



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.



INSIDE

The Way We Worked

- Benefitting Through Collaboration
- Learning and Development
- Strengthening Communities

What We Achieved

- Increased Student Output
- Going Global with Short Courses
- Increased student Enrollments
- Awards for students
- Staff Achievements

DEPARTMENT OF MANAGEMENT STUDIES

Faculty of HSS

The Open University of Sri Lanka

December 2016



Benefitting Through Collaboration

MoU between the OUSL and the Institute of Supply and Materials Management

A MoU was signed between the OUSL and the Institute of Supply and Materials Management on the development and conduct of a Postgraduate Study programme in Supply Chain Management on 08th July 2016. Accordingly, the OUSL will offer a Masters' Programme in Supply Chain Management with the collaboration and assistance of the Institute of Supply and Materials Management. This programme would be of immense benefit to those who have obtained suitable qualifications from the Institute of Supply and Material Management.



Learning and Development

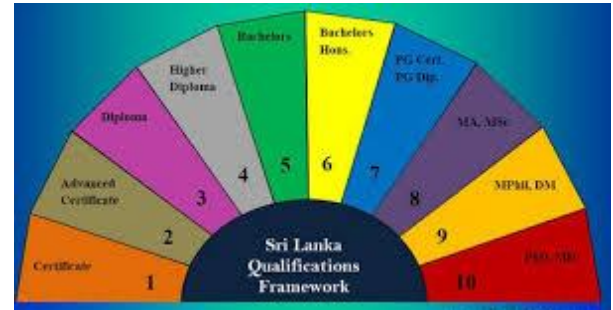
Launching the Journal on “Research Publications: Management Issues” on 15th June 2016

The Department of Management Studies launched “Management Issues” the first research publication of the department on 15th June 2016. Professor. S. A. Ariyadurai, Vice Chancellor of OUSL was the Guest of Honor and Professor. H.D. Karunaratne, Professor of Economics, Faculty of Management and Finance, University of Colombo was the Chief Guest. Dr. Sivalogathan, Head of the Department of Management Studies, Dr.L.P.S. Gamini, the Chief in Editor, Deans of Faculties, Registrar, Bursar, Librarian, academics and other staff and students were presented at the occasion.

Disseminating knowledge of research in the discipline of management was the main purpose of this effort. More importantly, this will pave the way for the participants of the masters programme conducted by the Department of Management Studies to publish their research work.



Workshop on SLQF and Developing a Proposal for a Faculty at Pegasus Reef Hotel, Wattala.



The departmental workshop on course revision and developing a faculty proposal was conducted on 27th June 2016 at Pegasus reef Hotel, Wattala.

The workshop focused on the Course Revision Process, revision of the Bylaws and preparation of a proposal towards forming a Faculty of Management Studies.



Meeting with Officials from Expuni Institute from Germany

Expuni is an organization based in Germany, which supports students in planning and realizing their semester abroad. Officials from Expuni visited OUSL on 21st November 2016.

The meeting with the officials was held with the intention of pursuing the student exchange programme, where the officials were very much interested in sending students (undergraduates) from Germany to follow courses at OUSL during their summer break. It was mentioned in the discussions that the representatives are very much interested in the areas such as Economics, Management, Arts and Engineering in conducting the student exchange programme in future. Head of the Department of Management Studies Dr. V. Sivalogathan also participated at this meeting.



Meeting with Officials from Commonwealth of Learning (COL), Canada

Dr. Godson Gatsha, Education Specialist, Higher Education, Commonwealth of Learning visited Sri Lanka and met Vice Chancellor and Director IRU on 25th November 2016 where

Dr. V. Sivalogathan the Head of the Department of Management Studies Department was also a participant.



Out Bound Training Programme at Kithulgala

An Out Bound Training Programme (OBT) was organized and conducted by SDC on 10th and 11th December, 2016 with the aim of developing the leadership skills, and many other soft skills and team cohesiveness. The OBT took place at Kelani Pavana Resort–Kithulgala, where adventurous white water rafting and other training activities were taken place. The training programme has improved the bond between the staff members while enhancing their skills and capabilities, making it a memorable one.



Frequent Departmental Meetings

The Department of Management Studies of the Faculty of Humanities & Social Sciences frequently conducts departmental meetings and closely monitor the progress of the departmental performance in achieving excellence throughout the academic year.

The meetings are held once a month with the participation of all the academic staff in the department. The 21st Departmental Meeting, which is also the final meeting for the year, was held on 30 the December 2016.



