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DEPARTMENT OF MANAGEMENT STUDIES

Faculty of Humanities and Social Sciences

The Open University of Sri Lanka

December 2018

Learning and Development

The Faculty of Management Studies at the Open University of Sri Lanka

The Department of Management Studies has submitted proposal to establish the Faculty of Management Studies, at the Open University of Sri Lanka.

M.Sc. in Public Procurement and Supply Chain Management

An MOU between the Open University of Sri Lanka and Miloda Academy of Financial Studies was signed in 2017. The MOU resulted in the new introduction of the M.Sc. in Public Procurement and Supply Chain Management programme as the first ever of its kind conducted in Sri Lanka. The Programme Development Workshops for the M.Sc. in Public Procurement and Supply Chain Management programme was held from 2nd to 4th February 2018 at Mt. Lavinia Hotel, Mount Lavinia.



Management Issues -2017

The Department of Management Studies published the “Management Issues” the research publication of the department on December, 2017 with the guidance of Prof. V. Sivalogathan, Head of the Department of Management Studies and Dr. L.P.S. Gamini, the Chief in Editor of the publication.



The main purpose of such publication is to pave the way for the participants of the master’s degree programme conducted by the Department of Management Studies to disseminate the new knowledge created through their research studies.

The Workshop on Restructuring Academic Programmes in accordance with (SLQF) Guidelines

The departmental workshop on Restructuring Academic Programmes in accordance with (SLQF) Guidelines was conducted on 30th August 2018, at Jetwing Sea Hotel, Negombo. The workshop focused on the Course Revision Process and the preparation of the SLQF documentation for all the programmes offered by the Department of Management Studies in line with the Sri Lanka Qualification framework. The participants gained valuable

insights on the implementation of the changes with accordance to the SLQF guidelines and an information sharing session was conducted by the Head of the Department Prof. V. Sivalogathan.



The curriculum for year 2018-2022 for both the Bachelor of Management Studies (Hons) Degree programme (BMS) and the Entrepreneurship and Small Business Management programme (ESBM) were developed and circulated among the members on this workshop.



After the morning session of the workshop the evening session was occupied with the team building activities. This enabled the members of the department to come closer together and enjoy the evening with the colleagues. Members of the Department of Management Studies engaged in the team spirit building activities which enabled in developing coherence and the bond among them.

Short Courses Offered by DMS

- Short Course in Human Resource Training and Development
- Short Course in Marketing Management
- Short Course in Computerized Accounting
- Short Course in Financial Accounting
- Short Course in Human Resource Management

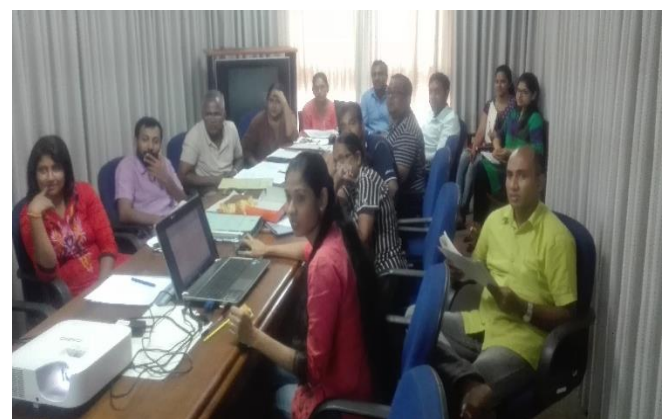
Bachelor of Management Studies Honors Degree - BMS (Hons) Self-Evaluation Report - 2018

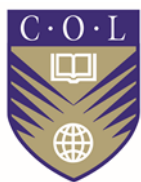
The Programme Review on the Bachelor of Management Studies (Hons) Degree programme of the Department of Management Studies (DMS) was conducted from 13th to 16th August 2018. A Self Evaluation Report was prepared by the members of the Department of Management Studies for the review as instructed by the University Grants Commission.

A workshop on writing the SER was conducted by the Prof Uma Coomaraswamy, the coordinator of FQAC, where the Head of the Department and the lecturers participated in getting insights on the report preparation. With the time constraints, the challenge of developing the Self Evaluation Report was successfully completed with the dedicated commitment shown by the members of the department.

Several task forces were appointed by the Head of the Department as the SER Team Leader and their responsibilities were explained while having interactive dialogues with them in terms of completing the overall objective.

