



The Open University of Sri Lanka  
Department of Management Studies

# ESBM

**CERTIFICATE IN  
ENTREPRENEURSHIP AND SMALL BUSINESS  
MANAGEMENT 2018**

**The Open University of Sri Lanka  
Certificate Programme in Entrepreneurship and  
Small Business Management**

**Academic Year 2018**

This brochure delivers an in detail description of the Entrepreneurship and Small Business Management programme offered by the Department of Management Studies of the Open University of Sri Lanka for the academic year 2018.

While every effort is made to ensure accuracy, the content in this brochure is subject to alteration or amendment in the light of changes in regulations or overall policy of the Open University of Sri Lanka.

Nawala,  
Nugegoda.

August 2017.

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## **Message – Head of the Department**

It is with utmost pleasure I would like to issue this message on the occasion of enrolling the new batch of students for the Certificate in Entrepreneurship and Small Business Management (ESBM) programme, offered by the Department of Management Studies (DMS) of the Open University of Sri Lanka (OUSL).

The progress and advances made on the entrepreneurial business front is vital for the development of a country. Sri Lanka, as a rapid developing country has taken tremendous efforts in enhancing the contribution of the entrepreneurs to the national economy. Irrespective of the healthy business climate around, most of these small and medium sized entrepreneurs have failed, suffered from slow growth and occasionally faded away from the industry due to the inadequate knowledge in managing their business efficiently and effectively. Accepting the global trend and acknowledging the importance of the education system in producing entrepreneurs of high intellectual and professional caliber, the DMS has introduced one year certificate programme in ESBM.

The programme is designed in a way to enrich you with all the essential knowledge require as an entrepreneur while encouraging you to plan studies at your own pace permitting to experience the open and distance learning. Further, those who successfully complete the programme will qualify to seek admission to the Bachelor of Management Studies (BMS) Degree programme without sitting for the admission test.

We, as an institution will provide you all the support necessary to make the time and effort you utilize with us, rewarding and memorable.

My utmost desire is to see you becoming an outstanding entrepreneur with a value to the nation.

I wish you very success in all your valued learning efforts.

Dr. V. Sivalogathanan  
Head – Department of Management Studies

## **The University**

### **The Open University of Sri Lanka**

The Open University of Sri Lanka (OUSL) was established in 1980 under the University Act No. 16 of 1978 with the aim of enhancing access to high quality, affordable and relevant education through open distance education and ensure life - long learning opportunities to face challenges in a knowledge society. It has the same legal and academic status as any other national university in Sri Lanka and the only recognized university within the country where students pursue further education through Open and Distance Learning (ODL) education technique.

As the mission of the OUSL stipulates, the academic programmes of the OUSL are mainly targeted at the adults and employed persons while enabling them to learn in their own. A wide array of programmes are offered by the university ranging from Foundation Programmes, Certificate Programmes, Diplomas, Bachelor's Degrees, Masters' Degrees to M. Phil/Ph.D. as well as Continuing Education Programmes.

The University currently caters to over 35,000 students throughout the country under five faculties as Faculty of Humanities and Social Sciences, Faculty of Engineering Technologies, Faculty of Natural Sciences, Faculty of Health Sciences and Faculty of Education. The network of regional centres and study centres located throughout the country facilitates the delivery of learning programmes and making it convenient for the students to carry out their academic activities.

## **The Department Department of Management Studies**

The Department of Management Studies (DMS) affiliated to the Faculty of Humanities and Social Sciences, commenced its study programmes in the mid of 1980's with the aim of imparting and developing the management knowledge, skills and appropriate managerial attitudes.

Currently, DMS conducts following academic programmes ranging from the Certificate Programmes to the Masters' Degrees.

- Certificate in Entrepreneurship and Small Business Management (ESBM)
- Diploma in Management (DM)
- Bachelor of Management Studies (BMS)
- Master of Business Administration in Human Resources Management (MBA in HRM)
- Common Wealth Executive Master in Business Administration (CEMBA) and Common Wealth Executive Master of Public Administration (CEMPA)

## **Certificate Programme in Entrepreneurship and Small Business Management (ESBM)**

The initiatives and improvements made on the entrepreneurial business front are vigorous for the development of a country. Since majority of business enterprises in Sri Lanka are fallen into the category of Small and Medium scale enterprises, the government by itself has taken several initiatives to upgrade and enhance the business performance. Irrespective of these efforts and healthy business climate prevailing in the country, most of the businesses are under performing due to lack of knowledge in managing the businesses efficiently and effectively. In order to bridge the gap in the existing knowledge base the DMS has introduced the Certificate Programme in Entrepreneurship and Small Business Management targeting at the existing and potential entrepreneurs all around the country.