In year 2016 students attached to the 11th batch carried out their CSR Project at "Methsevana" located at Gangodawila.



Strengthening Communities

CSR and Future of OUSL by the Department of Management Studies

Students and staff of the Department of Management Studies of the Open University of Sri Lanka with the help of donors carryout CSR activities 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.

The participants of the masters programme (CEMBA/CEMPA) are encouraged to serve the local communities at large, 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 while serving the local communities.

This centre, managed by the Social Services Department of the Western Province, provides shelter for destitute women and children abused by the society.

Participants of the 11th batch of CEMBA/CEMPA, under the guidance of Dr. Nalin Abeyssekera spent more than 1 million rupees to improve the facilities at this centre and a very colourful ceremony was conducted with the participation of the inmates to mark the occasion.



CSR Project carried out every year makes this masters programme different from other masters programmes offered by many other

institutes in the country. Through this noble exercise, participants serve the local communities while learning all important subject matters.

CEMBA/CEMPA, the programme that opens the door for professionals around the country to gain necessary skills, knowledge and also competencies also open the door for the same to serve the community they live in.

Increased Student Output



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

At the 30th General Convocation of the Open University of Sri Lanka,

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

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

07 students graduated with Master's Degree in Business Administration and **20** students were

awarded with the Post Graduate Diploma in Human Resource Management.



Going Global with Short Courses

The Department of Management Studies has recently signed a MoU with MIANZ International (MI) College of Male, Maldives to offer short courses in HRM, Accounting and Finance and Marketing.

Short Courses in HRM and Marketing are already in operation in Sri Lanka and other in Accounting and Finance is to be conducted in the near future.

Increased Student Enrollment

ESBM

“750 students got registered for the Certificate in Entrepreneurship and Small Business Management programme for the year 2016.



In 2016 the ESBM unit was able to commence day schools at Mannar study center for the first time.”

BMS

“Last year 1000 students got registered for the programme and currently the BMS programme is preparing itself for the next intake in 2017 with the aim expanding its academic activities in to more study centers.”



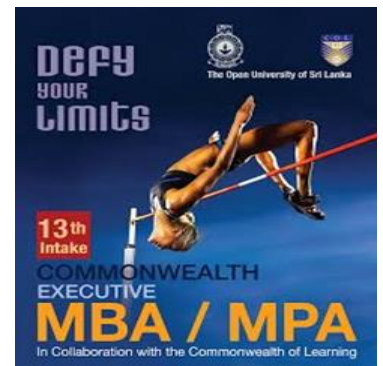
MBA in HRM

“2016 was indeed an eventful one for the MBA in HRM programme which saw the enrollment of 47 students for its 5th intake.”

