

# Sabaragamuwa University Unveiling the Legacy of Faculty of Management Studies



**Mr. D. Jasinghe**



**Ms. Amali Hapuhinna**





## COLOMBO SOUTH INTERNATIONAL COLLEGE

43, S de S Jayasinghe Mawatha, Kohuwala

Admission is now on for Nursery and Grade I upwards for the Academic year 2021 / 2022

- Special offers available for students who seek admission on or before **10<sup>th</sup> August 2021**
- Limited positions
- Apply before **20<sup>th</sup> of August 2021**

Contact :

Upper School  
011-2829770 / 071-8012139

Montessori Division  
011-2827821 / 077-4177821

2021046293-1-103

The graceful premises of the Sabaragamuwa University of Sri Lanka is located in the southern foothills of the central mountain range, 162 km away from Colombo, 39 km from Bandarawela and about 18 km from the Balangoda town on the Badulla- Colombo Road in the former Japanese Expatriate village of the Samanalawewa Project, in Belihuloya. The serendipitous University glares at the pulchritudinous scenery of the mountain range, Paraviyangala famously known as the “Adara Kanda”. The Sabaragamuwa University of Sri Lanka is the Twelfth University in the country, where the establishment of the University in the province is a felicitation, especially to the residents of the Sabaragamuwa province and the Ratnapura District. However, initially the University ordained as an affiliated University.

As the legacy reveals, there is proof of an existence of a monastic University in Palabaddala in the district of Ratnapura, Sabaragamuwa Province. This ancient University was established by Kalikala Sahittya Sarvagna Pandita Parakramabahu, the Second (1235-1271 AD) in the Dambadeniya period. Venerable Bhikku Dharmakirti held its chancellorship. Meanwhile, the monastic institution of Higher Education in Sabaragamuwa had been in the custody of Deva Pathiraja, the royal agent to the King Parakramabahu, the Second.

During the early 1990s, the Sri Lankan government came up with the new concept of “University Affiliated Colleges”. The concept was triggered by various social problems faced by the younger generation. As a result, the government decided to open new avenues for the younger generation by means of establishing new diploma awarding bodies, which were to be affiliated with several national Universities. The Sabaragamuwa Affiliated University College (SAUC) was one of such Institution formed in affiliation with the University of Sri Jayewardenepura. The University was thereby established on November 20, 1991 in Belihuloya, Sabaragamuwa province under the Sabaragamuwa Province Affiliated University College Ordinance No.14 of 1992 declared by his Excellency R.Premadasa, then president of Sri Lanka on February 8, 1992.

Following the inception, Academic Programs were commenced on May 7, 1992 with an initial student batch of 225 students and 14 full-time Academic Staff. The Affiliated University initially had no departments but three Boards of Study: Travel and Tourism Management, Accounting and Finance and English, which offered two-year Diploma Programs in Travel and Tourism Management, Accounting and Finance, and English respectively. At the initial stage, each of these Diploma Programs were managed by the Acting Program Co-ordinator. N.E. Prekash,

Acting Program Co-ordinator, D. Jasingha and Program Co-ordinator (Temporary) K.S. Sivayesunesan respectively.

The esteemed Founding director of SAUC Prof. Dayananda Somasundara, guided the Academic, Administrative and non-academic staff through his vision to convert the University College into a National University. The aspiration of everybody in the University, in the region, and all those concerned was a national University for the Sabaragamuwa Province. Realisation of that long felt and much awaited dream took place on the November 7, 1995. That was the issue of the Gazette notification announcing the establishment of Sabaragamuwa University of Sri Lanka (SUSL). The history records accordingly; by virtue of powers vested in him by clause No. 21 of the University Act No. 16 of 1978, the Minister of Education and Higher Education, by Gazette notification No. 896/2 of November 7, 1995, declared the establishment of Sabaragamuwa University of Sri Lanka allied with Uva Affiliated University College (UAUC) at Rahangala and the Buttala Affiliated University College (BAUC). During the time of affiliation, the directors of the UAUC and BAUC were Ven. Rev. Elle Wimalananda Thera and Prof. Arthur Bamunuarachchi respectively. Prior to this amalgamation, the BAUC at Buttala was affiliated to the University of Sri Jayewardenepura, while the UAUC at Rahangala affiliated to the University of Peradeniya and University of Sri Jayewardenepura.

