

# Nurturing Future Business Leaders

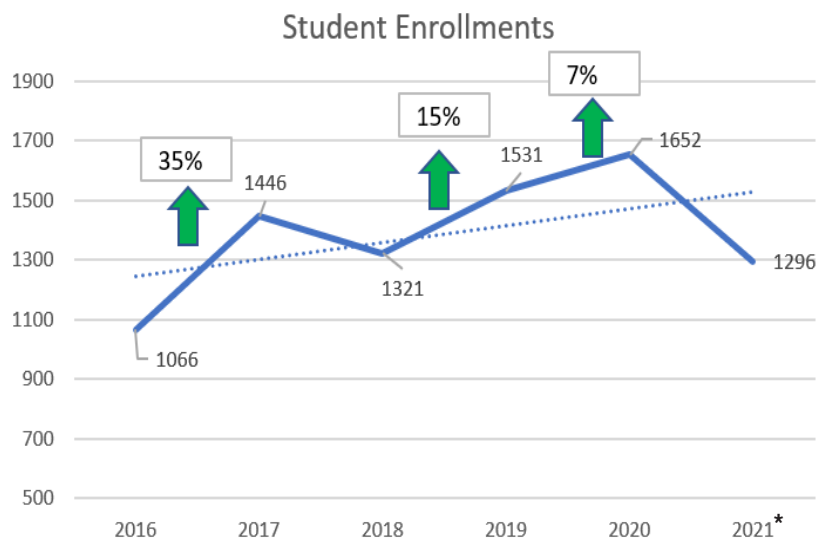
## FACULTY OF BUSINESS

**T**he Faculty of Business of NSBM Green University is the ideal faculty for any undergraduate interested in pursuing a career in the business field. The faculty nurtures students with a business mind and molds them into fully-fledged business leaders of the future. The drive behind achieving this goal is the passion for excellence and perfection that surrounds the Faculty of Business in its methods of teaching, learning, research, and networking with the business community.

The Faculty of Business offers both local and foreign-affiliated degree programs in Business

Management, Human Resource Management, Accounting and Finance, Operations and Logistics, Marketing, Tourism, and Hospitality to meet the industry requirements.

This allows undergraduates to gain a holistic understanding of the business world.



\*Year 2021 figure indicates students enrolled in one intake only. The subsequent intake was delayed due to Covid-19 pandemic

**Student base of the Faculty of Business has increased by 35% from 2016-2021**

Study Programme	Awardee University
BSc. in Business Management (Human Resource Management) (Special)	NSBM
BM (Hons.) in International Management	NSBM
BA in Business Communication	NSBM
BSc. (Hons.) International Management and Business	University of Plymouth - UK
BSc. (Hons.) in Business Communication	University of Plymouth - UK
BM (Hons.) in Accounting and Finance	NSBM
BSc. (Hons.) Accounting and Finance	University of Plymouth - UK
Bachelor of Business: Banking and Finance and Finance Risk Management	Victoria University - Australia
BSc.in Business Management (Logistics Management) (Special)	NSBM
BSc. in Business Management (Industrial Management) (Special)	NSBM
BSc. in Business Management (Project Management) (Special)	NSBM
BSc. (Hons.) Operations and Logistics Management	University of Plymouth - UK
Bachelor of Business: Management and Innovation & Supply Chain and Logistics Management	Victoria University - Australia
BM (Hons.) in Tourism, Hospitality, and Events	NSBM
BSc. (Hons.) Marketing Management	University of Plymouth - UK
BSc. (Hons.) Events, Tourism and Hospitality Management	University of Plymouth - UK

Students will find learning at the Faculty of Business quite a unique and interesting experience as undergraduates are also given the taste of real-life business experiences while learning the theories behind it, in class. Through this process, the faculty strives to prepare business undergraduates to face any challenge in the real business world as they will be equipped with excellent problem-solving and analytical capabilities. The Faculty of Business takes special care to ensure that all students are provided with intellectual depth and abundant resources as well as individual attention.

