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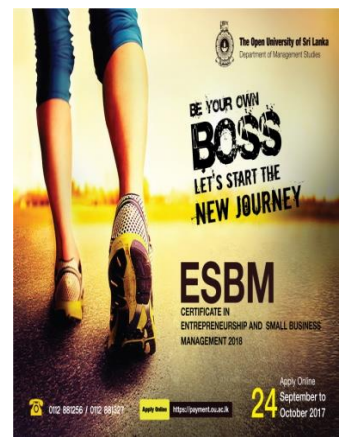
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DEPARTMENT OF MANAGEMENT STUDIES
Faculty of HSS, The Open University of Sri Lanka

December **2017**

Benefitting Through Collaboration

MoU between the OUSL and Miloda Academy of Financial Studies

A MoU between the Open University of Sri Lanka (OUSL) and Miloda Academy of Financial Studies (AFS) was signed on 07th November 2017. The Memorandum of Understanding is for the establishment of an academic partnership to conduct joint study programmes. This would result in M.Sc. in Public Procurement and Supply Chain Management programme, which is a remarkable milestone achievement as this would be the first ever M.Sc. in Public Procurement and Supply Chain Management programme conducted in Sri Lanka. This would be beneficial for both the Public and Private Sector professionals who are interested in the discipline.

The Vice Chancellor of the Open University, Prof. S. A. Ariyadurai and the CEO of Miloda, Mr. Anura Lokuhetty signed the MoU in the presence of a distinguished gathering, representing both the OUSL and Miloda.



Programme Development meeting with Miloda on 24.08.2017



Learning and Development

MoU between the OUSL and Association of Accounting Technicians of Sri Lanka (AAT)

A MoU was signed between the Open University of Sri Lanka (OUSL) and the Association of Accounting Technicians of Sri Lanka (AAT) on 21st February 2017. This initiative was taken with a view to develop academic and professional collaboration with the AAT and the Department of Management Studies of the OUSL.



Research finding on Innovation Practices shared with ministry of Industry and Commerce



Book Donation Received from Asia Foundation

Department of Management Studies has received 23500 US \$ (3.6 million LKR) worth of donation from Asia Foundation, which is one of the remarkable achievement for the year of 2017.

The selection of books comprises of Management, Strategic Management, Marketing, Marketing Research, Corporate Finance, Human Resource Management and many other related to the discipline of Management. Arrangements have made to distribute these valuable books to all regional centers in order to align with the objective of “reading for all despite disparity”.



Proposal to establish a Faculty of Management Studies (FMS) of the Open University of Sri Lanka



The Council at its 437th meeting held on 29.09.2017 approved the proposal to establish a Faculty of Management Studies (FMS) of the Open University of Sri Lanka.

This proposal has been approved by the Faculty Board of the Faculty of Humanities and Social Sciences at its 342nd meeting on 02.08.2017 and the Senate of the Open University of Sri Lanka at its 352nd meeting on 19.09.2017.



Currently, the proposal to establish a Faculty of Management Studies at the Open University of Sri Lanka has been submitted to the Chairman, University Grant Commission on 12.12.2017 for the approval.



The Workshop on Sri Lanka Qualification Framework (SLQF)



The departmental workshop on Development of Sri Lanka Qualification Framework (SLQF) Documentation was conducted on 12th and 13th July 2017 respectively, at Laya Leisure Hotel, Kukuleganga.

The workshop focused on the Course Revision Process, revision of the By-Laws and preparation of the SLQF documentation

for all the programmes offered by the Department of Management Studies in line with the SL Qualification framework. The participants gained valuable insights on developing the course and programme related documentation in the knowledge sharing sessions on SLQF.



The members of the Department of Management Studies contributed the day out and the workshop by designing and conducting the team activities for the event. The activities enabled in developing leadership skills and team spirit among the members of the faculty of HSS, in building and renewing the bond among them.



