proposed faculty. A brain storming session with the insights of the academics was conducted by Mr. S. A. D. Senanayake. Mr. C.P. Weerasekera also shared his views and he coordinated workshop. Professor Nalin Abeysekera wound up the session with a concluding remark.





## Awareness Session on Course Development

The Center for Educational Technology and Media (CETME) plays a pivotal role in the Open University of Sri Lanka (OUSL) in providing guidelines for designing self-instructional materials, designing and developing educational media and ensuring quality standards of the OUSL course materials. Dr. Gayathri Jayathilake, Head, Academic and Research unit, CETME, conducted an awareness Session on Course Development for the academics of the Faculty of Management Studies on 19<sup>th</sup> August 2019.

This helps the academics to develop their courses including online courses which are in line with the guidelines and mechanisms for course design and development (print, audio-

visual and online) provided by the Academic and Research Unit.

## Seminar for Research Supervisors of BMS Degree Programme

With the aim of preparing the academics for the role of research supervisor and to provide insight into the responsibilities that it entails, a seminar for research supervisors of the BMS degree programme was held on 22nd of June 2019 by Prof. Nalin Abeysekera. Participants were given a solid grounding on the rules pertaining to undergraduate level student research supervision and on how to deal with different educational phases and problems, along with ample opportunity for discussion.

## Promotional Campaign of FMS by Regional Centers

## Kandy RC at Knowledge First 2019 Exhibition

OUSL Kandy Regional Centre team made an excellent presentation for potential university students at the Knowledge First 2019

Education and Career Guidance Exhibition held on 30<sup>th</sup> & 31<sup>st</sup> August 2019 in the Kandy City Centre. The exhibition coincided with the conclusion of the GCE Advanced Level examination in the Central Province. Thus it attracted a large number of potential students who obtained information about OUSL academic programmes. This exhibition opened the window for many potential students in the central province who would like to pursue management education in the future. Mr. Anushka Bandara, Assistant Director of Kandy Regional Centre (KRC), Mr. Dhammika Katupulla, Assistant Bursar and there staff members of KRC immensely contributed in promoting the academic programmes offered by the Faculty of Management Studies.



## OUSL Poson Bhakti Gee

The members of the Faculty of Management studies participated in the Poson Bhakti gee programme in 2019.



## Celebration to welcome the newly appointed Professors to the Faculty of Management Studies

Dr. V. Sivalogathan and Dr. Nalin Abeysekera promoted as Professors in Management Studies on the same day, marking a milestone in the history of the Department of Management Studies (MSD), the Open University of Sri Lanka. This is the first time MSD is blessed with professors, after late Senior Prof. Sudattha Ranasinghe's departure. The department members celebrated this momentous occasion by warmly welcoming the two professors to the department.



Members of FMS and Post Graduate Students of the Faculty of Management Studies presented their research findings at the research sessions held which contributed towards knowledge creation as well as knowledge sharing.



## Increased Student Enrollment

“600 students registered to the Advanced Certificate in Entrepreneurship and Small Business Management (ESBM) programme for the year 2019.”

“In year 2019 988 students got registered for the BMS programme and currently the BMS programme is preparing itself for the next intake in 2020.”

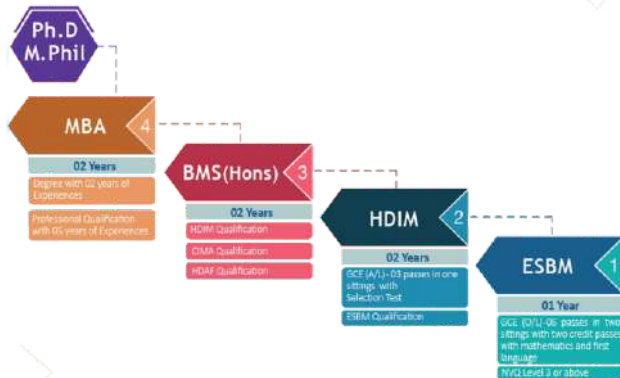
“In the year 2019 MBA in HRM programme had the enrollment of it’s 8<sup>th</sup> Intake of 42 students.”

“CEMBA / CEMPA programme had registered 49 students for it's 14<sup>th</sup> the intake for the year 2019.”

### Open University Research Sessions 2019 (OURS 2019)

Open University Research Sessions 2019 (OURS 2019) was held on 30<sup>th</sup> and 31<sup>st</sup> October 2019 where a session specifically for the newly established Faculty of Management Studies under the theme of Management which was chaired by Prof. Nalin Abeysekera.

