

SABARAGAMUWA UNIVERSITY OF SRI LANKA



FACULTY OF MANAGEMENT STUDIES

**STRATEGIC MANAGEMENT PLAN
2014 - 2018**

Goals, Objectives, Strategies & Actions

CHAPTER 1: INTRODUCTION

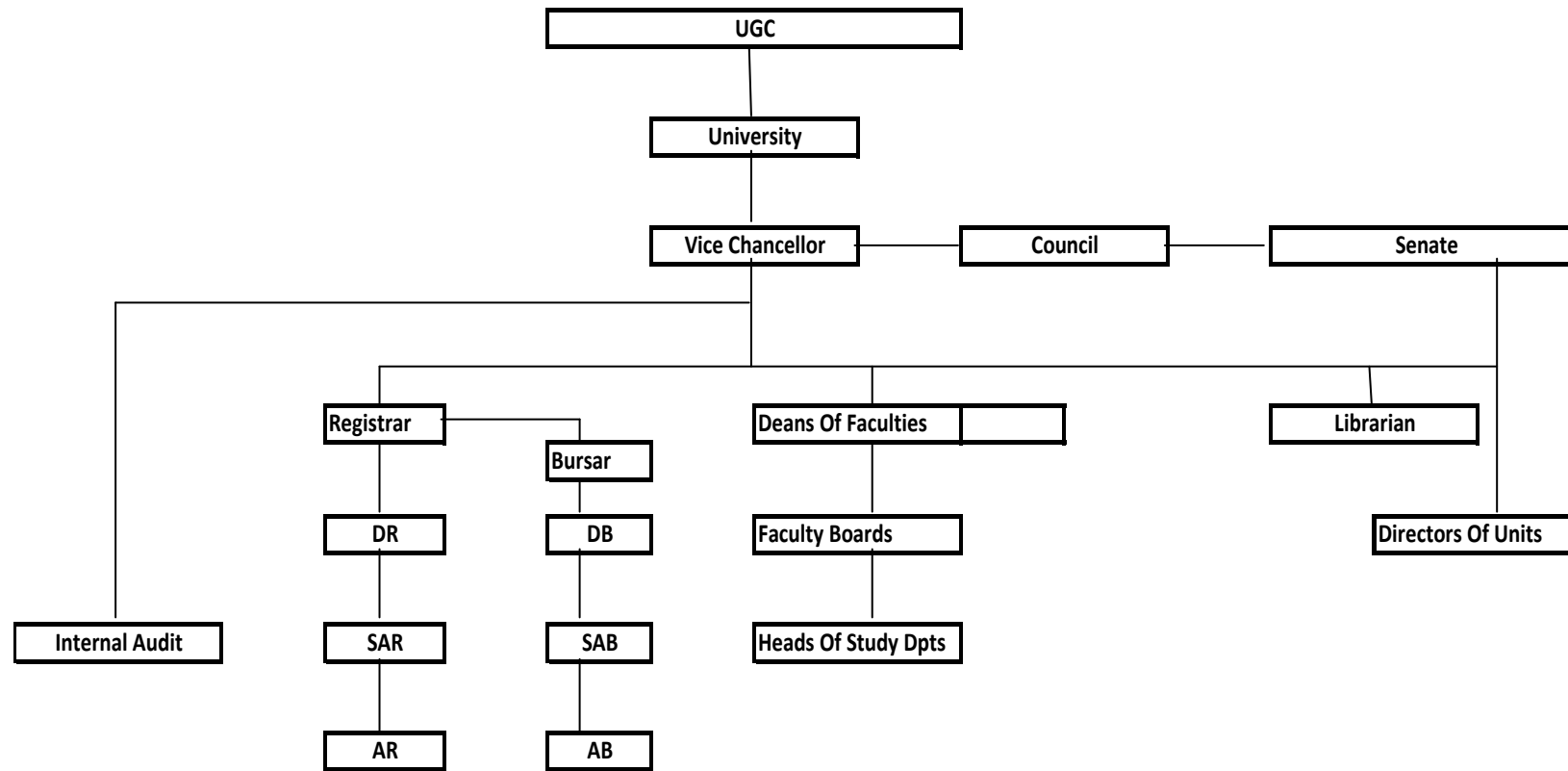
1.1 History of Sabaragamuwa University of Sri Lanka

