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Studies at the 29th
General Convocation of
OUSL**

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Department of Management Studies

The objective of the department of management Studies is to impart Management knowledge for the development of management skills and appropriate management attitudes. In pursuance of this broad objective, the Department conducts a number of programmes of study, ranging from Certificate or beginner's level to Master's Degree. Each programme is complete in itself, but also provides a pathway to a programme at a higher level.



DEPARTMENT OF MANAGEMENT STUDIES

Faculty of HSS

The Open University of
Sri Lanka

December 2015



At the 29th General Convocation of the Open University of Sri Lanka held on May 26th and 27th at Bandaraneike Memorial International Conference Hall (BMICH),

99 Graduated with Bachelor of Management Studies (BMS) Degree

49 Graduated with Common Wealth Executive Master of Business/Public Administration Degree

21 Graduated with Master of Human Resource Management Degree



Certificate in Entrepreneurship & Small Business Management (ESBM)

Entrepreneurship and Small Business Management (ESBM) is the certificate programme offered by the Department of Management Studies. The academic activities for the year 2015 were commenced in March followed by an orientation which was taken place in all the regional and study centers where programme is being conducted. Among 1500 applicants, more than 800 were registered for the academic year 2015.

Final result of ESBM 2014 batch was issued in April 2015 and, nearly 350 students were awarded with the certificate at the award ceremony 2015. Further, among the award winners more than 100 students registered for Bachelor of Management Studies degree programme by taking ESBM as an entry route.

Bachelor of Management Studies (BMS) Degree Programme

Bachelor of Management Studies (BMS) is the undergraduate degree programme offered by the Department of Management Studies. The competitive selection test for the current intake was held in 10 OUSL Regional and Study centers in February 2015. Out of 3500 candidates that appeared, 900 were selected from various parts of the country. The registration for the current batch followed by a student orientation programme was held in April 2015. The academic activities of the current intake was commenced with the

START@OUSL programme which consisted with one day work shop on Empowering for Independent Learning (EfIL), English for General Academic Purpose (EGAP), ICT skills and Second National Language. The academic activities of the core courses were commenced in August 2015.

Final examinations for the 2014/2015 academic year were held in June-July 2015 and results will be released in end December. Issuing applications for the new intake is opened from 15th December 2015 to 20th January 2016.

Commonwealth Executive Master of Business /Public Administration

Gradual progress since the inception, While extending the helping hand to local communities.....

The Commonwealth Executive Masters of Business / Public administration programme, popularly known as CEMBA/CEMPA offered by the Department of Management Studies in collaboration with the Commonwealth of Learning in Canada has become one of the leading masters programmes in the island. Since the inception in year 2002, vast improvements have been witnessed in the quality and the delivery of the programme. There has been a gradual progress both in the rate of enrollment and completion. The number enrolled increased to 89 for the academic 2015 , from 74 in 2014. In 2015, 30 females registered for the programme compared to 21 in 2014. Convocation held in 2015, 49 were conferred the masters degree, compared to 30 in 2014. The above statistics

amply reflects the gradual progress of the CEMBA/CEMPA programme.

In addition to the academic performance, the participants of the programme have travelled an extra mile to help the less privileged local communities. The students of Cohort 10 collected funds to carryout cataract surgeries for 200 under privileged persons in the Sabaragamuva province. 200 people with poor vision were able to gain proper sight, thanks to their untiring effort. . That was not the end. The students of Cohort 9 collected Rs. 1.5 million to help a remote school, “Udagama Primary School” in Padukka in Avissawella electorate in which under privileged students belonged to all communities have their education amidst unending constraints. A library was constructed and other materials were provided through their contributions. This too will not be the end. CSR projects have become a permanent feature of the CEMBA/CEMPA programme.

CEMBA/CEMPA programme will experience progress in academic performance and also will make larger and larger contributions to help the local communities with the time.

Master of Business Administration in Human Resources Management (MBA in HRM)

This is one of the two MBA programmes offered by the Department of Management Studies, which successfully enrolled 4 batches to date. The academic activities for the year 2015 were commenced in February followed by an orientation which was taken place in Colombo regional center where the programme is being conducted. Among 200 applicants, 65

were selected based on a selection test and interview for the academic year 2015.

The selection test for the 5th Intake was held recently for 131 applicants.

Community Service

CSR and Future of OUSL

Students and staff of the Department of Management Studies of the Open University of Sri Lanka with the help of donors carried out a number of CSR activities in 2015. This was done keeping in mind that ‘Life is all about learning’. The most important facet in life should be learning with emotional intelligence. This is all about learning by understanding, by helping others, because you have been given a chance, a rare chance to be a human.

Medical facilities for people who lack their vision- June 16th 2015 .

Cohort ten of the Open University has utilized this “rare chance” by demonstrating their excellent talent team work, sense with subject knowledge. They have done a worthy cause as sons and daughters of mother Lanka by helping needy people to undergo cataract surgery (a surgery which they could not afford) at the Vijaya Kumaratunga Memorial Hospital in Seeduwa.



