

# Learner

ISSUE 9 March - September 2018 | NEWS EVENTS PROFILE BUSINESS PHOTO GALLERY

*Winning Culture*



## **MORA 7's Inter-University Rugby Champions 2017\***

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Thousands of Sri Lankan students have benefited from the Northumbria-BMS partnership.

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Sri Lanka has the opportunity to become a hub for higher education.

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Selfie mania has developed into sickness causing the younger generation to be addicted to mobile phones.

### \*Cover Photo:

Organised by University of Moratuwa. The majority of state/non-state higher education institutions participated in the Mora 7's Inter - University Rugby Championship 2017.

www.moraspirit.com

# Editorial

## Wholesome Graduates for the Country and the World.

2500 years ago, the Chinese philosopher Lao Tsu said 'if you hear something, you will forget it; if you read something, you will remember it; if you do something, you will learn it'. Lao Tsu's wisdom, though applicable and relevant to all times, is more pertinent to Sri Lanka today which is struggling to become a developed nation within a generation. The main strategy to do so is to develop the country's knowledge base that could be applied in practical situations in competition with Sri Lanka's rival nations.

Over the years, Sri Lanka's education system has placed an undue importance to mere book learning. Hence, the students who have passed out from schools and universities have become just certificate holders without experience in the field. It has created problems for prospective employers who have to spend additional resources to make them productively employable. This was revealed when a large number of graduates were recruited to the government service some time back simply to solve the problem of unemployed graduates in the country.

Those graduates who had spent three to four years at the universities had to be trained for further four years by the government before they were given permanent places in the government service.

Having observed this deficiency, BMS, right from the beginning, embarked on a programme to develop a wholesome graduate instead of a mere certificate holder. The programme helped students to develop both curricular and extra-curricular activities. In curricula, students have to complete case studies in teams enabling them to marshal group synergies in their work.

In the case of students in biomedical science and biotechnology streams, internships and study programmes have been arranged with leading hospitals and research institutions. The latest addition to this has been the inauguration of the 'BMS Business Clinic' in which students are required to solve current problems faced by businesses as a part of the academic requirements. Students working in multi-disciplinary teams will examine actual problems of companies.

Students liaising with the management of the companies come up with the solutions for the problems under the guidance of the expert staff attached to BMS. Northumbria University in Newcastle in UK, BMS's partner university, is behind it in this new enterprise. In the extra-curricular work, BMS has promoted its students to participate in sports, speech-craft, talent contests and social and community work. In sports, BMS's cricket team became World Champions in Campus Redbull Cricket Tournament in 2016 and the runner-up in 2017. BMS Rugby Team won the gold medal in the inter campus championship in 2016 and 2017. BMS's Gavel Club has produced the best speaker or the runner-up in the past few years. BMS students undertaking the Corporate Social Responsibility Projects have won the Pearson's Gold Medal consecutively for two years in 2015 and 2016.

**BMS is producing a wholesome graduate demanded not only by local employers but also those throughout the world.**

———— Nizam Razzaq ————

## Learner

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# Education must produce creative capital

W A Wijewardena  
President BMS



## Inventions and innovations are a must

The prosperity of a nation crucially depends on its ability to come up with new ideas and translate them into practical use. The first is known as 'invention', the product of human brain. The latter is called 'innovation', the conversion of what is invented by entrepreneurs into commercially viable goods and services. These two processes, supported by the spread of knowledge called diffusion, should be imitated by all others so that a nation can look forward to having a sustained economic prosperity. This was how the modern economic prosperity of nations was viewed by Austrian-American economist Joseph Schumpeter in a book titled 'The Theory of Economic Development', first published in German in 1911 and later translated into English in 1934. His identification of causes of economic prosperity is valid for all times.

## One success story inspires many thousands of others

Generating new ideas and translating them into practical use do not happen automatically. For that, a nation should have a 'critical pool' of creative men and women who can be categorised as 'creative capital'. A critical pool means that there should be a sufficient number of such people who would be able to take a nation forward as a whole. When their success stories are spread, others too would follow their lead.

The end result would be the transformation of the whole society into a generation of people who would look at things creatively.

## Creative people go beyond societal restrictions

A creative person would normally look at things from an angle different from all others. Hence, there would be attempts to brand and castigate him or her as a mere heretic. But such heretical thoughts that go beyond the social, cultural and political frames which a society has marked for its members are essential if it is to progress further. The world has progressed and been changed not by conformity but by dissent. Thus, the founding Vice Chancellor of the Vidyodaya University of Ceylon, the predecessor to the present University of Sri Jayewardenepura, Rev Weliwitiye Sri Soratha, is reported to have advised the first batch of students at the university that they should be critical, probing and challenging

## Education should produce a critical pool

Therefore, to create a critical pool, a nation should put in place an appropriate system of education, provide citizens with facilities for continued learning, encourage researchers to come up with new inventions and help entrepreneurs to commercialise such inventions.

It is, therefore, crucial that a nation should attune these four elements to wisdom building rather than to mere knowledge building.

For this purpose, education at all levels - at school, university and technical college - should be reformed. It is the duty of schools to produce students - known in education as throughputs - with a mindset conducive for undertaking studies at higher levels at universities and technical colleges.

## Creative capital vs. mere human capital

Thus, the relevant education should lead to the development of creative capital and not mere human capital viewed from an orthodox point. That creative capital will accomplish two tasks: invent new things and innovate them commercially. The responsibility for creating an environment conducive for both inventors and innovators to operate side by side devolves on respective governments.

Thus, the relevant education should lead to the development of creative capital and not mere human capital viewed from an orthodox point. That creative capital will accomplish two tasks: invent new things and innovate them commercially. The responsibility for creating an environment conducive for both inventors and innovators to operate side by side devolves on respective governments.



“Thousands of Sri Lankan students have benefited from the Northumbria-BMS partnership which provides a high quality UK degree with excellent student experience and outcomes.”

Professor Andrew Wathey, Vice-Chancellor,  
Northumbria University UK

**Q** Professor Wathey, you will be completing ten years as Vice-Chancellor of Northumbria University next year. Can you describe how the University has transformed during your tenure?

This has been a decade like no other and in the face of significant challenges the UK's HE sector has changed very substantially, in response to competition, globalisation and technological advances.