The relatively short history of Sabaragamuwa University of Sri Lanka (SUSL) was started in 1991 as an affiliated university college to University of Sri Jayewardenepura, located in the former Japanese Expatriate Village of Samanalawewa Project in Belihuloya. Academic programs commenced from 1992, with three study areas namely; Travel and Tourism Management, Accounting & Finance, and English. The first batch of students was limited to 225 and was served by an academic staff of about 10 with several visiting lecturers from other Universities and Institutions. In 1993, during the second year of operation, the Sabaragamuwa Affiliated University College achieved success in many areas. In this year it admitted 166 students covering all ethnic groups; introduced a Department in Travel and Tourism Management; added a separate Computer Centre; laid the foundation stone for the construction of a new Library; and started conducting several Study Programs on English and Japanese languages for the community at large. In 1995, on the recommendation of a Committee appointed to look into the status of Affiliated Universities of the country, the Sabaragamuwa Affiliated University College was converted into a National University, creating the lib National University of Sri Lanka. The Souvenir issued on the occasion of commissioning the University stated that, "in the course of past four years under the Affiliated University College System, it was possible to develop such facilities as Lecture Halls, an Auditorium, Computer and Language Laboratories and Reading Rooms, Welfare and Medical Centers, an Open Air Theatre and a Herbarium. The facilities that existed at the premises when taking over from CEB viz, the housing complex, the residences, offices, Gymnasium, Swimming Pool, Tennis Courts and a pipe borne water supply scheme, have made it possible to fulfill as many of the requisites and basic needs of a University".

Sabaragamuwa University of Sri Lanka was established on November 07, 1995 as a University under the section 21 of the Universities Act No. 16 of 1978 and was ceremonially opened on February 2, 1996, with four faculties. It was subsequently decided to amalgamate the Uva Affiliated University at Rahangala and Buttala Affiliated University as Faculties of Agricultural Sciences and Applied Sciences, respectively. The Faculty of Agricultural Sciences at Rahangala shifted to Belihuloya in 2001. The Faculty of Geomatics was established as the fifth faculty, in 2004. The Faculty of Applied Sciences, which was located in Buttala, was shifted to the main campus in Belihuloya in 2008.

1.2 Present status of Academic Activities

At present, SUSL operates with five Faculties and 19 Departments, offering 27 degree programs as given below in the table 1.1.



- 1) Establishments
- 2) Examination
- 3) General Administration
- 4) Student Affairs
- 5) Maintenance
- 6) Landscaping
- 7) medical center

- 1) Supplies & Stores Mgt
- 2) Capital & Recurrent Payment
- 3) Salaries
- 4) Accounts

- 1) Faculty of Geomatics
- 2) Faculty of Management studies
- 3) Faculty Of Applied Sciences
- 4) Faculty of Social Sciences nad Languages
- 5) Faculty Of Agricultural Sciences

Table 1.1 Degrees offered by SUSL

Faculty	Departments	Degree Programmes
1. Faculty of Agricultural Sciences	Horticulture Plantation Agriculture Livestock Production Agribusiness Management	<ul style="list-style-type: none"> • B.Sc. Agricultural Sciences and Management (Specialized in Horticulture/ Plantation Agriculture/ Livestock Production/ Agribusiness Management)
2. Faculty of Applied Sciences	Food Science and Technology Natural Resources Management Physical Sciences and Technology Computing and Information Systems Sport Sciences and Physical Education	<ul style="list-style-type: none"> • BSc (Applied Sciences) in Environmental Science and Natural Resource Management • BSc. (Applied Sciences) Special degree in Food Science and Technology • BSc. (Applied Sciences) Special degree in Environmental Science and Natural Resource Management • BSc. (Applied Sciences) Special degree in Chemical Technology • BSc. (Applied Sciences) Special degree in Computer Science and Technology) • BSc. (Applied Sciences) Special Degree in Applied Physics • BSc. (Applied Sciences) in Physical Sciences • BSc. Special degree in Sport Sciences and Management • BSc. Special degree in Physical Education • BSc. Special degree in Computing and Information Systems
3. Faculty of Geomatics	Surveying Sciences and Geodesy Photogrammetry and Remote Sensing Cartography, GIS	<ul style="list-style-type: none"> • BSc. Surveying Sciences (Surveying and Geodesy) • BSc. Surveying Sciences (Photogrammetry and Remote Sensing) • BSc. Surveying Sciences (Cartography and GIS)
4. Faculty of Management Studies	<input type="checkbox"/> Accountancy and Finance <input type="checkbox"/> Business Management <input type="checkbox"/> Marketing Management <input type="checkbox"/> Tourism Management	<ul style="list-style-type: none"> • BSc. Financial Management (Special) • BSc. Business Management (Special) • BSc. Marketing Management (Special) • BSc. Eco-Business Management (Special) • BSc. Banking and Insurance (Special) • BSc. Tourism Management (Special) • BSc. Hospitality Management (Special)
5. Faculty of Social and Languages Sciences	<input type="checkbox"/> Languages <input type="checkbox"/> Social Sciences <input type="checkbox"/> Economics and Statistics <input type="checkbox"/> English Language Teaching	<ul style="list-style-type: none"> • BA Special (Languages) • BA Special (Social Sciences) • BA Special (Political Science) • BA Special (Sociology and Anthropology) • BA Special (Geography) • BA Special (Economics) • BA Special (Statistics)