At a ceremonial gathering, on February 2, 1996, the newly established Sabaragamuwa University of Sri Lanka (SUSL) was declared open by Mrs. Sirimawo R.D. Bandaranayake, the then Sri Lankan Prime Minister and the very first Female Prime Minister in the World. In the same year itself, all University legal bodies were formed including the Council, the Senate and the respective Faculty Boards. The esteemed position of Vice-Chancellor was held by Founding director of SAUC Prof. Dayananda Somasundara and the position of Rector (UAUC) was held by Prof. A. Ekanayake.

At the foundation of SUSL, it embodied of four faculties; Faculty of Business Studies (at Belihuloya), Faculty of Social Sciences and Languages (at Belihuloya), Faculty of Agricultural Sciences (at Rahangala) and Faculty of Applied Sciences (at Buttala). These four faculties offered five Degree programs; Bachelor of Science (Business Studies), Bachelor of Arts (Languages), Bachelor of Arts (Social Sciences), Bachelor of Science (Agricultural Sciences) and Bachelor of Science (Applied Sciences). At the off-set, SUSL offered special degree programs of three-year duration.

The inaugural convocation of SUSL was held on June 3, 1998 in the University premises in Belihuloya. The jubilous occasion was graced by Her Excellency the President Chandrika Bandaranayake Kumarathunge. At this inaugural convocation, two Doctor of Letters (Honoris Causa) were conferred on Most Ven. Aggamaha Pandita Balangoda Ananda Maithreya Thera and Richard Pathirana, the then Minister of Higher Education.

However, over the time, the long distance between the University's faculties at Rahangala and Buttala and the main premises of the University at Pambahinna, emanated many difficulties. Vanquishing the challenges, the Faculty of Agricultural Sciences from Rahangala and the Faculty of Applied Sciences from Buttala were shifted to the main premises of the University at Pambahinna in 2001 and 2008 respectively.

Over the past years the University has been graced with esteemed chancellors; Most Ven. Aggamaha Pandita Balangoda Ananda Maithreya Thera (1995-1998), Dr. C. R. Panabokka (1999-2004), Ven. Rajakeeya Pandita Madithiyawela WijithasenaThera (2004-2005) and the Present Chancellor Ven. Professor Kumburugamuwe Vajira NayakaThera (2005 - to date). The Position of Vice Chancellor was held by Prof. Dayananda Somasundara (1995–2001), Prof. I.K. Perera (2001–2004), Prof. Rohana P. Mahaliyanaarachchi (2005–2008), Prof. Mahinda S. Rupasinghe (2008–2014), Prof. Chandana P. Udawatte (2014–2017), Prof. M. Sunil Shantha (2017-2020) and Prof. R.M.U.S.K. Rathnayake (2020 - to date).

The legacy of Faculty of Management Studies proliferates over a period of 25 years. Initially the faculty was known as the 'The Faculty of Business Studies' and it commenced its programs of study by offering three-year special degree in September 1996. The faculty consisted of two Departments which offered Four degrees; Department of Accountancy and Finance, Bachelor of Science in Business Studies (Financial Management) and Department of Management Studies, Bachelor of Science in Business Studies (Business Management), Bachelor of Science in Business Studies (Marketing Management) and Bachelor of Science in Business Studies (Tourism Management).

Year 2003 was an indelible year for the faculty as the faculty was renamed; The Faculty of Management Studies, the three-year degree programs were changed to four-year degree programs and Department of Management Studies was renamed as Department of Business Management with necessary changes in curricula and examination criteria under the approval of the University Grants Commission in 2003. Thereby the faculty offered two-year common programs and two specialisation years and the medium of instruction of all degree programs conducted by the faculty is English. Subsequently, the faculty consisted of two Departments which offered Four degrees; Department of Accountancy and Finance, B.Sc. Financial Management (Special) and Department of Business Management, B.Sc. Business Management (Special), B.Sc. Marketing Management (Special) and B.Sc. Tourism Management (Special).