Northumbria University has responded to these challenges, positioning itself as a research-rich, business-focussed, professional university - a new kind of excellent university. Northumbria is a global, outward looking university: our strategy has the student at its heart and is driven by quality. Our journey has been one of ambitious transformation.

Northumbria has invested in the core quality of the institution. Academic staff who are both inspiring teachers and excellent researchers have been a key element in this. Our business-focussed approach encourages our students to develop professional skills that are attractive to employers around the world. Successful collaborations allow us to foster integration between business and our expertise in the arts and humanities, design, engineering, science and technology. And through our global partners and alumni we create opportunities for our students to take up work placements and enter graduate employment.

**Q** What would you say have been the milestones in the last decade?

2014 was a significant year for Northumbria. We were awarded the Queen's Anniversary Prize for Higher and Further Education for the work of our Student Law Office - the highest form of national recognition open to a UK academic or vocational institution.

Northumbria's impressive results in the Research Excellence Framework were a turning point. Entering the top 50 for research power, with the largest improvement in rank position, identified us as one of the fastest rising institutions in the UK HE sector, creating a robust platform for the next phase of our research development. Northumbria's research achievements have continued to grow with our academics more than doubling their research grants in the last 4 years and increasing overseas research collaborations almost exponentially.

In the same year we opened our London Campus, an exciting expansion offering students Northumbria's academic quality and outstanding experience in the UK's capital city. In 2015 we won Times Higher Education (THE) Business School of the Year, and achieved double accreditation for business and accounting by the AACSB, the first university in Europe to do this.

Since 2005 we have invested over £252m in our estate. 2010 saw a new £30m teaching and research sport facility.

More recent investments include Student Central, a one stop shop for students in the heart of the campus; a state of the art Computer Information Sciences building; a significant investment in STEM facilities; and new purpose built architectural studio space.

In 2016 Northumbria students returned from Rio with 6 Paralympic medals. At national level this performance would have ranked 51st in the medal table, above Denmark and Argentina - a clear demonstration of our strength in disability sport.

This year we received a strong silver award in the Teaching Excellence Framework (TEF). We rank 48th in the Guardian League table 2018, our highest ever UK league table position, up 28 places since 2008. Year on year, Northumbria is growing in its appeal and now attracts the best qualified students of any of the newer universities as measured by average UCAS entry tariff points. We achieved this while also driving Widening Participation with students now as likely to come to Northumbria from the lowest as from the highest socio demographic profiles. And globally we rank in the world top 200 young universities - that is to say universities aged 50 years or under.

Our most recent milestone was our shortlisting for the Times Higher Education (THE) University of the year award, one of just six shortlisted for arguably the hardest-fought of the UK HE sector awards. Our nomination reflects the transformation that Northumbria has made over the last decade.

All of this is the result of teamwork, of course, and I am immensely proud of everything our staff, students and partners have achieved. This year Northumbria University also celebrates its 25th anniversary and while our origins lie in the 19th century, the last 25 years have seen a continued stream of accolades, developments and achievement.

**Q Can you indicate initiatives Northumbria has taken to develop international relationships around the world?**

Northumbria is truly a global University, with regional offices in China, India, Malaysia, Thailand and Nigeria, some of which have been established for 20 years. This well-established presence and our broader internationalisation initiatives have led to a significant network of degree awarding partnerships around the world and Northumbria students in China, Hong Kong, Singapore, Malaysia, Thailand, Indonesia and of course Sri Lanka.

Northumbria's partnership of almost fourteen years with BMS has resulted in the development of degree pathways with opportunities for students to complete their degree in Newcastle or in Colombo. Last year our award winning Business School, via BMS, launched a Banking and Finance Degree in Sri Lanka with the support of the British Council and the British High Commission in Colombo.

As well as teaching and learning based partnerships, Northumbria has been developing research based and

multidimensional collaborations. Joint research activities are being developed around Design with a Chinese Top 30 institution, Northwestern Polytechnical University, and we are deepening links with several Global top 100 Universities.

**Q Can you give an example of how the BMS-Northumbria partnership works for the benefit of Sri Lankan students?**

Through our partnership with BMS we are developing degree programmes that are underpinned by excellent employability prospects - one of Northumbria's key strengths. Thousands of students have benefited from the partnership and the vast majority are employed in the Sri Lankan corporate sector and in the Middle East.

Our distinctive partnership degree programme in Biomedical Sciences develops scientists for the betterment of the country. With excellent good degree outcomes, accreditation from the UK's Institute of Biomedical Science and programme endorsement by Sri Lankan authorities such as the Ceylon Medical College Council, employment prospects for our graduates are very good in this field.

This year Northumbria launched a franchise of our undergraduate degree in Biotechnology which aims, via research-based links with the wider university sector in Sri Lanka, to provide research and job capability for Sri Lankan students in this sector. We are now considering similar programmes in

Business with Law, Computer Networks and Business with Psychology and are confident that our partnership will continue to grow from strength to strength.

**Q Do you have any message for Sri Lankans looking to develop the next stage of their career?**

Northumbria graduates have a strong track record for employability and our Sri Lankan graduates are no exception, whether they have studied in Sri Lanka or in the UK. Two thousand students have already graduated and we have several hundred Sri Lankan students studying at BMS for degrees in Business and Management, Banking and Finance, Biomedical, Biotechnology, Design and many other subjects. In addition, the University has one of the best Design Schools in the UK and established via our our partnership with BMS, we offer Design and Fashion Degrees in Sri Lanka with the Academy of Design (AOD).

One very notable feature of the Northumbria degree programmes is the number of students who readily recommend, or have come to BMS / Northumbria as a result of, positive word of mouth. This positive endorsement is an excellent indication of the quality of the degree programmes as perceived by the students and their parents, the very positive degree outcomes for the vast majority of students, and the very positive employment prospects for students.

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Exclusive Interview

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## Professor Andrew Wathey received CBE at Buckingham Palace





L - R: Mr Rajendra Theagarajah, Joint Deputy Chairman, Cargills Bank, Prof Jon Reast, Pro Vice-Chancellor, (International) Northumbria University, UK, His Excellency Mr James Dauris, British High Commissioner for Sri Lanka, and Maldives, Dr W A Wijewardena, President, BMS at Westminster House, Colombo.