# Ladder of Opportunity



The Faculty of Management Studies (FMS) provides a ladder of opportunities for the students in strengthening the lifelong learning concept inline line with the Open Distance Learning (ODL) methodology. The FMS is well equipped with the academic strength to serve the need of the Sri Lankan management learning community by providing the prestigious service of a Government university. The academic environment provided for the students are flexible, comparatively to the other conventional universities which in turn, enables the students to achieve academic goals with a balance in other dimensions of their lives. The FMS primarily focus on offering programmes for those who have not had an opportunity of obtaining a structured academic learning on Management specifically when it comes to the tertiary education. FMS not only provides opportunity for the students from commerce stream but also provides opportunities to have turning points for the students who are from other streams as well. OUSL has always been providing management educational opportunities for the students for a long period and with the newest addition of the

Faculty of Management Studies, the opportunities would be more strengthened and empowered in future showing grater prospects for the learning community in Sri Lanka.

## Award Ceremony 2019

350 students who successfully completed the Certificate in Entrepreneurship and Small Business Management were awarded with the certificate.

## 31<sup>st</sup> General Convocation 2019

The Dean of the Faculty of Management Studies represented the newly Established Faculty for the first time at the General Convocation of the Open University of Sri Lanka on 26<sup>th</sup> June 2019.





## Increased Student Output

At the 31<sup>st</sup> General Convocation of the Open University of Sri Lanka,



250 Students graduated with Bachelor of Management Studies (BMS) Degree

53 students graduated with Common Wealth Executive Master of Business/Public Administration Degree

31 students graduated with Master's Degree in Business Administration and 20 students were awarded with the Post Graduate Diploma in Human Resource Management.

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

The Advanced Certificate in Entrepreneurship and Small Business Management Programme is initiated with a view to provide a methodical, theoretical knowledge to entrepreneurial class in managing business successfully, enabling them to make vital contribution for the development of Sri Lanka. In the year 2019, 600 new entrepreneurial learners got registered to the programme while 350 were awarded the ESMB certificate. This certification will qualify them to seek admission to the Bachelor of Management Studies Honours Degree Programme without sitting for the admission test.



## Bachelor of Management Studies (Hons) Degree - (BMS)

The Bachelor of Management Studies Honours Degree Programme, is designed and modified in the year 2019 in a way to enrich learners with all the essential knowledge required as a professional manager, while encouraging them to plan their studies at own pace, permitting to experience the Open and Distance Learning. In the year 2019, 988 new learners got registered to the programme while 250 successfully completed the programme during the year.



of Personnel Management, Vice Chancellor of the Open University of Sri Lanka, Dean of Faculty of Humanities and Social Sciences, Dean of Department of Management Studies and other academic and non-academic staff participated in the event. Inaugural ceremony was followed by an orientation conducted by the coordinators to make the new comers aware about the programme structure, coordinating procedures and abiding rules and regulations of the programme.

Marking another fruitful year for the programme, 31 students were eligible to award the Master of Business Administration in Human Resource Management Degree and 21 eligible for the Postgraduate Diploma in Human Resource Management in the 23<sup>rd</sup> general convocation of the University which will be held in February 2020.

Currently, preparations are being made to enroll the 9th intake of the programme in year 2020.



## **MBA in HRM**

MBA in HRM programme welcomed its 8<sup>th</sup> Intake of 42 students on 7<sup>th</sup> April 2019 with an inauguration ceremony graced by Vice Admiral Piyal De Silva, Commander of Sri Lanka Navy who is one of the prestigious alumni of the programme as the Chief Guest. Mr. Dhammika Fernando, Chairman of the Chartered Institute



## CEMBA/CEMPA

Fourty Three (43) students were newly enrolled to the 15<sup>th</sup> intake of the CEMBA / CEMPA programme. Inauguration ceremony and the orientation programme were held on 17<sup>th</sup> March 2019 with the participation of the academic and non-academic staff members preceded by Vice Chancellor, Dean, Heads of the Departments and the occasion was graced by the presence of Dr. Wickramasinghe deputy chairman National Hospital in Sri Lanka as the Chief Guest. Currently, preparations are being made to enroll Students to the 16<sup>th</sup> intake of the programme in year 2020.



## Annual gathering -Alumini Seminar



Alumina-office bearers appointment and AGM

Annual General Meeting (AGM) and the annual get together was held on 24<sup>th</sup> March 2019 at Solis Hotel Pitakotte.