In addition, SUSL offers BSc. in Military Science degree in affiliation with the Military Academy in Diyathalawa.

Further, post graduate degree and diploma programs are also offered by SUSL as listed below:

1.2 Students and Human Resources

Details about the number of students of SUSL are as follows:

Table 1.2 The number of students of SUSL per Faculty

Faculty	No. of Students
Agricultural Sciences	333
Applied Sciences	731
Management Studies	1192
Geomatics	258
Social Sciences and Languages	844
Total	3358

1.3 Present status of Infrastructure Facilities

1.3.1 Land Area

The Sabaragamuwa University of Sri Lanka is located about 162 km away from Colombo along the Colombo - Badulla main road. The main campus of Sabaragamuwa University in Belihuloya possesses sufficient land for future development. It consists of approximately 232 acres as detailed below

- Main university premises transferred by the Ceylon Electricity Board - 66 acres
- Main playground and building complex premises – 56 acres
- University Farm premises – 31 acres
- Non Pareil land – 50 acres
- Other lands – 29 acres (water pumping and purification unit, hostels, nature park and reserve)

1.3.2 Facilities for Academic Development

The lecturing and laboratory facilities required for the Faculty of Management Studies and Faculty of Social Sciences and Languages, Faculty of Applied Sciences and Geomatics have adequately been addressed as new building complexes are either completed or nearly completed. The Faculty of Agricultural Sciences possesses adequate capacity for the present intake of students. However, the need of a new building complex arises with the expected higher student intake and the postgraduate degree programs.

In all five Faculties the available facilities (i.e. lecture rooms, laboratories, classroom furniture and computers) are either manageable or have plans for development as per

the present intake. However, with the proposed development plans, the student intake will be increased over time, requiring the expansion of these resources.

There are 31 acres of land in Mungastenna allocated for the development of a Research and Educational Farm for the Faculty of Agricultural Sciences. A state-of-the-art building for in-farm training is already completed in these premises. The present Livestock and Crop Units barely cater to the present intake of students. However, in line with SUSL's objectives of serving the community and the expansion of student intake, these Units need to be further developed. Interactive development programs, such as recently established "Cattle Breeding Unit" in collaboration with Ratnapura District Secretariat clearly show the potential of SUSL in serving the community, and similar developments should commence as well.

Library: SUSL has three Libraries. The main Library serves the Faculties of Social Sciences and Languages, Applied Sciences and Geomatics. The Management Faculty Library and the Agriculture Faculty Library serve the respective faculties. The facilities available in all three libraries are sufficient merely to provide minimal service to the present student population. Yet, libraries should develop in line with the development of the knowledge over time.

External Degree Programs and Extension Services Unit (EDPESU) of SUSL currently conducts more than 14 higher diploma, diploma and certificate courses, accommodating about 2000 students. However, the infrastructure facilities in EDPESU are barely sufficient for the present students, let alone the planned future intake. Hence, the EDPESU needs to be developed to capitalize its potential for future.

