

Learner 2019

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**Education partnerships
unite UK and Sri Lanka
in many sectors,,**

*His Excellency James Dauris
British High Commissioner to Sri Lanka
and Ambassador to the Maldives*



BMS crowned as Red Bull Campus Cricket World Champions 2018

Editorial

Sri Lanka as an education hub: challenging but possible

— Nizam Razzaq —

Sri Lanka is planning to become an education hub in South Asia. The objective has been to prevent the outflow of foreign exchange, on one side, and earn the same, on the other. The country is well placed in South Asia in this enterprise due to a number of reasons. It is blessed with a pool of competent educators in almost all areas of disciplines qualified from the best universities in the world.

After the end of the civil war in 2009, Sri Lanka is relatively free from violence and disturbances. It has a private sector which is willing to invest in higher education enterprises in collaboration with universities of repute in the world. It is housed with people who are culturally in readiness to extend hospitality to outsiders. The government's role in this enterprise is to facilitate the higher education machinery with continuous quality assurance in education in terms of changing global standards and benchmarks. However, education institutions have a bigger role and that role requires them to define quality in a broader sense.

Quality is not just maintaining standards but also producing graduates who are able to meet challenges of future job requirements. It requires educational institutions to go beyond curricula and assessment systems. The challenge here is to produce a wholesome person rather than a mere pedagogue with only book knowledge. Accordingly, the graduates should be flexible in behaviour, filled with a thirst for acquiring new knowledge, masters of both verbal and written communication, team players with ability to work with people, diverse attitudes and disposition to attain goals of an organisation. These are the types of graduates who are sought after by employers. If a higher learning institution is able to produce such graduates, they become employable not only in Sri Lanka but also in other parts of the world. It helps the country to attract more foreign students enabling it to earn foreign exchange, while inducing local students to pursue their higher learning ambitions locally, thereby preventing the present foreign exchange outflow from the country.

This is difficult and challenging, but not impossible to attain.

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Design & Concept: **BMS Digital Studio**



Sanjaya
Senaratne



Nimani
Wickramanayake



Samantha
Gamage



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We have promoted
technological innovation
in the banking industry
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*Dr Indrajit Coomaraswamy
Governor of the Central Bank of Sri Lanka*

Q You have recently stated that all our banks are in good shape. Could you elaborate on this?

Sri Lanka's commercial banks are well capitalised and liquidity ratios are at prudential levels. They are subject to a stringent set of regulatory measures with steady progress being made towards Basle 3 and IFRS 9 compliance. Though NPLs have been increasing recently, they remain at a manageable level (3.6%). Banks are embracing technological change.

This would assist them in gearing up to face the disruption caused to the industry by the advance of Fintech. From the regulator's perspective, we have promoted technological innovation in the banking industry by setting up a Fintech Sandbox within the Central Bank permitting commercial banks to experiment in new technology without being subject to normal regulatory measures. A foundation is being laid to meet the future challenges in the banking industry.

Q Banks need staff with knowledge and skill to successfully face the challenges. What are the challenges you think Sri Lankan banks may face in the next few years?

The most pressing challenge is how to get seamlessly integrated to the oncoming technology revolution and be partners of the global banking industry. Sri Lanka's banks cannot be laggards in this venture. A crucial determinant of success in this respect is the development of a staff base capable of adapting itself to the changing environment.

That needs skills acquisition through education and updating those skills through continuous training. Such capacity-building will be a major challenge for banks in Sri Lanka.

Q You have been stressing the importance of the development of human capital and its contribution to sustain the economic growth. Your insights please.

Today, economic growth comes from three basic factors, namely, having quality physical capital, a flexible human capital base and new technology. High priority needs to be placed on human capital development to produce goods and services cost effectively in a global economy which places a high premium on competitiveness. With an ageing population, it becomes more difficult to accelerate growth through labour augmentation. This makes it even more important to increase Total Factor Productivity, which is very low in Sri Lanka. Priority must be attached to building human capital to achieve this.

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BMS has already
established its
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provider of high
quality tertiary
education
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Q How do you think the partnership between Northumbria University Business School, BMS and IBSL will benefit the banking industry?

Let me first say that it was a real privilege to be associated with the launch of the partnership between the three institutions. BMS has already established its credentials as a provider of high quality tertiary education. In my distant youth, Newcastle was known for coal, football and beer. But now clearly it also has a very high quality centre of educational excellence.

The litany of achievements that we heard about Newcastle University, particularly its Business School, was extremely impressive. It is clearly a major achievement for all concerned to have a relationship which provides our bankers a pathway to access world class training through IBSL. I think it's an achievement that deserves the highest commendation.

Q Sri Lanka is aspiring to become a higher education hub in the region. Do you see the Sri Lankan vision is a realistic proposition and challenges, if any?

Given Sri Lanka's excellent track record in 1950s as a centre of higher learning in the region, it is a realistic prospect to regain that status again. The country's locational advantage and its friendly relations with all countries in the region are key factors that can facilitate this objective. A key to attaining this goal is getting linked with higher learning institutions of international repute and becoming partners in a global higher learning industry.

Thailand's leading university and BMS Sri Lanka develop Research Partnership in Applied Sciences



BMS President, Dr Wijewardena and Thammasat University Dean of Faculty of Science and Technology, Professor Dr Somchai Chakhatrakan signed the Memorandum of Understanding to develop a research partnership in Applied Sciences and student exchange between the two institutions.

Thammasat University, the second oldest National Higher Education institution in Thailand is a prestigious research university which produces cutting-edge research across a broad spectrum of academic disciplines by collaborating with leading institutions worldwide. BMS is the first Sri Lankan institution to receive the British Institution of Biomedical Sciences accreditation for the Biomedical Science HND and Degree programmes.



Student Exchange: Thammasat students at BMS laboratory

Student Exchange: BMS students at Thammasat

Pearson Higher Education Forum 2018

Industry leaders focus on bridging the skill gap

Sri Lanka envisions achieving sustainable development by linking the country to global supply chain and increasing trade. A world bank study reveals that the significant gap in meeting the skills demand of the country will be a challenge for Sri Lanka's quest for economic growth. Pearson Higher Education Forum invited industry leaders from Banking, IT, Higher Education and Hospitality sectors to discuss and make recommendation on bridging the skill gap in Sri Lanka.

Hospitality industry has variety of career options and our people are by nature hospitable. The local hospitality industry provides numerous opportunities but the perception and the attitude of young people keeps these career options unutilised.

Case study: ICT sector requires skilled professionals with multiple sector needs and, qualifications alone, do not satisfy the requirements. SLASSCOM has been nurturing and providing the relevant skills.

Case study: Gateway schools have taken the curriculum with vocational education orientation from early age. Gateway pioneered vocational training among international schools from 2010 and one of which is Sports Education and Administration. It opened doors to students to pursue careers which match their talents and passion.