### **Programme Objectives**

- The main objective of the programme is to contribute the development of a strong entrepreneurial business front who actively participates in the national economy.
- The specific objectives include;
  - Harvesting necessary knowledge and skills among the participants which are essential to become successful entrepreneurs.
  - Developing and strengthening entrepreneurial quality and motivation.
  - Providing gainful self-employment to educated young men and women.
  - Enlarging the supply of entrepreneurs for rapid industrial development.

### **Programme Structure**

- Duration:  
One academic year
- Medium of instruction:  
Sinhala/ English/ Tamil (The applicant is expected to demonstrate a fair level of competence in the chosen medium of instruction)

▪ **Entry Qualifications:**

Applicants must be 18 years of age or more, on the last day of receiving applications and have

- Successfully completed the Level 1 of the Foundation Programme in Social Sciences or,
- Obtained two credits or exemption from a foundation programme conducted by the Open University or,
- Passed G.C.E. O/L examination with any six subjects including mathematics and language in not more than two sittings or,
- Possessed any other qualification acceptable to the University Senate.

*An admission test will be conducted where it is necessary.*

▪ **Content:**

Programme consists of seven courses as;

- MCC 1201: Entrepreneurship
- MCC 1202: Managing a Small Business
- MCC 1103: Basic Statistics and Economics
- MCC 1204: Introduction to Marketing
- MCC 1105: Introduction to Operations Management
- MCC 1206: Introduction to Accounts & Finance
- MCC 1207: Project Report

An academic member of the DMS will guide the student when preparing the project report which enables them to develop a business venture proposal in their choice in a formal manner. It is required to submit the project report on time in order to become eligible for the award of the certificate.

▪ **Method of Evaluation:**

Performance of student will be evaluated on the basis of three sets of criteria as;

- Assignments
- Project Report
- Final Examination



- Course Fee:

The total fee of the programme is Rs. 19 500.00 which can be paid in two instalments.

Instalment I	Rs. 12 000.00
Instalment II	<u>Rs. 7 500.00</u>
Total	<u>Rs. 19 500.00</u>

- Award of Certificate

On successful completion of the final examination, the Certificate in Entrepreneurship and Small Business Management will be awarded in accordance with the provisions in regulations of the OUSL.

- Those who have successfully completed the certificate programme will qualify to seek the admission to the Bachelor of Management Studies Degree programme, without sitting for the admission test.

## **Additional Information**

### **The Courses and the Academic Programmes**

- As per the vocabulary of the OUSL, a “Course” is a basic unit of study, which is completed over a period of an academic year.
- A combination of compulsory and elective courses makes up a “Programme of Study”. The successful completion of the programme of study leads to the award of a Certificate, a Diploma or a Degree. Students must complete “Compulsory Courses” in order to fulfil the requirements of a particular programme of study.
- Categories of Academic Programmes of the OUSL are as follows.
  - Foundation
  - Certificate
  - Diploma
  - Bachelor’s Degree
  - Postgraduate Diploma
  - Masters’ Degree and
  - M.Phil./Ph.D.
  - Continuing Education Programmes
- Foundation programmes are the gateway to the other academic programmes and are offered at two levels - First Level (F1) and Second Level (F2).
- A student who successfully completes the Foundation Programmes in a particular area of study at the OUSL attains an educational level equivalent to what is necessary to seek admission to conventional universities.
- Each course has a course code, which consists of 7 alphanumeric characters. For example: MCC 1201, MCC 1202
  - First two letters indicate the field of study (Refer Table 1)

- Third letter & First digit indicate the course level, the category of the programme (Refer Table 2)
- Second digit indicates the credit rating (Refer Table 3)
- Last two digits indicate a Unique serial number

Table 1: Fields of Study in the Faculty of Humanities and Social Sciences

Field	Code
Language Studies	LS
Legal studies	LW
Management Studies	MC
Social Studies	SS

Table 2: Course Levels

Course Level	Programme of Study					Stand Alone Continuing Education Course
	Foundation	Certificate	Diploma	Degree	Postgraduate	
0						E0
1	F1	C0				E1
2	F2	C1				E2
3		C2	D1	U1		E3
4			D2	U2		E4
5				U3		E5
6				U4	P1	E6
7					P2	E7

3: Credit Rating

<b>Credit Rating</b>	1	2/3	1/2	1/3	1/6	0
<b>Second Digit of the Code</b>	6	4	3	2	1	0

## **The Study System of the OUSL**

- The OUSL imparts knowledge to its students through distance mode of education. Within this system, students and academics remain physically separated yet a dialogue is established through printed course material, audio-video material and face to face academic counselling sessions where necessary. Performance of students is evaluated through continuous assessments and final examinations.