Centre for Indigenous Community Studies presently offers three postgraduate programs, yet operates with minimum infrastructure facilities. With the planned development ahead, its resources need to be improved and the name of the Center should be changed as 'Center for Indigenous Studies' in order to broaden the scope of the post graduate degrees offered by the center.

Centre for Research and Knowledge Dissemination (CRKD) in SUSL was recently established, aiming to promote internationally proclaimed research, disseminate knowledge to the community and to act as a platform for international relations. At its present state, the Centre cannot cater the requirement of the university. In line with the concept of developing Sri Lanka into "Knowledge Hub in Asia", this Centre has to be developed to an extent where its objectives can be achieved.

Agribusiness Research and Development Centre (ABRDC) intends to undertake comprehensive research and consultancy assignments in agribusiness management and allied disciplines. These include feasibility studies, business plans, baseline surveys, market research, and socio economic surveys. It adopts a multidisciplinary approach to examine issues in agribusiness management drawing expertise from a diverse panel of academics and professionals. Future expansion of this will widen the frontiers of agribusiness studies in the university and serve the outside community as well.

The Newly established "**Centre for Biodiversity and Environment studies**", attached to Faculty of Applied Sciences caters to the need for research in natural resources. However, minimum infrastructure facilities in the Centre highlight the need of further improvements.

Centre for Computer Studies (CCS): Currently this centre provides academic support services to some Faculties to manage network services and undertake computer maintenance activities. However, with the establishment of IT faculty, the academic activities of the centre will be taken over. Hence, the futuristic approach should focus more on system development and IT maintenance for the university.

Staff Development Centre (SDC): At present, the SDC operates without dedicated physical space and resources yet offering comprehensive training packages targeting the human resource development of the staff. As its operational capabilities are heavily restrained by insufficient resources, the SDC needs to be expanded both in terms of physical and human resources targeting the future staff capacity.

1.3.3. Other Physical Infrastructure

Administrative Complex: Even though facilities for education has been improved in SUSL, relative development was not evident in the physical infrastructure of Administration Branches (i.e. Examination Division, General Administration, Student Affairs, Establishment, Finance Branch, General Maintenance and Stores) which presently operates with minimum space, which limits the physical potential of the development of SUSL. Therefore, already approved physical facilities for administration should be developed. Further, management information systems are not available at present particularly for the Student affairs, Finance and Examinations branches.

Hostels for Students: SUSL provides hostels for all its nearly three thousand students, even though it owns only two hostels with a mere capacity for 717. The second phase of Sinharaja boys' hostel which would accommodate approximately 220, is currently under construction. To accommodate the other students, SUSL has rented 47 houses from surrounding area. Considering the present situation and the increased student intake to the university, the need for more hostel complexes is urgent.

Water Supply: One of the challenges faced when implementing the development plans of SUSL is limited water supply. As per the recent data, the required daily water consumption exceeds 300,000 liters, out of which, around 120,000 liters are supplied by ground water wells and also by Hirikatuoya. However, for this year, the extended dry periods can reduce the supply of water from Hirikatuoya to less than 30% of its capacity. Resultant severe water shortage is partly solved by bringing water from sources elsewhere (i.e. Kalupahana area), which are also thinning out in dry periods. As a result, during peak dry seasons, SUSL spends a considerable amount of additional money for supplying required amount of water, yet measures are insufficient. Therefore, even for its present capacity, SUSL needs a reliable water supply and purification scheme. Future expansions of SUSL should therefore be in parallel with the expansion of the water supply.

Housing for Staff: There are 41 houses and 123 single rooms in SUSL allocated for the academic, administrative and non academic staff members of a grand total of 640. Presently these facilities are not sufficient, especially for the academic staff. Being a residential university, more accommodation facilities need to be constructed for future expansions as well.

Internal Road Network: At present, the road network of the main premises is satisfactory. With the completion of Faculty complexes and the playground at the newly

developing site, the internal roads and pathways have to be developed. Further, a new road network is needed for Agriculture farm and farm stay sites, as well as to the NonPerial land in which accommodation facilities for administrative staff and the mini-hotel are to be constructed.

Canteens: A newly established main cafeteria with a capacity of about 500 students is centrally located at to the main faculty complex. Apart from these, there are five canteens scattered in the main premises, hostels and Faculties. Even though these facilities are barely enough for the present student population, facilities should be increased in line with the increase of the student intake.