Creativity and risk taking

Panelists concluded there are change of attitude and perception among both parents and children which are crucial if Sri Lanka is to optimise the talent and knowledge. There has to be risk taking which is vital for learning and development if the country is to move forward in producing outstanding professionals. Job roles must have elements of creativity which infuse fresh thinking and help productivity and performance.



Panel Members: Mr Rajendra Theagarajah, MD/CEO Cargills Bank and President of Ceylon Chamber of Commerce, Mr Jeevan Gnanam, Executive Director, St. Anthony's Industries Group and Chairman, SLASSCOM, Dr Harsha Alles, Chairman, Gateway Group and International Schools of Sri Lanka and Mr Manesh Fernando, General Manager, Hilton, Colombo.

Private sector to be more involved in prompting attitudinal change



Ms Premila Paulraj, Regional Director, Pearson and Mr Suriya Bibile, Territory Manager, Sri Lanka and Maldives, Pearson Education receives Dr Harsha Alles, Chairman, Gateway Group as a panel member for the Forum.

Knowledge of English, creative thinking, innovation, entrepreneurial spirit are imperatives

Changing attitudes

Myth and the misconception among the young and their parents is that they are attracted by the conventional professions such as, doctors, lawyers, engineers and accountants.

Traditionally, young people are influenced by parental decisions which drives them to seek employment in conventional roles. Parents need to be educated on the diverse career opportunities which have higher earning potential and global respect.

Vocational training

Vocational training plays a major role in developing skills among young people. Curriculum must incorporate policies and strategies at national level to make the vocational aspect of the qualifications as mandatory. Academic qualifications are helpful but it is academic and vocational content.



Heads of BTEC Higher Education, Vocational Centres and key stakeholders from the Higher Education sector participated at the Forum

BMS Board of Governors



L to R: Professor Sriyani Peiris, Vice President, Dr W A Wijewardena, President, Ms Viruli De Silva, Dr Jayatissa De Costa, Major General Mahinda Hathurusinghe, Professor Ravindra Fernando, Absent: Professor Gamini Samaranyake.



**SYDNEY
BUSINESS
SCHOOL**
UNIVERSITY
OF WOLLONGONG

Sydney Business School offers Degree Pathway Progression for the BMS Graduate Diploma



Associate Professor, Gary Noble of the Faculty of Business, University of Wollongong, handed over the formal Letter of Recognition to the President of BMS, Dr W A Wijewardena in the presence of SBS's Dean Nelson Perera, who also holds the post of Head, School of Accounting, Economics and Finance at the University of Wollongong.

Sydney Business School (SBS), a part of Australia's University of Wollongong, recognises the Graduate Diploma in Management (GDM) awarded by Business Management School (BMS) for progression to its Master of Business Degree.

SBS's Master's Degrees in Management are ranked at 77 in the globe, while the University of Wollongong is ranked within the top 250 universities by QS ranking of world universities. This recognition allows BMS's GDM students to acquire a master's degree from one of the leading business schools in the world.



An Extract from the speech delivered at the Degree launch event held at Westminster House, Colombo

Education partnerships unite UK and Sri Lanka in many sectors

His Excellency James Dauris, British High Commissioner to Sri Lanka and Ambassador to the Maldives

Excellence in education and skills

Firstly, education builds strong links between Sri Lanka and UK. Secondly, the UK has an outstanding reputation for excellence in education and skills. Education partnerships unite both countries in every sector, including financial services. Seven hundred thousand students are now enrolled in UK higher education degrees from outside the UK. Keys to success in transnational education are the right mix of cross border collaborations, dependable policing of high standard and effective guidance.

BMS-Northumbria degree pathway

British universities, such as Northumbria University, are increasingly changing the way in which undergraduates can access good British degrees. BMS and Northumbria University have been working together in Sri Lanka for fifteen years. BMS prides itself as a provider of education only from the UK.

During my three years in Sri Lanka, I have joined with BMS to celebrate the commencement of their delivery of undergraduate degrees in Biomedical Science and Biotechnology.

The Northumbria-BMS degree pathway partnership has already enabled thousands of young Sri Lankan students to complete British degrees in Sri Lanka. The Banking and Finance qualification which is launched this evening is an exciting addition to the BMS offer.

The Northumbria-BMS degree pathway partnership has already enabled thousands of young Sri Lankan students to complete British degrees in Sri Lanka

Sri Lanka and the UK both have the advantage of English language, the world's main business language, and the language that unites the banking community around the globe.

Higher education in banking and finance sector

UK banks, insurers and asset managers are a linchpin of the Banking and Financial services sectors across Europe. They face a period of significant change, including the UK's forthcoming exit from the European Union. The UK, as a world leading financial centre, looks to a future with confidence. Change will bring chances to innovate and develop new products and services, explore fast growing market, and use transformative technology to unlock new opportunities.

Knowledge-based industry

One of the reasons why the UK has good confidence in its financial services industries is because they are backed by a world-class pool of experience. The partnership launched between Northumbria and BMS will help to strengthen the educational opportunities available to bankers in Sri Lanka. Having a knowledge-based industry has become even more important in today's world.



L to R: Mr H A Karunaratne, Vice Chairman, Institute of Bankers of Sri Lanka (IBSL), Dr Indrajit Coomaraswamy, Governor of the Central Bank of Sri Lanka, Mr K D Ranasinghe, Chairman, IBSL, Prof Jon Reast, Pro-Vice Chancellor, Northumbria University, UK, H.E. James Dauris, British High Commissioner to Sri Lanka & Ambassador to the Maldives and Dr W A Wijewardena, President, BMS.

Report Minu Perera



Northumbria University (UK) and BMS introduce degree pathways for Institute of Bankers of Sri Lanka

Institute of Bankers of Sri Lanka, Northumbria University (UK) and BMS formed a partnership to introduce innovative Honors Degree Pathways for Banking students and professionals in Sri Lanka. This unique partnership was inaugurated in the presence of Governor of Central Bank of Sri Lanka, Dr Indrajit Coomaraswamy at Westminster House of British High Commissioner His Excellency James Dauris.



A/Level students visit to Research Laboratory as non-formal education

Advanced Level students' visit to BMS Research Laboratory provides a different educational experience than the formal school classrooms. The visit is structured to provide the students lectures with practicals. They learn about fundamental scientific concepts and understand the functioning of a research laboratory. The students also gain interest in scientific research.

Wycherley International School (Colombo) students visit BMS Research Laboratory- Biomedical Science



Introduction to scientific research



Hands-on experience in the laboratory



Sri Sanghabodhi College (Nittambuwa) students visit BMS for a workshop on Biotechnology



BMS Academic staff introduces Biotechnology



Students perform experiments and practicals



Career Education and Counselling

the bridge from secondary school to tertiary education

The decisions that students make at school have a big impact on their lives. High quality career education and guidance is essential in preparing young students for their future. BMS career education and counselling develops knowledge, skills and attitude through a structured programme. It assists the students to make informed decisions regarding their field of study at university level, which can lead to a career of their choice.