- **Printed Material**

The central element in this teaching system is a series of printed texts that every student receives. They provide the student with a primary study material which is equivalent to face to face lectures. They include basic theories, questions and activities interspersed throughout the text helping students to think independently and develop own analytical skills.

- **Audio - Visual Devices**

Audio – visual devices enliven studies by enabling the student to watch video films and relevant material and provide an opportunity to listen to audiocassette presentations conducted by the OUSL staff and other experts in the specific fields.

- **Day Schools**

Printed course materials and audio visuals form the main components of the study pack in the distance education system of the OUSL. In addition day schools are conducted from time to time at Regional and Study Centres by academic staff of the OUSL as well as visiting academics from other universities and academic institutions. These day schools are primarily for discussions and clarification of problems.

- **Assignments and Examinations**

Student performance is evaluated through a system of Continuous Assessment (CA) and Final Examinations. Students are required to submit a number of assignments during the course of an academic year, which are

graded and returned to them, together with the tutors' comments. The form, structure and the number of assignments per course will be decided by the department and may vary from course to course. They could take the form of closed book tests, open book tests, take home assignments and project proposals etc.

Students should read counselling material given to them after admission and understand the importance of this requirement of continuous study and continuous assessment. No student will be permitted to sit the final examination unless he/she obtains a pass in the CA component and thereby gaining the eligibility to sit for the final examination. At the end of the academic year a final examination is held. The final grades are determined by the overall result obtained for assignments and examinations. Students who do not obtain the required marks for eligibility to sit Final Examination will need to re-register for the respective course. Students who obtained eligibility but are unsuccessful at the Final Examination will also have to re-sit the final examination. They have to obtain studentship at the registration.

▪ **Regional Services**

OUSL has a network of Regional and Study Centres throughout Sri Lanka. These centres provide limited facilities for face to face teaching, library audio-visual aids, distribution of course material, conducting examinations, counselling and the like. Table 4 and Table 5 provides information on Regional and Study Centres of the OUSL

Table 4: Regional Centres

<b>Centre Location</b>	<b>Code</b>	<b>Address</b>	<b>Telephone Number</b>
Colombo	WP10	OURC, Nawala, Nugegoda.	01 12 853930
Kandy	CP20	OURC, Polgolla, Kandy.	081 2494083/4 081 2494495/6
Matara	SP30	OURC, Nupe, Matara.	041 2222943
Jaffna	NP40	OURC, Browns Road, Kokuvil, Jaffna	021 2223374

Anuradhapura	NC50	OURC, JayanthiMawatha, (Depot Area), Anuradhapura.	025 2222871
<b>Centre Location</b>	<b>Code</b>	<b>Address</b>	<b>Telephone Number</b>
Batticaloa	EP60	OURC, No.23, New Road, Batticaloa.	065 2222264
Kurunegala	NW70	OUSC, Negombo Rd, (NissanakaMawatha Junction), Malkaduwawa, Kurunegala.	037 2223473
Badulla	UP80	OURC, No 179, Keppetipola Road, Badulla.	055 3012151 055 2228842
Ratnapura	SG90	Hidellana, Ratnapura.	045 2228660

Table 5: Study Centres

<b>Centre Location</b>	<b>Code</b>	<b>Address</b>	<b>Telephone Number</b>
Gampaha	WP11	OUSC, Gampaha Road, Miriswatta, Mudungoda.	033 2234571/2
Kalutara	WP12	OUSC, No. 66/2 Nagoda Road, Kalutara.	034 2223399
Hatton	CP21	OUSC, Thondaman Vocational Training Centre, Hatton.	051 2225139 051 2223492
Ambalangoda	SP31	OUSC, No.80/1, Polwatta Road, Halwathura, Ambalangoda.	091 2258585
Galle	SP32	OUSC, Labuduwa, Galle.	091 2223784
Ambalantota	SP33	OUSC, Rajasaranagama Road, Lunama South, Ambalantota.	047 2220940 047 2225533
Vavuniya	NP41	OUSC, No. 366, Kandy Road, Thekkaawaththai, Vavuniya.	024 2222995
Kilinochchi	NP42	OUTC, 155 <sup>th</sup> Mile Post, Kandy Road, Kilinochchi.	021 2283970
Mullaitivu	NP43	OUSC, Aathiparasakthyariviyal College, Ward No. 04, Irranaippalai, Mullaithivu.	071 3522367
Mannar	NP44	ThaleiMannar Road, Mannar.	077 5625352
Polonnaruwa	NC51	OUSC, 24 post, Bendiwewa, Jayanthipura.	027 2225776