Finally, the hard work and commitment paid off with the feedback received from the reviewers as the Bachelor of Management Studies (Hons) Degree programme of the Department of Management Studies (DMS) received a grade B, which is a memorable achievement as well.





Commonwealth of Learning Academic Board Meeting

The head of the Department of Management Studies, Professor. V. Sivalogathan participated at 29th CEMBA/MPA programme Academic Board meeting of Commonwealth of Learning at Wawasan Open University, Penang, Malaysia on 7th May, 2018.



Memorial Ceremony of Late Senior Professor Sudatta Ranasinghe

The memorial ceremony of late Senior Professor Sudatta Ranasinghe was held on 31st May 2018 at The Faculty of Humanities and Social Sciences. The memorial speech was delivered by Senior Prof. H.H.N.D.P. Opatha on the topic of “Sustainability and HRM: Some Reflections”. Many professionals and academics graced the occasion with their participation in paying tribute for the late Senior Professor Sudatta Ranasinghe.

Korea National Open University Fellowship Programme 2018

Prof. V. Sivalogathan, the head of the Department of Management Studies participated as a visiting scholar for 2018 AAOU Staff Exchange Fellowship Programme. This programme was held from 17th June to 29th June 2018, at the Korea National Open University. Prof. V. Sivalogathan met chairman of the KNOU and Director of Open Distance Learning Division while participating in the programme.





Department of Management Studies - January 1st, 2018 – New Year Celebrations

The members of the Department of Management Studies at Nawala Central Campus organized the New Year Celebration event on 1st January 2018.

OUSL - Faculty of HSS - Thai Pongal Celebrations

The members of the Department of Management Studies participated at the Thai Pongal Celebration event held at the Faculty of Humanities and Social Sciences in the month of January 2018.

OUSL – MRC - New Year Celebrations

The members of the Matara Regional Centre attached to the Department of Management Studies organized the Sinhala and Hindu New Year Celebration event on 7th May 2018.



The event was filled with traditional activities such as preparation of the Pongal rice and enjoying the sweetmeats.



The presentation of traditional songs by the faculty members was a highlight.



The new year celebration event was filled with traditional activities and traditional new year celebration games which represented the Sri Lankan cultural values among the OUSL members.





November 2018 at Nethsetha Lions club eye hospital, Ratnapura. The Project themed “From Darkness to Light”. The Cataract surgeries carried out for poor people, was a success and it enabled the CSR project to extend financial help to 160 patients, who would have otherwise remained blind due to unawareness and not being able to access resources due to poverty.

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.



Strengthening Communities

CSR and Future of OUSL by the Department of Management Studies



Participants of the Cohort 13 of Commonwealth Executive Master of Business Administration completed their Corporate Social Responsibility Project on 18th

The day before all the patients were admitted and had a religious session followed by medical checkups. On 18th from 2 am the hospital started the operations and eye specialist did 160 eye cataract operations.

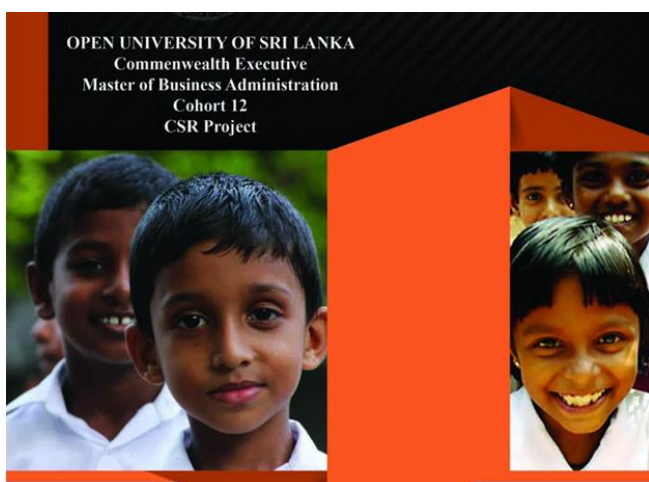
While they are releasing the patients to the wards the patients were accommodated with the breakfast and lunch. The distribution of the essential medicine packs was then taken place while receiving the valuable advises (health and religious advises) to the patients from the Nethsetha medical doctor, Saman.