Cohort 14 members met with Vice Admiral K.K.V.P.H. De Silva, Commander of Sri Lanka Navy who was the chief guest of the CEMBA/CEMPA Alumni AGM & discussed regarding the RO water purification plant, the intended goal of the CSR Project "Enrich Life Through Clean Water". A complimentary T-shirt was gifted to Vice Admiral K.K.V.P.H. De Silva. On 20<sup>th</sup> July 2019 Cohort 14 Members Attended the AGM of CEMBA Alumni. As part of the funds collecting strategy for the Cohort 14 CSR activity T-shirts print inline with the project, with the OUSL Logo and CEMBA/CEMPA tag line were sold to Alumni Members.



## Student Achievements

### Success Story of an Woman Entrepreneur

Ms. Ayesha Imalika Hewapathirana, student of BMS Programme was awarded the Woman Entrepreneur of the Year 2019., organized by The Colombo School of Business and Management & Women's International Foundation (WIF) at the International Conference on Woman Entrepreneurship (ICSE 2019) on 4<sup>th</sup> December 2019 at Marina Beach Hotel, Colombo 03 Sri Lanka.





## The Gold Medal for the Best Performance in Management Studies.



**Mr. N. K. Bandara**

## Sports Achievements of Students



“NSBM Green shuttlers fest” badminton tournament 2019 was held and the OUSL Badminton team took part in it and won as 2<sup>nd</sup> Runner up representing the FMS. It should be mentioned that in guiding the students, Mr. K.P.J.M. Pathirana, senior lecturer at the Department of Human Resources Management at the Faculty of Management Studies has contributed as the Lecturer in charge for the Badminton sport.

# Staff Achievements

## Prof. V. Sivalogathan Wins a Prestigious Leadership Award

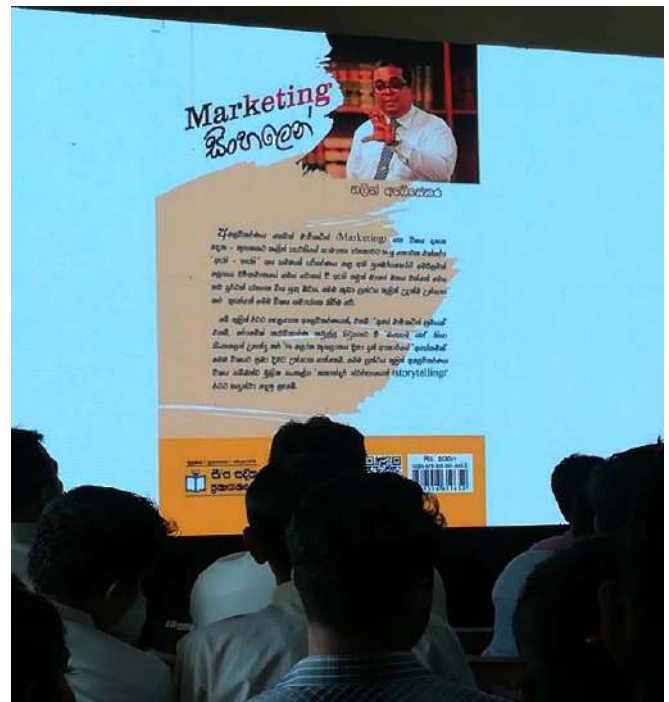


Professor. V. Sivalogathan, Dean, Faculty of Management Studies, OUSL was awarded the Best Professor in Management Studies at the Sri Lanka Education Leadership Awards 2019 on 17<sup>th</sup> July 2019 at a colorful ceremony at the Taj Samudra. The awards were presented to Individuals and Institutions who have set an example as role models in exceptional leadership. The awards were presented by World Education Congress, CMO Asia with CMO Council as its Strategic Partner and Stars of the Industry Group as a research partner.

## “Marketing Sinhala” Book Launch



Prof. Nalin Abeysekera has launched a publication on Marketing Management in 10<sup>th</sup> Jan 2019, at Dharma Vijaya Foundation, which was named as “Marketing Sinhala”.



Many distinguished guests participated at the book launch where several guest speeches were also presented regarding the contribution to the Marketing literature.

In a view of the demand for teaching marketing in Sinhala is growing steadily and the publication “Marketing Sinhala” was

launched with the objective of providing marketing knowledge to all the segments of society to promote, upgrade and exchange marketing knowledge in Sinhalese language.

