



# NSBM QUARTERLY NEWS

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Quarterly Newsletter of National School of Business Management

## NSBM QUARTERLY NEWS

The objective of the newsletter of the National School of Business Management, *NSBM Quarterly News*, is to provide a medium for disseminating current news, information and notices about NSBM among students, parents, the industry and other interest groups. It provides a snapshot of NSBM on a quarterly basis. It is envisaged that *NSBM Quarterly News* will enable NSBM to interact closely with the different stakeholder groups for better mutual understanding, which in turn will improve the services that it offers to society.

*NSBM Quarterly News* will be issued in the months of March, June, September and December. This issue, which is the third in the series, is released to coincide with the NSBM Convocation, 2015 (Graduation of students who followed the University College Dublin, Ireland Degree Programme) which falls on September 2015.

Each issue will cover news and information related to the preceding quarter and notices relevant to the coming quarter. Readers are cordially invited to send their comments and suggestions to the compilers.



# Make a Difference Be a Global Graduate

**NSBM** has strongly imprinted its identity in the Sri Lankan higher education sector with its novel approach to education and student engagement under the theme "Make a Difference, Be a Global Graduate". The term Global Graduate is almost clichéd in local educational terminology, yet NSBM graduates can rightly claim to be globally competent, well-rounded personalities. A global graduate is capable of creatively and convincingly solving business problems

with a global perspective, working across international platforms with individuals from diverse personal, cultural and professional backgrounds and using emerging technologies to facilitate organizational functions.

The foundation to a graduate with a global perspective is laid during the undergraduate years of students by their engagement in various responsibilities, activities and communities. Consequently, NSBM calendar

is replete with events, activities and programmes apart from academic tasks to engender globally conducive attitudes and behaviour in students. They organize events, attend training programmes and workshops and make field trips for both curricular and extra-curricular purposes through which they learn to apply theory to practice while also adding on to their competencies. The character traits inculcated by the very special training and guidance they receive as undergraduates

stabilize their lead in the positive competition that a globalized corporate sector creates. NSBM graduates are pre-eminent with a repertoire of skills qualifying them to cater to the innumerable and fluctuating commercial needs of a globalized world. Traditional competencies such as team work, communication, perseverance, self-awareness and self-management addressed with a global perspective reinforce employability of NSBM graduates, irrespective of their areas of subject specialization.

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## MESSAGE FROM THE CHAIRMAN, NIBM AND NSBM



**Dr. Karunasena Kodituwakku**  
Chairman, NIBM and NSBM

I'm pleased to see the third newsletter of NSBM retain its initial momentum with regard to the type of news it includes as well as the standards of presenting it has adhered to. The objectives of a newsletter are mainly to provide a forum for the institute to publish its internal news-worthy information to all types of stakeholders and to utilize the publication as a platform to enhance the brand image of the institute. NSBM quarterly newsletter rightfully serves these purposes. Like the previous quarterlies, this issue of the newsletter too includes the student and staff events, achievements and important information about NSBM for the relevant quarter of the year.

This newsletter centres on the theme "Make a difference, Be a global graduate" with all the articles and news items focusing on how NSBM students are trained to be skillful and globally competent industry professionals. The theme has great relevance to today's context where the personality and diverse abilities of scholars are prioritized over their subject knowledge in recruitment for employment. NSBM, being known for its insistence on students' involvement in extra-curricular activities, organizes numerous programmes, projects and activities in the course of the undergraduate years to give the relevant exposure to the students.

NSBM deserves praise for publishing its quarterly news, insights and analyses in a professionally accepted medium like a newsletter. The effort behind the preparation of a document of this nature and the contribution of different departments and individuals in making the Quarterly News a very high quality document should be commended too. I'm proud of this initiative by NSBM and I also wish them strength for future endeavours of this nature.

## COMMENT FROM THE CEO, NSBM



**Dr. E A Weerasinghe**  
Chief Executive Officer, NSBM

of the 3rd NSBM Quarterly News in September 2015. Briefings on the academic, social, cultural and personal activities pertaining to students and staff of NSBM are lined up in this newsletter adding colour and flair to the issue as a whole.