St. Paul's Girls' School (Milagiriya) Commerce stream students at the career guidance seminar



Emeritus Professor Sriyani Peiris conducts education guidance programme for the students

Multidisciplinary Degrees

– overcoming middle income trap –

It took 50 years from independence in 1948 for Sri Lanka to move up the ladder from a poor country to a lower middle income country. The World Bank, based on Gross National Income, classified Sri Lanka as a lower middle income country in 1997.

Since then, 20 years have elapsed and the country is still struggling to move up to the next level, an upper middle income country, even though it is now at its threshold.

Getting caught in the Middle Income Trap

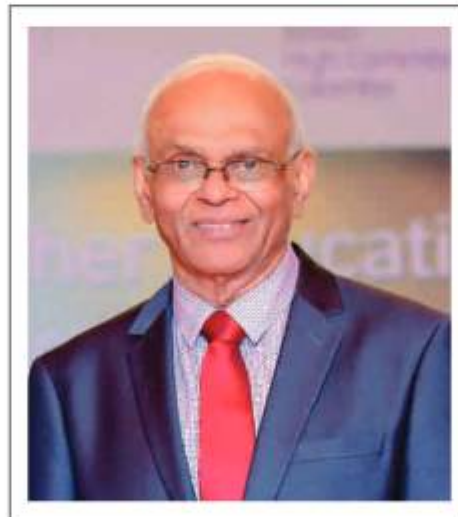
This particular ailment from which Sri Lanka is suffering today is known as the 'Middle Income Trap'. What it means is that it is not of a tough challenge for a poor country to move into a middle income country. With its low cost labour, it can specialise in producing mass consumption goods, sell them to rich countries and with increased income, elevate itself to a lower middle income country. This was exactly what Sri Lanka did in 1980s and 1990s by going into textile and garment sectors. But after it reaches that level, its abundant labour becomes a curse since its wage levels have now gone up depriving it of its earlier advantage of low cost labour over other countries. It then becomes difficult for it to compete with other low cost countries and will experience a gradual reduction in its penetration to the global trade.

Five steps of technology transfer

Sri Lanka's only choice now is to move up and join the rich country club. That it cannot do because it does not possess high technology which rich countries are having. Thus, the door is closed for it to join that club unless it is able to acquire high technology and capacity to use that technology in competition with other countries.

Technology is not just new knowledge transferred from rich countries, and its effective use involves the completion of five steps.

First, it has to get tools or machines for use in production. Second, along with those tools, their operating manuals should be made available for people to operate them. Third, people should have competence or skills to learn instructions in those operating manuals. Fourth, to keep those machines in good working condition, they should be properly maintained. Fifth, as old machines become obsolete soon, research and development should be conducted on the next generation machines. In all these five steps, an important input is the availability of quality workers who have the capacity to absorb new knowledge and operate high-tech machinery.



An education system over-skewed towards the Arts stream

This is where education comes into the picture. Sri Lanka's traditional educational system is over-skewed toward subjects in the arts stream. It is a vicious cycle hitting the country again and again. The country does not have a sufficient number of teachers to teach subjects such as Mathematics, Science and Technology.

Hence, schools offer only the Art streams to students. Once they pass the Advanced Level examination, they do not have a choice but to join a degree programme in Arts subjects. Hence, universities produce more Arts graduates. This vicious cycle is continues year after year, even though the country's policy makers have diagnosed the ailment, identified the needed medication and the way the medication should be administered.

Need for moving from STEM to STEAM

It is now time to change if Sri Lanka wants to join the rich country club within the next decade. The advocates of the policy change have proposed that, like other peers, Sri Lanka should promote education in Science, Technology, Engineering and Mathematics abbreviated as STEM. In order to make them creative, Arts should be added to STEM making it STEAM.

Go full STEAM at school, technical college and university levels

Going full STEAM is difficult but not impossible. All what Sri Lanka should do is to abolish the system of educating students in different streams, teach all of them all the subjects coming under STEAM and get universities to offer multidisciplinary degrees in those areas. Students who are unable to gain admission to a university should be initially trained in STEAM at technical colleges and then admitted to universities, if they are interested in further learning, via an acceptable degree pathway from technical education to university degrees.

Dr W A Wijewardena
President, BMS



THE QUEEN'S
COMMONWEALTH ESSAY COMPETITION 2018

BMS student, Haleema Iftikar wins Gold Award

The Road to a Safer Future

Of Trip Wires and Slippery Slopes (We, the Uninvited)

The road to a safer future is a muddy path. It is littered with trip wires and slippery slopes, where ethics and regulation blur the lines between black and white while grey rain and smoke pour from the sky. We are a city of unexpected guests - uninvited we overstay our visit, overstepping our bounds and creating chaos; turning a blind eye to the inconveniences we create, we exclaim: "weave soft spells to veil our eyes!" what we pretend we cannot see are our hosts, tattered and broken, their house in shambles, Bow their heads and serve us more tea. We say: "Freedom is a priority." And gun cases are unlocked, pathways to violence unleashed. And yet, this 'freedom' does not apply to those whose lungs are tied by barbed wire. They scream for help and yet all that is heard is a wisp of smoke - collecting with the other greys of the world, joining the fumes that we pretend we cannot see.

We are the silence of society - allowing these pathways to begin. Turning blind eye after blind eye, enforcing nothing to prevent harm but tying trip wires and carving slippery slopes berating the victims, our gentle hosts, of this house: "They should have simply told us to leave, But - there is a door and so we enter."

Your weapons are hidden in the far back cupboard, a hunting rifle proudly on display. This egotistic pride emphasised when you yell: you shake your fist and strike, gun swinging wildly in the other arm. The neighbours see her covered in bruises, her son walks gingerly by her side - they both flinch when voices raise, but they're alive - no one seems to mind.

Swing, strike, repeat, the taste of metal and smell of gunpowder clouds the room, everything glistens because of our grey 'freedom'. Swing, strike, repeat, the woman before you screams as the little boy stands, tubby fingers clutching a metallic trigger- swing-through wracked sobs and the resounding echo, you wonder where he got the gun.

They're alive in camps of fear far from our homes, parched throats and empty bodies that are not our own - they're alive but are they truly living? we wear garlands of ignorance laced in ivy - poisonous to those around us and blinding. We believe that our freedom extends only to what we see - and what we see is ourselves and what we do not is under veils. We hide behind images of a utopia, but a simple nod in the direction of starvation would feed thought, feed dreams, feed ambition. Ambition by which these issues may be raised, ambition by which they may be understood. Is our freedom of murky waters and grey skies, Uninvited guests and blind eyes, Truly justified?

The earth beneath our feet crumbles, the echo of our hosts seeps through its cracks. A strange gargled sound- a stormy plea, a prayer broadcasted across our world; our land of grey skies and trip wires, of slippery slopes towards a common future - to change back into sunny days, and forward into freer nights. "These changes of rain that burns and ice that melts are not real," we say, "Our grey skies have never been brighter!" and the earth cries "clear the storm, remove the veil, see what you pretend you do not."