Entrepreneurs, Small and Medium Enterprise owners, who are keen to get an exposure in marketing to develop their businesses, careers or professions and people who are fascinated with marketing, but find difficult to initiate in English would have a better chance in learning marketing in their mother tongue.

### **Special Achievements**

The following three lecturers attached to the Faculty of Management Studies were promoted as Senior Lecturer Grade - II in Management Studies.



**Mr. C.P. Weerasekara**



**Mr. W.A.R. Senevirathne**



**Mr. J.C.B. Heenkenda**

### **PhD Scholarship in China**



Mr. Janaka Heenkenda senior lecturer attached to the Department of Organizational Studies of the Faculty of Management Studies, has received a scholarship for Doctor of Philosophy (PhD) in Wuhun University, China from September, 2019 onwards.

### **Completion of Master of Business Administration with Merit Pass**



Ms. Harini Udara Perera, a lecturer (probationary) attached to the Department of Human Resource Management of the Faculty of Management Studies, completed her Master of Business Administration Degree with Merit Pass from the Postgraduate Institute of Management, University of Sri Jayewardenepura in November 2019.

## Research Knowledge Sharing Presentations of FMS



The last Research Knowledge Sharing Presentation of the Department of Management Studies was presented by Mr. Chanaka Weerasekara on 3<sup>rd</sup> January 2019.



The first ever Faculty Research Knowledge Sharing Presentation was presented by Ms. Harini Udara Perera, at the end of the third Faculty Board Meeting of the Faculty of Management Studies held on 3<sup>rd</sup> September 2019. She presented on her Master's Thesis study on the Role of Charismatic Leadership and Computer Self Efficacy on HRIS User Acceptance and HRIS User Behaviour.



Ms. Ishara Lakmali was the second presenter who presented her research findings on 05<sup>th</sup>

November 2019 on the Effect of Consumer based Brand Equity on M Service adoption among University students in Sri Lanka: A case of the Open University of Sri Lanka.

## International Conference on Open and Innovative Education (ICOIE 2019)

This conference was hosted by the Open University of Hong Kong, held from 10-12 July 2019. Three members lead by Professor V.Sivalogathan, Dean Faculty of Management Studies participated to the conference. It was a great experience as the conference is paved the way to exchange ideas among the international delegates in the areas of adopting technology in to the education. Topics like Artificial Intelligent (AI), Virtual Learning (VL) were discussed in this conference. Mr. Asanka Senevirathne, from Dept. of Accounting and Finance and Mr. Janaka Heenkenda from Dept. of Organizational studies participated to the conference.





### Awards and Fellowships:



Professor Nalin Abeysekera has served as a visiting professor at Canadore College, North Bay, Canada from June to October 2019. During his time he has done extensive study on Entrepreneurship schools in the globe with some models to establish an Entrepreneurial Academy at the Institute. Further, he was involved in the course development activities in the area of Business and Management. And also he has participated in many social activities in the Rotary Club, North Bay to identify different CSR activities and the impact of those on the local communities.

In his stay, he has published many articles related to Education and management in his

experience in Canada. One of his articles titled "Need for revisions in the curriculum of business programs in Sri Lanka" (which was published in Daily Financial Times, Sri Lanka) was well received by the audience. In Canada, he contributed to a Newsletter of Asia Marketing Federation which Professor Abeysekera proposed a concept of Anthro-Marketer in the article "Need for Anthro-Marketer for Asian Business"

## Details of Research Innovation and Publications

### Department of Accounting and Finance

#### Full papers- indexed:

Dassanayake, H. C; Senevirathne, A. (2019). Impact of e-servicescapes on student engagement: mediating impact of experience quality, Asian Association of Open Universities Journal, 13 (2), 203-222.

#### Full papers – non-indexed:

Liyanagamage, C ; Gunathilake, M.D.U. (2019). Analyzing the Effects of Work Related Attitudes on Organizational Commitment of Clerical Employees at the Ministry of Health, Sri Lanka, International Research Journal of Business and Management

#### Conference Proceedings (Extended Abstract):

Sivalogathan, V; Senevirathne, A; Heenkenda, J; Weerasekara, C. (2019). Digital Storytelling: An Innovative Approach for Entrepreneurial Education; A Case of Open

and Distance Learners in Sri Lanka, International Conference on Open and Innovative Education (ICOIE)