At the end a special gathering was held heading Vice Chancellor, Prof. A. Ariyadurai on chair where the tokens of appreciation were presented to the Nethsetha staff, doctors.

A souvenir was also handed over to Prof. A. Ariyadurai officially in the event.



It was nice two days with full of happiness. And it was much great to have discussions with the fathers and mothers who underwent the operations. Each word they said, murmur thanks all who supported this wonderful program.



Another CSR project conducted by the 12th MBA batch of the Open University of Sri Lanka was at Siri Seevali Maha Vidyalaya- Panadura on 18th February 2018.



The CEMBA/CEMPA students and staff of the Department of Management Studies of the Open University of Sri Lanka with the help of donors' carryout Corporate Social Responsibility activities annually. The participants of the CEMBA/CEMPA programme are encouraged to serve the local communities as each batch of students must 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. CSR Projects of the CEMBA/CEMPA programme of the Department of Management Studies is a salient fact which makes the programme different from other masters programmes offered by other institutes.

Increased Student Enrollment

“For the year 2018, **553 students** got enrolled for the Certificate in Entrepreneurship and Small Business Management programme.

“In year 2018 **1504** students got registered for the BMS programme and currently the programme is preparing itself for the next intake in 2019.”

“In the year 2018 MBA in HRM programme had the enrollment of **38** students for its 7th intake.

CEMBA/ CEMPA programme had **49** of students for its intake for the year 2018.

Increased Student Output

461 students successfully completed the Certificate in Entrepreneurship and Small Business Management programme in the year 2018.

Bachelor of Management Sciences Honours degree was completed by **121** students in the past year.

Commonwealth Executive Master's in Business / Public Administration Degree was completed by **45** students, whereas **28** students completed the Master of Business Administration in Human Resources Management Degree in the year 2018.

Certificate in Entrepreneurship and Small Business Management (ESBM)



The socio-economic importance of the small business sector is significant and conducive conditions for small business ventures exist in Sri Lanka. Despite that, many small ventures have failed or have suffered slow growth mainly due to faulty selection procedures of

the ventures and improper management of the business.

In order to address these salient factors, the structure of the ESBM programme and the approach to it are designed to ensure its usefulness for learners who are interested in Small Business Management and Entrepreneurship.



After considering the need for the improved knowledge on Small Business Management and Entrepreneurship the Certificate in Entrepreneurship and Small Business Management programme was upgraded as the Advanced Certificate in Small Business Management and Entrepreneurship programme from the year 2019 onwards.

In the year 2018 Orientation programme of the ESBM was held on 18th May, 2018 with the participation of the Dean of the Faculty of HSS, Head of the Department of Management and academic and non-academic staff members.



business management field. The concerted national and international thrusts towards demand-driven economic activities generate pressure for developing relevant human resources for the conduct of complex business management in local/foreign trade and commerce. The primary purpose of introducing the BMS degree programme is to upgrade knowledge and skills in management in ultimately improving the efficiency of performance of businesses and other organizations in the country, contributing to higher national productivity.



In the year 2018, orientation programme for the students who newly enrolled of the BMS programme was conducted throughout the regional centers island wide, with the participation of the academic and non-academic staff members of Department of Management studies.

Bachelor of Management Studies (BMS)



There is an increasing demand for trained personnel, who are conceptually equipped and well trained to become future managers in the



MBA in HRM Programme

Year 2018 has been another successful year for the MBA in HRM programme with several noteworthy developments. Students were newly enrolled to the 7th intake of the programme.



Inauguration ceremony was held on 18th May, 2018 with the participation of the Vice Chancellor, Dean, Head of the Department and academic and non-academic staff members. The occasion was graced by the presence of Mr. Rohana Wijesooriya, Group Manager- HR and Admin, Maliban Biscuits Manufactories (Pvt) Limited as the Chief Guest who is also a product of the MBA in HRM programme.



Inauguration ceremony was followed by an orientation conducted by academic staff members and coordinators to provide the students with an opportunity to familiarize with the programme. During the year, curriculum of the programme underwent changes with the conversion of courses according to the guidelines of Sri Lanka

Qualification Framework. Initial steps were taken to convert the courses of the programme into online platform with the intention to give the students a more interactive online learning experience.



MBA in HRM batch 6 had organized a get together at the River View Hotel, Panadura on 20th November 2018. The academics were appreciated by providing them with tokens of appreciation by the students in MBA in HRM batch as well.