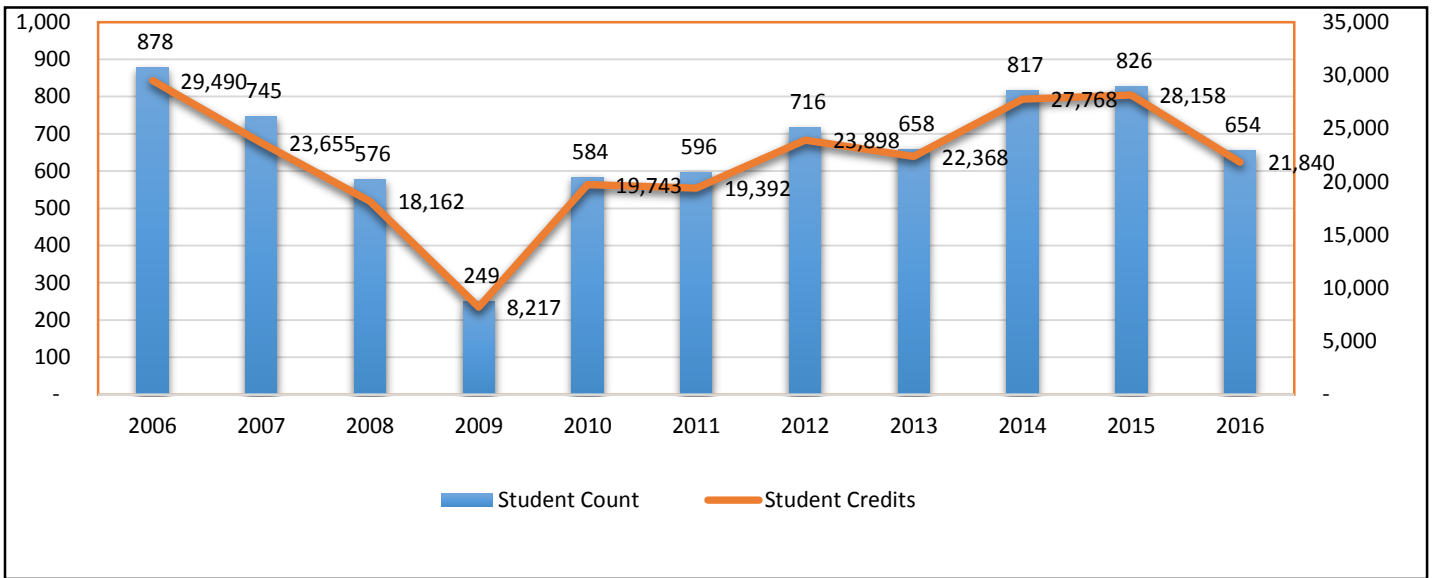


CEMBA/CEMPA

“Since the inception, 12th batches have been registered for this programme and at present preparations are being made to register the 13th batch of students.”

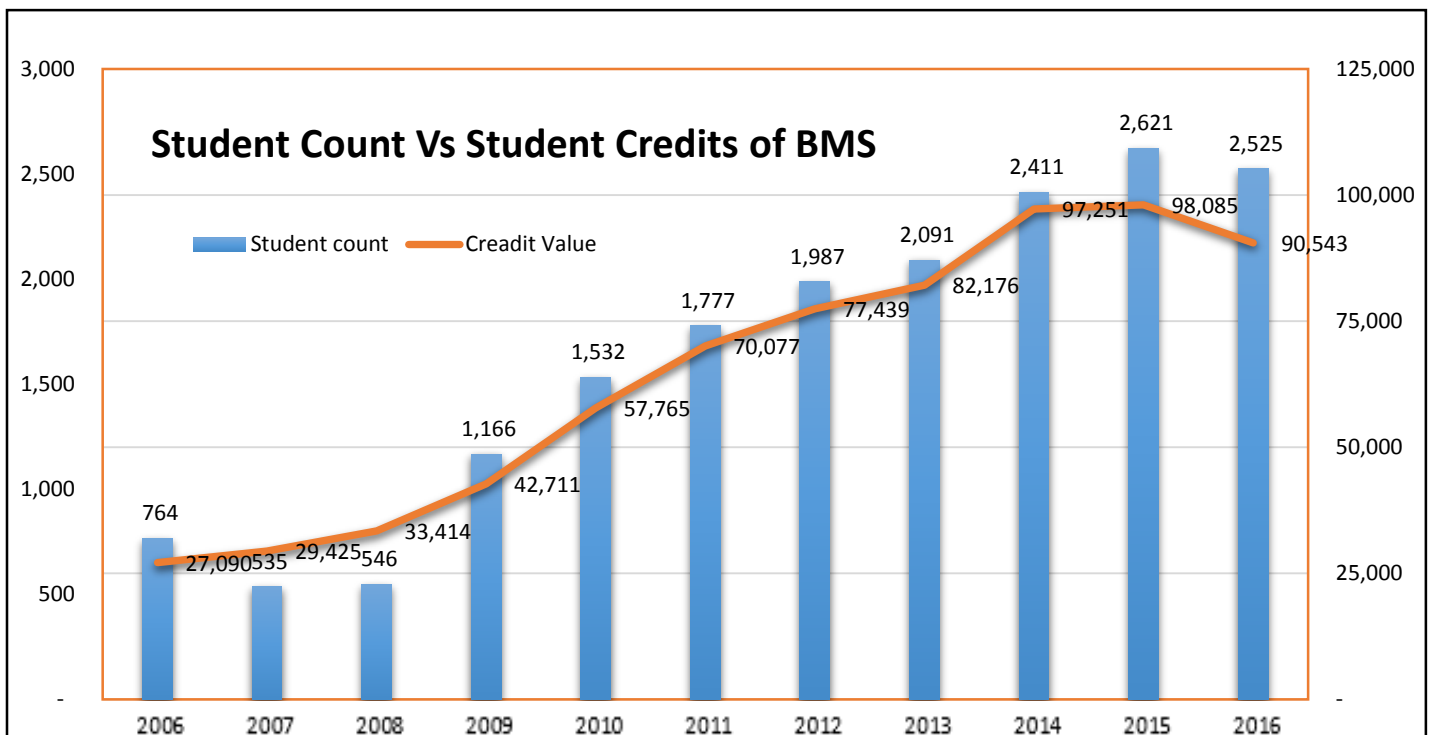


Student Count Vs Student Credits of ESBM



Despite a higher number of students of almost 900 with a total credit amount of 29,490, the ESBM programme has experienced a decline in the number of credits along due to the gradual decrease of the student enrolment. This has happened over the years from 2006 to 2008, following a slump with the least student count of 249 along with the credit level of 8,217 in year 2009.