Medical Centre: The Medical Centre of SUSL has insufficient facilities, both human and physical, for the current student population. It is generally used as a preliminary treatment point and patients are transferred to a main hospital when the need arises. The need for upgrading the medical centre for a medical complex with resident facilities is essential.

Sports Facilities: Limited sports facilities (a small gymnasium, a swimming pool, basket ball and tennis courts, and some indoor sports facilities for student hostels) are currently available to cater to the sport needs of the university. These facilities are not sufficient for the current student numbers let alone the planned expansion of future intake of the students and the staff. Being the only university in Sri Lanka to offer “Sports Sciences and Management, Physical Education” degrees, expanded sports facilities such as a playground suitable for track and field events, a gymnasium with a sufficient capacity and equipments to accommodate the present and future needs are urgently needed. In line with these requirements, the first stage of the university playground is under construction, but the development process still needs to be continued.

Pre-school and daycare centre: One of the unique social services offered by SUSL to the university staff and the wider community is its Pre-school and Daycare centre. At its present location donated to the university by external sources, this service oriented unit accommodates about 90 students. However, most of its physical resources are over used and needs to be replaced. Further, the Day-care Centre has to be expanded from its currents state, to accommodate about 25 children from the families of the university staff.

Communication Services: The communication network of SUSL is inadequate, especially due to the recent expansions of Faculty building complexes. For instance, 55 direct phone lines is largely inadequate to cater the needs of a single faculty complex. Therefore, it is a timely need of SUSL to have an expanded communication network. Intercom facility, on the other hand, is not provided for all the new Faculty complexes. Internet facilities are also being extended to almost all Computers in Computer Laboratories of the Faculties and the computers used by the staff members and the Library.

Power Supply: The Ceylon Electricity Board (CEB) has provided a separate power exchange for the University. However, the University experiences frequent power failures and therefore alternative sources of power supply are needed.

CHAPTER 2: FACULTY OF MANAGEMENT STUDIES

THE HISTORY

The Faculty of Business Studies commenced its programmes of study offering a three-year degree under the Department of Accountancy & Finance & the Department of Business Management in September 1996. After the completion of the Foundation Year and two specialization years, a degree in Bachelor of Science could be obtained in Financial Management, Business Management, Marketing Management and Tourism Management. Six batches of graduate students obtained their BSc Special Degrees in Financial Management, Business Management, Marketing Management and Tourism Management and passed out in the years 1997, 1998, 1999, 2000, 2001 and 2002.

The Faculty of Business Studies was renamed as Faculty of Management Studies with the approval of the University Grants Commission (UGC) in 2003. The duration of the Degree Programmes, BSc Business Studies conducted by the Faculty of Business Studies was also changed from three years to four years with the approval of the UGC in 2003.

PRESENT SITUATION

The Faculty of Management Studies comprises four departments; Department of Accountancy & Finance, Department of Business Management, Department of Marketing Management and Department of Tourism Management. The Faculty offers BSc (Special) Degree Programmes in Financial Management, Banking & Insurance, Business Management, Marketing Management, EcoBusiness Management, Tourism Management and Hospitality Management under each department respectively for the students who gain direct entry to the Faculty on the basis of their performance at the GCE (Advanced Level) Examination. Presently the student allocation for each degree programme is done through the Faculty according to the students' preference and z-score at the beginning of the degree programme.

Specialization programmes start in the first year itself with the new curriculum but there are common subjects that are taught together. The programmes run for four years with eight semesters. Students should fulfil the four months Industrial Training and Project Report or Thesis in the Fourth Year Second Semester for which six credits have been allocated. The total number of credits is above 120 for each degree programme.

The Faculty seeks the services of Sri Lankan academics and eminent personnel from the industry and foreign academics from Britain, the USA, Australia, Japan, Belgium, India and Malaysia to serve the Faculty from time to time.

CHAPTER 3: STRATEGIC DIRECTIONS

Vision

To be an internationally acclaimed centre of excellence in higher learning producing dynamic leaders and nation builders to guide the destiny of Sri Lanka.

Mission

To provide a quality tertiary education in management, encourage and cultivate the students' creative personal development with an innovative and practical approach to management to complement its blend of undergraduate and graduate programmes.