Commonwealth Executive Master of Business Administration/ Commonwealth Executive Master of Public Administration (CEMBA/CEMPA)

During the year, curriculum of the CEMBA/CEMPA programme also underwent changes with the conversion of courses according to the guidelines of Sri Lanka Qualification Framework.



49 students were newly enrolled to the 14th intake of the CEMBA/CEMPA programme. Inauguration ceremony and the orientation programme were held on 20th January 2018 with the participation of the academic and non-academic staff members preceded by the Vice Chancellor, Dean, Head of the Department and the occasion was graced by the presence of distinguished professionals as guests.



Currently, preparations are being made to enroll the 15th intake of the programme in year 2019.

The Grand Alumni Homecoming-2018



One of the special events happened in 2018 with regards to the CEMBA/CEMPA programme is the Grand Alumni Homecoming, which was held on 24th March 2018. There was a reunion of the past members of the CEMBA/CEMPA programme at the same time where the Annual General Meeting of the CEMBA/CEMPA Alumni was held.



It should also mention that the Academic Board meeting of CEMBA/CEMPA programme of Commonwealth of Learning was held in year 2018, at Wawasan Open University in Penang, Malaysia



CEMBA/CEMPA- Alumni Sports Event



The Guest Lecture on Strategic and Effective Leadership by Gen. G. A. Chandrasiri, former governor of north province, was organized by CEMBA/CEMBA Alumni on 11th August 2018.

The event took place within the framework of new concepts of CEMBA/CEMPA Alumni, where the speaker enlightened the audience in a more effective manner on “Strategic and Effective Leadership”.

Further a guest lecture on “Governing Policies, Guidelines, Procedures in Procurement” was conducted by Mr. Sarath Muthugala on 18th October 2018.

Student Achievements

Success Story of “G & S Equipment” (Student of ESBM)

In this issue the focus is on the success story of the past ESBM student Mr. H.U.S. Priyankara Mendis. He is a successful businessman who caters for the sports equipment needs sector with his venture named “G & S Equipment”.



Mr. Mendis started his entrepreneurial venture in year 2017 where he manufactures and distribute Elle bats and balls initially at the startup phase of the organization. Initially he employed traditional methods in the manufacturing process but later on he started using machinery and new technology for the same.

Currently he has expanded the product portfolio in to Cricket equipment such as Cricket balls and he is also into importation and sale of trophies and sports equipment as well. The production capacity of the Elle bats and balls has now reached approximately 40,000 units altogether showcasing the growth he has achieved throughout the years.



Since his childhood Priyankara was an Elle player. When referring to the triggering event or the initial idea of the venture, Mr. Mendis stated that he got major influence from his father who was also interested in Elle sport. He emphasis that the knowledge and skills he gained was due to the interest he had on the Elle sport. Currently he has employed four employees who work under his instructions and as per his comments the demand is steadily increasing and now it has become difficult to cater for the excess demand levels.



The Gold Medal for the Best Performance in Management Studies



Ms. K.M.W.
Chathuri
Madhushani
Abeyrathna

Dean's List Award Ceremony

Dean's List Award Ceremony of the Faculty of Humanities and Social Sciences in commendation of Academic Excellence, was held on 05th December 2018. Among the students of the BMS Degree programme, 30 students were placed on the list, who would get an official letter stating that they have been considered in the Dean's Lists Awards, where the top 20 get eligible to receive the dean's list scholarship.

Sports Achievements of Students

OUSL Girls Badminton team took part in the 'SLIIT Shuttle Buds 2018' Badminton Championship which was organized by the Sri Lanka Institute of Information Technology (SLIIT).



Further the OUSL Girls Badminton team took part in the "SMASHES" organized by university of Sri Jayewardenepura and won the Runner up in 2018. The team included Chamyra Nirmani (captain) and Yasmitha Sithumi representing the DMS.



KDU leaders' trophy was also won as 2nd runner up by the OUSL Boys Team in 2018, where Rinesh Dilshan and Kulanaka Rajapaksha represented the team as BMS students.



"APIIT Extravaganza" badminton tournament 2018 was held and the OUSL Badminton team took part in it and won Runner up. Representing the DMS. It should be mentioned that in guiding the students, Mr. K.P.J.M. Pathirana, senior lecturer at the Department of Management Studies has contributed as the Lecturer in charge for the Badminton sport.