NSBM always encourages students' exposure to knowledge beyond the lecture halls and facilitates learning via experience and contact with the industry. Both the students and staff of School of Business and School of Computing of NSBM organize various events and projects for the benefit of the entire student community and the institute and the newsletter has become, a much sought after forum largely for those external to the organization to learn about those activities.

The theme of this issue "Make a

Difference, Be a Global Graduate" has been pivotal to the student related operations of NSBM since its inception and all its investments including the trophy investment of NSBM, the Green University, have been futuristic with this objective in mind. We strongly believe in producing employable graduates with a global perspective and a set of skills that will make them adaptable and competent in a constantly changing corporate environment.

I am confident that a newsletter is the perfect medium to liaise with the world outside as well as

to communicate with the internal parties in a regular manner. I'm pleased to see the NSBM Quarterly News continue to maintain its initial standards and news-value while the general observation is that the readers' interest in the newsletter is also increasing gradually proving that the publication has been a successful endeavor right from the beginning. I congratulate the NSBM team for their effort in making the NSBM Quarterly News a success while I look forward to further improved newsletters in time to come.

## Point of **VIEW**

### Does education serve the purpose it promises?

What do we do in the schools and in universities? Obviously, we teach and learn. If, what we learnt is not going to alter the way how we walk through our lives; both personal and professional, I believe education has then failed in delivering its promise. This poses us with an interesting phenomenon that exists between our actions and future behavior. Both, as educators and students, it is important for us to find out what conditions might strengthen this relationship and how these conditions could be made abundant.

The phenomenon of present actions altering future behaviors exists in all levels of our lives. Buddhists call this karma and cause and effect, as I understand it. It is important to look at this phenomenon not only as applicable to whole of your primary education or university education, but to every subject module you learn or teach and every study session you attend or attend to. For instance, each study session you attend should alter your behavior as to how you would respond to a problem in future. Once you read this article it must leave an impact in your behavior; even how infinitesimal in could be. In its simplest form, a single thought (action) that arises in your mind at present has an impact on the flavor of thoughts that arises in future. Two other facets of this phenomenon are the diminishing effect of actions and the chain-effect as a behavior itself becomes an action, in turn. However, the essential prerequisite for this change is the action. If there is no change brought about in you in attending or attending to a lecture, then you have not acted, engaged and participated. In this context, the prerequisites for the intended action to take place are preparation, interest and passion to the subject being discussed both in the part of teacher and the student. If a teacher does not take passion in what he/she teaches then he/she will continue to be a mediocre. If a student does not thoroughly engage with his studies, obviously no significant change could be expected in his behavior. This also leads us to another important aspect of learning; shallow learning versus deep learning which we will address next.

What do you learn in schools and in the Universities? Scholars and academia widely agree that education imparts knowledge, skills and behaviors in the students. Out of these three, the knowledge element is the easiest to understand. Students are taught theories, facts, concepts, tools and technologies, etc. and are also tested or assessed on the level and depth of their understanding on the same.

The second element, skills is also quite familiar to most of us, though less understood perhaps. Students gather a range of academic and practical skills during the years of their education. By academic skills, what we mean are mostly the cognitive skills; ability to remember, learn, understand or comprehend, communicate, analyze, synthesize and critically evaluate. These cognitive skills are hierarchical in nature

and are of increasing intellectual complexity and depth. Students start memorizing theories, concepts, processes, etc., continue to comprehend their details, value and significance and apply to problem scenarios. When students mature in their learning they are posed with the challenge of analyzing, dissecting, comparing and contrasting different mental knowledge structures; be they facts, theories, methods or solutions, for the purpose of better understanding them. Synthesizing involves designing, architecting or creating new knowledge, understanding or solutions. Evaluative and reflective skills are also considered to be at the top of the hierarchy. Ability to critically evaluate one's own work and to comment in reflection what one would do differently, if one has to repeat the same exercise is an important element of learning both educators and students should focus more on. Finally the ability to communicate one's work clearly and effectively to an intended audience, though not considered as at the top of the hierarchy, is an integral component of education. Depending on the area of our education, we also develop various other practical or functional skills specific to the discipline of study.