See the smoke so that you may clear it, see the violence so that you may end it, see the muddy path so that you know where the trip wires are tied and where the slopes are steep. Its desperate calls yearn for recognition, and yet we are the society of silence: The freedom of grey.

Our feet are muddy with the crimes of this world, our vision clouded by endless smoke, we heave breath after breath gasping for air where we've left none. For us to escape this tipping boat, in the midst of a tornado of silent eyes, jerking limbs and violent words - look to the storm and see it for what it is. In the eye of the hurricane and into the whirlwinds, beyond the tattered ruins of ships of the past - Knowledge of being suspended in a cyclone shows us that its centre is calmest. Through trip wires and slippery slopes we learn not to fall by seeing what we chose not to see.

And with this - the rain softens, the smell of a new dawn rises in tufts, dew drops are revealed once the veil is lifted. spring awakens at the beginning of the end, the nature of this path is strange - We lead the summer winds by withering. Snipping the ribbons of trip wires before our children scrape their knees, and building burrows over slopes before we fall into their depths, we learn to knock before we enter now, pleasant company in a warming world. The road to a safer future - of skies alight with understanding, of violence and discrimination shed to the winds, before reform, prevention and peace - is one that begins with acknowledgment.

Northumbria University and BMS celebrate 16 years of partnership in Higher Education



Professor Andrew Wathey, Vice Chancellor of Northumbria University, visited BMS, the university's partner in Sri Lanka. During the visit, he met students, staff members and industry representatives.

Front L - R: Rob Cathy, Director, International Development, Northumbria University, Vice Chancellor, BMS President with BMS staff members.



**Northumbria
University**
NEWCASTLE

World-Class Campus

Northumbria is proud of its campus and continues to invest in creating the best possible learning environment. If you have visited our campus recently you will have noticed some rather impressive changes. The Library Building has been transformed into "Student Central", a fantastic, modern space where students can access all of the support they need in one place at the heart of campus. And this semester our new state-of-the-art Computer and Information Sciences Building opened its doors to students. The programmes on offer include specialist areas such as Artificial Intelligence, Cybersecurity, Digital and Computer Forensics.

Climbing in the World Rankings

As a sign of the University's continued success, this year saw Northumbria rise in the Times Higher World University Rankings for the second year in a row. Northumbria is now ranked in the World Top 401-500 overall. The rankings are based on the quality of teaching and the learning environment, the volume, income and reputation of research and the influence of this research by the number of times it is cited. The rankings also consider the international outlook of a university and its industrial relationships. In research Northumbria has also been ranked in the top 250 in the world. Clinical, Pre-Clinical and Health rankings place Northumbria in the World Top 201-250.

Global Scholarship 2019/20

Northumbria is offering a substantial alumni discount for international students, providing 20% off the overseas tuition fees for a postgraduate course - both for Master's and PhD study. The same discount is available to students who have completed a Northumbria a degree in Sri Lanka. Northumbria University is also pleased to announce the launch of the Northumbria Global Scholarship Scheme. The scholarships are for students who have not graduated from the University and is open to undergraduate and postgraduate international students starting a course at the Newcastle Campus from September 2019.



BMS - BTEC Students create real products

BTEC Business students of 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 by organising an event at BMS for friends, parents and graduates of BMS.



Be a Strategist at All Levels

Kishu Gomes

If you've ever received feedback that you "need to be more strategic," you know how frustrating it can feel. To add insult to injury, the feedback rarely comes with any concrete substance or guidance on what to do about it.

What specific steps can you take to more strategic in your current role? Start by changing your mindset. If you believed that strategic thinking is only for senior executives, think again. It can, and must, happen at every level of the organisation; it's one of those unwritten parts of all job descriptions. Ignore this fact and you risk getting passed over for a promotion. When you've accepted that it's part of your job, focus on developing the abilities that demonstrate your strategic prowess.

Strategy

'Being strategic' requires a sense of confidence in one's decision-making process which cannot be founded on 100% proof of concept. 'Being strategic' means being perceptive, future-oriented, open-minded, proactive working off the front-foot, and making and taking decisions based on evidence and calculated hunches to achieve your goal. To be strategic, you need a solid understanding of the macro environment you operate in, your industry, business, competition, market trends, and business drivers. An intellectual appreciation of the importance of bringing in current data and seeking trend isn't enough.

Make it a routine exercise to explore and synthesize the internal trends in your day-to-day work. Be proactive about connecting with peers both in your organisation and in your industry to understand their observations of the marketplace. Then, share your findings across your network.

Understand the unique information and perspective that your function provides and define its impact on the corporate level strategy. With a fresh understanding of trends and issues,

you can practice using strategic thinking by asking yourself, "How do I broaden what I consider?"

Questions are the language of strategy. Push yourself to ramp up your perspective by developing your assessment and analytical skills. By becoming more curious, and looking at information from different points of view, reduce your myopia and see different possibilities, different approaches, and different potential outcomes.



Your vision will be blurred as you manage through the unsettling feelings that comes with challenging your own assumptions and gaining comfort with conflict and curiosity. Strategic thinking and curiosity go hand in hand.

After all, the more ideas and experience we're exposed to, the more material we have to make connections with. Thinking more strategically is also to discuss your ideas with different people.

Your vision will be blurred as you manage through the unsettling feelings that comes with challenging your own assumptions and gaining comfort with conflict and curiosity. Strategic thinking and curiosity go hand in hand

Kishu Gomes
Award winning CEO
MBA (University of Leicester, UK)

Strategic thinkers also know how to speak the language most effectively. They prioritise and sequence their thoughts. They structure their verbal and written communication in a way that helps their audience focus on their core message. They challenge the status quo and get people talking about underlying assumptions. Those that are really skilled walk people through the process of identifying issues, shaping common understanding, and framing strategic choices.

Curiosity

The quest to build your strategic skills can be uncomfortable. At first, you might feel like you're kicking up sand in the ocean.

After you've started generating ideas and making connections between them, you'll have to start making decisions about what to do next. And, because we're all limited by time, money and resources, usually that means prioritising. It's about building a framework that future-proofs your business, makes you a better manager and leader and gives you the best chance of achieving long-term success and individual.

And this becomes exponentially more valuable when you discuss your ideas with people who think differently to you. That's because you won't simply be increasing the pool of ideas and points of view on a topic, you'll also be given the chance to look at problems in a different way.



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Birth of e-Passport in Sri Lanka

Controller General of Department of Immigration and Emigration Sri Lanka addresses BMS students

Digitizing passports

Today, the Department of Immigration and Emigration is one of the two governmental bodies to have implemented an end-to-end digitization programme, with the other being the Department of Motor Traffic. Both departments can be vouched as trailblazers in developing an efficient e-government in Sri Lanka. However, the Department of Immigration and Emigration is few steps ahead of the other Departments in a similar platform as it is neither compliant with present concerns nor maps out strategies for the future. The guest speaker, Mr Nihal Ranasinghe, Controller General of Department of Immigration and Emigration Sri Lanka and his team should be given credit for the leadership to take a step ahead.

