

# COMMONWEALTH MBA / MPA



## Prospectus



**World recognized MBA / MPA From**  
The Open University of Sri Lanka- Pioneer in Distance Learning  
In collaboration with the Commonwealth of Learning



**T**he CEMBA / CEMPA programme developed by a panel of experts from the member countries of the Commonwealth was inaugurated at the OUSL in year 2003 and it is presently offered in eleven Commonwealth countries through an international network of partner universities. Since the inception in 2002.





# MBA/MPA

## Commonwealth MBA/MPA

### Message

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#### Head-Department Management Studies

Head, Department of Management Studies

In this fast changing environment, the success of organizations to a larger extent depends on the professionals who manage such organizations. The objective of the Department of Management Studies is to impart management knowledge for development of management skills and appropriate management attitudes. In pursuance of this broad objective the Department of Management Studies conducts a number of programmes of study ranging from Certificate in ESBM, Diploma in Management Studies, BMS (Honors) Degree, PGD in HRM, MBA in HRM, CEMBA/CEMPA to PhDs. The CEMBA/CEMPA Programme, through an appropriate mix of adult learning methodologies and rigorous training prepares you to be a professional with such qualities.

We are devoting ourselves to cultivate talents, provide consultations and undertake researches in the field of management studies by adhering to the motto of the OUSL "Open distance learning through excellence, efficiency and equity in lifelong learning". We strive hard to produce quality academics and management professionals whose contribution is vital to take Sri Lanka to higher level of development. We as a department leave no stone unturned to achieve this noble task.

Contribution of graduate students goes a long way of creating a vibrant research culture, and also a dynamic and an effective teaching and learning environment. Our Sincere expectation is that you will join our thriving postgraduate community and contribute to further development in postgraduate education at Department of Management Studies of the Faculty of Humanities and Social Sciences at OUSL.

**Dr.V.Sivalogathan**

Head

Department of Management Studies





# MBA/MPA

## Commonwealth MBA/MPA

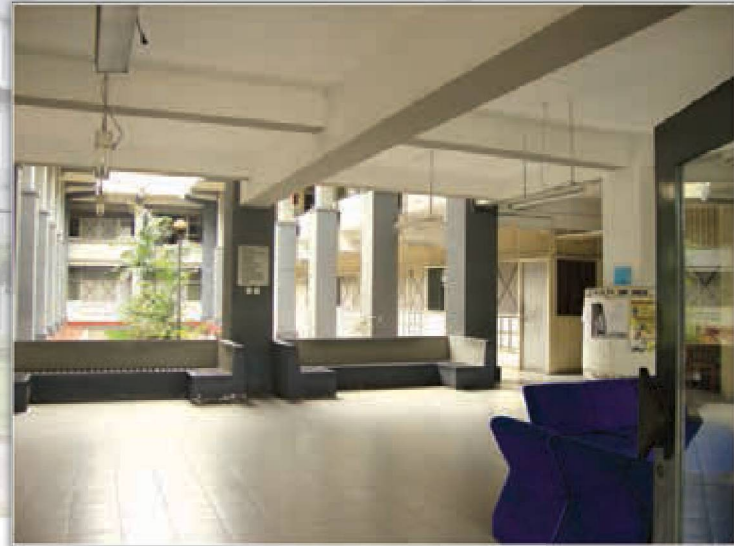
### The Open University of Sri Lanka (OUSL)

The Open University of Sri Lanka (OUSL) established in 1980, has completed thirty years of service to the nation. The OUSL is a national university constituted under the Universities Act No 16 of 1978 and has the same legal and academic status as any other national university in Sri Lanka. It is the only recognized university in Sri Lanka where students pursue further education through Open Distance Learning (ODL) methodology.

The OUSL offers over 100 programmes of study for a wide variety of learners through the Faculties:

- Faculty of Humanities & Social Sciences
- Faculty of Natural Sciences
- Faculty of Engineering Technology
- Faculty of Education.

The academic programmes of the OUSL are well suited for employed persons and adults. Currently the University has a student population of nearly 35,000. OUSL has a network of six Regional Centres (RCs) and several study centres spread throughout the island. The study programmes of OUSL have been specifically designed to enable persons aged 18 and above to follow Foundation Courses or Programmes leading to Certificates, Diplomas, Degrees, Post Graduate Degrees/ Diplomas and PhDs at their own pace and in their own homes.



The University is endowed with a fully pledged library with Internet access and a state-of-the-art Centre for Educational Technology & Media. The student support services comprise of Regional Education Services, Student Affairs, Examinations, Administration and Finance divisions. The OUSL learners also have access to National Online Distance Education (NODE) Access Centres located in the regions.

The University Senate is the highest decision making body with regard to academic matters and the Council of the University is the supreme decision making body on the management of the University. The Vice Chancellor of the University chairs both the Senate and the Council.

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### The Collaborating Partners

A strategic partnership between the Open University of Sri Lanka and the Commonwealth of Learning in Vancouver, Canada which materialized in 2001 led to the launching of the CEMBA/CEMPA programme in 2002. Under this partnership the OUSL was able to introduce the CEMBA/CEMPA programme for the benefit of Sri Lankan managers, administrators and professionals using the ODL methodology.

### Commonwealth of Learning (COL)

The Commonwealth of Learning was inspired by the vision that the people of the Commonwealth must and can have access to knowledge, regardless of where they live and whether they are rich or poor. It was created by Commonwealth Heads of Government in late 1987 and became operational in early 1989.