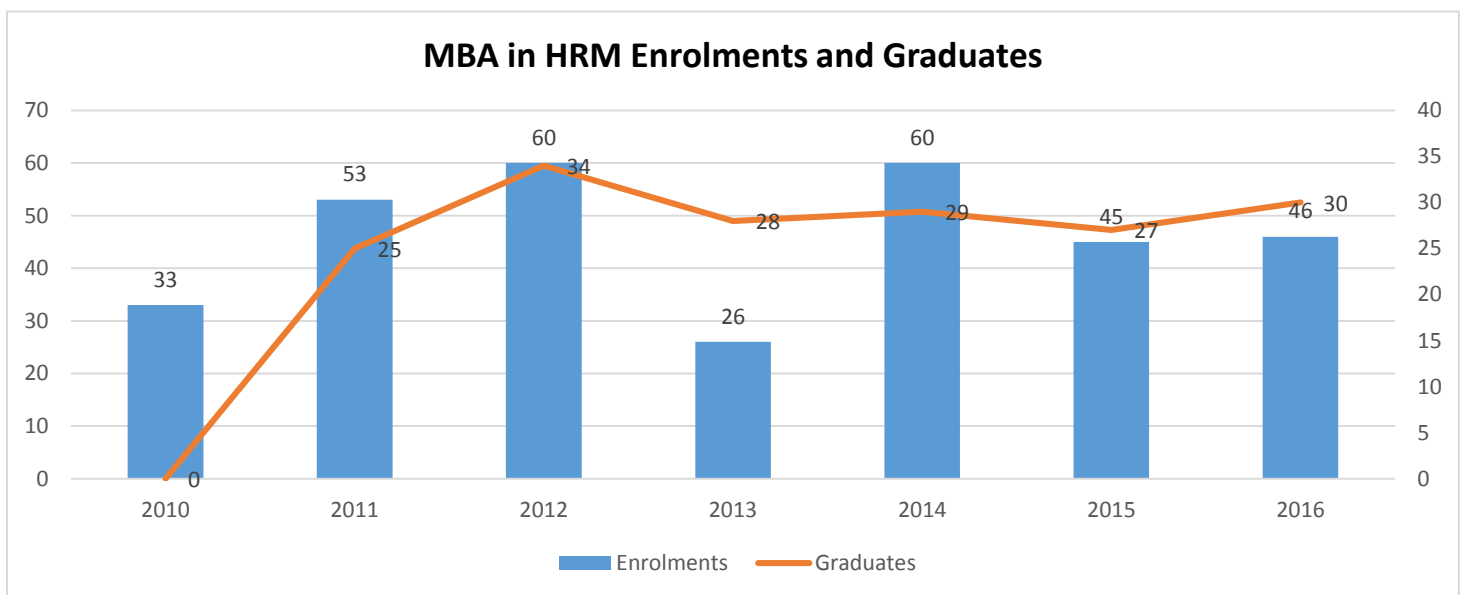
However, in year 2010, the ESBM programme has managed to bounce back and obtain a credit level of 19743 with a student count of 584. There after the student numbers and the credit levels have gradually escalated over the next six years, totaling up to 826 students with a higher credit level of 28158 in year 2015



Starting from year 2006, with a student number of 764 along with the credit level of 27090, the number of students enrolled for the BMS programme has risen gradually and impressively over the past ten years. This was the situation despite the slight drop of the number of students enrolled in years 2007 and 2008. There has been a huge increase in the student count which has enrolled in the degree programme between the years 2006 to 2015.

This has also resulted in the sharp increase in the level of credits as well, in rising up to 98085.

In spite of the consequences of the rivalry among similar degree programme providers, the department of management studies has been able to produce escalated number of graduates with increased credit levels over the years.