Staff Achievements

OUSL Wins Gold & Silver Awards at the Asian Association of Open Universities



The OUSL participated at the 32nd Annual Conference of the Asian Association of Open Universities (AAOU 2018) hosted by the Hanoi Open University from 22nd to 27th of October 2018 at the Melia Hanoi Hotel, in the city of Hanoi, Vietnam. The conference was themed: “Open Education in Human Resource Development for Asia in the Period of Integration”.



Mr. W. A. R. Senevirathne (Dept. of Management Studies, OUSL) and Ms. H.C Dassanyake (Dept. of Management, University of Sri Jayawardanapura) won the Gold award for the best paper, whereas the Silver award was won by a joint paper presented by A.M.P.B. Abeyasinghe (Dispatch Division), B.G Jayathilleke (CETME), B.C.L Attapattu

(Civil Engineering), L.P.S Gamini (Department of Management Studies).



The event was attended by a delegation of paper presenters from the Department of Management Studies including the head of the Department, Prof. V. Sivalogathan, Mr. K.P. Nishantha, Ms. J.C. Hapugoda, Mr. C.P. Weerasekara and Mr. H.M.J.C.B. Heenkenda.



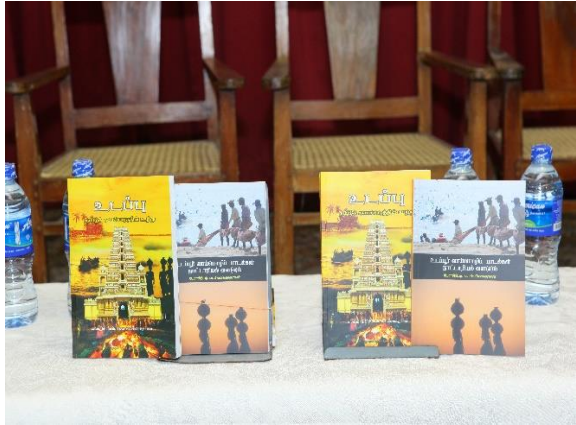
The Asian Association of Open Universities (AAOU) Annual Conference has established itself as one of the leading educational events worldwide which is much awaited by world class educational experts in the field of open and distance learning (ODL), especially those from the Asia region. The Conference will hopefully provide the catalyst for knowledge sharing among participants, particularly in areas pertaining to the sub-themes. With 62 institutional members from 23 countries, the AAOU is certainly a force to be reckoned with. The recommendations and outcomes of this conference can have far-reaching benefits to the ODL community

The Annual Research Awards



At the Annual Research Awards 2017, Prof. V. Sivalogathan was awarded in the International Open University Research Session 2018 (IOURS 18) on 29th November 2018 which was organized by The Open University of Sri Lanka.

Book Publications



Prof. V. Sivalogathan has launched two publications on “Udapoorvaimozhi Paadalkal (Udapoor Folk Songs “ and “Thirukkuralin Manitha Vala Mukamaiththuvam (Thought of Human Resource Management in Thitukkural), Kural Vali Mukamaiththuvam” in year 2018.

The book launch was held at the Colombo Tamil Sangam, Wellawaththa on 8th December 2018. Many distinguished guests participated at the book launch where several guest speeches were also presented regarding the contribution to the Tamil literature from Prof. V. Sivalogathan.

Faculty Board Presentations – Faculty of HSS

MSD members presented in Monthly Research Communication Seminars in order to communicate and exchange of ideas of their Research work as follows.

- Mr. W. A.R. Senevirathne presented on “ Impact of Financial Literacy of SMEs Business Owners on Firm Financial Performance : An Empirical Study in Sri Lanka” on May 2017.
- Ms. J. C. Hapugoda presented on Joint Model for Study Programme Completion and Performance of Students in Higher Education: Case of Distance Education in Sri Lanka on October 2017.
- Mr. C. P. Weerasekara presented on “Stock Market Image - Investors’ Overall Perception Towards Capital Market: Evidences from Colombo Stock Exchange” on January 2019.