With Sri Lankans becoming more prone to foreign travel, the demand for passports has been on a continuous increase. Had the old paper-based passport issuance system been in practice, the Department could have

collapsed under the heavyweight of the paperwork involved. Currently, a paper-based form has to be submitted along with other required documents.

Great leaders are the best teachers

However, the applicant's digital photograph can be transmitted to the Department by authorized photo studios via internet and the submitted forms are returned after they have been captured digitally and stored in the Department servers. If an applicant needs to get a new passport or make an amendment to the old one, a re-submission of documents is not required; the Department could verify necessary information by accessing to the same in the server.

Online visa service

Sri Lanka has outdone the developed countries with the online issuance of visas to foreigners travelling to the country.

A foreigner who wishes to travel to Sri Lanka has the option to apply for visa, pay the stipulated fee and obtain approval online.

This system has been welcomed by foreigners immensely and has helped Sri Lanka to increase its tourist inflow from less than half a million a few years ago to approximately 2.5 million in 2017. If the old system were still in use, Sri Lanka's missions would have been the subject of curse by prospective travellers.

e-Passports for Sri Lankans

What has been done by the Department is really appreciable. Today, e-Passports are no longer a future possibility as digitization of passports have been already introduced. It has made foreign travel much easier because you do not have to wait long hours in front of Immigration counters at airports. Those who hold e-Passports are served not by officials but by gates to be installed in the Immigration areas of airports.



Controller General of Department of Immigration Sri Lanka, Nihal Ranasinghe, shares his experience and digital leadership initiative of the department with BMS students

BMS crowned as the Champions of Red

BMS made its way to the Red Bull Campus Cricket World Finals, with their journey in 2018 being the most challenging. The domestic Red Bull Campus Cricket tournament was championed by BMS in order to enter the world finals.

In the world finals, BMS dismissed Harriot Watt University, UAE and National University of Science Zimbabwe, for less than 100 runs with impressive bowling.

In the semi-finals, BMS defeated University of Karachi, Pakistan to qualify for the finals of the Red Bull World Championship against the favourites MMC College of Commerce, India.

BMS Batsmen made an excellent run chase against MMC bowlers. Dineth, Hashan, Supeshala, Koshan and Ranitha contributed to the thrilling last ball victory for BMS.

Out of the six Red Bull Campus Cricket World Finals, Sri Lanka won two while three were won by South Africa and one by India.



Bull Campus Cricket World Finals 2018



Pearson BTEC Qualifications develop work-ready graduates

*An interview with
Ms Premila Paulraj
Pearson Regional Director,
Asia.*

■ **Pearson has been actively present in Sri Lanka for decades. Can you brief the role of Pearson and its contribution to Sri Lanka?**

Pearson's role in the education space in Sri Lanka has been quite phenomenal. We entered the market 50 years ago with our "London AL" qualifications, where independent candidates would go to the British Council and register for examinations. Students prepared for exams mainly through private tuition. In the 80's we saw many international schools coming up to support these students. Today, we have more than 100 international and leading private national schools signed up to offer Edexcel qualifications.

Pearson BTEC Qualifications were introduced in Sri Lanka almost 18 years ago. Initially, the BTEC vocational qualifications were offered by the corporate sector. In fact, SriLankan Airlines, Sri Lanka Telecom were some of our first clients who used BTEC qualifications to train their staff.

Today, Pearson BTEC qualifications dominate the Professional and Vocational education market as the market leader with over 14,000 BTEC HND students in the system at any given time. The number of study centres for BTEC HNDs have increased to 30. Through our BTEC qualifications, we have been able to fulfill the needs of many students who could not find a place in a local university. Our BTEC HND qualifications offer that life changing experience and opportunities for those disappointed students who lost out on securing a seat in a local university, perhaps they fell short of a few marks!

■ **BTEC Higher National Diploma is one of the most popular local Higher Education programme. Can you provide the key features of the programme?**

I think the most important feature of BTECs is the learning experience of students. The continuous assessments used in the BTEC delivery model and the outcome based learning, not only makes learning a holistic experience but it prepares students for further education and work. Hundreds of top ranked universities provide degree progression pathways to students while 1 in every 4 students in the UK who have entered a university has obtained a BTEC qualification. Further, BTECs are available in subjects that most of the other formal degrees may not offer.

For example, BTEC in Biomedical Science was a qualification that was introduced to Sri Lanka for the first time by BMS. Since it's introduction, the number of students in this sector has grown beyond our expectations. Students of Biomedical Science have the privilege of using real life samples, equipment for their practical assignments in hospitals!

Other key features include Global Recognition and Multiple pathways i.e. a student may choose any university for progression with a reasonably low cost of completing a foreign degree and of course accessibility to a wide range of study material, both in printed and digital form.

■ **BTEC is a vocational qualification that leads to an academic degree. How does this combination benefit the learners?**

Employers prefer candidates with real life work experience. A person who obtains a degree through the BTEC pathway is not a "raw graduate", on the contrary, they are ready to start work immediately after completing their BTEC course. Our pass rate and employability rates are almost 100% both locally and internationally. The combination of academic and vocational is the way forward and this is why even the Ministry of Education in Sri Lanka is focused on introducing vocational education parallel to GCE ALs.



“

BMS is one of the model international BTEC centres in the region assuring quality across the programmes

Ms Premila Paulraj ”

■ **BMS has been a Pearson Centre for the last fifteen years and can you brief on their contribution to the benefits of the students?**

BMS has been a model international BTEC centre in the region assuring quality with excellent performance across multiple criteria such as, resources, student support, academic quality, and employability of their students. In the recent external verification, the centre has demonstrated 100% student completion rate, and several student researches were also published and presented at conferences.

■ **Can you brief on the Pearson Tests of English Academic and its benefits for students?**

Pearson Tests of English is a computer based Academic English Language Test aimed at non-native English speakers wanting to study abroad or migrate. It test reading, writing, listening and speaking. Questions often test 2 skills together such as, listening and reading. It is increasingly become popular for students who wish to study abroad. Candidates can schedule their test fewer as twenty-four hours in advance, and typically receive their results within five business days.

■ **Can you describe the role of the fully-fledged country office you operate at the World Trade Centre?**

At Pearson we strongly believe in supporting our learners, centres and the teaching faculty. Our team at the World Trade Centre office is responsible for planning and implementing training events for faculty members, supporting students with numerous requests for endorsement of certificates and results confirmation. Our team is actively engaged with the teaching centres to provide career counselling and even obtaining feedback on our qualifications for further development.

BMS BTEC students Industry visits

BMS Student Development organises regular industrial visits for students which offer them practical knowledge, hands-on learning experiences and understanding of the processes and functions.



Hayleys Advantis Kelaniya and Bopitiya

Hayleys Advantis represents some of the world's leading shipping lines and freight forwarders and is a third party logistic services leader in South Asia. Students gained valuable field experience on warehouse management, distribution system and modern technology used to cater to a diverse client base around the world.