# UK - Sri Lanka Higher Education Partnership introduces **Business Clinic in Sri Lanka**

The Business Clinic is a novel and modern advancement of learning which brings a wide variety of practical consultancy exposure to students. In the final year of degree study, students offer clients a full consultancy experience, after initially scoping the project. The Business Clinic includes, students visiting the organisations, receiving instructions on the requirements, conducting primary or secondary research, communicating the progress and finally making recommendations.



# BMS - BTEC students create real products

BTEC Business students at BMS developed products in group projects as a part of their assessment introducing CSR as a primary objective. These students have also marketed the products organising an event at BMS for friends, parents and graduates of BMS.



Clay pots: substitute for aluminium



Bags from waste material



Industry support for packaging



Replacing polythene with cloth bags



Spice tea with health benefits





# Edexcel Celebrates 50 years in Sri Lanka

Rod Bristow  
President, Pearson UK  
and Core Markets

## Q Can you describe Pearson and its qualifications?

Pearson's mission is to help people progress in life. It owns Edexcel for school and BTEC for higher education. Edexcel is a multinational education and examination body which regulates school examinations under the British curriculum and offers qualifications on the international and regional scale. It is the UK's largest awarding organisation offering qualifications in schools, and colleges in the UK and overseas.

We are delighted to announce that Pearson - Edexcel celebrates its 50 year partnership in Sri Lanka. I also met the alumni and students who shared their experiences.

## Q How do you maintain standards in Edexcel qualifications?

All our qualifications are developed to world-class standards. For instance, we innovate and invest in technology to ensure high quality marking at the Edexcel exams. The marked scripts are shared with the students and teachers free of charge. I do not think other awarding bodies offer this opportunity - we are that confident of our standards.

We have introduced a new marking scheme as per UK regulators in which students are graded from 1-9, offering 6 levels above the pass grade. Grade 9 is more valuable than the A\* that all university systems value.

## Q The BTEC HND is popular in Sri Lanka. Could you tell us more about this programme?

BTEC stands for Business and Technology Education Council. It offers a range of professional and higher education qualifications which can lead to a higher standing in degree studies at university and college.

Our intention is to give sound qualifications to develop knowledge-based skills for a knowledge-based economy. BTEC qualifications combine academic and practical skills to focus on a career and the qualification has been around since the 1950's.

**"Sri Lanka has the opportunity to become a hub for higher education. The country is safe, secure and well connected"**

I am pleased to confirm that the largest student body following the BTEC beside the UK, is in Sri Lanka. Over 10,000 Sri Lankan students, at any given time, are studying for BTEC qualifications in diverse fields of Business, Engineering, Quantity Surveying, Computing, Travel and Tourism, and Construction Management.

In further Education colleges, schools and universities across the world, hundreds of thousands of students take BTEC qualifications. For those already at college or university, a BTEC Higher National Diploma is the stepping stone to a full degree or again, directly into that career.

## Q Can the BTEC HND lead to a university degree?

Yes, HND programmes are subject to rigorous quality assurance procedures which include suitably qualified academic staff and infrastructure requirements for our partners in Sri Lanka and around the world. There are specific learning outcomes which are the same for a qualification regardless of the programmes where it is conducted. It ensures that the programmes around the world are at the same level.

## Q Could you elaborate on your experience in education?

I have worked in education all my life in the UK and in most countries in the world ranging from New York to Kazakhstan to Singapore. I enjoy working in the education field. What is important is that a student receives a qualification that is related to the real world.

A holistic learning approach is incorporated into the education methodology. Over the years, many students have spoken to me about what they have done after receiving the Pearson qualification and the success they have had. It is really satisfying and keeps me going.

I also want to add that Sri Lanka has the opportunity to become a hub for higher education. The country is safe, secure and well connected.



**BMS Christmas Masquerade Ball 2017**

The theme for the BMS Christmas party year of 2017 was masquerade. Each guest was made to wear a mask with the theme wear no one can tell your real identity. All the guests enjoyed an entertaining evening with games, music, dancing and amazing dining.



# Learn to be a Follower to become a Leader

*Kishu Gomes*

*Award winning CEO*

## Efficient followers support and aid the leader.

If you wish to be a great leader, you must first become a great follower.

Although it is rarely discussed, this is where almost all of history's greatest leaders got their start. History's worst leaders never learned to follow. As a result, they became dictators, making the lives of their own followers miserable. If you want to be a great leader, begin by asking, "How can I be a better follower?" or "How can I make my boss more successful?"

You may be asking yourself why there is a discussion on how to be a good follower. Most of us start in an organisation or a community as a follower. It is rare that any of us will step into any type of leadership position, formal or informal without demonstrating that we can be and are good followers.

Good followers support and aid the leader when he or she is doing the right thing, and stand up to the leader – having the courage to let the leader know when he or she is doing something wrong or headed in the wrong direction. Today, leaders need to be aware of various audiences including colleagues, co-workers, customers, shareholders, board members, and the public at large. Being a follower teaches you how to be aware of the needs of other people. Good followers learn to read people and understand what upsets or motivates them.

## Qualities

Leaders and followers share some of the same virtues, while others differ. A follower's qualities should complement those of a leader. Not all followers necessarily show all of these qualities, and there are other qualities, but these can help identify people with followership potential.

Like leadership, followership spans a variety of skills and methods. By learning and teaching these, we can expand the pool of good followers in the community.

Support your leader's ideas and voice agreement. Speak well of your leader to others. Accept direction from your leader. When asked to do something reasonable, do it without hesitation. This helps avoid the awkward scenario caused by everyone waiting for someone else to move first.

Good followers learn how to get along with those who have differences while accepting those differences. That's an important leadership trait, too, because a leader or manager can't afford to be oblivious to the attitudes of those around him or her. Being a good follower means having the courage to dissent if you think your leader, manager, or superior, is doing something wrong-headed. That's not always easy, but it requires the guts and strength of conviction that are essential to good leadership.

In many ways, followers can 'make or break' the leader influencing if and how goals are accomplished. In many business sectors, followers are the ones who do much of the creative work, although the leader may gain most of the credit. Leaders who have been good followers understand how to work with people to bring out the best in them.

