

20 YEARS IN THE MAKING



PROF. BRIAN FYNES;

ASSOCIATE DEAN (INTERNATIONAL) AND PROFESSOR OF SUPPLY CHAIN MANAGEMENT AT THE COLLEGE OF BUSINESS, UNIVERSITY COLLEGE DUBLIN

I would like to wish NSBM Green University continued success into the future. The past two years have seen the campus grow and develop at an exceptional rate and I look forward to witnessing the exciting times ahead for NSBM Green University

“NSBM Green University has global ambition and has an established international reputation...”

Prof. Brian Fynes; Associate Dean (International) and Professor of Supply Chain Management at the College of Business, University College Dublin shared his perspectives of NSBM Green University Town with Business Dialogue. The University College Dublin in Ireland is among the best top universities in Europe and is popular for research-intensive

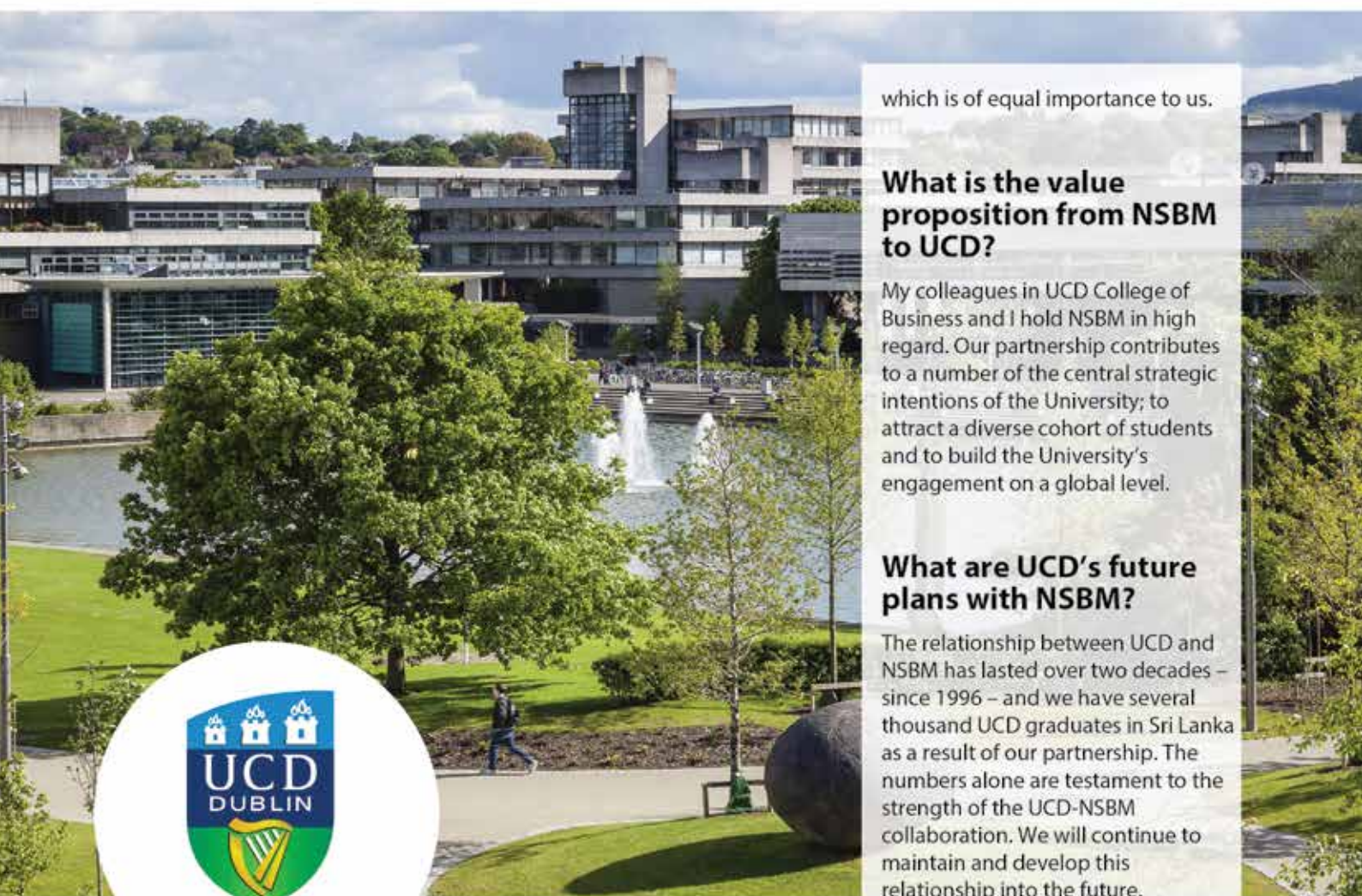
programmes. The relationship we have with UCD is one we cherish...