The Commonwealth of Learning is an intergovernmental organisation, with headquarters in Vancouver, with a mandate to widen opportunities for learning in the Commonwealth member states by promoting the development and sharing of ODL resources and communication technologies.

Working with and providing services to hundreds of institutions throughout the Commonwealth, COL is helping to increase the capacities of developing nations to meet the demands for improved access to quality education and training. Please visit: [www.col.org](http://www.col.org).

### Other partner institutions

Currently eleven partner institutions in the Commonwealth participate in the delivery of CEMBA/CEMPA programme in a collaborative manner. They are listed below:

- Allama Iqbal Open University - Pakistan
- Bangladesh Open University - Bangladesh
- Open University of Sri Lanka - Sri Lanka
- Kwame Nkrumah University of Science and Technology - Ghana
- National Open University of Nigeria - Nigeria
- Wawasan Open University - Malaysia
- University College of the Caribbean - Jamaica
- University of Guyana - Guyana
- University of Papua New Guinea - Papua New Guinea
- Botswana College of distance and open learning - Botswana
- Open university Mauritius- Mauritius

The most up-to-date list of CEMBA / CEMPA Partner Universities is available at:

[www.col.org/cemba/partners](http://www.col.org/cemba/partners).



# Commonwealth MBA/MPA

## The Department of Management Studies

The Department of Management Studies (DMS) which comes under the Faculty of Humanities and Social Sciences conducts the CEMBA/CEMPA Programme. In delivering the programme DMS depends on its core faculty as well as the visiting faculty. Currently face-to-face teaching-learning sessions (day schools) of the CEMBA/CEMPA Programme are conducted only in the Colombo Regional Centre at Nawala, Nugegoda.

At present, the DMS conducts five academic programmes namely:

- Commonwealth Executive MBA/MPA – two years
- Master of Business Administration (MBA in HRM) – two years
- Bachelor of Management Studies (BMS) – four years
- Diploma in Management Studies (DMS) – two years
- Certificate in Entrepreneurship and Small Business Management (ESBM) – One-year duration.





# Commonwealth MBA/MPA

## General Information About the CEMBA / CEMPA Programme

Traditionally, the delivery of MBA and MPA programmes has been expensive and restrictive. Indeed, the number of students who can benefit is limited due to the high cost of teaching, and the physical limitations imposed by traditional modes of delivery, (i.e. face-to-face, high tuition, classroom setting, specific time and space.)

As a strong advocate for Open and Distance Learning, COL sees distance learning as a flexible, cost-effective and viable mode of delivery which overcomes time constraints and geographical barriers, thereby offering students a novel way of studying and pursuing knowledge. With ODL, students are given a chance to seek education at an affordable fee enriching themselves and their communities; advancing in their own time and space, and at their own pace.

The features of ODL include:

- Provision of learning at one's own pace, place and time
- Cost effective and cost efficient educational operations
- Provision of equal opportunity of admission
- Self-instructional learning materials, in print and non-print media
- Provision of face-to-face and distance tutor support
- Continuous and terminal evaluation.

The CEMBA / CEMPA Programme is offered entirely in English.

## CEMBA/CEMPA and its unique value proposition

The Commonwealth Executive MBA and MPA are two of the well established Masters Degree programmes offered by the Department of Management Studies of the Open University of Sri Lanka (OUSL) in partnership with the Commonwealth of Learning (COL) in Vancouver, Canada.

CEMBA/CEMPA is the only programme of its kind available in Sri Lanka. No other state university or degree awarding public or private institution offer an Executive Masters Degree in Business or Public Administration in partnership with the prestigious Commonwealth of Learning.

The unique feature of the CEMBA/CEMPA programme is that it offers you the opportunity of earning an MBA or MPA of high quality within a period of two years adopting the pedagogy of student-centered learning primarily through the Open Distance Learning (ODL) methodology aimed at adult working students.

The participants of the CEMBA/CEMPA programme enjoy the opportunity of learning at their own pace and earning a postgraduate degree in management (either Postgraduate Diploma or Masters Degree in Business or Public Administration) within a period of five years.

We adopt a flexible and self-driven approach to learning where participants can sit examinations without being subjected to rules such as 'compulsory attendance' in class room learning sessions provided that the eligibility for examinations is gained by the learner through continuous assessment (CA).

# Commonwealth MBA/MPA

## Programme Aims and Objectives

The Commonwealth Executive MBA/MPA (CEMBA / CEMPA) Programme complements existing MBA/MPA programmes offered in the Commonwealth — to meet the demand for post-graduate management and public administration education.

**The objectives of the CEMBA / CEMPA Programme are:**

- To enable students in the Commonwealth countries where the Programme is offered to obtain Masters degrees in the areas of Business Administration and Public Administration, contributing to their professional growth and career advancement and to their countries' development;
- To develop human resources in various aspects of the areas noted above; and
- To develop quality post-graduate programmes that can be implemented widely in Commonwealth countries and can be recognized across the Commonwealth.

## Target Group

CEMBA/CEMPA programme is targeted at mid-career managers, professionals and public administrators including those serving in defense establishments and having at least two years of executive experience. We encourage particularly women applicants who aspire to occupy leadership positions in industry and government.