## Identify the leader

You can't be a good follower unless you have clearly identified the leader. While you may be a leader in your own realm, everyone has a boss – including you. Great followers not only accept this fact, but embrace it. Great followers are observant. They notice what needs to be done to help the leader accomplish

his or her goals. They do it joyfully, without grumbling or complaining. Great followers don't make it about them. They are humble. They shine the light on the leader. They make their own boss look good – especially in front of his or her boss. Great followers never speak ill of their boss in public.

This doesn't mean they can't disagree or even criticise. It simply means that they don't do it in public. Great followers understand that public loyalty leads to private influence. I have only scratched the surface.

Great leaders are precious; great followers, priceless. You need both good leaders and good followers to build a winning organisation, and for that you need to create the culture of leaders following when they have to follow and followers leading when followers have to lead.



## Red Bull Campus Cricket National Championship Title 2017



*Business Management School (BMS), last year's Red Bull Campus Cricket world title holders, recorded another convincing 9-wicket win against SAEGIS in the finals of the Red Bull National Championship played at Sara Oval Grounds in Colombo on Saturday, 15 July 2017. Saegis, the first to bat, were only able to score 100 runs with 17 deliveries remaining. The BMS team continued their superb form and scored the required runs within 10 overs, sealing their victory.*

This event highlighted the participation including BMS, ANC, APIIT, SLIT, NIBM, ACBT, CINEC, ESOFIT, KDU, RIC, Law College, EDULINK, IIT, SAEGIS & CCS.

## Red Bull Campus Cricket World Championship 2017



### **Business Management School (BMS), Sri Lanka Vs. University of Sydney, Australia**

*The semi-finals 2017, had an exciting last ball finish between BMS and the University of Sydney played at the Galle Cricket Stadium. BMS won the semi-finals, once again securing its position for the finals of the Red Bull Campus Cricket 2017. Teams from India, Pakistan, Australia, Zimbabwe, Bangladesh, UAE, and South Africa participated in the tournament.*



# DARK SIDE OF SELFIES

— Kadeeja Razzaq —

Every good thing is associated with bad things and that is how Nature has dictated it. It applies to advancements in technology as well. Economic wisdom tells us that society should maximise the good things and keep the bad things at bay. This is how society should approach a growing mania today involving taking self-pictures which the Oxford Dictionary officially added to its lexicon as 'Selfies' in 2013.

## The first selfie

The first selfie is reported to have been taken in 1839 by pioneering American photographer Robert Cornelius. Not many tried to imitate Cornelius since it was a cumbersome activity given the state of the world's photographic technology involving the conversion of a negative to a positive. However, with the advancement of digital photographic technology in the new millennium, photography became an easily manageable technique. With the entry of smartphones which embodied digital photographic Apps with advanced cameras, selfies have become everyone's business today. There is no one who has not tried to take a selfie of himself or herself at least once in his or her life. The former US President Barack Obama is one such famous selfie-fan.

## Einstein's warning

However, Nobel laureate in Physics, Albert Einstein, warned the world a century ago about the bad side of technology. He lamented: "I fear the day technology will surpass humanity. The world will then have a generation of idiots". Today, it gives an insight on how technology has taken over our lives causing human values to fall apart. His warning should be taken seriously today.

Digital age and social media have brought us together and have helped us connect and reach out to people far away. But at the same time, selfie technology has given rise to an addiction in manic proportions. This has caused people, especially the young ones, to be slavishly overdependent on mobile phones for self-gratification rather than for productive development. This is what has to be avoided.

It was reported recently that two Sri Lankan girls in Oman got themselves drowned while taking a selfie near a spring. Initially, one girl had slipped toward the stream and, in a bid to save herself, had clung on to the hands of the other. The result was the drowning of both girls.

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**life threatening selfie mania:  
The selfie habit is both homicidal  
and suicidal.**

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## Selfie at railwaytrack

In another incident in Sri Lanka, two brothers aged 24 and 12 were killed after they had been hit by a moving train, while attempting to take a selfie standing on the track. They were so enamoured with what they had been doing that they did not notice the express train coming from the other direction. It was devastating to the family because they lost two children on the same day. To add to the family grievances, the older child one had returned from Singapore only a day ago.

Recently, the media reported on the story of an aspiring male model, Danny Bowman, 19, who had been obsessed with his looks after people had made critical comments about his appearance on Facebook.

To prove his critics wrong, he skipped school and started dieting to make his looks better. He is reported to have taken 200 selfies a day to test his progress but still could not get the perfect picture. When he failed to capture the "perfect selfie", he attempted suicide.

Young people are keen to take selfies from high-rise buildings, near or on dangerous animals and even with corpses at funerals. They, then give publicity to themselves by uploading those daring photos on social media. This shows a clear obsession.

Uttar Pradesh Police has taken to patrolling, 'life threatening selfie mania and it says, the selfie habit is both homicidal and suicidal.'

## Body Dysmorphic Disorder (BOD)

Dr David Veale, a Consultant Psychiatrist at South London told the Sunday Mirror that camera phones and repeated selfie-posting on social media have created Body Dysmorphic Disorder (BOD) for 2 out of 3 patients. BOD is characterised by a pre-occupation with one or more perceived flaws in appearance which are unnoticeable to others.

The time has now come for us to re-think allowing younger people with selfie mania. Phones are keeping them away from talking and spending time with parents and siblings. Always on the phone and exchange of photographs definitely affects the human touch and meaning of life.

**Have we not reached a level where we should re-think our lifestyles and habits?**

# Prince Edward visits Sri Lanka

Prince Edward, the Earl of Wessex, and the Countess of Wessex visited Sri Lanka to represent Her Majesty the Queen at the 70th anniversary celebration of Sri Lanka's independence on 4th February 2018.



Prince Edward learns about MENCAFEP, which helps support children with mental disabilities and their families



Prince Edward with children at the Ceylon School for the Deaf and Blind



Countess Sophie consoles a weeping child on a visit to the MENCAFEP School for differently abled children in Nuwara Eliya



Prince Edward looks on at differently abled children playing Chess

The Earl and Countess of Wessex visited the Ceylon School for the Deaf and Blind. The Royals were greeted by a large crowd of locals, chatting happily with those who had gathered to see them. Students from the school, as well as local Girl Guides, who have been following The Duke of Edinburgh Award Scheme explained how the programme helps them succeed, despite their disabilities.