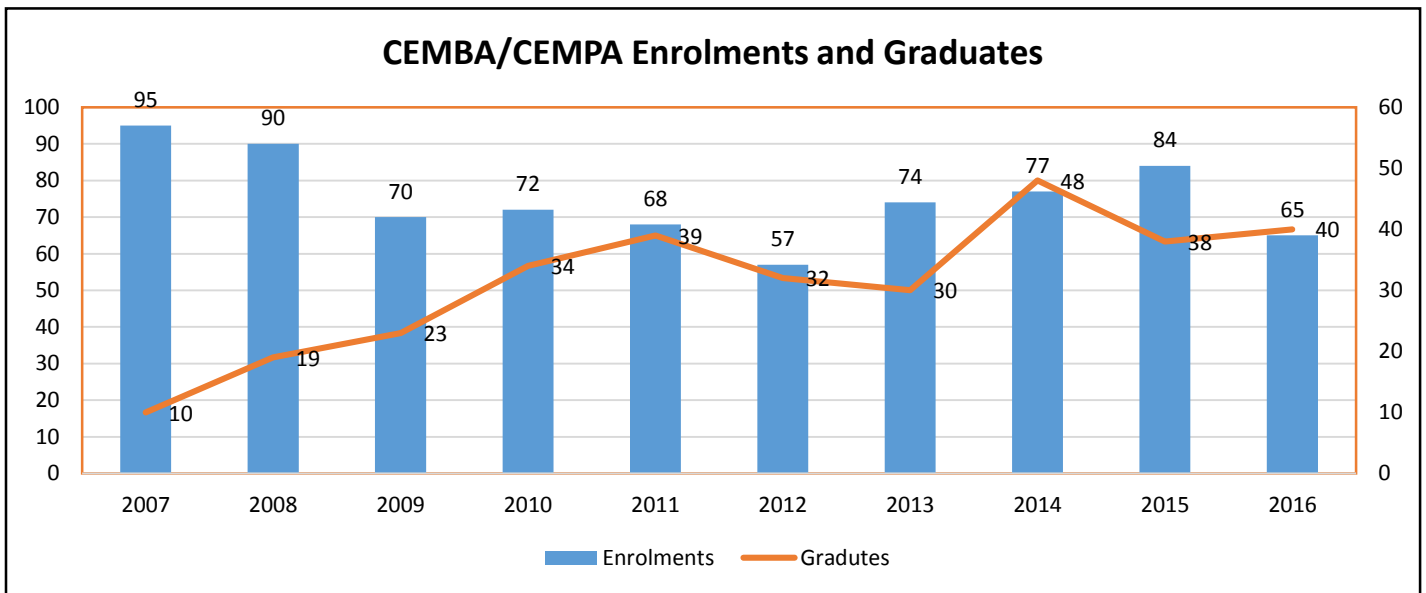


In year 2010 starting from 33 enrolments the MBA in HRM programme has come a long way in its academic journey in producing graduates who are equipped with knowledge and skills in management. This would ultimately improve the efficiency of performance of businesses and other organizations thus contributing to higher national productivity.

Due to the gradual decrease of the student enrolment, MBA in HRM programme has

managed to obtain a 57% graduate output from the number of students enrolled for the programme in year 2012, showing a huge improvement.

Despite fluctuation in the following year, the MBA in HRM programme has managed to bounce back with almost 50% of the students being graduated in year 2014, increasing the percentages up to 60% in year 2015 and 65% in year 2016.



In year 2007 the percentage of the graduates over the number of student enrolments for the CEMBA programme was approximately a lower percentage of 10%. Nevertheless, from year 2008 up to year 2011, there has been a steady increase in the percentages of graduate output comparatively with the level of student enrolments, rising up to maximum percentage of student output amounting to 57%.

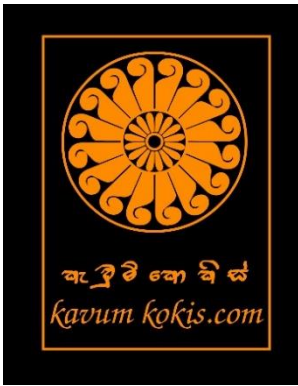
However, there was a slight decrease in the student enrolment in year 2012 with a 16% decrease in 2013, in the graduate students'

output percentage comparatively to the level of enrolments in those relative years.

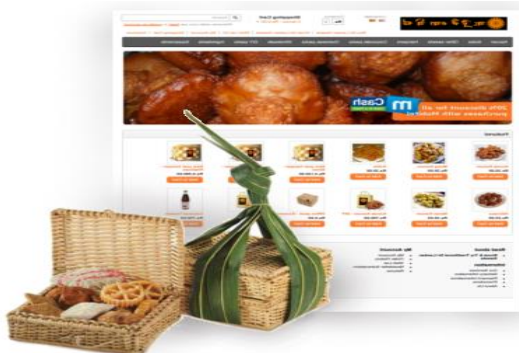
In spite of the situation explained above, in year 2014 the output levels of the programme has recovered, resulting in a 62%, a percentage to be highlighted after a downturn. In year 2015 the student enrolment levels have apparently recovered to a similar level in the earlier years, providing prospects to attract more student enrolments while producing more graduates with the CEMBA programme.