It is important to note that academic skills are transferable skills that one can borrow in to different domains and subject disciplines. Furthermore, any skill can only be developed through practice, and unless we make an active effort to address and exercise the full spectrum of academic skills in our teaching, learning and assessments, the true benefits of education may not be realized. We need to understand the significance of higher level cognitive skills in responding to the challenges in our day today life. More importantly this focus would impart a versatile attitude in us for our behavior.

The third and the last intended outcome of education is the behavioral element or the attitude. For example, when a student undergoes a bachelor's degree programme, over the years he/she engages in a range of learning activities, exercising the cognitive and other functional skills those intended to be developed by the programme. These learning activities are supposed to change the student's behavior and build an attitude, a settled way of thinking that is based on acquired knowledge and the developed cognitive skills, in response to the life events. This attitude can reflect outwardly as self-organization, monitoring and control, time-management, informed decision making, reliance on information, openness and attention to detail, etc. It is also important to note that all the above three outcomes of education including the behavioral element are assessable either directly or indirectly.

To conclude our discussion, it is worth while looking at the starting question we posed. Education should change the way we walk through our lives, both personal and professional. This cannot happen only when either students do not engage fully in their studies or educators are not addressing the outcomes of education comprehensively. The answer to both the scenarios is to be serious and passionate in whatever one does: alternatively to find something one can be passionate on and be serious about.

**Dr. Damith Mudugamuwa**

Dean - School of Computing

## NSBM STUDENT EXPERIENCE



## Head First with Microsoft

The Computer Science Club of NSBM in collaboration with Microsoft organized "Head First", a seminar focusing on the emerging technological concepts in business innovation. Mr. Wellington Perera, the DPE Lead of Microsoft Sri Lanka was the main speaker and he elaborated on SMAC (social, mobile, analytics and cloud) technologies which create an ecosystem that allows a business to improve its operations and maximize customer outreach with minimal operating cost. This techno stimulating experience was held on the 23 June 2015 at NSBM premises with the participation of around 160 students.



## Hybrid Mobile Application Development Workshop

The DevOps Community of NSBM organized a workshop on "Hybrid Mobile Application Development" in collaboration with 99x Technologies on 3 July 2015. Held as an open event to Hybrid Mobile Application lovers, the programme attracted over 100 students from both state and private higher education institutes such as University of Moratuwa, University of Rajarata, Kothalawala Defense University, the Open University of Sri Lanka, UCSC, SLIIT IIT, etc. creating a platform for productive knowledge sharing among peers.



## World Youth Skills

Commemorating World Youth Skills Day, which annually falls on July 15, NSBM organized a special Workshop on "Personal Self Mastery". The guest speaker of the event emphasized the importance of youth skills development at a global level. Students representing different batches took part in the workshop where discussions on youth employability, empowerment and global responsibility and the role of the youth were noteworthy.



## August 13 - Mozilla Maker Party - 2015

NSBM and its Mozilla Firefox Club celebrated the Mozilla Maker Party on 13 August 2015. The event is Mozilla's global campaign to teach the web. Through thousands of community-run events around the world, Maker Party unites educators, organizations and enthusiastic web users with hands-on learning on web related programming.



## On The Way (OTW)

The Rotaract Club of NSBM together with United Nations Population Fund hosted "Young Social Change Platforms", a campaign of the project #OTW on 7 July 2015. The event was aimed at educating young male and female representatives on the prevention of sexual harassment. 'On The Way' is an innovative concept of a Social Change Entrepreneur at United Nations Population Fund and the project is dedicated towards the recognition and awareness of the terms of sexual harassment in public transport. This initiative by NSBM brought about many participants such as interactors, rotaractors and the undergraduates of NSBM together.