# Commonwealth MBA/MPA

## The OUSL Study System

The OUSL adopts a study system that emphasizes distance learning methodologies, consisting of largely printed material and supplementary audio-visual aids. In addition, limited number of face to face teaching-learning sessions (day schools and tutorials) is conducted for each course. Group presentations and seminars, and counseling sessions for student-teacher interaction are held from time to time. OUSL is currently in the process of expanding its e-learning system based on Moodle Learning Resource System.

An integral and crucial component of the OUSL learning system is student evaluation. Student evaluation consists of two forms:

- Continuous Assessment (CA)
- Final Examination

Students have to qualify to sit for the final examination and complete a course by gaining eligibility. Gaining eligibility is possible by being successful in Continuous Assessment requirements. Eligibility is valid for a maximum period of Two years.

## Programme Structure and the Credit System

### Programme Structure

The CEMBA / CEMPA Programme consists of,

1. Compulsory Courses
2. Elective Courses
3. Distertation



# Commonwealth MBA/MPA

## CEMBA/CEMPA PROGRAMME STRUCTURE

Commonwealth Executive Master of Business Administration (CEMBA)		
Course Code	Course Title	Credits
<b>SLQ Level 9 (1<sup>st</sup> Year) – Compulsory Courses</b>		
MSP9403	Managing Human Resources	4
MSP9402	Management and Organisation	4
MSP9405	Economic Environment of Business	4
MSP9407	Quantitative Techniques	4
MSP9408	Marketing Management	4
MSP9409	Accounting & Finance	4
<b>ELECTIVE COURSES* (02 electives)</b>		
MSP9301	Managing Information Systems	3
MSP9304	Operations Management	3
MSP9305	Managerial Economics	3
<b>SLQ Level 10 (2<sup>nd</sup> Year) – Compulsory Courses</b>		
MSPA453	Strategic Management	4
MSPA498	Research Methods	4
MSPAG99	Dissertation	16
<b>ELECTIVE COURSES* (02 electives)</b>		
MSPA301	E-Commerce	3
MSPA302	Project Management	3
MSPA307	Policy Analysis and Implementation	3
MSPA308	Contemporary Administrative Systems	3
MSPA309	Disaster Management	3
MSPA310	Corporate Finance	3
MSPA313	International Marketing	3
MSPA354	Quality Management	3
*Elective Courses – Students are required to obtain, 6 credits in Level 9 and 6 credits in Level 10 from elective courses to complete required 30 credits in each level.		

Course Code	Course Title	Credits
<b>SLQ Level 9 (1<sup>st</sup> Year) – Compulsory Courses</b>		
MSP9403	Managing Human Resources	4
MSP9402	Management and Organizations	4
MSP9405	Economic Environment of Business	4
MSP9407	Quantitative Techniques	4
MSP9408	Marketing Management	4
MSP9409	Accounting & Finance	4
<b>ELECTIVE COURSES</b>		
MSP9304	Operations Management	3
MSP9306	Public System Management	3
MSP9352	Development Planning and Administration	3
<b>SLQ Level 10 (2<sup>nd</sup> Year) – Compulsory Courses</b>		
MSPA451	Public Policy	4
MSPA498	Research Methods	4
MSPAG99	Dissertation	16
<b>ELECTIVE COURSES</b>		
MSPA301	E-Commerce	3
MSPA302	Project Management	3
MSPA307	Policy Analysis and Implementation	3
MSPA308	Contemporary Administrative Systems	3
MSPA309	Disaster Management	3
MSPA310	Corporate Finance	3
MSPA313	International Marketing	3
MSPA354	Quality Management	3
MSPA301	E-Commerce	3
*Elective Courses – Students are required to obtain, 6 credits in Level 9 and 6 credits in Level 10 from elective courses to complete required 30 credits in each level.		

### Dissertation

The dissertation is a distinct feature of the CEMBA/CEMPA programme. It is a required course for students wishing to reach the highest level of award – CEMBA or CEMPA. Dissertation consists of a substantial literature survey, analysis and interpretation of research findings based on field investigation.

The dissertation is undertaken by the participants after completion of the Research Methods course towards the end of the programme. This course brings into focus empirical investigation of management problems, which is a critical component of the Masters Degree programme. Through the dissertation a participant will demonstrate his/her ability to apply various concepts learnt during the programme in analyzing concrete managerial issues. It also allows learners to contribute their own analysis and findings to the body of knowledge in management or public administration.

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The programme is designed to enable participants to complete the degree in four semesters (two years). However, it is recognized that some students will proceed at their own pace and may not be able to complete the degree in two years. Students may choose up to four courses in each semester. The limit of four courses has been set in consideration of participants' job commitments and the study load requirements of different courses. You may set your own pace for the programme as long as you do not exceed the limit of four courses in each semester. You will however need to consider that the maximum duration of the programme is five years. If you are unable to complete the programme in five years, you are expected to re-register for the programme. The University will announce conditions of re-registration if required. It may therefore be advisable for you to plan your course load in a manner that you will be able to complete the programme within the allowed time frame.

## Instructional System

Traditional systems of delivering MBA and MPA programmes, though attractive, have in general been expensive and restrictive. In view of the physical limitations imposed by the traditional mode of delivery, (i.e. face-to-face teaching and learning in classroom setting in specific time and space), the number of students who can benefit from such costly methods of delivery has been limited. COL, as an advocate of distance education and open learning, sees distance education as a viable alternative which provides a flexible mode of delivery that can overcome time constraints and geographical barriers, thereby offering students a novel way of studying and of pursuing knowledge. With distance learning, students are given a chance to seek self-enrichment and advancement in their own time, at their own pace and, most importantly, at an affordable fee.