Student Achievements

Success Story of Ayesha Imalika (Student of ESBM)



Kavum Kokis.com was started with a simple business idea to supply traditional sweet varieties to the local retail market by one of the ESBM students, namely: Ayesha Imalika. Despite being a BSc graduate she was inspired by the entrepreneurial career which was backed by her knowledge and skills along with the exposure and guidance she got from completing the Certificate in Entrepreneurship and Small Business Management (ESBM) at the Open University of Sri Lanka. Soon she identified the potentials of expanding the business to corporate customers as well as Sri Lankan expatriates in Australia, Europe and Middle East. Expanded to a formal business entity in July 2013.



Kavum Kokis portal is a full functional, easy to navigate shopping cart along with rich e-content on traditional Sri Lankan Sweets which offers a range of purchasing options for local retail and corporate customers, expatriate as well as

foreigners who are longing for Sri Lankan cultural sweetmeats.

Kavum Kokis also keeps focusing on preserving and passing the taste and knowledge of traditional Sri Lankan sweetmeat culture to the next generation. It is also the only e business portal which is exclusively dedicated to promote traditional Sri Lankan Sweets with online access to a range of products in one place.



Experimenting with innovative and environmental friendly packaging and delivery options Kavum Kokis offers ready to serve products as well as do it yourself products. Without limiting themselves to the local market, Kavum Kokis tries to overcome current e commerce challenges Sri Lanka's Small and Medium Enterprises (SMEs) are facing with innovative IT Solutions.



👍 **CMA Gold Medal winning BMS Student: Miss. A. S. Dhevagunesan.**



The founder President Prof. Lakshman R. Watawala Gold Medal Award presented by the Institute of the Certified Management Accountants of Sri Lanka (CMA) for best Overall Performance was won by Miss. A. S. Dhevagunesan who is also a BMS student of the Department of Management Studies, OUSL. The medal was awarded at the 13 th CMA Graduation ceremony which was held at BMICH on 15 th December, 2016.

👍 **Sports Achievements of Students**

The Badminton team of the Open University of Sri Lanka has won several matches over past few years. In year 2016, the following could be



highlighted as the victories which were achieved with the participation of the BMS students representing the Department of Management Studies.

The first place was won by the OUSL Badminton team in the friendly badminton match which was organized by SAIMT in 2016. The OUSL Badminton team has also won the third place in the International Shuttlers Feast which was organized by the University of Moratuwa in 2016.



It should be mentioned that in guiding the students towards the winning milestones, Mr. K. P. J. M. Pathirana has contributed as the Senior Lecturer in charge for the Badminton sport.

👍 **International Publication by Dr.S. Siridharan (a student of CEMBA/CEMPA Programme)**

"International Journal of Science and Technology" published an article based on the research carried out by Dr.S. Siridharan, the Director, Healthcare Quality & Safety Unit of the Ministry of Health and Dr.L.P.S. Gamini, Senior Lecturer attached to the Department of Management, titled "Facts Influencing Continuous Quality Improvement Programme in Government Hospitals of Sri Lanka".

👍 The Sri Lankan Entrepreneur of the Year (a student of CEMBA/CEMPA Programme)

Mr. V. Manoharan, a past student of CEMBA/CEMPA Programme was awarded the Sri Lankan Entrepreneur of the Year in the 21st annual awards ceremony. He works in the public sector while engaging in his entrepreneurial work as a service provider maintaining a kindergarten for about three years.



Books (Published)

Kuda Wiyaparayakata Alawikaranaya (Marketing for Small Business), Vududaya Publication, ISBN-978-955-4645-09-7, Nalin Abeysekera.



Key Note Addresses



The Head of the Department of Management Studies, Dr. V. Sivalogathan was the Guest of Honour of the CMA Graduation Ceremony, 2016.

Dr. V. Sivalogathan was also the Guest Speaker at ISMM 2016.

Dr. Nalin Abeysekera was the key note speaker at the International Conference on Realm of Management in Bhagavad Gita which was at Kerala, India on November 4th and 5th 2016.