## International Business Summer School at Plymouth University

A group of 6 students participated at the International Business Summer School (IBSS#2015) of Plymouth University, United Kingdom from 3rd – 24th of August 2015. The event was hosted by Plymouth University to bring students from different nationalities and academic backgrounds together for a competency building project where international and intercultural networking with students, accomplishing entrepreneurial projects, conducting marketing campaigns, participation at leadership forums and introductory sessions to basics of chemistry and electronics were the key highlights. Students representing China, Sri Lanka, HongKong and Taiwan attended the IBSS#2015 programme during which many opportunities to develop interpersonal, communication, leadership and team working skills were organized. Teaming with internal students of Plymouth University and visits to many scientific, cultural and tourist attractions in the UK proved to be an excellent experience for cultural exchange for the participants.

The IBSS is an annual event of Plymouth University and NSBM students participated in this for the second consecutive year.

## INAUGURATION CEREMONY OF POSTGRADUATE DIPLOMA PROGRAMMES

The Inauguration Ceremony of the 4<sup>th</sup> batch of the UGC approved Post Graduate Diploma programmes awarded by NSBM was held on 12th July 2015 at NSBM Auditorium. Over 100 professionals registered for 3 different specializations, namely PGD in Business Management, PGD in Human Resource management and PGD in Computer Networks attended the event prior to commencing their academic sessions of the first semester. The Inauguration Ceremony formally welcomed the new entrants and guided them on the academic practices and regulations pertaining to the course.

The Post Graduate Diploma is designed to provide a systematic pathway to advanced management education for managerial and supervisory level employees in the public and private sector. Those who possess Bachelor's degrees or work experience at executive level for a stipulated minimum number of years are eligible to follow the Post Graduate Diploma. This is also a pathway for career progress in the respective areas of specialization. Dr. DMA Kulasooriya – Director, Academic Affairs; Dr. Damith Mudugamuwa - Dean, School of Computing; Mr. Chaminda Rathnayake - Senior Manager, Academic Affairs and Program Directors Mr. Nalaka Dissanayake and Ms. W.A.M. Niranga attended the ceremony.





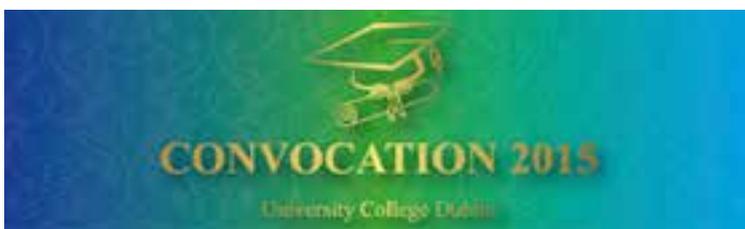
## CONVOCATION 2015: LIMKOKWING UNIVERSITY DEGREE PROGRAMMES

The convocation ceremony of NSBM degree programmes affiliated with Limkokwing University of Creative Technology, Malaysia was held at BMICH on 15th June 2015. 42 students graduated for 3 different awards in creative disciplines, namely BA in Interior Design, BA in Creative Multimedia and BSc in Web Design and Technology in the presence of the Chief Guest, Hon. Piyasena Gamage, former Minister of Skills Development & Vocational Training and other distinguished guests Dato Gail Phung; Senior Vice President of Limkokwing University of Creative Technology, Hon. Thilanga Sumathipala, former Deputy Minister of Skills Development & Vocational Training. Limkokwing University of Creative Technology, Malaysia has its partnerships in many countries and is considered one of the universities with the widest international presence. These were the third batch of BA in Interior Architecture and first batches of BA in Creative Multimedia and BSc in Web Design & Technology degree programmes.

Ms. Tharini Kumarihamy Kotagama of BA in Interior Architecture, Mr. L. L. Manura Pathmala Alwis of BA (Hons) in Creative Multimedia and Ms. H. A. Amaya Nirmani of BSc (Hons) in Web Design & Technology were awarded the 'best performers' of NSBM awards by the Chief Guest. In addition, these top performers were awarded a full scholarship to read for a Master's degree at Limkokwing University of Creative Technology, Malaysia.