Each course in the programme adopts a combination of the following learning activities in the delivery of courses:

- self instructional printed course materials packages
- assignments for assessment and feedback
- audio-video programmes
- face-to-face interaction with academic counsellors at study centres
- virtual class room for information sharing
- short residential seminars
- tele-counselling and interaction
- project work and case studies
- field visits

The entire programme is offered in English. Therefore a good working knowledge of English is required for successful completion of the programme.



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Delivery of the learning materials will be through print and non-print media. In terms of print media, students will be given the necessary course package for their reading and preparation. In some instances textbooks will be recommended by the tutors. In terms of non-print media, an appropriate technological infrastructure is put in place in every participating institution. Audio, video and computing facilities are important elements of the programme. The face-to-face component of the programme is provided through the counselling sessions organised at your study centre. You will be required to contact the CEMBA/CEMPA coordinators of your study centre .

### Credit System

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The CEMBA/CEMPA programme is based on a credit accumulation system. Each credit is defined on the basis of 50 hours of study load which comprises all learning activities such as working through course materials, preparing assignments, tutored activity and preparing for examinations, etc. Each Compasory course Carries weight of 4 Credits, Elective Course 3 Cerdits and Desertation 16 Credits. This indication will help the student understand the academic effort required for successful completion of the courses and the entire study programme.





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## Learning Online

Communication in relation to academic activities of the programmes via the National Online Distance Education Service (NODES). Assignments, additional reading materials and lecture notes can be downloaded from this online learning platform. This facility provides learners to access learning resources and engage in online activities at any time from any corner of the globe.

### How to log in

<http://ousl.nodes.lk/>

User Name : NIC Number

Password : s-user

## MYOUSL

MYOUSL is a specially designed Web portal which brings information together from diverse sources such as Finance Division, Examination Division, and Academic Departments in a uniform way. In this particular portal, students can retrieve vital information such as OUSL news, events, exam results and payment details. Further students can download assignments, supplementary material, presentation slides, time table, and other educational materials which are being uploaded by the relevant course coordinators.



### How to log in

Go to <http://myousl.ou.ac.lk/indx/login/fp.aspx> then enter your user name and the password.

User name: Student ID

Password: NIC Number

# Commonwealth MBA/MPA

## Regulations Relating to Assessment

- The assessment of a student in any course shall consist of two components, continuous assessment & final examination.
- A student shall be eligible to appear at the final examination in respect of any course if she/he has been awarded a minimum of 40% for CA.
- A student who fails to obtain 40% for continuous assessment components (CA) in a particular course shall be deemed to have failed that course. Such a student may repeat that course by re-registering.
- The overall assessment marks of a student in respect of any course excluding his dissertation is based on; 30% from the continuous assessment marks and 70% from the final examination marks
- Marks obtained at the final examination shall be computed as follows.

80 - 100	-	PA
60 - 79	-	PB
50 - 59	-	PC
30 - 49	-	RE
0 - 29	-	RF
- A student who Obtains Less than 50 of Overall Assessment marks (Z%) cannot count that course towards her/his credit requirements unless s/he re-sits the Final Examination on a subsequent occasion and obtains a C grade. (A student who either repeats a course or who re-sits a final examination shall be deemed to have obtained a mark which is not higher than 50% which carries a grade of C.)

- A student who withdraws from a course by written communication addressed to the Senior Assistant Registrar (Student Affairs) within a period of one month from the commencement of the course may be allowed to re-register for that course in a subsequent academic year without being considered a repeat.
- A student, who is eligible to sit the final written examination in a course but has not done so, may postpone sitting such examination, without being considered as a re-sit candidate . Eligibility for a course obtained by a student will be valid only for Two academic years.
- The assessment of a student registered for the dissertation shall be based on a dissertation submitted by him/her and an oral examination.

## Validity of Admission

A candidate who has successfully completed the admission test shall be eligible for admission in the academic year that s/he passed the test. Registration for the programme shall be valid for 6 years from the date of admission. Regular and annual renewal of registration is essential.

### Assessment and Evaluation Criteria

Assessment in each course of the Programme consists of two components:

- (1) Continuous Assessment
- (2) Term-end Examination

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### Course results are issued based on:

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Overall Continuous Assessment Score (OCAS)

Overall Examination Score (OES)

Overall Course Score (OCS)

Determination of Course Result Status OCAS Continuous assessment is based on:

Tutor-marked assessments (TMAs) in the form of essays or short answer questions. Some courses may also require extended essays or projects.

Computer-marked assignments (CMAs) consist of multiple choice questions. Not all courses have CMAs.

Projects/case studies in the form of essay or short answer questions.

Course materials are expected to indicate the number of required course assignments. These include:

Assignments to be completed for assessment purposes; and  
Assignments for teaching purposes only.

The weighting of each assessment component (e.g., TMAs, CMAs, projects, examinations) will also be specifically communicated in the institution supplement.

### Overall Continuous Assessment Score (OCAS)

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To calculate the overall score (OCAS), the prescribed number of a student's 'best' scores will be selected, including the scores for any assignments 'necessary for assessment purposes'.