What is your view of NSBM as a global university, do you consider NSBM Green University to be on par with international universities?

NSBM Green University is a unique and modern campus within both Sri Lanka and the wider region. I believe that the ethos behind its establishment is highly

commendable and it stands as an exemplar to other institutions. Many modern universities could certainly learn by the example set by NSBM's ultra-modern campus and green credentials. NSBM Green University has global ambition and has an established international reputation.

What are your thoughts on the model in which the UCD flying faculty teaches degree programme modules in Sri Lanka?



which is of equal importance to us.

What is the value proposition from NSBM to UCD?

My colleagues in UCD College of Business and I hold NSBM in high regard. Our partnership contributes to a number of the central strategic intentions of the University; to attract a diverse cohort of students and to build the University's engagement on a global level.

What are UCD's future plans with NSBM?

The relationship between UCD and NSBM has lasted over two decades – since 1996 – and we have several thousand UCD graduates in Sri Lanka as a result of our partnership. The numbers alone are testament to the strength of the UCD-NSBM collaboration. We will continue to maintain and develop this relationship into the future.



Think bigger, go further, learn more

It is important for UCD College of Business to maintain the quality of teaching and programme delivery for which it is renowned. We are Ireland's leading business school and we continue to be recognised internationally as one of an elite group of institutions with the triple crown of accreditation. It is essential therefore, that our UCD faculty is involved in the delivery of our programmes across all our international campuses. In addition to this, our visiting faculty act as a connection between NSBM and UCD. We see it as vitally important to ensure our students have the best experience possible throughout their degree programme and that they always feel connected to UCD. This connection is continued well

beyond the completion of their degree programme. One only need look at the UCD Alumni Association in Sri Lanka. Its membership and strong sense of community are very impressive and they are a credit to both UCD and NSBM.

What is the position of NSBM among UCD's business partners?

As one of our longest and most enduring educational collaborations, the relationship between NSBM and the UCD College of Business is of the utmost importance for both institutions. While, like all business partnerships, our relationship is solidified by a memorandum of agreement, it is the continued friendship between our universities

How do you see the global higher education industry in 10 years and NSBM-UCD partnership in that?

Higher education is growing exponentially on the global scale and demand needs to keep up with such progress. The construction of NSBM Green University as a response to this reality is a very welcome development. The campus not only ensures demands in higher education in Sri Lanka are being fulfilled, it also ensure students are receiving the best possible education, in the best possible location – a modern, state of the art university, for a modern nation. Demand will continue to grow, as will the relationship between UCD and NSBM.

**WITH
PLYMOUTH
UNIVERSITY**

PERSPECTIVES FROM PARTNER UNIVERSITIES



EXCELLENT ENVIRONMENT FOR LEARNING

On behalf of the University of Plymouth, I wish NSBM Green University Town a happy 2nd Anniversary and, to all its students and staff, a very successful year ahead! I look forward to my next visit to the beautiful island of Sri Lanka and seeing our friends at NSBM in December of this year.

“NSBM GREEN UNIVERSITY CAMPUS IS AN IMPRESSIVE, STATE OF THE ART FACILITY THAT PROVIDES AN EXCELLENT ENVIRONMENT FOR LEARNING...”

University of Plymouth has been a long-standing and valued academic partner of NSBM ever since its inception. Prof. Simon Payne, Deputy Vice Chancellor of University of Plymouth graciously agreed to share his contemplations on NSBM with us at Business Dialogue.

What is your view of NSBM as a global university, do you consider NSBM Green University to be on par with international universities?

It has been exciting for the University of Plymouth to witness NSBM's development as a significant provider of Higher Education. NSBM Green University campus is an impressive, state of the art facility that provides an excellent environment for learning. Through its partnerships with leading international universities such as the University of Plymouth, NSBM is able to offer globally recognised degree programmes in a campus environment of an international standard.