Objectives

- To address students' aspirations and produce specialist management graduates who can operate successfully on the particular discipline;
- To encourage the students to develop the skills and competencies required for effective application of knowledge for specific problem solving;
- To provide an understanding of the economic, socio-cultural and technological aspects of the business environment; and
- To equip with a specialized management education which shows how the key management functions are integrated within a business and how they can be managed to gain competitive advantage

Values and Guiding Principles

Future development of the Faculty of Management Studies will be based on the following values and guiding principles.

Innovativeness and Exploration: This will be the main value and the guiding principle for future development of FMS and means that FMS will always place its emphasis in innovations related to industry including the higher education and research and explore all possibilities. Accordingly, new ideas and thoughts for development will be supported and encouraged.

Continuous Learning: FMS will be continuously involved in learning latest Technologies and disseminating such knowledge.

Technological Superiority: FMS has already commenced several non-traditional but technologically superior Courses. Students as well as Industry

will benefit from these Courses and it will be an incentive for SUSL to continue with the same trend to introduce more new technological Courses.

Integrity: FMS will always perform with integrity. It will operate impeccably in word and actions that will reflect its values. FMS will treat everyone with respect and honesty.

Ownership, Pride, Commitment and Teamwork: Another important value of FMS is the ownership, pride, commitment and teamwork. Every member of the Faculty, academics, non-academics and students will work as one cohesive Team in delivering its outputs and deliver the commitments as responsible Stewards of faculty resources.

Futuristic: Finally, FMS will be responsive to client and employee needs with a futuristic approach. To meet this need, FMS will continuously adjust its direction and process to accommodate changes.

CHAPTER 4: ACTION PLAN

GOAL 1

TO ENHANCE THE EMPLOYABILITY OF GRADUATES

Objective 1.1

To increase the employability of graduates

Strategy 1.1.1: Introduction of innovative & differentiated curricular and update every 5 years.

Actions

- 1.1.1.1 Revision of curricular at faculty/study programs level.
- 1.1.1.2 Synchronize the study programmes in line with the basic benchmark examinations (UTICT and UTEL) of different levels.
- 1.1.1.3 Getting stakeholder views and suggestions prior to curricular revision by conducting workshops/ discussions/ seminars/ forums. Organize mutually beneficial events and programs with the stakeholders.
- 1.1.1.4 Obtain regular feedback from stakeholders in relevant disciplines.
- 1.1.1.5 Invite external expertise in evaluating students' academic activities.

Strategy 1.1.2: Embedding supplementary skills (ICT, English and Soft Skills) into all the undergraduate study programs to complement hard skills in their chosen disciplines.

Actions

- 1.1.2.1 Introduce ICT applications into all course units by 2018.
- 1.1.2.2 Make English a compulsory course module for awarding the Degree.
- 1.1.2.3 Introduce soft skills as a part of curricular.

Objective 1.2

To promote the student-centered learning

Strategy 1.2.1: Introduce innovative methods in teaching, learning and assessment with upgraded facilities (Please see the Appendix I)

Actions

- 1.2.1.1 Train academics on modern teaching, material development and assessment methods.
- 1.2.1.2 Organize programmes and events to enhance the English language of the students.
- 1.2.1.3 Organize events and programmes to improve the soft skills of undergraduates.
- 1.2.1.4 Strengthen the counseling activities
- 1.2.1.5 Train technical staff on handling equipment and technical demonstrations.
- 1.2.1.6 Appropriately design and equip lecture theatres with the state-of-art technology.
- 1.2.1.7 Upgrade virtual communication in teaching and learning.
- 1.2.1.8 Continuous expansion of WIFI zones
- 1.2.1.9 Strengthen student feedback system and peer observation.
- 1.2.1.10 Increase the compulsory reading core-texts in the library to achieve student core-text ratio

Objective 1.3

To provide all undergraduates with opportunities for practical exposure in relevant industries and sectors by 2018.

Strategy 1.3.1: Widen the scope of industrial exposure

Actions

- 1.3.1.1 Upgrade the Practical Training Unit of the Faculty.
- 1.3.1.2 Sign MOUs with reputed organizations for the placement of students.
- 1.3.1.3 Establish the support of alumni in students' industrial placements.