Source: AFP & local news items



# Food crisis: hunger and inequality

Worldwide, 815 million people go hungry which translates into 1 out of 9 people. Global hunger levels have declined by 27% since 2000. The Global Hunger Index 2017 (GHI) indicates that 45% of deaths in children under five are linked to malnutrition. Food security is still under threat. Conflict and climate change are hitting the poorest people throwing the hardest and effectively pitching parts of the world into perpetual crisis. Although it has been said that “hunger does not discriminate”, it does. It emerges the strongest and most persistently among populations that are already vulnerable and disadvantaged.

Hunger and inequality are linked. Inequality takes many forms, and understanding how it leads to hunger is not always straightforward. Women and girls comprise 60% of the world’s hungry, often the result of deeply rooted social structures that deny women access to education, healthcare and resources.

Three quarters of the world’s poor live in rural areas, where hunger is typically higher. The GHI indicates the regions of the world struggling with hunger: the Central African Republic (including some other African countries) is at the top of the list as the hungriest country in the world, especially as it has suffered from ethnic violence and conflict from 2002. 16% of Liberian families do not know where their next meal will come from. In Zambia, 60% of the population live in poverty due to climate change and farmers rely on rains to grow their crops. In early 2017, the United Nations declared that millions of people in Yemen were at risk of acute food shortage. The country’s civil war created the food crisis and 65% of the population now face hunger.

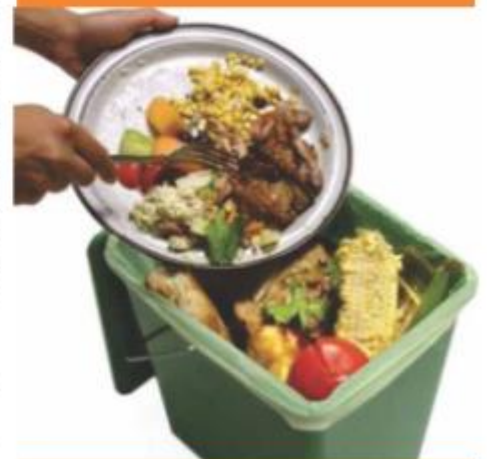
By committing to UN sustainable development goals, the international community promised to eradicate hunger and reduce inequality by 2030. Yet, the world is still not on track to reach this target.

## Food wastage is a crime

Millions of dollars’ worth of food is thrown away from stores, restaurants and homes around the world.

**Massive amounts of food are wasted at weddings, birthday parties, anniversaries and even religious occasions.**

People die of hunger every day while some throw tons of food into bins. This is a crime against humanity.



Extracted from the GHI Report 2017  
Compiled by Chrishankar Janathanan



Happy  
Parents &  
Graduates at  
Graduation  
Celebrations  
2017





## Academic Support Centre: Learn how to learn

BMS Academic Support Centre is established in a new building with enhanced student facilities in Colombo, Sri Lanka.



Seated L-R: Ms. Kadeeja Razzaq, Dr W A Wijewardena, Dr Satish Sharma ( Northumbria University), Mr Scott Ellis ( Northumbria University) and Ms Bhavani Balasuntharam.

The BMS Academic Support Centre offers students innovative approaches to foster their academic growth and to help them become successful life-long learners. Professional staff members of the centre guides students on the principles of academic writing whilst assisting them to develop their study and presentation skills.

Academic writing sessions concentrate on improving the language, structure, building arguments, clarity and style of writing. Individual and group discussions help students further improve referencing and citation skills.

## BMS Staff News



### Fellowship at University of Oxford

Michael Jayawardana is a Lecturer for MBA programme at BMS and was awarded the prestigious Chevening Rolls-Royce Science and Innovation Leadership (CRISP) Fellowship to St. Cross College - University of Oxford. Michael is a Graduate from University of London and holds a MBA with Merit from University of Leicester which was facilitated by BMS. He is a certified Project Management professional and alumnus of INSEAD Campus Singapore having received his executive education in professional leadership development. Michael heads marketing and business development for a Japanese multinational company.



### Associate Dean (Research)

Dr Isuri Dharmaratne joined BMS as the Associate Dean (Research) at the School of Management in 2017. She supports students in the research for the Bachelors and Masters Degree programmes at BMS. She obtained her MBA from the Commonwealth of Learning, Canada and has successfully completed her PhD program from the Management and Science University Malaysia (MSU) in Business Administration, in 2014.



### Associate Lecturer, School of Science

Dr. Michelle Benedict is an Associate lecturer in Pathology in Practice, Biology of Disease and Hematology for the Biomedical Sciences programme at BMS. Dr. Michelle obtained her MD in Medicine from the Republic of Belarus and her MSc in Healthcare Administration and Public Health from Malaysia. Her research interest is focused on Clinical Medicine.



Graduates of Northumbria University





(Business) 2017 - part of the full batch



Graduates of Northumbria University 2017 (Science)

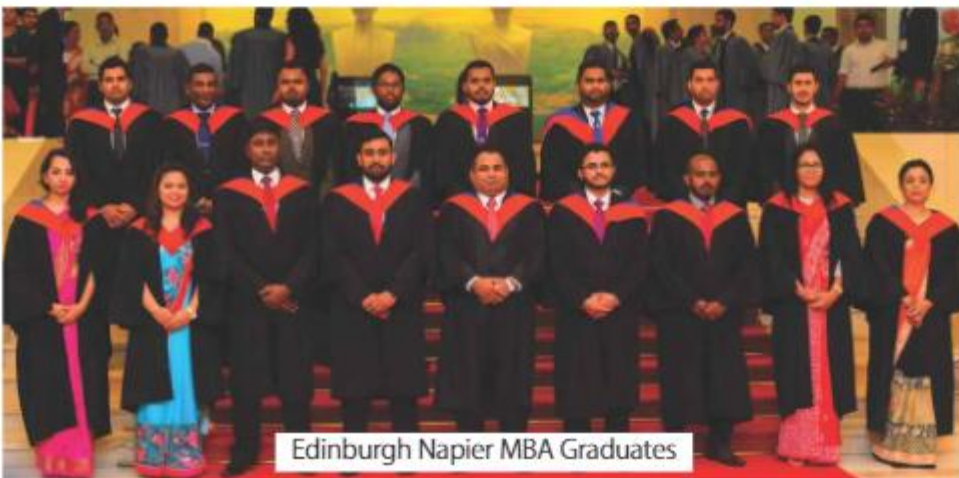


Pro-Vice Chancellors of Northumbria University with BMS President





# Graduate Diploma in Management



Edinburgh Napier MBA Graduates





Hua Hua & Zhong Zhong



# CLONING: breakthrough or bad idea?

The world first came to know about cloning when Dolly the Sheep showed up on the scene in 1996. This was an important milestone for the scientific community. Artificial cloning technologies have been around for much longer than Dolly though. There are two ways to make an exact genetic copy of an organism in a lab: artificial embryo twinning and somatic cell nuclear transfer.