Ampara	EP61	OUSC, Iginiyagala Road, Samapura, Ampara.	063 2222052
<b>Centre Location</b>	<b>Code</b>	<b>Address</b>	<b>Telephone Number</b>
Trincomalee	EP62	OUSC, Vivekananda College, Orr's Hill, Trincomalee.	026 3264813
Puttalam	NW71	OUSC, 1/137, Colombo Road, Puttalam.	032 2266822
Kuliyapitiya	NW72	OUSC, Technical College, Kuliyapitiya.	037 2281271 037 2281181
Bandarawela	UP81	OUSC, St. Thomas Road, Wewatenna, Bandarawela.	057 2222820
Monaragala	UP82	OUSC, Technical College Junction, Sirigala, Potuvil Road, Monaragala.	055 2277395
Kegalle	SG91	OUSC, KumaratungaMunidasaMawatha, Kegalle.	035 2222501

#### ▪ **Library Facilities**

Library facilities are available at the Central Campus at Nawala and several other Regional/Study Centres. Reference facilities are mainly provided at the Colombo Regional Centre of the OUSL. The University has made every effort to provide some library facilities in the Regional Centres. However the Central Library in Nawala provides better facilities and students are encouraged to use it.

- The OUSL Library system is different to conventional libraries. It caters to needs of a large body of students throughout the country. The OUSL library system provides reference facilities and limited lending facilities to students. Lending facilities for students are normally for a period of one week. However, there are no restrictions on the reference facilities offered to the OUSL students.

#### ▪ **Fees and Other Costs**

In principle, fees are due on demand and you must pay the fees promptly. The University reserves the right to revise fees and all other charges at any time without prior notice. Fees once paid will not be refunded.

An applicant, who receives an offer for a place in the Open University for a programme of study, will receive an invoice for registration and tuition fees giving due dates for payment. Failure to pay fees on time means the withdrawal of a place at the OUSL.

The method of payment of fees will be described in the invoice. However, tuition fee is payable in two instalments, the first instalment on the day of registration.

Tuition Fees for a particular year will normally be increased by a ten- percent (10%) annually. Student who repeats a course will have to pay double the tuition fee for that particular course.

#### ▪ **Registration**

Students who wish to follow the programmes or courses of study at OUSL must register themselves during respective period for such registration by paying the required fees.

It is strongly recommended that students present themselves for registration as counselling and academic advice with regard to their chosen field of study or programme are available during registration.

In the event of a student being unable to be present in person, he/she may request registration on his/her behalf by authorising another person to attend to registration procedures.

Registration is conducted at Regional Centres and selected Study Centres. The availability of registration facilities at a particular centre depends, however, on the number of applicants at that centre.

Registration is permitted for a maximum of two programmes with a maximum of 2 1/2 credits as follows:

- Maximum of two credits for courses in a maximum of two regular programmes and a maximum of 1/2 credit of courses as continuing education courses.



Students registering for 2 programmes concurrently may find that academic activities and examinations of the two programmes may clash. The University will not hold itself responsible for any inconvenience or disadvantage that may arise out of such a situation.

A student shall not be given mere studentship in the year in which he/she first applies for registration for any programme. He/she shall be required to offer a minimum of 1/2 a credit of courses.

For all other academic programmes studentship will be granted up to 7 months from the last date of registration. There after the students will not be allowed to sit for the final examination.

▪ **Change of Courses**

A student is allowed to change courses once they get registered. However it must be noted that such alterations are permitted only during a period of three months after registration.

**Note**

*It should be noted that the rules and regulations pertaining to the ESBM programme is subject to change from 1<sup>st</sup> January 2019, hence students are advised to complete the programme and obtain the certificate during this year in order to avoid unnecessary complications.*

## **Contact Information**

### **ESBM Team**

Mr. Janaka Heenkenda  
Chief Coordinator  
Telephone – 0112 881024/ 0112 881255

Dr. Suneetha Wijayakumaran  
Lecturer  
Academic Coordinator –Tamil  
Telephone – 0112 881024/ 0112 881255

Ms. Harini Perera  
Academic Coordinator  
Telephone - 0112 881024/ 0112 881255

Ms. Nilakshi Wickramasooriya  
Programme Assistant – Sinhala/ English  
Telephone - 0112 881024/ 0112 881255

Mr. M. M. A. Lathiff  
Coordinator - Tamil  
Telephone - 0112 881024/ 0112 881255

### **Postal Address**

Public Relations and Information Division  
P. O. Box 21,  
The Open University of Sri Lanka,  
Nawala,  
Nugegoda.  
Telephone – 0112 881327/ 0112 881 256

## **Annexure**

Application for the ESBM 2017 programme is available online. Students can follow the following steps to apply online.