Strategy 1.3.2: Provide opportunities for professional career planning and coaching.

Actions

- 1.3.2.1 Maintain a close and effective relationship with the career guidance unit to provide opportunities and training on carrier planning.
- 1.3.2.2 Conducting mentoring and counseling programs on a regular basis.
- 1.3.2.3 Establishment a counselling unit for the Faculty.

Strategy 1.3.3: Embed enterprise education across all disciplines

Actions

- 1.3.3.1 Initiate programmes and events to orient students towards entrepreneurial skill development.
- 1.3.3.2 Introduce / improve enterprise related courses to all degree programmes.
- 1.3.3.3 Promote product innovation and marketing.

Objective 1.4

To encourage each undergraduate to participate in at least one sport and aesthetic activity at Faculty level.

Strategy 1.4.1: Enhance sports skills of students

Actions

- 1.4.1.1 Introduce activities to enhance fundamental motor skills for all students.
- 1.4.1.2 Introduce keep-fit exercise activities for all the students.

Strategy 1.4.2: Enhance the aesthetic sensibility of students

Actions

- 1.4.2.1 Encourage the students to engage in aesthetic activities
- 1.4.2.2 Organize activities to enhance the aesthetic sense.

Strategy 1.4.3: Provide students with opportunities for interdisciplinary learning

Actions

- 1.4.3.1 Introduce interdisciplinary courses sharing the resources from departments of the faculty.
- 1.4.3.2 Offer more elective courses based on current demand.
- 1.4.3.3 Promote subject associations to enable students from different disciplines to enrol.

GOAL 2

TO ENHANCE RESEARCH CAPACITY AND ITS IMPACT

Objective 2.1

To increase the number of publications in reputed publications.

Actions

- 2.1.1.1 Request to establish a university-level research fund to offer research grants for research and publications, undergraduate, postgraduate and

postdoctoral studies and conferences (local and foreign).

2.1.1.2 Request to allocate a quota from income earned through consultancy or other services to the faculty research funds.

2.1.1.3 Get support from government, private, NGOs and INGOs through establishment of links with their research projects.

Strategy 2.1.2: Improve research infrastructure

Actions

2.1.2.1 Upgrade existing research facilities.

2.1.2.2 Introduce e-resources and subscriptions to reputed journals and databases.

2.1.2.3 Invite local and foreign publishers to conduct workshops for academic staff and introduce subsidized publishing.

Strategy 2.1.3: Enhance collaborative research and development activities with local and international researchers

Actions

2.1.3.1 Conduct collaborative research and link programmes between the Faculties and local and foreign research institutes.

2.1.3.2 Promote joint publications of staff and students.

2.1.3.3 Initiate local and foreign student/staff exchange programmes.

2.1.3.4 Facilitate students and staff to participate in conferences and other forums - local and international.

2.1.3.5 Facilitate publication of final year students research outcomes.

2.1.3.6 Reward students and staff for research excellence.

Strategy 2.1.5: Widen the knowledge disseminating channels

Actions

- 2.1.4.1 Organize annual symposia at the faculty level.
- 2.1.4.2 Promote distance learning for external programmes.

Strategy 2.1.6: Improve the capacity and operations of the Faculty Library

Actions

- 2.1.5.1 Subscribe and provide access to e-resources including reputed journal data bases.
- 2.1.5.2 Widen the channels of disseminating knowledge through e-publications.
- 2.1.5.3 Skill enhancement of the Library personnel through trainings (workshops, opportunities for higher studies etc.).
- 2.1.5.4 Improve the existing library automation system to ensure efficient service delivery.

Objective 2.2

To initiate collaborative research projects to benefit the industry and the community.

Strategy 2.2.1: Close collaboration with industry in identifying research priorities and encouraging industry and/or community oriented collaborative research

Actions

- 2.2.1.1 Identify potential problems and research priorities through industry and community interactions (seminars/ workshops/ conferences/ forums / industrial training of undergraduates).
- 2.2.1.2 Direct the students to engage in research on prioritized research areas with the support of the Industry.

Strategy 2.2.2: Encourage academics to acquire industrial exposure and promote national and international contribution of academics as consultants and resource persons.

Actions

- 2.2.3.1. Provide facilities for the staff to obtain relevant foreign and local industrial exposure.
- 2.2.3.2. Promote academics to serve as consultants and resource persons.