Staff Achievements

Completion of Doctorial Research



Dr. Vasthiyampillai Sivalogathan
Senior Lecturer (Gr. I)



Dr. Sunitha Vijayakumaran
(Lecturer – Prob)

Also, Dr. Nalin Abeysekera presented the keynote speech at the National Conference on Library and Information Studies (NACLIS) which was held at Sri Lanka Foundation, Colombo, Sri Lanka on June 2016.

Special Achievements

Dr. Nalin Abeysekera was awarded for the Best Paper in 9th International Research Conference of the General Sir John Kotelawala Defense University, 8th and 9th September 2015, Colombo.

Completion of CTHE

Following are the staff members who have successfully completed the Certificate of Teaching in Higher Education (CTHE) Programme, 2016 conducted by Staff Development Center, OUSL.



Dr. S. Wijayakumaran ((Lecturer – Prob)

Ms. J. C. Hapugoda (Lecturer – Prob)

Mr. H.D.H.C. Dassanayake (Lecturer – Prob)

Research Publications

1. Abeykoon, M.W.M., Alwis, A.C.(2016). Impact of Students'perceived Quality of Distance Education on Syudent Satisfaction with Special Reference to Undergraduate Students of Bachelor of Managemnt Studies Degree programme, The Open University of Sri Lanka, 3rd International conference on contemporary Management(ICCM),Faculty of Mangament Studies and Commerce, University of Jaffna.
2. Abeysekera N; Dammike, M. K.; and Indika, K. (2016) The Style of Leadership and Its Impact on Employee Engagement of Rubber Regional Plantation Companies Of Sri Lanka. ,Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.
3. Abeysekera, N., Samarasinghe, D. (2016). Customer Orientation and Gender, Open University Research session-2106,Open University of Sri Lanka ,Nawala,Nugegoda.
4. Bataduwa Arachchi, D. L., Ranjana, R. A. A. (2016). Employability of Women Graduates of Technical Colleges in TVET Sector of Sri Lanka. ,Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.
5. Ekanayake, S., Abeysekera, N. (2016). Consumer engagement with social media, brand equity and intention to purchase,Sri Lanka Journal of Management ,Vol 21,No 1
6. Eranda, N., Abeysekera, N. (2016). Strategic Corporate Social Responsibility Creates Social Value in Local Sri Lankan Dairy Industry: A Case Study of Lucky Lanka, International Journal of Business and Management Invention, Vol. 5, No.8.1-11
7. Gamini, L. P. S., Herath, S. (2016). Organizational Commitment: Use of Power and Its Impact., Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka
8. Gamini, L. P. S., Sirisena, M.G. (2016). Performance Appraisal in Information Technology Industry: The Case in Leading It Firm in Sri Lanka. ,Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.

9. Gamini, L.P.S., Sridharan, S. (2016). Quality Improvement Programme in Government Hospitals of Sri Lanka: Enablers and Barriers., Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka
10. Gamini, L. P. S., Peiris, D. P. B. K. (2016). How Customers Perceive Service Quality? Patient Satisfaction with Primary Health Care in Sri Lanka. ,Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.
11. Jayathilake, N., Abeysekera, N., Samarasinghe, D., Ukwatte, J. (2016). Factors affecting for Customer Loyalty in Sri Lankan Banking sector, International Journal of Marketing and Technology, 6(4):148-167
12. Kavisekera, S., Abeysekera, N. (2016). Effect Of Social Media Marketing On Brand Equity Of Online Companies ,Management & Marketing, Volume 14,No 2,Pp201-216
13. Liyanagamage, C. (2016). The Effect of Concentration and Efficiency of State Banking on Bank Competition in Sri Lanka, IOSR Journal of Economics and Finance Volume 7, Issue 6 2016, PP 52-58
14. Perera, P., Abeysekera, N., Samarasinghe, D. (2016). Potential Association Of Private University Branding Efforts With Perceptions And Attitudes Of Prospective Students: A Study In Sri Lanka, Management & Marketing, Volume 14,No 2,Pp164-179
15. Rajmohan, R., Abeysekera, N., (2016). Impact of the Quality of University Education on Labour Market in Sri Lanka,International Journal of Business and Management Invention Vol.5, Iss 9, PP 71-76.
16. Sapukotanage, S., Kalana, S.A.I. (2016). Brand Awareness: The Impact of Promotional Strategies. , Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.
17. Sapukotanage, S., Warnakulasuriya, B.N.F., Yapa, S.T.W.S. (2016). A Conceptual Model for Understanding Buyer Supplier Relationships in Supply Chains, International Business Research, Volume 9, Issue 8, Canadian Center for Science and Education, pp 72-84.
18. Senevirathne, W.A.R., Jayendrika, W.A.D.K. (2016). The analysis of factors that influence on financial exclusion in Sri Lankan banking sector., Journal of Accountancy & Finance, The Refreed Journal of The Department of Accountancy of Wayamba University of Sri Lanka, Volume 2 Issue I.
19. Senevirathne, W.A.R., Jayendrika, W.A.D.K (2016). Financial Literacy and Success of Micro Business: Evidence from Small Enterprises in Sri Lanka., st Intradisciplinary Conference of Management Researchers (ICMR 2016) of Sabaragamuwa University of Sri Lanka.
20. Senevirathne, W.A.R., Jayendrika, W.A.D.K. (2016). Business owners' perceived financial literacy on financial well-being of micro enterprises in Sri Lanka., 2nd Wayamba International Conference (WinC 2016) of Wayamba University of Sri Lanka.
21. Senevirathne, W.A.R., Jayendrika, W.A.D.K, Silva, G.A.J. (2016). Impact of financial socialization agents towards financial literacy among young micro business entrepreneurs in Colombo district in Sri Lanka ., Journal of Accountancy & Finance, The Refreed Journal of The Department of Accountancy of Wayamba University of Sri Lanka, Volume 2 Issue II,.
22. Senevirathne, W.A.R., Gamini, L.P.S., Jayendrika, W.A.D.K. (2016). Sustaining micro enterprises of women entrepreneurs through financial literacy., the Annual Research Session of the Open University of Sri Lanka.