Frequent Departmental Meetings

The Department of Management Studies of the Faculty of Humanities & Social Sciences frequently conducts departmental meetings and closely monitors 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 30th departmental Meeting, which is also the final meeting for the year, was held on 22nd December 2017.

Participation in Faculty Events

Workshop on Learner Support and Retention

Annual Faculty Outing of the Faculty of HSS and the Workshop on Learner Support and Retention was held on 10th November 2017 at Aqua Pearl Lake Resort, Moratuwa.

Increased Student Output



At the 29th General Convocation of the Open University of Sri Lanka,

112 students graduated with Bachelor of Management Studies (BMS) Degree

52 students graduated with Common Wealth Executive Master of Business/Public Administration Degree (CEMBA/CEMPA)

28 students graduated with Master's Degree in Business Administration and **13** students were awarded with the Post Graduate Diploma in Human Resource Management.

In addition to that, **153** students who successfully completed the Certificate in Entrepreneurship and Small Business Management were awarded with the certificate in the awards ceremony on 2017.

Increased Student Enrollment

ESBM

590 students got registered for the Certificate in Entrepreneurship and Small Business Management Programme for the year 2018.

Considering the global trend and acknowledging the importance of the education system in producing entrepreneurs of high intellectual and professional caliber, the DMS will enrich its ESBM programme by introducing a one year programme for Advanced Certificate in Entrepreneurship and Small Business Management in the academic year 2019.

BMS

Last year 1200 students got registered for the programme and currently the BMS programme is preparing itself for the next intake in 2018 with the aim of increasing the intake up to 1500 and expecting to expand its academic activities in to more study centers.

Academic activities of the Level 3 of the BMS program was newly started at the Hatton and Ambalantota study centers. In addition to that academic activities of BMS Level 5 were started at Vauniya and Badulla Regional centers.

MBA in HRM



2017 was indeed an eventful one for the MBA in HRM programme, which saw the enrollment of **38** students for its 6th intake.

Successfully marking the end of another academic year, preparations are now being made to register prospective students for the 7th intake of the programme, who will be commencing academic activities in the year 2018.

CEMBA/CEMPA



70 students were registered for the 13th cohort in the year 2017.

The preparations are currently being made to register the 14th intake of the Commonwealth Masters of Business/Public Administration.

Ladder of Opportunities

The objective of the Department of Management Studies (DMS) is to provide an opportunity to learn Management with the concept of lifelong learning as per the Vision and Mission of the OUSL. The DMS is equipped with the required resources. Especially the human capital to serve the need of the Sri Lankan management learning community by providing the prestigious service of a government university. Along with the facilitation of the flexibility, enabling the students to achieve academic goals with a balance in other dimensions of their lives, distinguishes the DMS offered programmes from the rest of the alternative academic programmes.

The latest "Jewel in the Crown" is the prospects of improving the Department of Management Studies to a Faculty of Management Studies in making the ladder of opportunities much more strengthened and empowered.

Student Achievements

First PhD in the Department of Management Studies, Faculty of HSS

“Development of Models for Assessing Costs and Effectiveness of Open and Distance Learning Programmes: a Case Study of the Open University of Sri Lanka”.

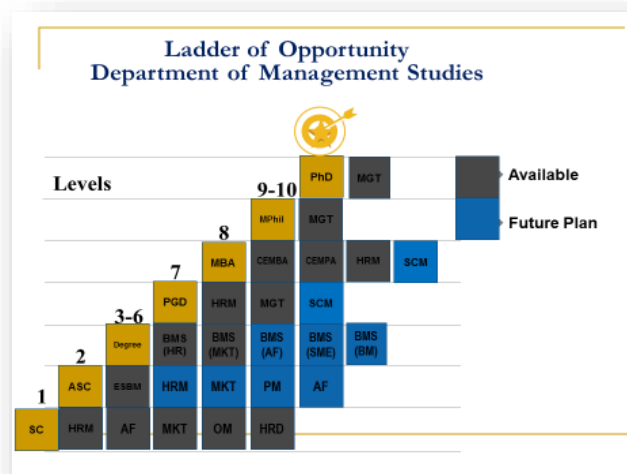


Mr. A.M.P.B. Abeyesinghe
Lecturer, RES, OUSL

Success Story of “Yenu Flora” (Student of ESBM)