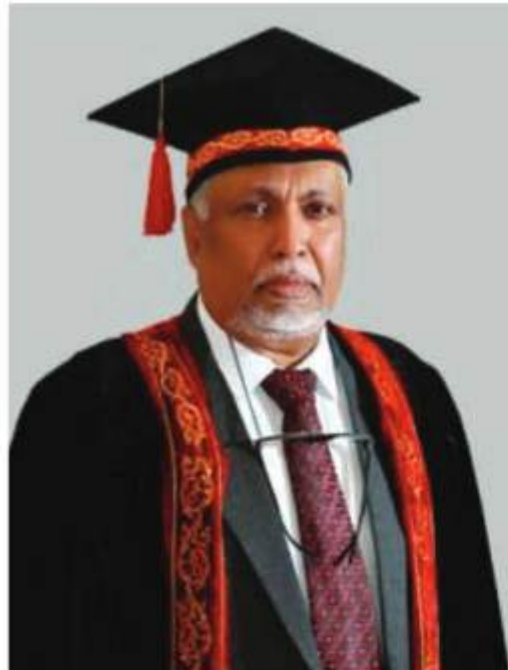
MAS Kreeda Nirmana Katunayake

MAS Kreeda, is a well-established international sportswear producer for international brands such as NIKE. Students have the opportunity to observe development and improvement in clothing design with the use of high end technology and quality management. They also learnt distribution management, collective operation process and managing clients' expectations.



BMS Vesak Week 2018 organised by the Student Council. BMS Students participated in the Lantern Competition, Vesak Dansala and Bakthi Geetha together with the staff of BMS.





Fourth Industrial Revolution

Are we ready for it?

Professor Lakshman Dissanayake
Vice Chancellor, University of Colombo

An extract from the BMS Graduation Address 2018

I am delighted to congratulate all the graduates graduating from BMS.

I sincerely expect that you will still remember this as a very special day for yourselves and your families because you are receiving your awards today from a well-recognized higher education institution which has strong links with Northumbria University and Edinburgh Napier University in the United Kingdom. Please also remember, this graduation is not an end goal in itself; it is instead a part of the larger journey of life. Wherever your future takes you, this qualification also will take you somewhere. Life is a journey, and all accomplishments we achieve during its course should be taken as starting points for further achievements.

We should never forget that technology and innovation are the key ingredients enabling today's speedy progression. However, we should not forget that everything we do, need to be placed in the context of the fourth industrial revolution. The world has already started stepping into a technological revolution that will essentially modify our life styles and the way we work. In its scale, scope, and complexity, the transformation will be dissimilar to anything that we have so far observed or experienced before. We still do not know how it will disclose, but we need to remember one important thing,

First Industrial Revolution used water and steam power to mechanise production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.

We also should know that the fourth industrial revolution, unlike the previous ones, is evolving at an exponential manner and not at a linear pace. It has already begun to disrupt every industry in every country. The changes that it brings in will transform the entire systems of production, management, and governance. So do the management strategies in your own field.

We already know that the potentials of billions of people connected by mobile devices, with unprecedented processing power, storage capacity, and access to knowledge, are limitless. Surely, these possibilities will be multiplied by emerging technology advances in fields such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, Nanotechnology, Biotechnology, Materials Science, Energy Storage and Quantum Computing.

The positive side of this is, that the fourth industrial revolution has the potential to elevate global income levels and improve the quality of life for populations everywhere. Until today, those who have gained the most from it have been consumers who are able to afford and access the digital world; technology has offered us new products and services that increase the efficiency and pleasure of our personal lives too.

In the future, technological innovation will also lead to a supply-side wonders, with long-term advances in efficiency and productivity. Transportation and communication costs will drop, logistics and global supply chains will become more effective, and the cost of trade will lessen, all of which will open new markets and drive economic growth.

■ **Are we prepared to face the challenges which will ascend from the fourth industrial revolution?**

■ **Are we aware of the opportunities coming towards us because of the fourth industrial revolution? As a nation, are we prepared for these?**

■ **As management professionals, are you ready to take advantages of this fourth industrial revolution?**



CSR Project for Visually Impaired

BMS, as a centre of knowledge generation and sharing, committed to its social responsibility to play a role in supporting differently abled students and persons. BMS staff members visited The Ceylon School of Deaf and Blind at Mount Lavinia. They were able to spend time with the students and provided with them equipments to support their reading.



BMS science students Field visits

BMS School of Science organise regular field visits for Biotech and Biomed students as a part of experiential learning which develops practical perspective by connecting classroom to the real world.



Rice Research and Development Institute

Bathalagoda, Ibbagamuwa

Laboratory and field demonstrations were conducted by senior breeders of RRDI and Biotech students were able to gain knowledge on three areas of rice breeding, namely, Conventional Breeding, Mutagenesis and Molecular Breeding. RRDI contributed to producing 84 varieties of rice over the past few years.



SLINTEC

Pitipana, Homagama

BMS School of Science students were briefed on Nanotechnology in Sri Lanka and it gave opportunities for students to join Sri Lanka Institute of Nanotechnology Academy for post-graduate education on completion of their degree. Students were able to inspect modern equipments and understand the use of technology for research and innovation.



Plant Genetic Resources Centre

Gannoruwa, Peradeniya

Biotechnology students were briefed on the scope of Agricultural Biotechnology at the Plant Genetic Resources Centre of Royal Botanic Gardens, Peradeniya. Students gained practical experience at the Tissue Culture Laboratory and to see National Herbarium.



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Leadership Inspirations

Rohan Pallewatta, Executive Chairman of the high-tech BOI company, Lanka Harness, shares his success story with BMS students



Singing is a form of meditation

Rohan initiated the session by breaking into song while playing the guitar. He says, singing gets him into a meditative mood so that he could focus entirely on the subject as well as unifying the audience for complete attention.

First innovative step

"When I visited the Toyota Motor Corporation in Japan, most of the processes were carried out by robots, except for the airbags which required the presence of humans in the event of an accident. When I returned, I learnt the technology to produce few sensors at home even though my mother was not happy because of the mess I had created. Yet, I continued to do my experiment."

Never give up: success is not easy

"I negotiated with Toyota for 15 long years without success," reminisces Rohan. "By that time, I had shuttled between Tokyo and Colombo for 46 times and I didn't know where my negotiations would lead." "At the 47th meeting, representatives of Toyota, perhaps to get rid of me, told me that I should come through one of their sub-suppliers.

That was like pointing to a stranded man in the desert an oasis in the far horizon. I immediately seized upon the lead and got the addresses of its sub-contractors."

Supplying to the rest of the world

Today, Rohan's Lanka Harness is a high-tech production unit directly employing over 450 and engaging approximately 500 subcontractors. Thus, it provides livelihood to nearly 3,000 families. Even though these numbers might not amount to an extraordinary outcome, its success should be an eye-opener for others.