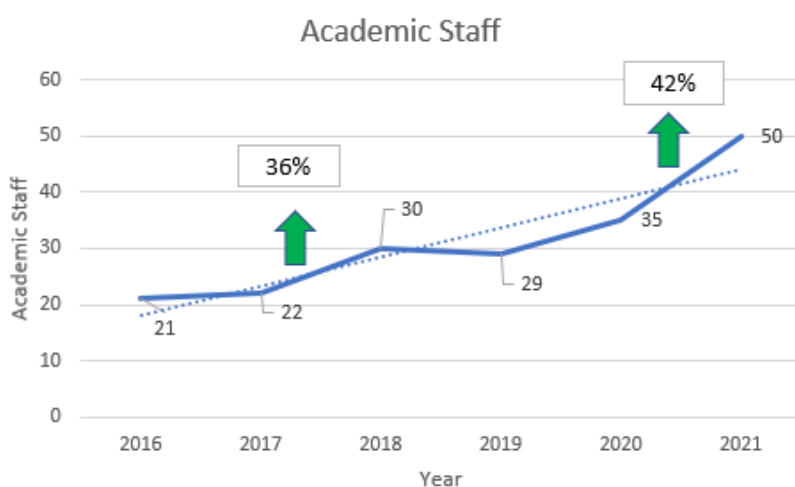
Faculty of Business is always abuzz with excitement and vivacity, with students participating in immersive academic activities and soft skills development programs.

#### Professional Advancement Centre (PAC)

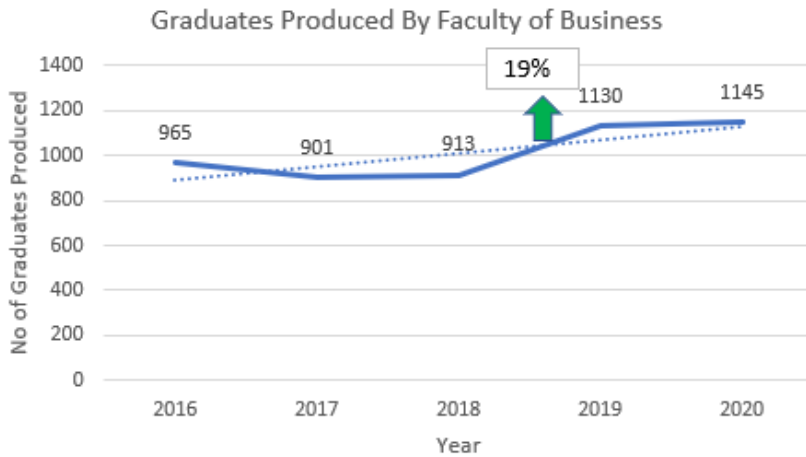
Professional Advancement Centre (PAC) is the center for all the professional and personal development activities within the faculty. The PAC provides professional services to students and consultation/education to the NSBM community to address students' personal, academic, and social issues.

#### Association of Business Management (ABM)

Association of Business Management (ABM) is the umbrella association that supports bringing together students' circles, clubs, and societies constituted within the faculty.



**Academic staff of the Faculty of Business has increased by 58% from 2016 - 2021**



**Faculty of Business has produced more than 900 graduates each year from 2016-2020**

With the vision of the Vice-Chancellor, the Faculty of Business was departmentalized in 2020 based on the following academic interests; Department of Management, Department of Accounting and Finance, Department of Marketing and Tourism Management, Department of Operations and Logistics, Department of Economics and Decision Sciences, and Department of Legal Studies. Each department of the Faculty of Business is dedicated to its' students and provides them the best possible educational experience.