What are your thoughts on the model through which the

University of Plymouth flying faculty teach degree programme modules in Sri Lanka?

Working closely with NSBM, we have developed an exciting range of Bachelor degree programmes in subjects ranging from International Management to Computer Networks. Each programme is co-delivered with NSBM, with University of Plymouth academics flying to Sri Lanka to deliver a number of modules. This allows all NSBM students on our programmes to experience teaching by our world-leading experts. Students value and enjoy the different style of learning and the international perspective that we bring to the classroom. By working in partnership, NSBM and the University of Plymouth are able to deliver a truly enriching learning experience for students. Through the partnership we have developed, students are able to study in a fabulous modern

campus, experience teaching by leading international academics and graduate with a UK Bachelor's degree without the need to leave Sri Lanka.

What is the position of NSBM among the University of Plymouth's academic partners?

The University of Plymouth is a truly global institution with partnerships across the world. We offer programmes in locations including Hong Kong, the USA, Singapore, Malaysia, Switzerland and Greece. Through our global network we enable students across the globe to benefit from our expertise and to gain internationally recognised qualifications. NSBM plays an important role in our global network of partners. Currently, around 1700 students are enrolled on University of Plymouth programmes at NSBM,

making this one of our largest partnerships.

What is the value proposition from NSBM to the University of Plymouth?

When the University of Plymouth first visited Sri Lanka nearly 10 years ago, we recognised a growing desire for good quality international degree programmes to help fulfil the ambitions of a new generation of young Sri Lankan's looking forward to a brighter future. With its strong reputation within Sri Lanka and the wider region and its ambitious 'Green University' vision, NSBM was the natural choice as a partner.

What are the University of Plymouth's future plans with NSBM?

We are continually looking at ways to enhance our programmes and to make them as relevant as possible to the career needs of students. For instance, recent changes to our suite of computing programmes have introduced a wider range of new and exciting specialist modules for students. As the campus continues to grow and expand, we look forward to the opportunities that the future will bring.

What value/ advantages does the University of Plymouth Summer School provide to participants from NSBM?

Every year, a group of students

from NSBM travels to Plymouth to take part in our annual 'International Summer School'. Students from across the world gather in Plymouth to participate in a range of exciting academic and social activities. The Summer School is delivered by academics

and industry specialists with incredible international lecturing experience and students gain an insight into topics as diverse as leadership, entrepreneurship and cross-culture communication. Students also enjoy some fantastic social activities, including visits to London and a range of local attractions. Sri Lankan students must really enjoy the experience as several students who have participated in our Summer School have chosen to study for a Masters in Plymouth!

How do you see the global higher education industry in 10 years and NSBM-PU partnership in that?

There is no doubt that the world is becoming smaller as a result of technological developments and increased global interconnectedness. This will enable universities to operate at an international level, to offer greater choice to students and to deliver learning in new and engaging ways. At the same time, Higher Education has an important role to play in addressing some of the challenges of globalization. For instance, the University of Plymouth is playing its part in tackling global environmental threats through ground-breaking research on the problems of micro-plastics in our oceans and soil erosion in Africa. With our shared concern for the environment and our hopes for a more environmentally sustainable future, we will continue to work in partnership with NSBM to embrace the opportunities that the future holds whilst helping to address some of the challenges.

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MY DREAM IS TO BE A BUSINESS LEADER

“ THAT'S WHY I CHOSE
NSBM GREEN
UNIVERSITY TOWN,
FOR IT IS THE PLACE
THAT PRODUCES
FUTURE LEADERS ”



WITH
PLYMOUTH
UNIVERSITY

Affiliated exclusively to top-ranked universities



VICTORIA
UNIVERSITY
MELBOURNE AUSTRALIA



Transfer to Australia





PERSPECTIVES FROM PARTNER UNIVERSITIES

PIONEERS IN WORLD CLASS EDUCATION

WISDOM IS MORE TO BE DESIRED THAN GOLD



I wish NSBM, its staff and students the very best as pioneers in world class international education in Sri Lanka

Professor Peter Dawkins, Vice-Chancellor & President of Victoria University pleasantly agreed to share his viewpoints about NSBM as well as our partnership. Ranked in the world's top 2% of universities, VU is one of Australia's few dual-sector universities.

What is your view of NSBM as a global university, do you consider NSBM Green University to be on par with international universities?