### Overall Examination Score (OES)

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Each course has a written examination, which is held at the end of the course and normally lasts three hours. Students' performance in the examination will contribute to the OES.

### Overall Course Score (OCS)

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OCS will be calculated from both the OCAS and OES, which is usually the weighted average of the two scores. However, OCS alone does not automatically determine result status. When determining result status, the OCAS, OES and OCS will all be taken into account.

### Determination of Course Result Status

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A pass score in each course will depend on a satisfactory level of performance in both the OCAS and OES.



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### Exemptions

Exemptions may be granted only for any two (2) of the prescribed core courses of the Commonwealth Executive Master of Business Administration/ Public Administration Programme provided a candidate has passed similar courses offered by a University at Postgraduate Diploma or Master's Degree level. Candidates seeking exemptions must apply in writing for exemptions within the first month after registration. They should also submit certified copies of the relevant certificates and details of the syllabi covered when applying for exemptions.

### Award of the Degree

- A candidate who satisfies the requirements for the award of the degree of CEMBA/CEMPA shall be awarded such degree provided the person has satisfied the necessary requirements within a maximum period of five years from the date of registration.
- A student is awarded a pass if she/he has obtained 60 international credits at final examination.
  - \* An overall average mark of 50% or above is awarded a pass.
  - \* An overall average mark of 75% or above is awarded a merit pass
  - \* An overall average mark of 85% or above is awarded a distinction pass.

<i>Exit Point</i>	<i>Number of Courses</i>	<i>Credits</i>
Postgraduate Diploma	8 (6 compulsory + 2 electives)	30
CEMBA/CEMPA	13 (8 compulsory + 4 electives + Dissertation)	60

# Commonwealth MBA/MPA

## Admission

### Admission Requirements

In general, admission to the CEMBA / CEMPA Programme requires the following:

An undergraduate degree with good standing or an equivalent professional qualification (professional qualifications listed in annexure I are deemed equivalent to a degree for admission purposes)

A minimum of two years of relevant post-qualification experience

Residency within the Commonwealth countries (where the Programme is offered)

A working knowledge of the English language at the post-graduate studies level

Satisfactory score in the CEMBA / CEMPA Admission Test. The Admission Test is conducted by the Open University of Sri Lanka or any other prescribed centre as deemed necessary (all applicants will be notified with application, about the venue, date and time of the admission test).

### Admission Test

The CEMBA/CEMPA programme is designed for highly capable and qualified individuals committed to self-development and a higher level of achievement in their careers. The Admission Test is designed to provide an additional dimension of measurement for the selection of candidates for this rigorous and demanding programme of study.

The Admission Test is scheduled to be conducted at Regional Centers of OUSL in Colombo, Kandy, and Jaffna and any other overseas centers determined by the university. All details relating to the venue are available in the Admission Card. The Admission Test will consist of multiple choice questions designed to test applicants' capabilities in the following spheres:

- General Awareness
- English Language
- Quantitative Aptitude
- Reasoning

Successful completion of the test is one of the essential criteria of eligibility for admission.



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## Course fees

Fees are payable on demand and in installments:

Registration Fee	Rs: 1,000.00
Facility Fee	Rs: 1,500.00
Library Facility Fee	Rs: 200.00
Tuition Fee (5775 LKR@44 Credits)	Rs: 254100.00
Dissertation Fee	Rs: 65,000.00

**The Open University has the right to change the fees when and where necessary.**

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### Student support services

#### Learner Support

The programme is supported by the regional education services network, the library and other divisions that deal with registration, student affairs, examinations, finance, and operations. Learners may seek the assistance of the following University officers.

	For information	Contact
i.	Admission, re-registration, change of study centre, bonafide certificate and change of address	Senior Assistant Registrar Student Affairs Tel:0112881342/205 E-mail: vdkit@ou.ac.lk
ii.	Examinations centers, exam results, grade card, re-clocking and issuance of diplomas and degrees	Deputy Registrar, Examinations 0112 881 350 /461 / 203 E-mail: sarexam@ou.ac.lk
iii.	Course fee and other payment	Bursar, Finance Division Tel:0112881043 /345 E-mail: bursar@ou.ac.lk
iv.	Academic counseling, evaluation of assignments, approval of dissertation proposals and dissertation report	CEMBA/CEMPA Coordinators and Consultants, Department of Management Studies Tel:0112881008 /255 E-mail: dskas@ou.ac.lk

Students are advised to contact OUSL Regional Centers and Study Centers for submission of assignments and other information.

### Facilities for Students

#### Library

The Main Library of the Open University is located at the Central Campus in Nawala. Students can become members with a refundable deposit of Rs. 1,000.00



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## Counseling

With regard to academic matters faculty academic staff is available to students for counseling. Further, students can contact the Faculty Student Counselors for advice on non-academic matters pertaining to the programme.