Research and Publications

1. Abeysekera, N. (2018). Transformational Leadership for better Customer Relationship: case of Corporate Banking sector in Sri Lanka, Second International Conference on Interdisciplinary Research in Higher Education (ICIRHE 201), Seoul, South Korea from May 16-18, 2018.
2. Abeysekera, N. (2018). Female Graduate and Employee became an Entrepreneur: A case study from Sri Lanka, Gender case studies from the Commonwealth, Commonwealth of Learning (COL), Canada, 16- 22.
3. Amarathilake, K.A.S.W. & Senevirathne, W.A.R. (2018). Impact of Knowledge Management Practices on Employees' Performance In Peoples Bank of Sri Lanka, Abstract Publication & Proceedings of the 1st International Conference On Social Sciences and Humanities (IRSSSH)2018 At NCAS Hosted by National Center for Advanced Studies (NCAS) Sri Lanka.
4. Azeez, A. A, & Senevirathne, W.A.R. (2018) Potentiality to Achieve Financial Well-Being Through Financial Literacy Of Employees In Public Enterprises In Sri Lanka, Abstract Publication & Proceedings of the 1st International Conference at Sanasa Campus Kegalle.
5. Chandrasena, S., Nanayakkara, J., Silva, J., & Senevirathne, W. A.R . (2018). Adoption of Cloud Computing – Opportunities and Challenges in Sri Lanka Abstract Publication & Proceedings of the 1st International Conference On Social Sciences and Humanities (IRSSSH)2018 At NCAS, National Center for Advanced Studies (NCAS) Sri Lanka.
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Awards and Fellowships:

- The Annual Research Awards 2017, Prof. V. Sivalogathan was awarded at the International Open University Research Session 2018 (iOURS 18) on 29 November 2018, by The Open University of Sri Lanka.
- Prof. V. Sivalogathan was the Visiting Scholar for 2018 AAOU Staff Exchange Fellowship Programme from 17th June to 29th June 2018 by Korea National Open University.
- “Best Virtual Presenter award” was awarded to Prof. Nalin Abeysekera for the paper “Transformational Leadership for better Customer Relationship: case of Corporate Banking sector in Sri Lanka, second International Conference on Interdisciplinary Research in Higher Education (ICIRHE 201) at the RYSE, Autograph Collection, Seoul, South Korea from May 16-18, 2018.
- Prof. Nalin Abeysekera, Senior Lecturer attached to Department of Management Studies, Open University of Sri Lanka has been awarded as “Outstanding Asian Educator” by International Association for Scholarly Publishers, Editors, and Peer Reviewers (IASPER).
- Mr. W.A.R Senevirathne was awarded Gold Medal for best paper titled “Can E-Servicescapes Improve Student Engagement? Evidence from The Distance Education in Sri Lanka” at the 32nd AAOU annual conference of Asian association of Open Universities, Vietnam.
- Dr. L. P. S. Gamini was awarded Silver Medal for the best paper titled “Perceived Effectiveness of Open Education” at the 32nd AAOU annual conference of Asian association of Open Universities, Vietnam.

“Outstanding Asian Educator” by International Association for Scholarly Publishers, Editors, and Peer Reviewers (IASPER)



“Dr. Nalin Abeysekera, Senior Lecturer attached to Department of Management Studies, Open University of Sri Lanka is a graduate from the University of Sri Jayewardenepura in B.Sc. Marketing (special). He is a Product of Ananda College. Dr. Abeysekera is a Chartered Marketer and Member of Sri Lanka Institute of Marketing and consultant with over fifteen years’ experience. He is a Senior Lecturer for Strategic Management and Marketing with lecturing Exposure in Dubai, Oman and Qatar. He is

serving as visiting lecturer for MBA for leading National and International Universities based in Sri Lanka. Currently, he is a coordinator for the MBA program at the Open University of Sri Lanka with leading many CSR Projects at University. Dr. Nalin Abeysekera is author/co-author and reviewer for many international journal articles, conference papers, Books. He is the recipient of three gold medals (Strategic Management, Marketing Management and Dissertation) for his performance in his degree of Masters from University of Colombo, Sri Lanka. He completed his PhD in the year 2013 in Leadership and Marketing.