The scientists who created Dolly - named after Dolly Parton - removed the DNA from a sheep ovum, fused the ovum with a mammary epithelial cell from an adult "donor" sheep, and transplanted the result, now carrying DNA only from the donor, into a surrogate ewe. But that technique, called somatic cell nuclear transfer (SCNT), turned out not to be so easy in other species.

However, now for the first time, scientists say they created cloned primates using the same complicated cloning technique that made Dolly the sheep in 1996. Shanghai scientists created two genetically identical and adorable long-tailed monkeys. The monkeys are named Hua Hua and Zhong Zhong, a version of the Chinese adjective Zhonghua which means the "Chinese nation".

These two are not the first monkeys to be cloned. Scientists in 1999 created Tetra, a rhesus monkey, but used what researchers consider a simpler cloning method that produces a more limited number of offspring. In Tetra's case, scientists split the embryos, much like what happens naturally when identical twins develop.

These newly cloned monkey's Hua Hua and Zhong Zhong, are currently being bottle fed and are said to be growing normally compared to other monkeys of their age. More cloned births are expected in the coming months. The scientists plan to create an army of genetically uniform monkeys which could be used in labs to improve research.

## World's first cloned animal Dolly the Sheep showed up in 1996

On the contrary, the birth of these clones also brings up ethical and religious issues. With this birth, these scientists have broken a barrier and that means the technique could, in theory, be applied to humans. With advancements in cloning, it triggered warnings of rich people cloning themselves for spare parts, of tyrants cloning soldiers for armies, of bereaved

parents cloning their dead child to produce a replacement - and promises that the technique would bring medical innovations. Breakthrough in such technological advancements raises many questions and wider discussion about the laws and regulations the world needs to adopt to regulate cloning.

The huge investments spent on cloning technologies should not be underestimated due to these ethical and religious concerns. Cloning technologies also help researchers better understand human disease. Researchers want to use additional clones to study genetic diseases such as autism, Parkinson's, Alzheimer's and Huntington's. The monkeys hold such huge potential because they all inherit exactly the same genetic material. This would enable scientists to tweak genes the monkeys have that are linked to human disease, and then monitor how this alters the animals' biology, comparing it against animals that are genetically identical except for the alterations. It could accelerate the hunt for genes and processes that go wrong in these diseases, and ways to correct them.

Dinusha Costa & Harshini de Silva

Cited: Christensen, J., Begley, S., Knapton, S., and Coghlan, A.

# Napier MBA Alumni Get-together 2017



# northumbria UNIVERSITY NEWCASTLE | Alumni Get-together 2017







# BOLLYWOOD beats



The Student Council along with HND batch 01 hosted the BMS paduru party within the BMS premises. All the students were told to dress in traditional Sri Lankan costume. The event was great success where all the students enjoyed good music, danced, engaged in fun activities and dined away with authentic Sri Lankan food.



# International students at BMS

**British Degree  
in Sri Lanka**



**“We choose BMS to commence our studies in Biomedical Science leading to the MBBS advanced standing at St Georges University Grenada”**

Saibhang, Resha and Harshal  
*from India*

**BSc (Hons)  
Biomedical Science**

**BSc (Hons)  
Biotechnology**

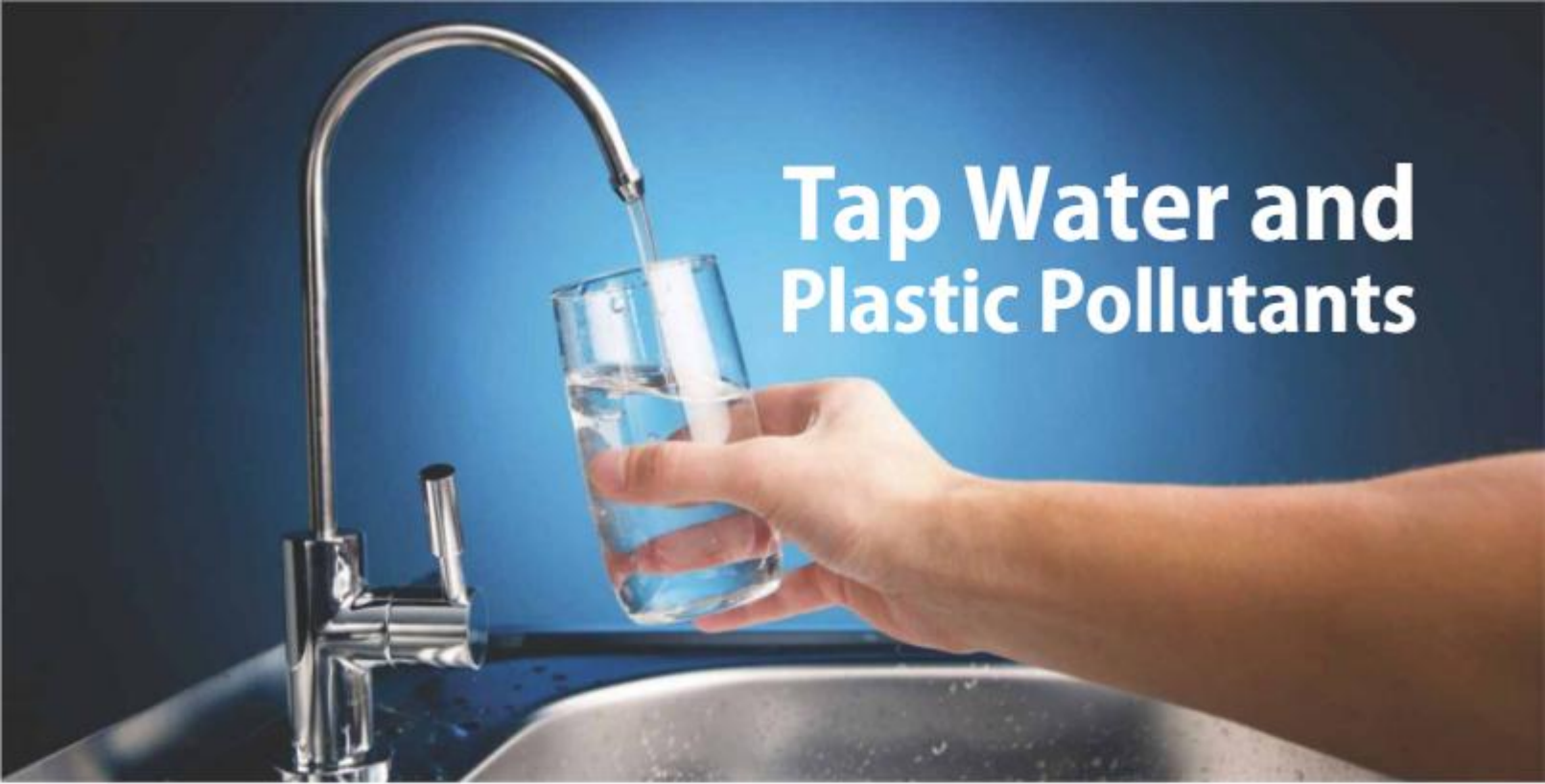
The degrees provide you with the necessary skills needed for a successful career in Biomedical Science and Biotechnology. You can complete the degree in Sri Lanka while gaining access to modern laboratory facilities.