GOAL 3

TO EXPAND THE SERVICE DELIVERY ASSURING INCREASED OPPORTUNITIES AND ACCESS

Objective 3.1

To increase the students' population of the Faculty.

Strategy 3.1.1: Maintain the attractiveness and potential expansion of the existing degree courses.

Actions

- 3.1.1.1 Conduct awareness and promotional campaigns on programs offered and strengthen pre-enrollment orientation programs for new intakes with the involvement of their parents.
- 3.1.1.2 Close collaboration with UGC to enroll the full capacity in every academic year.

GOAL 4

TO IMPROVE PHYSICAL, INFRA AND SUPER STRUCTURES AND HUMAN CAPITAL

Objective 4.1

To expand the infrastructure facilities of the Faculty.

Strategy 4.1.1: Accelerate existing and proposed facility development projects

Actions

- 4.1.1.1 Improve the quality of the access road and the vehicle parking areas
- 4.1.1.2 Establish a language lab of the faculty
- 4.1.1.3 Establishing a Mini Hotel for the practical use of the Dept. of Tourism Management.
- 4.1.1.4 Establish a Conference room for the faculty.
- 4.1.1.5 Constructs meeting/study points for the usage of students
- 4.1.1.6 Initiate the construction process of the Phase II building complexe of the Faculty.
- 4.1.1.7 Construct the cafeteria of the Faculty.
- 4.1.1.8 Establish fully equipped lecture halls with modern facilities.

Objective 4.2

To increase the proportion of PhD holders among academics and the students to staff ration.

Strategy 4.2.1

Acquisition and development of human resources

Actions

- 4.2.1.1 Increase cadre positions depending on student intake (to the accepted student teacher ratio) and other developments of the university.
- 4.2.1.2 Appreciation of achievements of staff members.
- 4.2.1.3 Providing learning and development opportunities for staff members to uplift their capacity.

4.2.1.4 Establish the Internal Quality Assurance Cell (IQAC) of the faculty.

4.2.1.5 Encourage staff members to attend foreign training and to gain exposure.

GOAL 5

TO ENHANCE THE SUSTAINABILITY, SOCIAL RESPONSIBILITY AND HARMONY

Objective 5.1

To promote harmony among university community and wider community.

Strategy 5.1.1: Enhance social cohesion among students, staff and wider community.

Actions

5.1.1.1 Encourage and facilitate the students to engage in social activities as a part of the curricular

5.1.1.2 Encourage and facilitate the staff to engage in CSR activities

5.1.1.3 Organize interactive programmes and events to promote social cohesion.

5.1.1.4 Conduct the community outreach activities

Strategy 5.1.2: Develop service delivery mechanism for the wider community through appropriate community engagement.

Actions

5.1.2.1 Broaden extension services to improve the socio-economic status of the wider community.

5.1.2.2 Organize community outreach activities.

5.1.2.3 Introducing professional course

5.1.2.4 Introducing of postgraduate studies

5.1.2.5 Provide consultation and advises for the needed people

Objective 5.3

To obtain the ISO 14001 Environmental Management Systems Certificate by 2018.

Strategy 5.3.1: Achieving Green University status through environmental sustainability

Actions

- 5.3.1.1 Formulate an environmental policy for the faculty.
- 5.3.1.2 Promote sustainable energy consumption practices and implementation of certified energy management system.
- 5.3.1.3 Promote sustainable water consumption practices and improve water use efficiency through water management systems to be a water conscious university.
- 5.3.1.4 Implementation of certified Environmental Management System.
- 5.3.1.5 Introduce carbon footprint analysis.
- 5.3.1.6 Introduce 3R Concept especially for water and stationeries.

Appendix I

Student Centered Learning Methods

- I. Group/Individual Assignments
- II. Classroom Presentations
- III. Field Practices/Field Tours
- IV. Group Discussions
- V. Internship/Industrial Training
- VI. E-learning
- VII. Organizing of Events/Exhibitions
- VIII. Case Studies
- IX. Mini/Research Projects
- X. Role Plays/Debates
- XI. On Farm Training/Practical
- XII. Thesis
- XIII. Outreach Programs

Strategic Management Plan Preparation Committee

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