## Department of Management

*Connect, Collaborate, Create*

The Department of Management Studies takes pride in being the largest department at the Faculty of Business and in the whole university. The department offers its services to all the faculties and all the degree programs

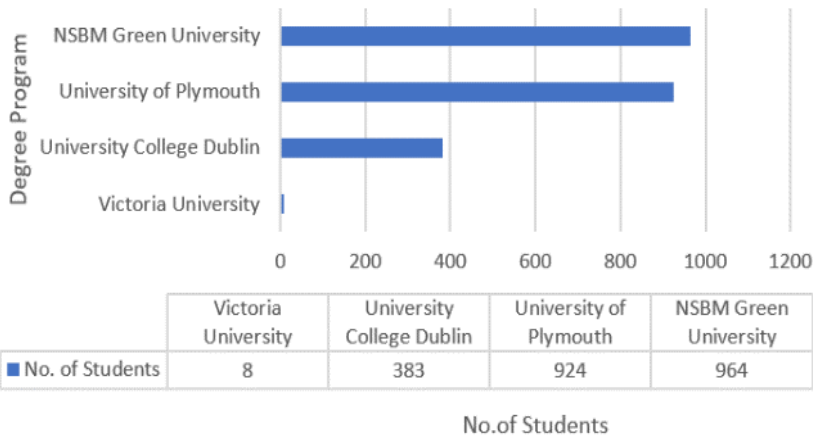
in the university. It offers a dynamic learning environment for scholarship and research in broader business management aspects. The department's primary objective is "to educate future business leaders with a strong ethical mindset for the demanding contemporary global business environments". The department mainly focuses on advancing knowledge and critical scholarship in the broader field of management and organization studies.



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BSc. in Business Management (Human Resource Management) (Special)	NSBM
BM (Hons.) in International Management	NSBM
BA in Business Communication	NSBM
BSc. (Hons.) International Management and Business	University of Plymouth - UK
BSc. (Hons.) in Business Communication	University of Plymouth - UK

It provides a holistic learning experience for the undergraduates with the assistance of well-qualified academic staff. The academic programs ensure that the graduates are up to date with industry-relevant competencies via high-quality academic delivery. The department also takes entrepreneurial skills development as a crucial part of the curriculum.

### Student distribution across programs



Further, the department facilitates personal, as well as professional development of the students with various student-led projects.

Moreover, the department is equipped with student circles providing a platform to showcase student performance.

Subject Circle	Key activities
HR Circle	CV Fest, CV Proof Reading Project, Skill Up Webinar Series, Knock Knock Webinar Series, LinkedIn Essentials, Become an Employee Champion Webinar Series
IBM Circle	Business Wave; a series of Social Media posts, one world International Forum, Initiative in Partnering up with Jobeka. lk to help NSBM undergraduates, IBM E-Magazine
Entrepreneur Circle	YES, Physical Store: The physical, "Expedition" - Webinar, "Biz-Talk" Webinar Series, "Sparks" - Career guidance and leadership workshop.
English Literary Association	Drop the Mic - an open mic event, Academic Writing, and Referencing Workshop- to develop the academic writing skills of the students' Story Pitch; and idea-sharing platform for the budding authors, Monthly Book Club

The Department of Management affirms that their graduates are fully-fledged to encounter the challenges in the modern business world.