Jayarathna, G. S; Senevirathne, A. (2019). Learning Management System and Behavioral Intentions of Undergraduates in Sri Lanka, International Conference on Open and Innovative Education (ICOIE)

Sivalogathan, V; Senevirathne, A; Heenkenda, J; Weerasekera, C. (2019). Opportunities and Challenges Faced by First Time Online Registration: Case of Open University of Sri Lanka. International Conference on Open and Innovative Education (ICOIE)

### **Department of Marketing Management**

#### **Full papers- indexed:**

Dewasiri N.J. , Abeysekera N, Samarasinghe G.D. (2019), A Guide to Academic Writing and Research Reports by Senior Prof. Dr. Mangala Fonseka and Dr. Athula Manawaduge, Vidyodaya Journal of Management, University of Sri Jayewardenepura, 5(2),1-7

Perera, M.J.R, Abeysekera, N (2019), Mediation Starring role of Student's Satisfaction in Open Distance Learning in Sri Lanka, Archives of Business Research 7 (10),1-21

#### **Full papers – non-indexed:**

Perera, A. H. U; Abeysekera, N. (2019). The Role of Charismatic Leadership and Computer Self Efficacy on Information System User Acceptance and Use Behaviour: A Conceptual

Framework. Sri Lanka Journal of Management, 24(1), 34-42

D. Rajendra; S. Sapukotanage. (2019). The mediating role of working conditions on the relationship between social compliance and employee retention, Sri Lanka Journal of Management Studies, 1(1) 95-112

#### **Conference Proceedings (Full Paper):**

Lakmali, A. A. I; Abeysekera, N. (2019). The Effect of Consumer Based Brand Equity on M Services Adoption: As a Case of the Open University of Sri Lanka, 28<sup>th</sup> ICDE Conference on Online Learning, Dublin, Ireland.

### **Department of Human Resource Management**

#### **Full papers - indexed:**

Sivalogathan, V (2019) Quality Assurance In Open And Distance Learning In Asia: Policies And Practices, International Journal of Education and Science Research Review, April-2019, Volume-6, ISSN 2348-6457, www.ijesrr.org.

#### **Full papers – non-indexed:**

Sivalogathan, V (2019) Towards Open Distance Learning For Future: Practices And Challenges In Sri Lanka, Sri Lanka Journal of Management Studies, August 2019, Volume -1 Issue I, Faculty of Management Studies, Open University of Sri Lanka

Perera, A. H. U; Abeysekera, N. (2019). The Role of Charismatic Leadership and Computer Self Efficacy on Information System User Acceptance and Use Behaviour: A Conceptual



Framework. Sri Lanka Journal of Management,24(1),34-42

Pathirana, K.P.J.M; Semasinghe, D.M. (2019). Entrepreneurial Traits and Venture growth, Journal of Humanities and Social sciences,11,103-126.

Pathirana, K. P. J. M; Semasinghe, D. M (2019). Mediating role of self-efficacy between entrepreneurial traits and venture growth, International journal of business, economics and law, 16,9-16.

#### Conference Proceedings (Extended Abstract):

Perera, A. H. U. (2019) The Role of Charismatic Leadership and Computer Self Efficacy on Information System User Acceptance and Use Behaviour, Postgraduate Institute of Management Annual Research Conference (PIMARC), 42-47

Sivalogathasan, V; Senevirathne, A; Heenkenda, J; Weerasekara, C. (2019). Opportunities and Challenges Faced by First Time Online Registration: Case of Open University of Sri Lanka. International Conference on Open and Innovative Education (ICOIE)

Sivalogathasan, V; Senevirathne, A; Heenkenda, J; Weerasekara, C. (2019). Digital Storytelling: An Innovative Approach for Entrepreneurial Education; A Case of Open and Distance Learners in Sri Lanka, International Conference on Open and Innovative Education (ICOIE)

#### Books and Chapters:

Sivalogathasan, V. (2019), Forword Messege – Thiruvalluvar Enum Theiveeka Mukaamaiyaalar (Thought of Management in Thitukkural), Kandiah Pathmananthan, Anubava Publications, Jaffna, ISBN: 978-624-5222-09-4.

#### News Paper:

Sivalogatahsan, V. ( 2019), “Tea Plantation Community in Sri Lanka – 150 Years, Book Review”, Virakesary Weekend News Paper, 09 February.2019.

#### Department of Organizational Studies

#### Full papers - indexed:

Seneviratne, P. (2019). Estranged Labour on the Global Assembly Line? 'Sewing Girls' of Post-colonial Garment Factories in Sri Lanka. Journal of International Women's Studies, 20(2), 151-165.