Rohan's products should be absolutely defect-free since there is no way to examine their efficacy before a vehicle meets with an accident. Thus, the benchmark quality given to Rohan is that the defects should not be more than one PPM or one part per million.

That is a very high quality standard and it is unthinkable for a Sri Lankan firm. But Rohan and his team have proved the unthinkable. That is, Sri Lankans can also do things better than others. He supplies to almost all the major car manufacturers in the world, accounting for about 7% of the global market for sensors.

Lanka Harness, is now a \$100 million export firm, supplying air bag activating sensor, primarily to Toyota and rest of the world Japan, South Korea, Malaysia, Thailand, Indonesia, India, Germany, Romania, UK, and USA



Lab Grown Meat

is it Vegetarian?

Tasting a beef burger produced without killing animals will be a reality with the development of lab-grown meat using cultured animal cells. Mosa Meat, Memphis Meats, Super Meat and Finless Foods are in the forefront of this industry which attracts millions of dollars from investors such as Bill Gates and Cargill.

Lab-grown meat or 'clean meat' eliminates slaughter and also the harm to the environment caused by meat production. Lab-grown meat is produced by growing stem cells taken from a muscle tissue of an animal. According to Mosa meat, one tissue sample from a cow can yield around 80, 000 quarter pounders.

With clean meat, our eating habits will be more ethical and environmental friendly

Although, number of start-ups expect to produce lab-grown meat within next few years, they have to overcome certain barriers, mainly the taste and cost. However, Memphis meat reported that the expenses have fallen dramatically since 2013. The cost \$300,000 for a patty has come down to \$600 this year. Given this trend, along with careful attention to the texture and taste there is a possibility that 'clean meat' will compete with traditional meat within next few years.

Further, there is no reason to believe that 'clean meat' pose a health hazard. FDA is now considering how it should be regulated. Clean meat producers are forging ahead in spite of the claims made by traditional meat producers that these are not real meat. If these producers are successful in creating affordable 'clean meat' with an authentic taste, our eating habits will be more ethical and environmentally friendly.



Compile: Uthpala Amarasekara

BMS Staff Annual Trip 2018 Sinharaja Rain Forest Lodge



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 26 & 27 June 2018 to Sinharaja, Deniyaya. 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.

A Confident Student in Higher Education

Dr Sajani Dias

Students are the future leaders of any country. It is the responsibility of parents and teachers to groom them in to confident, knowledgeable, balanced individuals to face the society and be their best.

Five characteristics may make the student a "balanced" individual.

1 Curiosity and Creativity

It is fundamentally important that a student is interested in the subjects opted to study for their higher education. Within those subjects curiosity should be gained so that it keeps things interesting. An interest in a subject will make a student like to read and critically analyse the information found. The best way to gain curiosity is to listen or observe others who are good at those areas. Ask questions.

2 Time Management & Self-driven

In higher education, a student will always face deadlines for assessments. Also, they are expected to manage the workload, attend classes and engagements. Prioritise the tasks and work accordingly until the task is completed in a manner where the work is of good quality. A student should be self-driven and motivated to manage time and face deadlines with confidence.

3 Communication

A student can be knowledgeable but may not have the skill to express his/her knowledge to others. Some may be "born presenters". However, practice at presenting orally, making slides and engaging in debates will show them a way to communicate with the audience. Posture, language, eye contact, pointing to visual aids and explanation are key factors that can enhance the quality of a presentation.

Performing under pressure, particularly in written and oral assessments is a challenge for many students. Being able to keep calm without panicking will help the student to perform well. Assessment time allocated to the student will be his/her environment. Therefore, confidence should be gained to use the time to "show who you are".

4 Extracurricular activities

A "balanced student" should not only be academically excellent, but should be involved with extracurricular activities. Time should be allocated for hobbies and socialising. Time spent with friends and family is essential in maintaining health and stress.

Joining the student council or clubs in the institution or engaging in sports, music etc. will provide an opportunity to take on a leadership role and teach students to work together as a team to accomplish a common goal. It will further enhance their personality and focus.

5 Discipline & Responsibility

The quality of a student is shown by their discipline. Plenty of smart students lack discipline. Punctuality and submitting assessments "on time" should be a main discipline in a student following their higher education. Adhering to the rules and regulations of the institution will give the student and the society an identity of the institution.

Students represent the institution when going for internships. An important characteristic which a student may not realize is the ability to listen and understand other people. Academic success is not only about expressing your own views but also being able to engage productively with different perspectives of others.

Finally, a student should take responsibility of his actions.

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MBS Masters in Management is continuously ranked in the Financial Times within the top 100 Master's programme in the world. Financial Times ranking 2018 places MBS Grande Ecole Programme at 52nd Best Master's Degree in the world.

Business Management School (BMS) and Montpellier Business School (MBS) have entered a progression agreement to provide **BMS Graduate Diploma in Management holders to enter the Masters in Management programme at Montpellier.**

Cyber Space

In the last decade, the Internet has changed dramatically with the increased number of users that has led to an opportunity to experience information and communication technology as a part of everyday life through the Internet and social networks in cyberspace.

Cyberspace refers to a virtual space that consists of data and information that resides in the connected servers and databases that makes up the Internet. In the 1990s, this term was expressed as the place where people interacted with each other- this created room for online games, the space for chat rooms and the home of instant messaging conversations. With the popular emergence in the 20th and 21st centuries, cyberspace became an important location for social and political discussions via web-based discussion boards and blogs. This popularity alarmed the national governments to impose regulations both locally and internationally, as the Internet has also become the well-known "double-edged sword".

Regulation to cyberspace is crucial, not only because of the conduct of individual participants, but due to the significance of infrastructure of cyberspace with regard to the implementation of national and international security systems, trade networks, emergency services, basic communications, and other public and private activities. Hence, national regimes foreseeing feasible threats to the security of the citizens and to the stability of the government arising within cyberspace, act to control both access and content.

Cyber Crimes and Threats to Cyber Security

With the growing usage of the internet, both individuals and organisations have become vulnerable to cyber-crimes and face the looming risk of a loss of information security. The fact that these attacks could emerge in countless forms does little to alleviate the heightening concerns raised on cyber-security. In fact, almost 1% of all e-mails sent in 2016 were malicious attacks, becoming the highest recorded rate in recent years.

Malware, pharming, phishing, spyware and ransomware have grown to be commonplace threats with detrimental consequences to organisations. For instance, malware could infiltrate firewalls, hijack virtual private networks (VPNs) and hinder access to data. Ransomware too infects a computer system and denies access to its users until a ransom is paid. Currently, every 40 seconds a business across the globe falls victim to an attack of ransomware. Even more alarming are the menaces of cyber bullying and cyber terrorism, which extend beyond just organisations and pose a danger to society in general.