## Department of Accounting and Finance

### *Beyond the numbers*

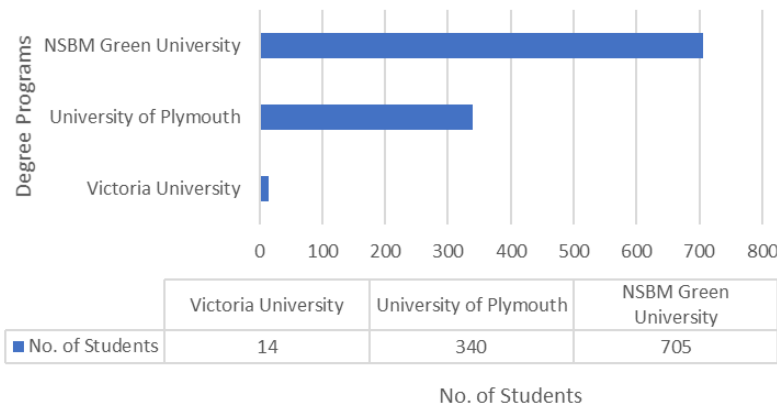
The Department of Accounting and Finance, setting its heart on becoming the epitome of creative Accounting and finance education in Sri Lanka is dedicated to producing employable and ardent graduates in Accounting and Finance and their allied disciplines. Thus, the quintessence of the department is enriched with its focus to redefine and stretch the boundaries of Accounting and Finance education in Sri Lanka.



As one of the largest departments at the Faculty of Business, the Department of Accounting and Finance provides unique teaching, research, and learning experience to undergraduates to mold them to be business leaders and quality citizens of the country. The department aims to prepare students for multiple career opportunities in the field and direct them to further academic studies and professional certifications through diverse and continuous curriculum improvement. We encourage the students to behave in a socially responsible way, endowed with high ethical standards, to become leading personalities in their chosen field in the future.



Student distribution across programs



The department facilitates a unique learning environment comprised of research-oriented novel teaching techniques and industry-focused teaching through industry collaboration. The department also maintains a strong network with the related professional bodies providing opportunities for personal and professional development for the students. Most importantly, the department houses a dedicated team of academics who work their level best to provide a quality education while the non-academic staff ensures the best service to our students.

The department is currently catering to a student population of over 2000 students and offers a range of local degree programs and international degree programs from affiliated foreign universities.

Study Programme	Awardee University
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BM (Hons.) in Accounting and Finance	NSBM
BSc. (Hons.) Accounting & Finance	University of Plymouth - UK
Bachelor of Business: Banking and Finance & Finance Risk Management	Victoria University - Australia

The radical approach to Accounting and Finance education by the department makes its graduates well acquainted with knowledge, skills, and the attitudes demanded by the corporate world.

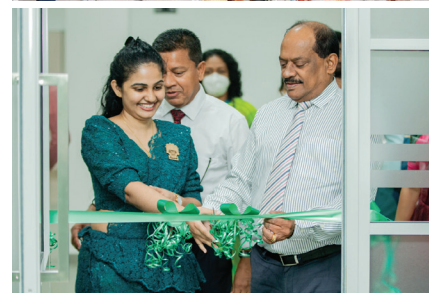
## Department of Marketing and Tourism Management

*Explore, Experience, Expedite*

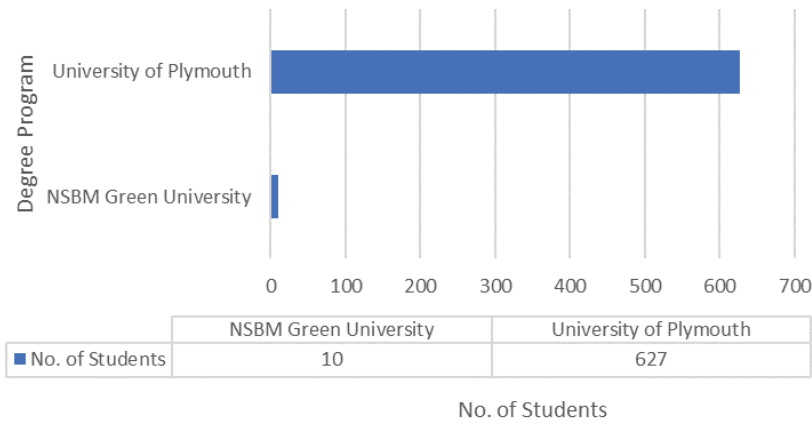
Study Programme	Awardee University
BM (Hons.) in Tourism, Hospitality & Events	NSBM
BSc. (Hons.) Marketing Management	University of Plymouth - UK
BSc. (Hons.) Events, Tourism & Hospitality Management	University of Plymouth - UK

Students will experience learning and a real business atmosphere through different interactions with the department. Through this

process, the department will ensure to create competent graduates to the industry with the necessary analytical skills.