Dr. Abeysekera in his attempt to socialize knowledge has contributed many articles to leading magazines and national newspapers in Sri Lanka on current issues covering Economics, Education and Tourism. Dr. Abeysekera has been featured in TV programs to lead and moderate discussions related to Education, issues on Children and Entrepreneurship. He has also served many panels such as PhD colloquium, Media and IT and Tourism. And also he has been Shortlisted as Best Reviewer by International Journal in Contemporary Management Research (CMR)-B Graded Journal by ERA (Excellence in Research in Australia) in 2010. This award has been given “in recognition of his outstanding contribution to education, as resource person; as cited author (49 citation); H-index of 3, professional leader, research expert and supervisor, peer reviewer, scholarly editor, curriculum planner, recipient of awards and newspaper journalist making him the pride of Sri Lanka and role model of educators in the Asia Pacific”.

Quoted from the Article Published on The Sunday Times, 28th July 2018.

Special Achievements

The following two senior lecturers attached to the DMS have promoted as Professor in Management Studies.



Prof. V. Sivalogathan



Prof. N. Abeysekara

A senior member of the DMS , Dr. L.P.S. Gamini was appointed as the Director of C - SAP.



Dr. L.P.S. Gamini

New Members of MSD Team

Lecturer (Probationary)



Ms. Ishara Lakmali



Ms. Manoshika Sathiyavel



Ms. Harini Udara Perera

**Academic Coordinator-
ESBM**



Ms. Aqueela Siraj

**Administrative
Coordinator- MBA in HRM**



Ms. D. K. Sewwandi

Management Assistant



Mr. D.G. L. A. Jayarathna

Project Assistants



Ms. A.M.A.B
Aththanayaka



Ms. K.C.L Anuradha



Ms. H.M.G.Y.J.
Hennanayake



Ms. U.P.G.N.N.
Pushpakumari

Members Who left MDS in 2018



Ms. Vindya Weerakkody



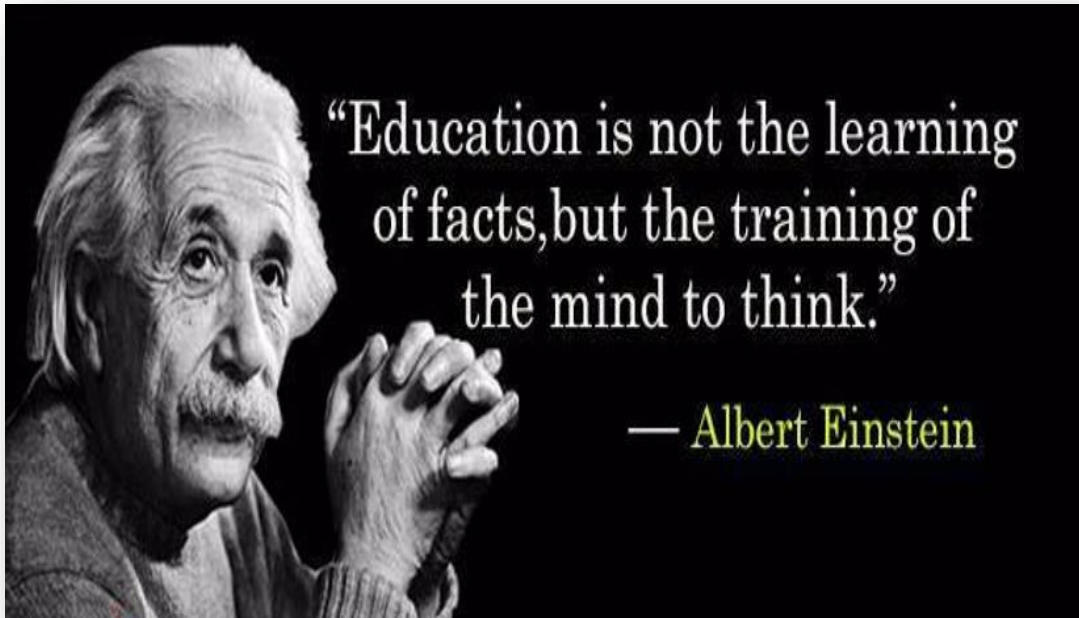
Ms. Ruwani Somapala



Ms. Malmi Ganga



Ms. Nilakshi Wickramasuriya



MSD TEAM





hdmgmt@ou.ac.lk

Members Supported

Prof. V. Sivalogathan

Prof. N. Abeysekara

Dr. L. P. S. Gamini

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

Mr. K. P. Nishantha

Mr. J. Heenkenda

Ms. A. H. U. Perera

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