ESBM has always stood behind many entrepreneurial success stories and continues to show the pathway to potential entrepreneurs with the correct knowledge on business management and entrepreneurship, in making their dreams a successful reality. “Yenu Flora” is one of those many success stories.



The DMS is primarily focused on offering programmes for those who have not had an opportunity of obtaining a structured academic learning on Management. Especially with the tertiary education, DMS 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.

One of the ESBM students, namely: Mrs. Chathurika. J. Liyanage, despite the ups and downs in her life, has become a strong entrepreneurial role model. Even though her business idea was initiated with the need to face the difficulties in life, later on in 2015, with the success of her business, she identified the potential of expanding the Orchid floral business further by building relationships with international suppliers and customers mainly from Thailand.

In 2015, Mrs. Liyanage got eligible for loans provided by the RDB with a grace period mainly due to the success she has derived from the orchid business. She was also successful in achieving the third place of the Rataviru –Diriya Kantha award in the Warakapola Divisional Secretariat in 2016.

Her entrepreneurial career which she thrives is surely backed by her knowledge, skills she gained from the work experience in South Korea by working in an orchid plantation organization for six years. Not only that but also the importance of formal entrepreneurial education is clearly apparent from the venture “Yenu Flora”, as Mrs. Liyanage, who completed her secondary education in the Commerce stream, highly appreciates the value addition gained from completing the Certificate in Entrepreneurship and Small Business Management (ESBM). Thus, currently she is reading for her Bachelor of Business Management Degree at the Open University of Sri Lanka with the intention to be more solid in her academic knowledge and skills in managing businesses.

Initiated with the business idea to cater the “Orchid” market, today Yenu Flora has reached greater heights by becoming a successful player in the international

markets. She continues to expand the business in to more foreign customer bases, while encouraging the women entrepreneurs and in creating employment opportunities as a role model.

First ever Gold Medal for the Best Performance in Management Studies 2016



Gold Medal for the Best Performance in Management Studies for year 2016, donated by the department of Management studies was awarded to Miss F. S. Farook, student of the (BMS) Bachelor of Management Studies Degree programme.

Participation and Best Paper Award at Student Research Symposium 2017 Faculty Of Humanities and Social Sciences -



The Faculty of HSS with the intention of strengthening research in the Humanities and Social Sciences among students and faculty members had organized the “HSSRS- 2017” on 15th and 16th December 2017, with the theme “Understanding the past, analyzing the present, facing the future:

Humanities and Social Sciences and shaping vibrant communities”.

Participants

S. K. Dissanayake

R. P. D. H. Rajapaksha

L. A. D. H. R. Wijayathunga

K. B. Gonagala

C. D. De Silva

C. M. Abeyratne

J. Niroscha

M. S. Rajakaruna

S. A. D. A. Fernando

Best Paper Award

“Factors Affecting for Customer Satisfaction : Special reference to Sri Lankan Airlines”



K.B. Gonagala

38 students of the BMS Degree Programme were awarded Dean’s List Award at this event.

Sports Achievements of Students

OUSL Badminton team took part in the 'SLIIT Shuttle Buds 2017' Badminton Championship, which was organized by the Sri Lanka Institute of Information Technology (SLIIT). The Championship contest was held from 16th to 17th July 2017 at the SLIIT University indoor Gymnasium.



The OUSL team won the championship trophy in the women's event.