23. Sivalogathan, V. (2016). How to Improve Innovation Capability?: The Role of Intellectual Capital and Organizational Motivation of Manufacturing Firms in Sri Lanka, Journal of Business Management, the paper presented at the International Conference on Contemporary Management (ICCM2016), University of Jaffna, Sri Lanka.
24. Sivalogathan, V.(2016). Self-Development Model for Improve Leadership Skills of Executives Managers: Comparison Study in two different countries - Sri Lanka and China, Journal of Management - Vol. 12 No.2, South Eastern University, Oluvil, Sri Lanka.
25. Sivalogathan, V., Ariyadasa , N. (2016). Work Life Balance And Its Effects On Service Delivery: A Study Based On Private Sector Bank In Sri Lanka, Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka
26. Sivalogathan, V., De Silva, J.W.Y.K. (2016). Save Executives: Retention of Planting Executives in Regional Planation Companies in Sri Lanka, Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka.
27. Sivalogathan, V., Samanmali, E. (2016). Managing Time and Knowledge: The Role of Line Management In Implementing Performance Management, Management Issues, Volume 1-Issue (I) Department of Management Studies, The Open University of Sri Lanka
28. Sivalogathan, V., Senanayake, S.A.D. (2016). Achievement will Motivate: ThImpact of Non- Financial Rewards on Motivation of Employees in the Selected Private Company. the paper presented at the Jafna University International Conference (JUICE 2016), University of Jaffna, Jaffna, Sri Lanka
29. Thilakarane, C., Abeysekera, N. (2016). Influencing Factors For Customer Satisfaction of Mobile-money Services, With Special Reference to Mcash Service By Mobitel, Sri Lanka,ELK Asia Pacific Journal of Marketing and Retail Management,7(2),1-18
30. Ukwatte, J., Abeysekera, N. (2016),The impact of service quality on customer loyalty in Sri Lankan hotel sector (with special reference to ABC hotel in Sri Lanka),9th International Research Conference of The General Sir John Kotelawala Defense University, Sri Lanka.

New Members of MSD Team

Temporary Lecturers



Ms. D. K. Sewwandi



Ms. M.W. Mekhala Abeykoon



Ms. Manoshika Sathiyavel



Ms. A. Harini Udara Perera

Project Assistants



**Ms. Nilakshi
Wickramasuriya**



Ms. Upeksha .S.Yapa



Ms. H. M.Thatsarani



**Ms. M. L. U.
Kumudumali Piyasena**



**Ms. V. R. Nirmala
Madhushani**



msdenews2@gmail.com

Members Supported

Dr. V. Sivalogathan

Ms. S. Sapukotanage

Dr. L.P.S. Gamini

Dr. N. Abeysekara

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

Mr. K.P. Nishantha

Mr. J. Heenkenda

Ms. H. Dassanayake

Ms. A.H.U. Perera