The Flourishing path towards the faculty's progression was headed by the honorable deans; M.Y.M. Siddique (1996-1997), M.A. Munidasa (Acting Dean, 1997-1998), Dr. Jayantha Weerakoon (Acting Dean, 1998-2001), Dr. E.U.S Senanayake (2001-2004), D. Jasinghe (2004-2007), Prof. D.A.I. Dayarathne (2007-2010), Ms. L.M.C.S. Manike (2010-2011), Prof. R.M.W. Rathnayaka (2011-2017) and Prof. Athula Gnanapala (2017-to date).

In the skyward Journey, The Faculty of Management Studies established two more departments; the Department of Tourism Management in 2006 and Department of Marketing Management in 2008. To date, the faculty consists of four Departments which offers unique Seven degrees; Department of Accountancy and Finance (headed by Prof. Dunusinghe G Dharmarathna), BSc Honours in Financial Management and BSc Honours in Banking and Insurance; Department of Business Management (headed by Achintha Ekanayake), BSc Honours in Business Management; Department of Marketing Management (headed by D. Jasinghe), BSc Honours in Marketing Management; Department of Tourism Management (headed by Dr. Sarath Munasinghe), BSc Honours in Eco Business Management, BSc Honours in Tourism Management and BSc Honours in Hospitality Management. The degrees have an embedded uniqueness for each program; for instance, Tourism Management, Banking and Insurance, and

Eco-Business Management degrees are offered only by the SUSL in Sri Lanka. The Faculty prevails to pursue the vision of the University, standing proud of the professionalism and excellence of its academic and non-academic accomplishments over the past years and years to come. While enhancing existing programs and building new programs and increasing the focus and integration of global and international competencies and experiences, the faculty has now offered exclusive postgraduate degree programs, MBA (MBA General, MBA in Finance, MBA in Marketing and MBA in Tourism) and M.Sc. in Ayurvedic Hospital Management, in collaboration with the Faculty of Graduate Studies. Moreover, the faculty is keen on uplifting the research skills and competencies of the researchers in the South Asian region. For instance, the faculty has recently established a 4-month program called “Writing Impactful Research” with more than 1000 researchers in South Asia in collaboration with Emerald Publishing and Gulf Medical University, UAE. The faculty has an eminent resource panel, including local/foreign academics and industry experts, to provide the best experience to its student base.

The faculty has identified knowledge creation and dissemination as its academic responsibility. Accordingly, the faculty conducts two international conferences annually in collaboration with Emerald Publishing, UK i.e., Interdisciplinary Conference of Management Researchers (ICMR) and the Management and Undergraduates Research Session (MURS). The Faculty of Management Studies is the exclusive managing partner of the South Asian Journal of Marketing, published by Emerald Publishing. Moreover, the faculty publishes two more journals: the South Asian Journal of Tourism and Hospitality and the Asian Journal of Management Studies. In addition to that, faculty publishes Udyama - Management Digest Business Magazine on a bi-annual basis and Tourism in Paradise (TI) Magazine on an annual basis.

The faculty is highly conscious about the excellence of the academic programs. Therefore, all programs are aligned with the Sri Lanka Qualification Framework (SLQF), the subject benchmarks and other national and international standards. It is vital to highlight that all degree programs offered by the faculty were evaluated by the QAC/UGC and awarded 'A' grades. The faculty is dedicated to pursuing an excellent teaching and research culture to deliver high-quality education in a picturesque and peaceful environment to its students.

Therefore, during a comparatively short time, the Faculty of Management Studies has gained wide popularity among students. It extends its tentacles by introducing diverse job-oriented degree programs with high demand in various job markets. With dedication, enthusiasm and hard work, the faculty has produced fully-fledged graduates capable of addressing the contemporary business world's requirements. The Faculty of Management Studies will become one of the most significant hubs of higher education globally with the present performance levels.

#### **D. Jasinghe**

Head - Department of Marketing Management

#### **Ms. H.K.D.W.M.N. Amali Hapuhinna**

Lecturer- Department of Accountancy & Finance