Library at Udagama Primary school in Padukka



The Open University of Sri Lanka
In collaboration with
The Commonwealth of Learning

After a need-based assessment, it was decided that there is a need for a library at Udagama Primary school in Padukka. Hence, Cohort Nine students took the challenge which was cost total sum of 1.5 Million LKR. This can be considered as not a mere CSR program, but also as a very special program with love and empathy towards the society which all should use as a Case Study. The entire program was about proper management, commitment, dedication and team work which should be part of the learning outcome of any successful MBA programs in the world.

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CSR in Open University of Sri Lanka with MBA group

Sun, 2015-06-28 06:51 — editor
By Dr. Nalin Abeysekera

During the short span of time we spend in this world, we should try to help somebody who needs our help, especially, those who cannot afford facilities such as medical facilities and due to this, such people may lack their vision, hearing or speaking ability.

We, the students and staff of the Management Department of the Open University of Sri Lanka with the help of donors and hospital staff carried out a community service project on June 16th of this year which was a great success.

The foundation for this project was launched about one year ago when we

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CSR with Heart, Mind and Soul

Thu, 2015-11-19 08:12 — editor
By Dr. Nalin Abeysekera - Coordinator-CEMBA

Cohort Nine students of the Commonwealth Executive Master of Business Administration (CEMBA) of the Open University of Sri Lanka successfully completed their Corporate Social Responsibility (CSR) recently.

The target school of the program was Udagama Primary school in Padukka in the Avissawella Electorate, and the school is situated 33 kilometers east of Colombo in a very remote area.

The majority of students in the school are estate children from different ethnic and religious backgrounds.

After a need-based assessment, it was decided that there is a need for a library.

Staff Achievements

Awards



Award won by Dr. L. P. S. Gamini at the Annual Academic Session for the best ODL research publication

Promotions



Mr. V. Sivalogathan
Promoted to Senior Lecturer Grade I



Mr. Jagath Pathirana
Promoted to Senior Lecturer Grade II

New Appointments



Mr. S.A.D. Senanayake
appointed as Director- NODES



Mr. K.P. Nishantha
appointed as Director-C-SAP

Staff Training



Dr. Nalin Abeyssekara
Training on Open and Distance Learning (ODL), in Malaysia



Mr. W. A. R. Senevirathne (Lecturer – Prob),
Mr. J. Heenkenda (Lecturer – Prob) and
Mr. C. P. Weerasekara (Lecturer – Prob)

successfully completed the Certificate of Teachers Higher Education (CTHE) Programme conducted by Staff Development Center. OUSI..

Research and Publications

1. Sivalogathan, V.; Xiaobo WU (2015). Impact of Organization Motivation on Intellectual Capital and Innovation capability of the Textile & Apparel Industry in Sri Lanka, International Journal of Innovation Science, Volume 7 · Number 2 · June 2015, Multi-Science, USA.
2. Sivalogathan, V.; Susil S K Edirisinghe (2015). Improve Your Work Life: The Impact of Quality of Work Life on Organizational Commitment of Selected Apparel Company, Journal of Business Management, the paper presented at the International Conference on Contemporary Management (ICCM2015), University of Jaffna, 11-12 June 2015, Jaffna, Sri Lanka.
3. Sivalogathan, V.; Xiaobo WU (2015). Intangible Assets, Innovation and Performance, the Comparative Analysis in the Textile and Apparel Industry of Sri Lanka VISTAS Journal of Humanities and Social Sciences, The Open University of Sri Lanka.
4. L.P.S.Gamini (2015) Factors Influencing Continuous Quality Improvement Programme In Government Hospitals of Sri Lanka, International Journal of Science & Technology Research Volume 4, Issue 06, June 2015, (Joint Author)