## UCD CONVOCATION

The convocation of the University College Dublin, Ireland, degree programmes awarded by NSBM will be held on 29th of September 2015 at BMICH. The 17<sup>th</sup> batch of 760 UCD students who completed their BSc degrees in Management, Human Resource Management, Management Information Systems or Computer Science will be graduating on this occasion and due to the large number of participants, the event is held in two different sessions on the same day. Representing UCD, Professor Damien McLoughlin, Associate Dean of School of Business and Professor Tahar Kechadi of the School of Computing will be gracing the convocation ceremony with several other academics. Best performance of the Management batch was recorded by Shivani Navaratnam of BSc Management while Hettiarachchige U. C De Silva has topped the MIS batch. A. V. S. Piyawardena has recorded top performance of the Computer Science batch.



## NSBM OPEN DAY

'NSBM Open Day' was held on 18th -20th of September 2015 at NSBM premises under the theme of "Global Graduate". This higher education exhibition displayed the talents of current NSBM students from different study programmes. Exhibits categorized in Technology Zone, Cross-Boarders Zone, Creativity Zone and Information Zone demonstrated latest technology, innovative designs and creative media related products such as E- teacher, interactive whiteboards, interactive multimedia projectors, automated attendance systems, library systems, interior designing models, short film festivals and creative multimedia studio workshops. The objective was to create awareness on the study programmes available at NSBM and the relevance and significance of each discipline in the current globalized business and educational context. Representatives of the foreign university partners of NSBM were also present on the occasion.

The exhibition showcased the creative talents and organizing skills of NSBM students manifesting how they are proficient in not only their respective disciplines but also in a multitude of skills essential for a 'global graduate'.



## NSBM GREEN UNIVERSITY TOWN - PROGRESS REVIEW

Construction of the prime tertiary education facility of the South Asian region, the NSBM Green University is nearing its completion as per the initial time and cost estimations. A media briefing on the progress review of the project was held on 23rd June at 10.00am at the site of Green University Town in Pitipana, Homagama, presided by Hon. Piyasena Gamage, Former Minister of Skills Development and Vocational Training and Hon. Thilanga Sumathipala, Former Deputy Minister of Skills Development and Vocational Training.

Official contractor of the Green University Town project is MAGA Engineering Ltd, while Engineering Consultants (Pvt) Ltd provides consultancy services. Financial facilities for the project have been obtained through Bank of Ceylon. Mr. R. M Abeyrathne, Former Secretary to the Ministry of Skills Development and Vocational Training; Chairman of NIBM and NSBM, Dr. Karunasena Kodituwakku; Chief Executive Officer of NSBM, Dr. E. A. Weerasinghe; Chairman of MAGA Engineering, Mr. G. M. Kularathne; Chairman of ECL, Mr. Ranjith Gunerathne were among the dignitaries present at the occasion.

This immense project that exceeds the total building area of 80000m<sup>2</sup> was initiated in December 2013 and is scheduled to end in 730 days. Currently 1600 employees are engaged in the construction in order to efficiently manage the completion. The structures have been completed up to 60% by 31st of August 2015.

This massive university town, set in a 26- acre land as an investment of an estimated cost of Rs.10.2 billion with its ultra-modern facilities and the capacity for 30000 students, is bound to revolutionize the Sri Lankan higher education by taking it to new heights.



## VISIT BY VICE-CHANCELLOR - PLYMOUTH UNIVERSITY, UK

Vice – Chancellor and Chief Executive Officer of Plymouth University, Professor David Coslett made his initial visit to NSBM on 29th and 30th of June 2015. He was accompanied by the Deputy Vice Chancellor and Dean of Academic Partnerships, Professor Simon Payne and Dr. Dulekha Kasturiratne, Head of Academic Relations Development – Sri Lanka. The delegation met with the Senior Management of NSBM to discuss the strategic direction of the partnership and attended a meeting with the Former Minister of Skills Development and Vocational Training, hon. Piyasena Gamage. The vice chancellor was highly impressed by the Green University Town Complex during his visit to the site at Pitipana, Homagama.