For further information on the CEMBA/CEMPA Programme, please contact:

**Dr. V. Sivalogathanan**  
Head  
Department of Management Studies  
Senior Lecturer

Contact No: (011)2881408  
E-mail: vsiva@ou.ac.lk

**Dr. L.P.S.Gamini**  
Senior Lecturer  
Chief Coordinator  
CEMBA/CEMPA Programme

Contact No: (011) 2881424,  
E-mail: lpgam@ou.ac.lk

**Ms.D.J.C. Wijerathne**  
Programme Coordinator  
CEMBA/CEMPA Programme

Contact No: (011) 2881008

**Mrs. Pushpa Rajapaksa**  
Senior Lecturer  
Coordinator - Second year  
CEMBA/CEMPA Programme

Contact No: (011) 2881008,  
E-mail: rmraj@ou.ac.lk

**Dr. Nalin Abeysekera**  
Senior Lecturer  
Coordinator 1st Year  
CEMBA/CEMPA Programme

Contact No: (011) 2881008,  
E-mail: nabey@ou.ac.lk

**Mr. S.A.D. Senanayake**  
Senior Lecturer  
Academic Board Member  
(COL-CEMBA)

Contact No: (011) 2881142  
E-mail: sasen@ou.ac.lk

**Mr. Deepal Bataduwa Arachchi**  
Senior Consultant  
CEMBA/CEMPA Programme

Contact No: (011) 2881008,  
E-mail: dlbat@ou.ac.lk



# MBA/MPA

## Commonwealth MBA/MPA

### Head of the Department

**Dr. V. Sivalogathanan**

[B.Com(Sp)(Hons) (PDN), MBA(IB)(AIT,Thailand), PhD( ) (ZIU)]  
Head/ Department of Management Studies  
Senior Lecturer (Gr. I)  
E-mail: vsiva@ou.ac.lk

**Teaching areas**

Human Resources Management  
Organizational Behavior  
Performance Management

### Coordinating Team

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

BSc(B.Ad)Sp.(Hons) (USJ), MCom(KLN), PhD (Delhi)  
Chief Coordinator  
Senior Lecturer (Gr.I)  
CEMBA/CEMPA Programme  
E-mail: lpgam@ou.ac.lk

**Teaching areas**

Corporate Finance, Management Accounting,  
Money and Capital Markets, Research Methodology

**Mr. S.A.D. Senanayaka**

[B.Sc (Sp)(Hons)(KLN), MBA(Delhi)]  
Senior Lecturer (Gr.I)  
Academic Board Member (COL)  
E-mail: sasen@ou.ac.lk

**Teaching areas**

Quantitative Techniques, Operations Management,

**Dr. Nalin Abeysekera**

Chartered Marketer. , MBA in Marketing (Colombo),  
BSc(Mkt)Sp.(Hons)(USJ), MCIM, MSLIM,  
Post Dip in MKT (UK), PhD (Colombo)  
Coordinator - First Year  
Senior Lecturer (Gr.II)  
CEMBA/CEMPA Programme  
E-mail: nabey@ou.ac.lk

**Teaching areas**

Marketing Management, Advertising, Strategic Management,  
Consumer Behaviour

**Mr. Deepal Bataduwa Arachchi**

M.A.Economics (Col), Pg.D in Development Economics  
Senior Consultant, CEMBA/CEMPA Programme  
E-mail: dlbat@ou.ac.lk

**Teaching areas**

Micro Economics, Macro Economics, Managerial economics

**Ms.D.J.C. Wijerathne**

BSc. BAd(Sp)(USJ)  
Programme Coordinator (CEMBA/CEMPA)  
jayani.wijerathne123@gmail.com

**Teaching areas**

Accounting & Finance

# MBA/MPA

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### Regular Faculty

**Mr. Susil S K Edirisinghe**

B.Com (Sp)(Hons)(KLN), MCom(KLN),  
Certificate in Int.Busi. (AIT-Thailand)  
Senior Lecturer (Gr.I)  
E-mail: ssedi@ou.ac.lk

Teaching areas  
Organizational Psychology , Organizational Behavior

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

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Teaching areas  
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# MBA/MPA

## Commonwealth MBA/MPA

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Teaching areas  
Operations Management

### Visiting Academics

**Dr. Menaka Ranasinghe**

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Department of Electronics and computer Engineering  
Faculty of Engineering Technology

Teaching areas  
Managing Information Systems, E-Commerce

**Prof. B.N.F. Warnakulasooriya**

Department of Marketing Management  
Faculty of Management Studies and Commerce  
University of Sri Jayewardenepura ,Nugegoda

**Dr.S.T.W.S.Yapa**

PhD(Sheffield Hallam)  
Senior Lecturer/Department of Decision Sciences  
University of Sri Jayawardenapura

Teaching areas  
Operations Management, Quality Assurance Management

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**Dr. L.N. Senaweera**

Ph.D. (Pennsylvania)  
Former Director General Sri Lanka Standards Institute

Teaching areas  
Quality Assurance Management

**Mr. Sugathadasa Ranugge**

MA (Hague), BA (Hon.) Retired SLAS/ Management Consultant

Teaching areas  
Public Systems Management,  
Public Policy, Development Planning and Administration,  
Policy Analysis

**Ms. Neranjala J. Jayasundara**

MSc. (PDN)  
Consultant  
Sri Lanka Institute of Development Administration (SLIDA)

Teaching areas  
Disaster Management

**Mr. Gerry Suraweera**

MBA (PIM) Project Consultant  
The Ceylon Chamber of Commerce

Teaching areas  
Operations Management

**Nureh Eranda**

MSc (Japan), BBA (Japan), BSc Marketing Management (Sp)  
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Senior Lecturer, Department of Marketing Management,  
Faculty of Management, University of Peradeniya, Peradeniya

**Saranga Wijerathna**

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**Dr. Dinesh Samarasinghe**

PhD (Colombo), MBA Marketing (Colombo),  
B. Sc. Marketing Mgt. Hons. (SJP), Senior Lecturer/Head  
Department of Management of Technology  
University of Moratuwa, Moratuwa