5. L.P.S.Gamini (2015) Costing of Blended Course at the Open University of Sri Lanka: An Empirical study, International Journal of Science, Basic and Applied Research Volume 24, No 1, 2015. (Joint Author)
6. L.P.S.Gamini (2015) Factors Influencing Continuous Quality Improvement Programme In Government Hospitals of Sri Lanka, International Conference on Public Health 2015, (Joint Author).
7. L.P.S.Gamini (2015) Cost analysis of a degree programme at the Open University of Sri Lanka: An Empirical Study, 29th Annual Conference of AAOU, at Convention Centre, 30th November- 2nd December 2015, Kuala Lumpur, Malaysia.
8. L.P.S.Gamini (2015) A Cost Estimation Model to evaluate Expenditure of ODL Study Programme, 29th Annual Conference of AAOU at Convention Centre, 30th November- 2nd December 2015, Kuala Lumpur, Malaysia.
9. H.D.D.Champika Liyanagamage (2015)“Financial stability in a moderately competitive banking market: evidence from the Sri Lankan banking sector”, Kelaniya Journal of Management, Volume 4, issue 1 2015, Pg. 1-30.
10. H.D.D.Champika Liyanagamage (2015)“Effect of competitive behavior of foreign banks on competition of domestic banking sector in Sri Lanka”, Vistas Journal of Humanities and Social Sciences, 2015. (in press).
11. W.A.R.Senevirathne (2015) "Best Management Practices in Micro and Small Enterprises (MSEs), towards the sustainable development of the business” International Conference on Best Management Practices in SAARC Countries to be hosted by Sambhram School of Management, Bangalore.
12. Sapukotanage. S. , Warnakulasooriya B.N.F. and Yapa S.T.W.S. (2015) Governance of Buyer-Supplier Relationships in Supply Chains: A Theoretical Perspective, 12th International Conference on Business Management (ICBM) 2015, University of Sri Jayewardenepura.
13. Eranda N, Abeysekera, N(2015), Strategic Corporate Social Responsibility through Redefining the Firm’s Value Chain, , International journal of business and social research , Vol 5, No 6.
14. Samarasinghe, D, Wickramasinghe A, Gamage H, Abeysekera N(2015), Green Intrapreneurial Flexibility towards Sustaining Competitive Advantage: A Case of South Asian Context, Academy of Taiwan Business Management Review, Vol 11, No 3.
15. Ali S, Samarasinghe D, Abeysekera N(2015),”Impact of Social Media on Customer Loyalty in the Sri Lankan Hotel Sector”, Third International Conference in Marketing, 17-18 February 2015, Colombo, Sri Lanka.
16. Abeysekera, N(2015), Sinhala Print Media, Journalism and Women , World Conference on Women Studies, March 2015, Colombo, Sri Lanka.
17. Eranda N, Abeysekera N(2015), Strategic Stance of Corporate Social Responsibility: Case Studies of Sri Lankan Corporate Sector, Annual Research Symposium of NCAS, June 08 and 09, 2015, Colombo.
18. Ukwatte J, Abeysekera N(2015), The impact of relationship marketing on brand equity with special reference to Cinnamon Red hotel in Sri Lanka, 8th International Research Conference of The General Sir John Kotelawala Defense University, 27th and 28th August 2015, Colombo.
19. Yatawatte C, Abeysekera N(2015), The impact of “Cause Related Marketing” (CRM) on “Brand Awareness”, 8th International Research Conference of The General Sir John Kotelawala Defense University, 27th and 28th August 2015, Colombo.
20. Peiris T, Abeysekera, N(2015), Relationship between Military leadership style and performance of soldiers in post war Sri Lanka, Annual Research Symposium, Faculty of Graduate Studies , University of Colombo, 25th October 2015, Colombo.
21. Perera J.R, Abeysekera N(2015), Model-Based Analysis of Student Satisfaction in Open Distance Learning, International Conference on Business and Information (ICBI 2015), University of Kelaniya , November 2015, Sri Lanka.
22. Silva M, Abeysekera N(2015), Impact of Corporate Social Responsibility on Organization Performance: Special Reference to the Commercial Bank PLC, International Conference on Business and Information (ICBI 2015), University of Kelaniya , November 2015, Sri Lanka.
23. Abeysekera, N, Ganewatta S.(2015), Tourism in Sri Lanka: The way forward, Shaakya Publication, ISBN-978-955-4645-09-7.

Collaborative Staff Activities

Department Day Out

The annual day out was organized with the aim of enhancing the staff cohesiveness which took place at Tangerine beach hotel – Kaluthara on 8th September 2015.

Experience Sharing Workshop

A workshop was conducted by Dr. S. D. Rajamanthri an ex-member of the management team, presently a Lecturer in Management, HRM and Marketing, attached to the Monash University of Australia on the theme ‘New Trends and Experiences on

Teaching Management for Future and Building Student based Culture’.

Open day Activities

OUSL OPEN DAY 2015

The Open University of Sri Lanka organized ‘Open Day 2015’, on the theme of ‘Path to become successful managers and entrepreneurs with knowledge and intuition’, on 10th, 11th and 12th December 2015 at university premises.

Day 1 – 10th December - How to market yourself? - Conducted by an expert in Marketing

Day 2 – 11th December – ‘KalamanakaranayataWiramayak’ (pause for Management) – An event not to be missed, focuses on developing a socially responsible manager with emotional intelligence

Day 3 – 12th December - Small Business Management – How to prepare a business plan? Why it is important for entrepreneurs to gain knowledge in financial literacy?

Participate along with your friends and add something new to your life.

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Members Supported

Mr.V.Sivalogathan

Ms.S.Sapukotanage

Dr.L.P.S. Gamini

Dr.N. Abeysekara

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

Ms. J.C. Hapugoda

Dr. C. Liyanagamage

Mr. J. Heenkenda

Ms. Hansani Dasanayake