#### Full papers – non-indexed:

Edirisinghe, S. S. K; Dhammika, K. A. S. (2019). The Relationship between Leadership Style, Organizational Culture and Organizational effectiveness: Conceptual study of organizational effectiveness. Journal of Business and Technology.

Conference Proceedings (Extended Abstract): Sivalogathasan, V; Senevirathne, A; Heenkenda, J; Weerasekara, C. (2019). Digital Storytelling: An Innovative Approach for Entrepreneurial Education; A Case of Open and Distance Learners in Sri Lanka, International Conference on Open and

## Innovative Education (ICOIE)

Sivalogathan, V; Senevirathne, A; Heenkenda, J; Weerasekara, C. (2019). Opportunities and Challenges Faced by First Time Online Registration: Case of Open University of Sri Lanka. International Conference on Open and Innovative Education (ICOIE)

Jansz, M. I; Tilakawardana, S; Nandana, W. A. R; De Silva, B. G. R., Hapugoda, J; Punchimudiyanse, M. (2019), Networking Education into the Future: Why Social Media? A Review, Proceedings of the Open University Research Sessions

## New Members of FMS Team

### Assistant Registrar

Faculty of Management Studies



*Ms. E.P.I. Premaratne*

## Lecturers (Temporary)

Department of Marketing Management



*Ms. Asari Perera*



*Mr. T.H. Rathnayake*

## Lecturers (On Contract)

Regional Centers



*Ms. W.S.L. Rodrigo*  
Anuradhapura RC



*Ms. T.kalavathy*  
Jaffna RC



*Ms. M.A.S. Malithi*  
Kurunegala RC



*Ms. A.N. Kumari*  
Baddulla RC



*Ms. H.L.A. Bhagya*  
Kandy RC



*Ms. N.Priyashani*  
Matara RC

**Academic Coordinator**  
Department of Marketing



*Ms. Chamodi De Silva*

**Academic Coordinator**  
Department of Human Resource Management



*Ms. G. Nishani Pushpakumari*

**Management Assistant**



*Ms. A. G. Nirosha Ruwani*

**Project Assistants**



*Ms. Kalanika Kothalawala*



*Ms. Waruni Nilwala*

**Operations Assistant**



*Ms. D.K.G.D. Chanchala Bandara*

**Gratitude to  
Members Who  
left us**



*Ms. Nirmala Madhushani*



*Ms. Ayanthi Athanayake*



*Ms. Sepalika Mangalika*

Ms. Sepalika Mangalika was a committed management assistant attached to the Faculty of Management Studies. She commenced her career in OUSL on 1<sup>st</sup> February 2002 as a Grade III Sinhalese typist. She was promoted three times and she was ranked Grade I Senior Management Assistant at the time of retirement. Ms. Sepalika was a pleasant character who won the hearts of members of the FMS family during her tenure of more than 16 years. She has served to all the sections of Department of Management Studies as ESBM, BMS, CEMBA / CEMPA and MBA in HRM in many capacities. Her role was crucially important for ESBM and BMS programmes specially in typing Sinhala medium exam papers. Apart from that she extended her support in sorting assignments, entering assignment marks as well as in other administrative works in the Department and Faculty of Management Studies.

## Missing you and Remembering Memories



Dear Sandaruwani,

Ms. Sandaruwani was contributing to the Faculty of Management Studies in the capacity of a Lecturer on contract for the Anuradhapura Regional Centre. She passed away due to sudden illness. The members of FMS paid their last respect and our gratitude goes out to dear Sandaruwani always.

*“Your lovely smile and the kindness you gave, showed us your humane presence among this society. Unfortunately, suddenly you are no longer with us. We all miss your innocent smile and you will forever be with us in our fondest memories. May you attain the supreme bliss of Nirvana dear colleague...”*

### Members Supported

**Prof.V. Sivalogathan**

**Prof.N. Abeysekera**

**Dr.L.P.S. Gamini**

**Dr. S.J.M.P.U. Seneviratne**

**Mr. S.A.D. Senanayake**

**Dr.S. Sapukotanage**

**Dr. H. D.D.C. Liyanagamage**

**Mr. K.P. Nishantha**

**Mr. K. P.J.M. Pathirana**

**Mr. C.P. Weerasekara**

**Mr.W. A. R. Senevirathne**

**Ms. A.H.U. Perera**

# Team FMS