**Mr. R. R. Linton**

CEMBA (OUSL)  
Head of Sales Hamas Pharmaceuticals (Pvt.) Ltd

Teaching areas  
Marketing positioning, Brand Related Studies,  
Corporate Social Responsibility Issues

**Mr. S.A. Weerasinghe**

MSc. (Operations Research) Management Consultant

Teaching areas  
Quantitative Techniques

# MBA/MPA

## Commonwealth MBA/MPA

### Annexure I

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**Professional Qualifications considered equivalent to a degree for entry into CEMBA-CEMPA Programme.**

- Associate Membership of the Institute of Engineers, Sri Lanka (IESL) or any other qualification accepted by the IESL as equivalent to an Engineering Degree.
- Diploma in Banking and Finance, Chartered Institute of Banking.
- Chartered Institute of Managements Accountants (CIMA)-Full qualification
- Institute of Chartered Accountants (ICA) - Full qualification
- Member of Chartered Institute of Transport, U.K
- Advanced Diploma of the Association of Business Executives, U.K
- Passes in part I or part II of the Graduates Dip Examination in Chemistry conducted by the Institute of Chemistry, Sri Lanka and admission to Graduate membership of the Institute of Chemistry, Sri Lanka.
- Higher National Diploma in Commerce, Sri Lanka Technical College
- Higher National Diploma in Accountancy, Sri Lanka Technical College.
- Member of Chartered Institute of Marketing (CIM), U.K
- Member of Institute of bankers in Sri Lanka. (AIB)
- Higher National Diploma In Management (HNDM 3 years programme of study) Sri Lanka Institute of Advance Technological Education (SLIATE)
- Postgraduate Diploma in Chartered Institute of Marketing (London)
- Postgraduate Diploma in Sri Lanka Institute of Marketing.
- PQHRM or National Diploma in HRM of the Institute of Personnel Management (IPM), Sri Lanka with 3 years' post qualification experience)
- National Diploma in Technology (NDT) with 3 years' post qualification experience.
- Member of the British Computer Society. (Having successfully completed prescribed examinations and 3 years' post qualification experience.)
- Association of Chartered Certified Accountants (ACCA)-Full qualification.
- Membership of Association of Chartered Secretaries, U.K
- Postgraduate Diploma in Management OF University of Colombo, with 3 years' post qualification experience.
- Attorney at law, Sri Lanka Law College.
- Any other professional/Academic qualification involving 3 years of study awarded by a recognized institution and acceptable to the senate of the University.

Candidates should have two years post qualified experience unless specifically mentioned.

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## Commonwealth MBA/MPA

### Annexure II

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#### Strategic Partners

##### BBC World Service

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##### The Handy Guide to the Gurus of Management

BBC World Service, which broadcasts in 27 languages to a global audience of 150 million people around the world, supports the Commonwealth Executive MBA/MPA and wishes students good fortune as they access higher education. [www.bbcworldservice.com](http://www.bbcworldservice.com).

BBC World Service supports the CEMBA / CEMPA Programme in various ways. BBC World Service commissioned Charles Handy, who was for many years a professor at the London Business School and is now an independent writer, broadcaster and social philosopher, to prepare The Handy Guide to The Gurus of Management, as a kind of “essential introduction” to a course of this type.

The Handy Guide is a radio series (i.e., 12 programmes lasting 15 minutes each), first broadcast in the BBC’s World Learning strand of educational programmes from October-December 2001. Students can listen to this series online — hearing from 12 Management Gurus including Peter Drucker, Tom Peters, Sumantra Ghoshal, Kenichi Ohmae and Bill Gates – on the BBC World Service Learning English website.

[www.bbc.co.uk/worldservice/learningenglish/work/handy/](http://www.bbc.co.uk/worldservice/learningenglish/work/handy/)

Students may also want to brush up on their English-language skills. The BBC World Service made available a special booklet to all CEMBA / CEMPA students —

“The Business - English at work: people, skills, and language.” Apart from up-to-the minute news and analysis of global events, you will find the “World Business” pages useful and interesting, as well as the “Learning English” area.

The “work” area of Learning English has a special section on The Handy Guide to the Gurus of Management including language notes, full radio programmes and scripts.

[www.bbc.co.uk/worldservice/learningenglish/](http://www.bbc.co.uk/worldservice/learningenglish/)

Other recommendations include

Business Words in the News:

[www.bbc.co.uk/worldservice/learningenglish/news/words/business/](http://www.bbc.co.uk/worldservice/learningenglish/news/words/business/)

Talking Business:

[www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/](http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/)



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## Asian Tribune

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Thirukumar Nadesan Arrested And Released On Bail Australia's detention of asylum-seekers camp 'amounts to... President Sirisena reila

Home > CSR in Open University of Sri Lanka with MBA group

### CSR in Open University of Sri Lanka with MBA group

Sun, 2015-06-07 04:51 — editor

**EIGENE DOMAIN**  
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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 did some photo shootings for the prospectus of the Open University new batch. We invited few of our students to visit the Centre for Educational Technology and Media (CETMe) of the Open University. Immediately after this event, I had to rush to Ratnapura to attend a wedding. Dr. Kapila Kananagara (Provincial Director of Health Services -Sabaragamuwa, one of our MBA students) was also travelling to Ratnapura. So, I decided to travel with him.