Staff Achievements



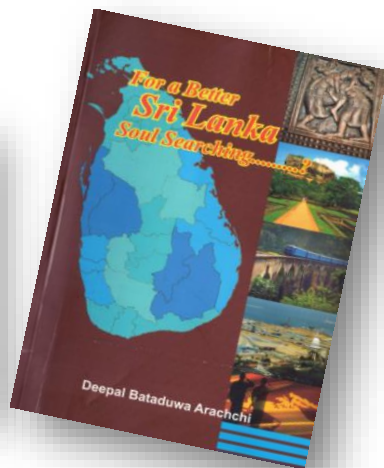
The OUSL participated at the 31st Annual Conference of the Asian Association of Open Universities (AAOU 2017) hosted by the Universitas Terbuka (Indonesia Open University) from 27th to 29th of September 2017 at the Royal Ambarrukmo Hotel, in the city of Yogyakarta, Indonesia.



The AAOU Annual Conference was attended by a ten-member OUSL team, of whom

Department of Management Studies represented by three members. Dr. V. Sivalogathan, Head MSD presented a paper titled “Innovation and Good Practices of Management Studies in Open Distance Learning in Sri Lanka”. Ms. H. C. Dassanayake and Mr. W. A. R. Senevirathne presented a joint paper titled “Enhancing Student Involvement through Support Services Offered: Case of Distance Education in Sri Lanka” which has been accepted by Emerald in to their AAOU Journal Volume 12 issue 2, by the time of issuing this e News. Further two members of MSD Dr. Nalin Abeysekara and Dr. L. P. S. Gamini also have contributed to the AAOU papers.

Books (Published)



The book: For a Better Sri Lanka: Soul searching by Mr. Deepal Bataduwaarachchi contains a collection of articles on current economic, social and political issues of Sri Lanka and the book was launched on 3rd February 2017, at the National Library and Documentation Services Board Auditorium.

Congratulations for 25 years of Service in DMS, OUSL



Dr. L.P.S. Gamini
Senior Lecturer



Ms. Jeevani Silva
Lecturer

Short Courses



The Department of Management Studies offer Five Short Courses from several disciplinary areas of Management. The short courses are mainly conducted for Marketing, Human Resource Management, Accounting and Finance and further the department offer short courses on Office Management and Human Resource Training and Development as well.

AT A GLANCE

DEPARTMENT OF MANAGEMENT STUDIES

		Total
No.of Students	ESBM-955, BMS -2734, CEMBA - 163, MBA/HRM -97, BSc/Bed - 844	4793
No.of Academics	Snr.Lecturer -11 Lec/Lec(prob) -06	17
No. of Academics On Leave	2-Study leave, 2-Sebatical leave	04
No. of PhD	5+5 (2 to be complete and 3 reading)	10
No.of Programme	ESBM, BMS, CEMBA, MBA/HR	04
No.of Courses	ESBM-7, BMS-32, CEMBA-23, MBA/HRM -23, Short Course-05	90
No.of Services to other Dept./Faculties at OUSL	BSc (NS), BSc (Ed), BSc(HS), B.Tech	04
No.of Prog. Assistant	CEMBA -2, MBA/HRM -1, BMS -4, ESBM -2	09
No.of Support Staff	DEO-3,Clark-1,Labour-2	06