# Student NEWS

## STUDENT ACHIEVEMENTS

### CHAMPIONSHIP OF INTER-UNIVERSITY BADMINTON - 2015



NSBM Badminton Team won several events at the Interuniversity Badminton Championship 2015 organized by the University of Moratuwa. Women's team championship, Men's single championship, Men's double championship and Mixed double championship were prominent events won by the NSBM badminton players.

## WINNERS OF SRI LANKAN INTERNATIONAL UNIVERSITY ROMP



Sadeep Mendis, Chalana Kushan and Shashika Nishath of NSBM were members of the champion team, "Nallur Rio Lovers", at Sri Lankan International University Romp - "Strangers". The competition was held in Colombo and Kithulgala on 11th and 12th June 2015 among 12 teams consisting of 120 local and foreign university students. "Strangers" was organized by the Faculty of Management of University of Sri Jayewardenepura and Sri Lanka Tourism Promotion Bureau. The trio from the UGC Business Management of NSBM gathered a wealth of experience and knowledge by the event while making NSBM proud of their achievement.

## SAITM SWIMMING CHAMPIONSHIP 2015



NSBM swimmers triumphed at the Saitm Interuniversity Swimming Championship, 'flip turn 2015' securing a number of victories. Shan Dias, Kanitha Munasinghe, Methma Jayawardane, Hasanthi Nugawela and Sanara De Silva recorded outstanding performance by winning the first places of all the events in which they participated. The event was held on 14 June 2015 at Thurstan College Swimming Pool Complex with the participation of both state and private universities, namely - University of Moratuwa (UoM), University of Sri Jayewardenepura, National School of Business Management (NSBM) and Sri Lanka Institute of Information Technology (SLIIT).

## NSBM DIARY

Important dates for the next quarter :



**October 15**

Inauguration of the New Study Programmes



**November 27**

Plymouth University Convocation



**December 17**

Inauguration of UCD Programmes



**December 18**

Talent Show

## CSR ACTIVITIES

### A SPECIAL SEMINAR ON ENGLISH LANGUAGE AND LITERATURE FOR A/L STUDENTS



A Special Seminar was organized by the English Unit of NSBM on 25<sup>th</sup> June 2015 with the endorsement of Ministry of Education in order to support students reading for English Language and Literature for Advanced Level examination. Over 100 students and teachers participated at this full-day programme representing schools in Colombo, Kalutara, Negambo and Gampaha. Academics from University of Sri Jayewardenepura and Open University of Sri Lanka conducted the subject related components of the seminar while a Corporate Communications specialist from MAS holdings addressed the students on the potential career opportunities available for those who pursue English as a subject at tertiary level education.



### SATHKARA



Students of BSc in Business Management (UGC programme) of batch 14.2 conducted a CSR campaign, "Sathkara" that included 4 different projects. This was first initiated as a group assignment by the students which was then developed to be a full-fledged project with the guidance of the NSBM lecture panel and the blessings of well-wishers. Alms-Giving to the inmates of Sunhinda Elders Care Centre, Pitakotte and Gangodawila Balika Children's Home; a shramadhana at "Mal Asne RajamahaViharaya" – Uggalbada, Kalutara; donation of stationery items to deserving students of Paragakale Central College and Siddhartha Primary School – Hingurana and leadership and life-education programmes for over 300 children were the sub-projects of this campaign.

## Staff NEWS

### NEW FACULTY MEMBERS AT NSBM



#### DR E DAMIAN FERNANDO,

BSc in Business information, Systems (Victoria University- Melbourne), MBA (La Trobe University- Melbourne), PhD in Tourism Forecasting (Victoria University Melbourne) has joined NSBM as Senior Lecturer.



#### MR. KASUN THARAKA DISSANAYAKE,

BSc in Finance (Faculty of Management Studies and Commerce - University of Sri Jayewardenepura) has joined NSBM as Temporary Lecturer. He has also completed strategic level 1 in Chartered Accountancy.



#### MS. DILINI HETTIGE,

BBA (Business Economics), (University of Colombo) joined NSBM as Temporary Lecturer. She is also a Passed Finalist of CIMA-UK.