BMS Vesak week 2017 was organized by the Student Council. Students from all religions participated in the lantern competition, vesak Dansela and Bakthi Geetha together with the staff of BMS .



# Tap Water and Plastic Pollutants



Microplastics are extremely small pieces of plastic debris measuring less than 5 mm, resulting from the disposal and breakdown of consumer products and industrial waste. Microscopic plastic fibres are pouring out of household faucets from New York to Delhi. This overwhelming prevalence of microplastics in tap water around the world is leading to calls from scientists for urgent research on its implications on health.

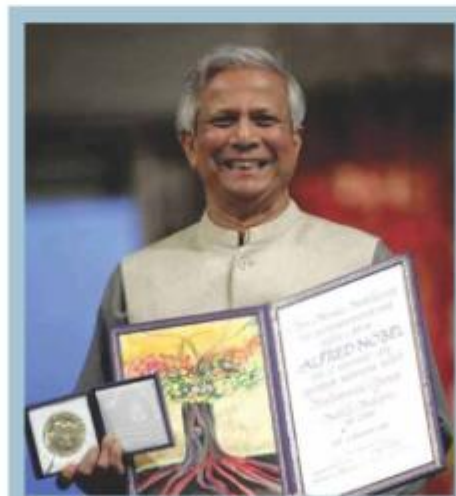
Scores of drinking water samples, including tap water samples from more than a dozen nations were analysed by scientists for an investigation by Orb Media. Overall, 83% of the samples analysed were contaminated with plastic fibres. According to Orb, this is the first study to show plastic contamination in tap water from sources around the world.

Muhammad Yunus, the 2006 Nobel Peace Prize laureate also said in a written statement...

**“We know that plastic is coming back to us through our food chain. Now we see it coming back to us through our drinking water”.**

Researchers have established the presence of microscopic plastic pollution in the oceans, freshwater, soil and air. The sources of microplastic contamination are wide-ranging, but the major contributors include mishandled plastic waste, microbeads in personal care products and the synthetic fibres in clothing and air.

Animal studies revealed, that toxins released from microplastics have an impact on human health and it is mainly due to the elevated levels of plastic fibres in drinking water. Microplastics research pioneer professor Sherri Mason raised the concern of microplastics affecting the wildlife and said, “If it’s impacting them, then how do we think that it’s not going to somehow impact us?”



**Muhammad Yunus**  
Noble Peace Prize Winner 2006

The US had the highest contamination rate, at 94% of samples tested, with plastic fibres found in tap water sampled. Lebanon and India had the next highest rates. The European Union requires member states to ensure drinking water is free of contaminants. Many scientists from research organisations all over the world study on microplastic pollution to resolve this problem.

The world generate 300 million tons of plastic each year. More than 40 percent of that mass is used just once, sometimes for less than a minute, and discarded. But plastic persists in the environment for centuries. A recent study estimates more than 8.3 billion tons of plastic have been produced worldwide since the 1950s.

Researchers say trillions of pieces of microplastic waste litter the ocean surface and affect the marine food chain. Fish and plankton consume microplastics, which lead to the accumulation of it in their gastrointestinal tract. As a result, when humans consume fish, microplastics are introduced into humans. We’re left with a host of unknowns. Tamara Galloway, an ecotoxicologist revealed that plastic fibres absorb endocrine-disrupting chemicals, which alter the hormonal systems of humans and wildlife.

Since the problem of plastic was created exclusively by human beings through our indifference, it can be solved by human beings by paying attention to it. Various measures are being initiated to reduce the plastic fibre pollution. Improved synthetic fabrics, new crop of filters, washing machine inserts and other products have emerged to reduce fibre emissions.

Above all, understanding risk and benefit perception of the people would go a long way to influence their behaviours and acceptability of regulatory measures. Thinking globally and acting locally would go a long way to reduce the health and environmental threats drastically.

**Compiled: Maryam Abdul Salam**



HND Batch 02 Business, as a fundraiser organized Holi festival and together with the Student Council. The event was held at Sri Lanka Foundation Avenue on 21st October 2017. All the guests had a wonderful time and got a first hand experience into the festival of colors.