On our way to Ratnapura, Dr. Kapila discussed about his community projects in the Sabaragamuwa Province and his projects impressed me. He talked about how he and his staff helped needy people to undergo cataract surgery (a surgery which they could not afford) ; how he accompanied them to Vijaya Kumaratunga Memorial Hospital in Seeduwa for such surgeries.

#### News Feedlines



Trump refused to say whether he would accept the verdict of the electorats, as Clinton...

Third US Presidential Debate (Live)

New initiative to make the country self-sufficient in sugar

India-Pak Spy thriller: Quo Vadis Commander Kulbushan Yadar

Have the courage to introduce new measures to urge the people to live economically - Anandasangaree

Ecuador Cuts off WikiLeaks Founders WI-FI - latest twist in an extensive cyber war

India: Cauvery water row; Protests in Tamil Nadu for water justice from Modi government!

Thirukumar Nadesan Arrested And Released On Bail

Australia's detention of



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Drawing of the  
new library from  
the eyes of one  
student

## CSR, CEMBA Students Show the Way



The ninth cohort of students following the Commonwealth Executive Master of Business Administration programme at the Open University of Sri Lanka recently completed their Corporate Social Responsibility programme.

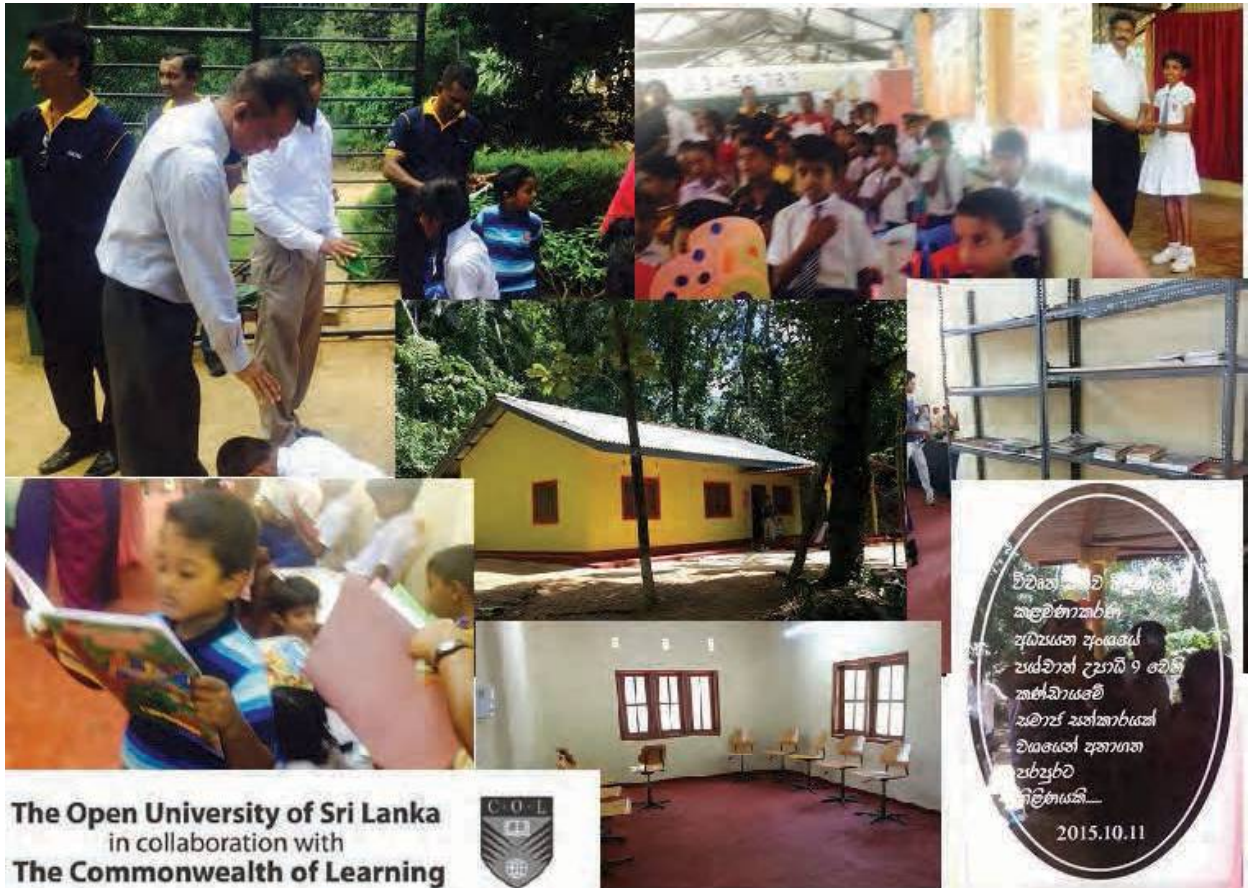
After a needs assessment, the Corporate Social Responsibility programme focused on building a library for the remote Udagama Primary School, which is located 33 km east of Colombo in the Avissawella Electorate. One of the key factors in focusing on this particular school is its student composition, which mostly comprises estate children from different ethnic and religious backgrounds. To build the library, the students raised LKR 1.5 million. Based on feedback from the students of Udagama Primary School, the Corporate Social Responsibility programme can be deemed a successful case study from an MBA perspective, as well as from a humanitarian perspective.

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## CSR and CEMBA



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2015.10.11

Note

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