## STAFF PROMOTIONS

The following staff promotions came into effect on 1<sup>st</sup> August, 2015.

- Ms. I P K Karunarathne –Management Assistant to Media Executive
- Ms. B A B D Abhayawardhana –Events Management Executive

## TRAINING FOR STAFF

### TRAINING AND DEVELOPMENT SESSION

All NSBM academic staff members (internal as well as external) attached to Plymouth University programmes attended a two-day training programme on improving the overall quality of teaching and learning in higher education. Resource people from Plymouth University, Dr. Dulekha Kasturiratne (Associate Professor in Marketing and Head of Academic Relations Development) and Dr. Syamantak Bhattacharya (Node Leader for Supply Chain and Logistics) together with Claire Gray and Julie Swain of the Academic Partnerships and Academic Quality Assurance Division conducted sessions on Quality Assurance of Plymouth Programmes, Understanding the Student Perspective, Assessment and Feedback, Referencing and Plagiarism and Utilizing Resources for Study. The programme was held at Waters Edge on 24<sup>th</sup> and 25<sup>th</sup> of September 2015.



## PUBLICATIONS

The *NSBM Journal of Management* (NSBMJM), the inaugural issue of the research journal, is ready to be launched. This publication is edited by Prof. Mangala Fonseka of Department of Accounting, University of Sri Jayewardenepura and it provides a medium for disseminating the research on issues, practices and developments in Management among a wide spectrum of stakeholders with the objective of fulfilling an obligation towards academia, industry and policy makers. Articles published here have gone through a rigorous selection and screening process to ensure they adhere to international standards of research, documentation and publishing. The contributors to the issue are academics renowned for their subject expertise and research into their respective disciplines whose research articles enhance the prominence of the publication. The journal which will be a bi-annual publication of NSBM is meant to promote free and unbiased opinion as well as networking and sharing of experiences on matters of importance to organizations and society.



## LIBRARY UPDATE



NSBM Library has revised its Student Handbook as a more comprehensive guide for the library users. This publication includes all the guidelines pertaining to the library membership of users, services offered and the various resources available in the library. The new Handbook is ready to be distributed to students. Further, NSBM has allocated Rs.1.5 million to purchase new reading material to the library, reflecting its commitment to constantly upgrade the resources for academic progress.

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Various clubs at NSBM such as Roteract Club or NSAC train students to communicate and function across both local and international platforms with awareness of the diverse personal, cultural and professional backgrounds of individuals in order to accomplish their goals. Further, students are assigned diverse projects such as oratory competitions, debates, round table discussions, marketing campaigns, etc. by way of subject related assessments so as to train them to successfully educate, persuade and collaborate in diverse interpersonal, international and interdisciplinary contexts. Talent shows and such other aesthetic and cultural events bring out the creative and artistic flair in students. Besides, their attempts to efficiently steer across taxing schedules for assessments by self-management gear them towards solving complex management problems later in a career. Professionalism, life-long learning, self-esteem and continuous personal and professional development are some of the qualities that learning at NSBM instills in the

students. Moreover, the faculty at NSBM has created ample opportunities for experiential learning for the scholars to master their respective disciplines, not via rote learning, but through creative idea generation, critical and analytical thinking and extensive research into theoretical as well as practical aspects of the subjects.

Learning at NSBM is a diverse, entertaining and wholesome experience to the undergraduates and throughout their personal and professional involvements they are bound to uphold the spirit of learning as well as the sense of diversity and worldliness NSBM has infused in their personalities. The students of NSBM thus turn out to be well rounded personalities with both knowledge and skills demanded by the modern corporate sector and they are equipped to become global graduates, global employees and / or global entrepreneurs who creatively and convincingly solve business problems and seek opportunities for themselves while comprehending fully the multitude of facets of global business operations.



The NSBM Quarterly News was compiled by a team comprising Prof. K B M Fonseka, Mr. Chaminda Rathnayake, Ms. Nayomi Abayasekera and Ms. Natashya Chamba. The team extends its gratitude to all those who contributed to the newsletter in numerous ways.

Please direct your enquiries, comments and suggestions to:

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