# BMS Holi Festival





**1st business school in Europe with AACSB double accreditation\***

\*Accreditation in Business and Accounting

**3rd in the UK for international student satisfaction\***

\*out of 47 UK universities, international Student Barometer 2015 summer survey

**2-year Masters with internship\***

\*or study abroad include: Australia, France, Spain, Germany, Italy, Brazil, Chile

**Top 10 in the UK for graduates in employment\***

\*Number of graduates in professional or managerial roles 6 months after graduation. DLHE 2015

**3rd for Architecture & 8th for Quantity and Building Surveying\***

\*Complete University Guide 2018

**5 stars teaching, employability, Internationalisation facilities and inclusiveness**



## Degree Pathway for BMS Programmes in Business and Science

## Study in Australia

University of Newcastle (UoN), Australia, ranked in the top 250 universities globally by the Times Higher Education World University ranking and secures a permanent place in the top 10 Australian universities, provide students with practical, real-world experience that is highly sought after by all employers. UoN's degrees are recognised both nationally and internationally, providing a unique mix of theory, with experience in a practical setting and links with industry.

UoN three main campuses are located on the beautiful New South Wales coast – at Newcastle, the Central Coast and Port Macquarie – and our presences in Singapore and Sydney are growing rapidly.

**University of Newcastle provides advanced standing entry for BMS Higher National Diploma in Biomedical Science leading to Bachelor of Biomedical Science (Advanced Medical Research Major) Degree.**

**BMS Graduate Diploma in Management is an entry qualification for University of Newcastle MBA and selected Masters which includes, Applied Finance, HRM, Marketing, Professional Accounting and International Business.**

With over 40,000 students, UON's learning community is vibrant and dynamic, offering students and researchers a world-class academic experience and a diverse professional, cultural and social learning environment.



**TOP 250**  
UNIVERSITIES IN THE WORLD\*



**14 in TOP 200**  
14 UON DISCIPLINES RANKED IN TOP 200 IN THE WORLD\*

\*Times Higher Education World University Rankings 2016 and QS World University Rankings 2016



# The Bitcoin bubble could certainly burst:

*Take action not  
to get injured in the blast!*

Thilini Sumudu Kumari

Bitcoin miners - the term used to identify those who work on computer systems to discover them - were impeded by the system itself to get rich overnight. The algorithm used by its inventor, Satoshi Nakamoto, didn't permit them to mine them like picking cherries from a garden in the summer. This was deliberately introduced to protect its value against overproduction by miners. But it prevented the new digital currency from becoming a major reserve currency that could finance a growing world trade and finance.

Bitcoin was introduced at a time when the existing reserve currency majors, namely, the US dollar and the Euro, had dissatisfied the global users on account of their failure to maintain value over the time. The main reason was both the overproduction and faltering economic growth in the respective economic powers. The world community was outraged but had to work with the failing international currency systems.

In this background, the Bitcoin was introduced in 2009 as a mode to effect payments among private citizens, called peer to peer transactions, bypassing the costly banking system. It was never intended to be an alternative to the US dollar or any other sovereign currency. Nor was it expected to be used by world nations as a reserve currency or a store of wealth by private citizens. However, the speculators changed this order by creating an artificial demand for it.

The result was the rise in its value against the US dollar, and through it, against all other national currencies.

This is a bubble and there are good reasons for the bubble to burst eventually. The first is that when a currency rises in value and it is not very costly to produce alternatives, the market always goes for such alternatives. Already alternative digital currencies like the Litecoin and the Ethereum have hit the market. Thus, the enemy of the Bitcoin is not the mighty US dollar but other digital currencies that have taken cue from, its success story. The competition among the digital currencies will eventually displace it from the market.

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**Bitcoin was introduced in 2009 as a mode to effect payments among private citizens, called peer to peer transactions, bypassing the costly banking system.**

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The second is the expected angry reaction by sovereign currency issuers who feel threatened by the oncoming Bitcoin. The reaction will be in two ways. One is that they will try to use their legal powers to make the Bitcoin inoperative as has been done by South Korea and China recently. Accordingly, the number of countries that are to ban

the Bitcoin is on the rise. The other is that sovereign central banks will go for their own digital currencies as has been announced by the Bank of England and the Swedish central bank, Svergis Riksbank. To displace the Bitcoin completely, IMF, Citibank and the Bank of America have already announced their plan to issue their own digital coins. Hence, the future will be a world of digital currencies in which the Bitcoin will only be a minor participant.

The third is that unlike the sovereign currency issuers, the Bitcoin has no economy to back it. The US dollar is still the main reserve currency and is demanded by the world nations because it is backed by an 18 trillion dollar economy. If China's Renminbi is to become the future reserve currency in the world, it is also backed by a growing economy of US dollar 8 trillion. There is no such backer for the Bitcoin and once it reaches a certain unsustainable level, the bubble should invariably burst.

Yet, the Bitcoin has left the world with an unparalleled asset. That is its technology, the Blockchain, which is to serve not only private businesses but also the governments to do their businesses more efficiently and effectively. That legacy of the Bitcoin cannot be ignored at all.

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The writer is a Senior Assistant Director of the Central Bank. But the views expressed are her own and not the institution to which she is attached.



# BMS TALENT SHOW 2017



# BMS Family (staff) Award 2017

The key factor to the continuous success of BMS has always been our staff and their dedication to work towards a common vision. Such commitment is recognised and appreciated by BMS in our family oriented culture where key achievers are presented with annual awards encouraging them to grow further.



## BMS creates fond memories at the Staff Trip 2017

BMS has inculcated a family culture conducive with constant support and engaging activities. In accordance with this, the institute's annual staff trip was organized on 6 & 7 August 2017 to Polonnaruwa, the heritage city. In addition to being a social activity, this trip was yet another reward for all the hard work put in by the entire staff at BMS throughout the year.





*Transforming lives and  
influencing the future  
through transmission  
of knowledge*



### **School of Science**

- HND Biomedical Science
- HND Biotechnology
- Int: Foundation Diploma (Applied Science)

### **School of Management**

- BTEC HND Business (Management)
- BTEC HND Business (Marketing)
- BTEC HND Business (HRM)
- BTEC HND Business (Finance)
- BTEC HND Business (Law)
- Graduate Diploma in Management
- Int: Foundation Diploma - Business



### **Business**

- BSc (Hons) Business & Management
- BSc (Hons) HRM & Leadership
- BSc (Hons) Banking & Finance

### **Science**

- BSc (Hons) Biomedical Science
- BSc (Hons) Biotechnology

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The background of the entire advertisement is a photograph of a diverse group of students sitting at desks in a lecture hall. They are all smiling and looking towards the camera. The students are of various ethnicities and are dressed in casual to semi-formal attire. The desks are wooden and have some papers and books on them. The lighting is bright and even.

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