Student distribution across programs



The department shapes undergraduates with both academic and extracurricular activities.

The subject circles that operate under the department inculcate

teamwork and leadership skills of the undergraduates along with different activities such as outbound training, hotel visits, workshops, seminars, and guest lectures.

Subject Circle	Key activities
Marketing	ENVISION'19 – Marketing Day, Marketing Exhibition, Enliven 19, Sparks 19, Digital Marketing webinar series, Originals Marketing agency, The marketing blueprint, TIK-TOK - Not your ordinary social media, Inspiro webinar series, Enliven 21
ICTH	Culinario episode 1 - live cooking show, food and beverage training session, WEST wine education, Cocktail training sessions, DAD food competition, Traversa - Tourism Day, Viaggio lecture series, Food stalls, IH webinars series, Student Research Symposium.

The research and development are a new venture which department pursues in developing competent researchers in the fields of marketing and tourism.

The department also has partnered up with industry and professional giants; John Keells Holdings, The Chartered Institute of Marketing, Institute of Hospitality. Further, the DMT Spearhead initiative is the newest arm of the department established to combine graduates to exchange their industry experience and exposure with current students. In addition, department launched the magazine, "Sparkle" with the objective of getting reviews from industry experts and also to set a stage for young undergraduates and academia alike.

As the departmental futuristic goals, we are striving to achieve academic recognition and excellence through departmental research and to bring out the novelty and creativity of our young budding undergraduates through many more student activities.

Eventually, as the Department of Marketing and Tourism Management, we aspire to become the best in the country with the prospects of being holistic, innovative and adventurous. Our ultimate goal is to gift future marketers and trailblazers in the fields of marketing and hospitality who set trends and redefine the limits.

## Department of Operations and Logistics

*The origin of a pioneer to be*

The Department of Operations & Logistics, with its vision to produce the most sought-after graduates who are thought leaders in bringing transformation to the industry, research & society strives to create the best undergraduate experience for students. The collaboration of the dynamic and experienced academic staff, industry experts working closely with the department as mentors and consultants, a strong bond developed with the professional bodies in domain areas, and the research culture inculcated within the department have made the department a nurturing environment for talented undergraduates.



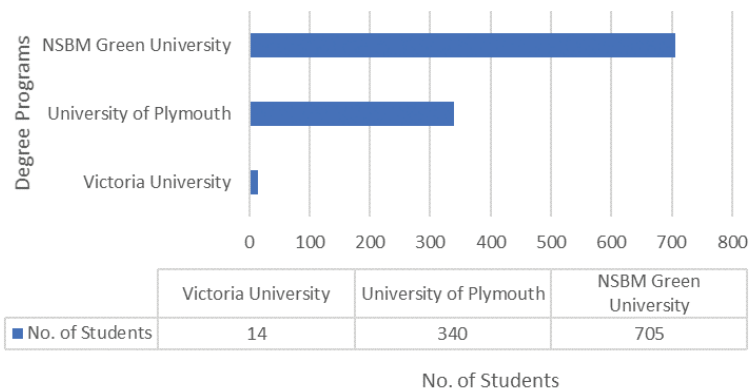
Study Programme	Awardee University
BSc.in Business Management (Logistics Management) (Special)	NSBM
BSc. in Business Management (Industrial Management) (Special)	NSBM
BSc. in Business Management (Project Management) (Special)	NSBM
BSc. (Hons.) Operations & Logistics Management	University of Plymouth - UK
Bachelors of Business: Management and Innovation & Supply Chain and Logistics Management	Victoria University - Australia