Cyber Security

the challenge of digital disruption

According to an article in the Inquirer, nearly 1/3rd of global cybercrime occurs in Asia with the main targets being institutions in nations that are yet to gain access to the latest advancements in cyber-security. Given the ever-increasing trend in mobile phone usage, high digital growth, lack of cyber-awareness and the emergence of more sophisticated cyber-criminals, it is becoming harder for organisations and countries to counter the aggravated attacks they face. In 2017, the Wannacry ransomware worm epidemic affected more than 300,000 computer systems in over 150 countries worldwide, and the damage in Asia alone was inconceivable. Computer systems in government agencies, schools, offices, and hospitals across the region were infected. Giant corporations, like China's PetroChina and Japan's Hitachi experienced problems with their computer networks, creating temporary disruptions in the companies' operations.

Moreover, while cyber-espionage is rampant in China, the highest rates of financial institutions being hacked are reported in Russia, Iran and North Korea. The costs of cybercrime in the Asian region in 2018 have reached a whopping total of USD 171 Billion thus far, and are estimated to more than triple by the year 2020.

Cyber Security: A global challenge of the information age

Google search statistics reveal that the 'cybersecurity' search term has skyrocketed by nearly 800% during the 10-year period since 2007, making the interest of tech companies ten years ago now a term of relevance on every mind. With the expansion of the cyber threat landscape, majority of technologies has deployed "age old defense" approach and is focusing on revolutionizing technology, expertise, intelligence and strategies to defeat the emerging organised cybercriminal. Microsoft with their new cloud technologies has provided real time visibility into cyber security by proactively thwarting threats before it becomes an issue. This real time action would create a new path towards digital transformation in a secure space with cost efficiency, seamless updates without reconfiguration and by giving IT professionals the upper hand in staying compliant with regulatory guidelines.

In addition, advanced measures like Multi-Factor Authentication (MFA) and Single Sign-On (SSO) provide extra layers of security by ensuring only those with proper credentials are able to gain access to information and company platforms. With the gradual progress of the industry, companies would increasingly in-source their security needs and upgrade internal training and skills thus resulting in the emergence of cyber insurance covering for loss of reputation and trust with customers and loss of future revenue from negative media or other exposure.

Team Sports help teach dedication, leadership and team work

BMS has achieved few milestones in the last three years in team sports. BMS students have excelled particularly in Rugby, Basketball and Cricket. BMS Rugby Team won the Sports Extravaganza 2016 beating University of Colombo in the finals and MORA 7's Inter-University Rugby Championships 2017. BMS Basketball team secured the Championship of Lebron 3 x 3 - 2018. The best form of team sports continued to win the Red Bull Inter-Campus Cricket World Championship 2018.





SWEETS | Toxic or Harmful?

Sugar has a bittersweet reputation concerning health. Despite the readily availability of sugars in the modern world through a soft drink or biscuit, generations ago, people had to compete with birds to access sweets which were available only through seasonal fruits. Today, sugar has become the enemy of the public health because experts and scientists proved and are yet proving that sugar can be the cause of many chronic progressive diseases and obesity that people are suffering from.

Controversially, some scientists say that sugar is yet another contributing 'factor' towards diseases and obesity, but is not the definite cause.

Several experts point out that diseases and obesity are caused by excess energy intake than energy expenditure on a regular basis which leads to deposition of fats. This was well proven by a study conducted on athletes who had a higher sugar consumption, yet, tolerated it well with a lower incidence of diseases. Nevertheless, high sugar intake could impact your heart by few indirect connections as well. For instance, sugar and alcohol bares the same metabolizing process in the liver where dietary carbohydrates are converted to fats leading to fatty liver which is a major contributor for diabetes and diabetes becomes the greatest threat for heart diseases.

Associate Professor at James Madison University Alan Levinovitz studies the relationship between religion and science. He says there's a simple reason we look at sugar as evil: throughout history, we've demonised the things we find hardest to resist.

Today, we do this with sugar to gain control over cravings. "Sugar is intensely pleasurable, so we have to see it as a cardinal sin. When we see things in simple good and evil binaries, it becomes unthinkable that this evil thing can exist in moderation. This is happening with sugar," he says.

He argues that seeing food in such extremes can make us anxious about what we're eating - and add a moral judgment onto something necessary on a daily basis, such as deciding what to eat. Experts and scientist continue to find the exact cause as to why sugar and cocaine bare similar effects such as severe addiction and increased cravings.

Scientists say that sugar is yet another contributing 'factor' towards diseases and obesity, but is not the definite cause

Many argue with the fact of emotional control with the help of sweets. The sudden 'boost' by consuming such food is the reason why we get addicted to them in times of celebrations and extreme stress. 'Serotonin Theory' explains why people crave for sweets and not any other foods in such times. Serotonin production increases when sugary food are consumed & plays an important role in mood regulation. This helps the brain to become highly active by interacting with stress signals. However, one should understand and realise the long-term damage and suffering that could be caused by uncontrollable & overindulging food patterns which could lead to severe depression, weight gain, guilt etc.

Strangely, there are many 'sugar' replacements in the market which has no change comparative to the naturally existing sugars. Replacements bare the same amount of calories and add no significant benefit in terms of nutrition. People tend to consume more food containing alternatives which could potentially result in weight gain.

What should we do?

Numerous studies led to the construction of various policies and guidelines for the daily sugar intake. These recommended that one should not exceed 5% of sugars in their daily calorie intake. However, dieting has become a major trend in the developing world than being a much needed approach for a healthier & ill free lifestyle. Diets are strictly restricted with a list of 'allowed' food & 'not allowed' food. Inadvertently, this promotes a very disturbing food mentality in a person where they tend to over worry about eating something that they shouldn't.

Sugar is not toxic and therefore, many people can eat a little less sugar, a little less often, but do not have to quit for good for a healthy life. Deviate from technology and enjoy the moment of sweets so that your mind will understand the consumption of it by providing immense pleasure and satisfaction. In conclusion, health is not about how much we eat, how much we weigh, size of our waist nor the food we avoid. It's a deeper relationship that we can and should have with food together with our psychological health which is equally important as our physical health.



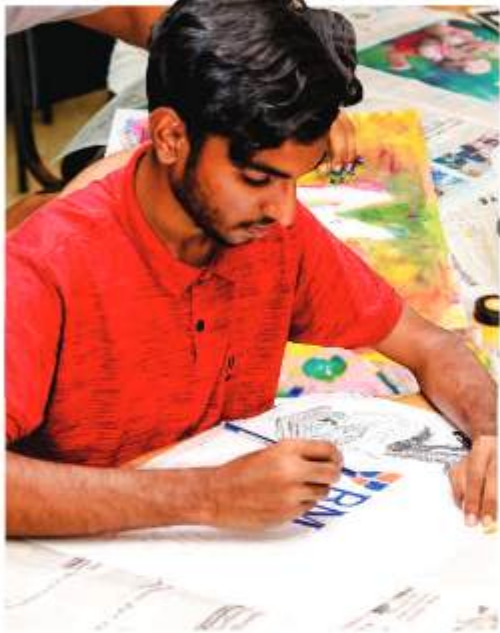
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