Step 1

Log on [www.ou.ac.lk](http://www.ou.ac.lk)

Step 2

Click “Online Application” on the left side of the menu bar. You will direct to the following window of the online application process.



## The Open University of Sri Lanka Online Application Process

This page is specially designed to help you apply for the OUSL programs using the on-line mode. The process here is very convenient and user-friendly. First, you will need a 'Username' and a 'Password.' Then, you need to carefully read the instructions given below.

### 1. New Applicants

If you are a new applicant for an OUSL programme, you should only register once by creating a new account. To do that, click [Create New Account](#). Once you create your account, you can log in by entering your Username and Password.

### 2. Returning Applicants

If you are an existing OUSL student with a previous on-line account with us, simply enter your login account details below (ie. Username and Password) and click 'Login' to proceed.

Username

Password

Login

[Create New Account](#)

### Step 3

Click on "Create New Account". You will direct to the following window.

Fill the relevant information and create a new account.

## New User Creation

\*Mandatory fields , අනිවාර්ය ක්ෂේත්‍ර (අනිවාර්ය ක්ෂේත්‍ර) , සියලුම ක්ෂේත්‍ර

### Account Details

You can use your own user name and password ,password must have at least six characters.

Username\*   
Password\*   
Confirm Password\*

### Personal Details

Title\*

Initial\*

Last Name\*

Name Denoted by Initials\*

Address line 1\*

Address line 2\*

Address line 3

NIC/Passport No\*

Date Of Birth\*

Gender\*

E mail\*

Telephone -Mobile\*

Telephone -Fixed

Country

I have double checked the above mentioned details and they are correct according to my knowledge(මා දැනට දන්නා සෑම දේ ම නිවැරදි බවට පරීක්ෂා කළ බවට මාට තීරණය වී ඇත.)

## Step 4

After completing the Step 3 you will direct to the following window.

Welcome to The Open University On-line Application System

[Edit Account Details](#) [Programme Details](#) [Add New Application](#) [My Applications](#) [Log Out](#)

Logged in as userkover Tuesday, 1st December 2015

### My Application Details

No previous application(s) found, Please click [Add New Application](#) for new application

No	App No	Programme	Application Fee	Date Applied	View	Payment	Download Admission	Docs & Past papers
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## Step 5

Click on “Add New Application”. You will direct to the following window.

Fill the relevant information.

*Note: Programme \* - Certificate in Entrepreneurship and Small Business Management*

The screenshot shows the 'Welcome to The Open University On-line Application System' page. At the top center is the university crest. Below it, a navigation bar contains links: 'Edit Account Details', 'Programme Details', 'Add New Application', 'My Applications', and 'Change Password'. A 'Logout' link is positioned below the navigation bar. The user is logged in as 'Nihalakshi'. The date 'Tuesday, 18th October 2010' is shown in the bottom right corner. The main content area is titled 'On-line Application' and contains a section 'Please Fill the Application Details' with a note: 'Fill the mandatory fields which are mentioned as \*. If you need to edit personal details go to "Edit Account Details" from the main menu.' Under 'Programme Data', there is a dropdown menu for 'Program' with 'Cert.in Entrepreneurship and Small Business Mgt.' selected, and a 'Preferred Center' dropdown with 'Please select'.

**Step 6**

After completing the step 5 click on “Apply and Pay”. You will direct to the following window.

The screenshot shows the 'Select Payment Method' window. It features two main options: 'Credit Card Payment' and 'mCash Payment'. The 'Credit Card Payment' option includes logos for VISA and MasterCard. Below it, a box titled 'Credit Card Payment Instructions' contains the following text: '1. Click the Credit card payment option above.', '2. You can use credit/debit card (on-line payment activated)for payments.', and '3. We accept only "Mastercard" or "Visa" type credit/debit cards'. The 'mCash Payment' option includes the mCash logo and icons for various mobile devices. Below it, a box titled 'mCash payment instructions' is present.

**Step 7**

Select the preferred payment method and follow the instructions given in the web page itself.

## Step 8

At the end of the payment process you can download the system generated information sheet by clicking “View”.

### *Note:*

*If you encounter any difficulty in online registration, you are kindly requested to get the assistance through Coordinators from the nearest Open University Regional/Study center.*



**Public Relations and Information Division,**

P.O. Box No.21,

The Open University of Sri Lanka,

Nawala,

Nugegoda.

Telephone Nos: 011- 2881327

011- 2881256