The department offers an insight to its' undergraduates of the contemporary business management practices combining the arenas of logistics management, operations management, industrial management, and project management. Students get exposed to a world-class learning experience via business laboratories, workshops on professional qualifications, real-world exposure to case studies on top of in-class lectures to mold the graduates to cater to the modern business requirements. The department has cooperated with the Chartered Institute of Logistics and Transport in affiliating the logistics special degree programs and Project management Institute (PMI) in affiliating the

project management special degree program. Furthermore, the department has taken steps to offer professional qualifications such as Lean certificates by partnering with Lean six sigma company- Asia. The stimulating learning environment created within the department motivates students to enhance their analytical and critical thinking ability to re-engineer and optimize business processes and become thought leaders of the future industry.

Department of Operations & Logistics being surrounded by energetic undergraduates creates a vibrant atmosphere full of new events happening day after days such as seminars, workshops, guest lectures, field trips, and many more. The key contributors of these various activities are the subject circles under the department and the student association of operations and logistics.

Student distribution across programs



Subject Circle	Key Activities
Logistics circle	Logistics Challenge Inter-University Competition, the launch of the official website, Invizia webinar series on Logistics and Supply Chain Management, Facts and Insights daily knowledge sharing, Logistics Day, Field visits
Industrial Management Circle	Envizio - specialization awareness webinar series, Get up and Go Soft skill development program, Green Win Challenge Sustainability competition
Student Association of Operations and Logistics	INSIGNIA – Bi-annual department magazine

The student-oriented activities conducted by the department have created new opportunities for students to develop their soft skills, analytical thinking ability, leadership, and entrepreneurial ideas for the betterment of the self and society at large. Therefore, the Department of Operations and Logistics has become successful in providing value-added graduates to the society enriched with academic knowledge, soft skills and leadership, and humanness.



## Department of Economics and Decision Sciences

*Home for the most innovative thinkers*



“The art of economics consists in looking not merely at the immediate but at the longer effects of any act or policy; it consists in tracing the consequences of that policy not merely for one group but all groups.” This department is not only limited to economics but it has been merged with decision sciences as well with the expectation of producing graduates, who can engage themselves in issues that confront society at large with the aid of critical and analytical thinking.

Proposed Program	Awardee University
BSc (Hons) in Applied Economics	NSBM
BSc (Hons) in Business Analytics	NSBM

Currently, this department is operated with a well-qualified panel of lecturers; and conducts industry-oriented knowledge sharing sessions by parenting with professionals.

Student Circle of Economics and Decision Sciences	UPSURGE webinar series, EconLib video series, the launch of the official social media page, Contributing to the IMPACT magazine
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The department supports undergraduates to build up professional relationships with academic institutions, corporate entities, and other industry partners, making it an ideal place for producing influential economists to the entire globe.

## Department of Legal Studies

*Fortuna Eruditis Favet  
Fortune favors the prepared mind*



Legal Study is an interdisciplinary field that deals with the mutual influence between law and other disciplines of studies. Sri Lanka has a major void in interdisciplinary study areas for students inculcating law or legal studies. The department of legal studies of NSBM Green University was formulated and initiated to fill the educational gap in Sri Lanka. Currently, the department of legal studies caters to the Faculty of Business, Faculty of Computing, and Faculty of Engineering as a service department with a futuristic view to introducing interdisciplinary degree programs.

Proposed Program	Awardee University
BM in International Trade and Law	NSBM
BM in Business and Law	NSBM
BM in E-commerce and Law	NSBM

The department takes a holistic approach towards teaching a variety of legal aspects demanded globally while exploring current legal issues. The vision is to be one of the leading Department of Legal Studies of the country which envisions preparing outstanding lawyers and professionals to serve their national and global communities with excellence, integrity, and professionalism.

The department is committed to develop and sustain the standards of legal education and research in the nations through global exposure, promoting respect for diversity and academic freedom. ■

*Complied by Dinusha Sathsarani & Manisha Dias*