Research and Publications

1. Dassanayake, H. C., Nishantha , B., Senevirathne, W. A. R. (2017), Enhancing student involvement through support services offered: case of distance education in Sri Lanka. Proceedings of the The 31st Asian Association of Open Universities (AAOU) Conference, Hosted by Universitas Terbuka (Indonesia Open University). At Royal Ambarrukmo Hotel on September 27-29 2017.
2. Fernando, V., Samarainsghe, D., Kurruppu, G. and Abeysekera, N.(2017), The Impact of Green Attributes on Customer Loyalty of Supermarket Outlets in Sri Lanka[3rd International Conference, MERCon 2017 , University of Moratuwa, Sri Lanka.
3. Fernando,P.M, Abeysekera, N. and Sathgunalingam R(2017),The Impact of Social Media on Relationship Marketing ,with special reference to ABC Company, Zenith International Journal of Multidisciplinary research ,Vol .7(2),26-37
4. Fernando, S.D.A., S.Manoshika, W.A.R.Senevirathne (2017) Impact of Television Advertisements on Consumer Buying Behaviour – (Study on Fortune Cooking Oil) Proceedings of the 1st Student Research Symposium of the Faculty of Humanities & Social Sciences of The Open University of Sri Lanka (HSSRS- 2017) on 15th & 16th December 2017
5. Gamini, LPS, (Co Authors) (2017) Assessment of Overall Job Satisfaction and the Influence of Selected Work Environment Factors on Job Satisfaction among Healthcare Assistants in District General Hospital, Gampaha, College of Medical Administrators Annual Sessions 2017
6. Gamini, LPS, (Co Authors) (2017) Perceived Effectiveness of ODL Programmes: Graduates and Faculty Perspective (31st Annual Conference of the Asian Association of Open University-2017).
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8. Gamini, LPS, (Co Authors) (2017) Tourists' Satisfaction towards Destinations in Jaffna Peninsula, Sri lanka: With special reference to Beach Holiday'(International Research Conference Conducted by Vavuniya Campus of University of Jaffna 2017.

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14. Jayasekara, P. P., Hapugoda, J. C. & Kalupahana, R. S. (2017). Potentials of improving microbiological quality and safety of fermented dairy products manufactured by small-scale processors in Kandy district, Sri Lanka. *Proceedings of the 3rd International Conference on Global Food Security, South Africa.*
15. Jayasekara, P. P., Hapugoda, J. C., Kuruppu, K., Abeykoon, A. M. H., Kalupahana, R. S. & Fletcher, A. S. (2017). Preliminary assessment of microbiological and compositional quality of ready -to-drink milk products in Kandy, Sri Lanka. *Proceedings of the 3rd International Conference on Global Food Security, South Africa.*
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18. Kanojan, K ; Sivalogathan,V. (2017) Job Satisfaction And Intent To Leave Among Graduate Teachers in Government Schools in Sri Lanka: Special reference o Jaffna District, *Journal of Business Studies*, 4(1), July 2017, the paper presented at the International Conference on Contemporary Management(ICCM2017), University of Jaffna, 25-26 July 2017, Jaffna, Sri Lanka.
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MSD Creative Minds



When she was an undergraduate at the University of Sri Jayewardenepura the initial idea or the light bulb moment occurred for such a creative art. Ruwani is currently planning to commercially start her own business and her goal is to make customers happy through creation of an elegant gift through her venture –“The Miracle Gift”.

Members Who Left Us

Dr. Sunitha Vijayakumaran, Senior Lecturer and Ms. H. D.H. C. Dassanayake, Lecturer left the Department of Management studies to join University of Jaffna and University of Sri Jayewardenepura respectively in year 2017.



“The Miracle Gift” By Ruwani Somapala, Coordinator of the Level 4 of BMS degree programme is the focus of this issue in MSD Creative Minds.

Ruwani pursue her dream entrepreneurial venture in the customized handmade gift card business mainly using the promotions through her face book page and Instagram account.

From childhood she loved art and was a creative person in everything she endeavors.

New Members of MSD Team

Project Assistants



Ms. Vindya Weerakkody



Ms. Chamodi De Silva



Ms. Ruwani Somapala



Ms. Malmi Ganga

Administrative Coordinator



Ms. Aqeela Siraj



MSD TEAM SPIRIT



hdmgmt@ou.ac.lk

Members Supported

Dr. V. Sivalogathan

Ms. S. Sapukotanage

Dr. L.P.S. Gamini

Dr. N. Abeysekera

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

Mr. K.P. Nishantha

Mr. J. Heenkenda

Ms. A.H.U. Perera