NSBM is well advanced on its journey to become an internationally recognized university in Sri Lanka. The development of its disciplines, its international engagement, its high quality faculty and its strategic vision together form a very powerful impetus to drive international recognition.

What is the position of NSBM among VU's

business partners?

NSBM is VU's exclusive transnational education delivery partner in Sri Lanka and one of its premier international partners. The strategic engagement between our two universities is exciting and we anticipate significant growth, recognition, and diversity to emerge in the medium term future. Above all this will be achieved because of the excellent value proposition we together offer parents, employers and industry in Sri Lanka.

What are your recommendations to produce high quality VU-NSBM graduates?

The kernel to producing high quality graduates is creating a student focused experience and driving high standards and excellence.

What are VU's future plans with NSBM?

VU's future plans as a relatively new partner are to provide an excellent

student experience with world class graduate employment and further study outcomes. This will provide the platform for new, exciting majors in business, information technology and engineering.

How do you see the global higher education industry in 10 years and NSBM-VU partnership in that?

This is an excellent question. In ten years I anticipate, similar with other VU premier transnational education partnerships, the following outcomes:

- Being the Australian foreign degree provider of choice in Sri Lanka
- Having hundreds of alumni who are making significant contributions professionally and personally and in turn providing validation of our joint program, and
- Both universities creating significant internationalisation benefits for each other



PERSPECTIVES FROM PARTNER UNIVERSITIES

FORGING SMART COLLABORATIONS

Professor. Uno Fors, Head of department, and Associate Professor Sirkku Männikkö Barbutiu, Director of postgraduate studies of the Department of Computer and Systems Sciences of Stockholm University joined in conversation with Business Dialogue and shared their perceptions of NSBM and our newly forged partnership. Ranked among the world's top 100 universities, Stockholm University is one of Europe's leading centres for higher education and research

in human science and science.

What are your thoughts on the model in which NSBM academics read for their PhD at Stockholm University?

Prof. Uno: I think this is a great opportunity, both for Stockholm University, and hopefully also for NSBM. SU has a long experience in

collaborating with different international universities, which refreshes our understanding of ICT-related issues in the world. And I think that NSBM benefit from this collaboration in both the academic sense (training of PhD students) as well as in the cultural sense (getting to know how we in Sweden are thinking and working).

What are your recommendations to

sustain this model?

Ass. Prof. Sirkku: When working at distance, it is really important to have close, regular collaboration practices and to create a supportive learning environment which brings all our PhD candidates together. Peer learning is a powerful tool!

What is your view on the quality of NSBM academics who

What is the value proposition from NSBM to Stockholm University?

Prof. Uno: As I mentioned above: that we learn more from challenges in other regions of the world as well as that we always like to work with and supervise PhD students. And besides that, all academics at SU want and need to publish scientific papers. This collaboration will lead to an increase volume of this.

initiate research projects together with NSBM colleagues.

How do you see the global higher education industry in 10 years and NSBM-Stockholm University partnership in that?

Ass. Prof. Sirkku: This is a pioneering collaboration where two very different academic



PROFESSOR. UNO FORS, HEAD OF DEPARTMENT, AND ASSOCIATE

“ I wish to express a very warm congratulation to the 2 year old Green University Town. I think it is extremely welcoming, of high quality and a real example for the future ”



PROFESSOR SIRKKU MÄNNIKKÖ BARBUTIU, DIRECTOR OF POSTGRADUATE STUDIES OF THE DEPARTMENT OF COMPUTER AND SYSTEMS SCIENCES

“ I wish to extend my warmest congratulations to the two-year old! You have managed to achieve so much during such a short time. When visiting your lovely campus I had the opportunity to sense the visionary enthusiasm of the staff and the students. I wish you continuous success in your academic endeavour! ”

participate in the programme?

Ass. Prof. Sirkku: I think that the PhD candidates are a group of enthusiastic and dedicated individuals with an open mind and a desire to learn and develop themselves and their institution.

What are Stockholm University's future plans with NSBM?

Ass. Prof. Sirkku: As the director of postgraduate studies, I am, of course, keen to see a continuous consolidation of the collaboration. I would also like to see that even our senior researchers could

cultures meet and, as Uno says, the structures and policies are complex which makes it hard to predict the future. I hope, however, that our collaboration can provide important models and experiences for global HE.