

Are You a K-SAM Graduate? Are we producing them?

Key-note Presentation at Graduation
Ceremony

South Eastern University

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6th February, 2013

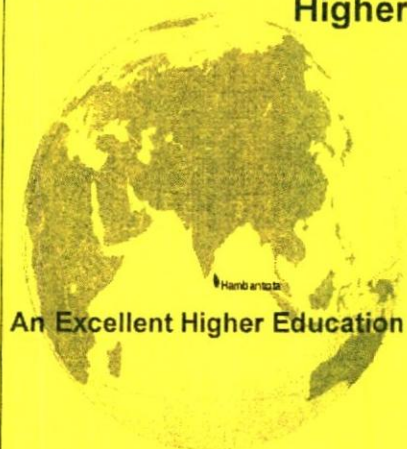
Sri Lanka – To be an International Hub of Excellence for Higher Education by 2020

Ministry of Higher Education
Sri Lanka
06.02.2013

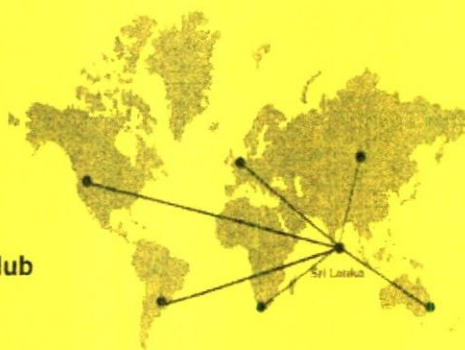
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Miracle of Asia → Knowledge Hub ↓

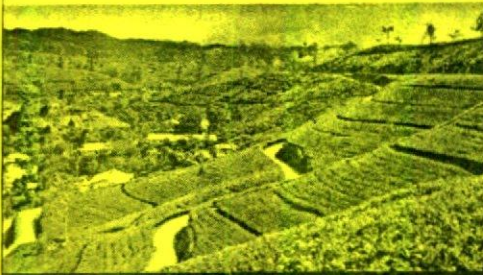
To be an International Hub of Excellence for
Higher Education by 2020



An Excellent Higher Education Hub



Our Nature



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After 30 years of war



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Structure

- About Sri Lanka
- Government's Vision: *Mahinda Chinthana*
- Vision of MOHE
- Higher Education Today
- Proactively Accepting the Responsibility of their Graduates
- World Class Universities
- 100% Employable Graduates & Globally Employable Graduates
- Leadership & Positive Attitudes Development Program
- Professional Graduates



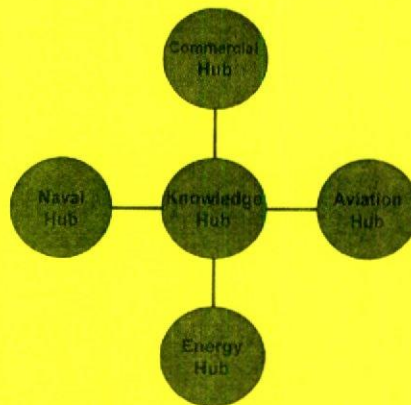
Post-War Macro- Economic Environment

- Population 20 Million (61% below Age 35)
- 8% GDP Growth, 2nd Fastest Growing Economy in SA.
- Stable Government with 2/3 Majority in the Parliament
- Per Capita Income US\$ 2,800 in 2011 - Expected to Double by 2015
- Inflation Rate 6.8%; Unemployment below 5.4%
- Booming Tourism Sector
- Natural Gas & Oil Exploration
- Conducive Environment for Investment Attracting FDI
- Rapid Infrastructure Development (Highways, Shipping/Air Ports, Telecom Infrastructure, Housing)



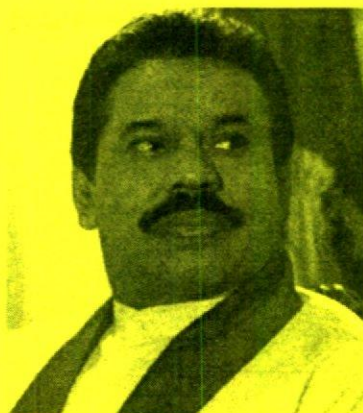
Sri Lanka's Long-Term Vision

Mahinda Chinthana Idiri Dekma



Sri Lanka - Miracle of Asia

Government Vision (*Mahinda Chinthana*)



H.E. Mahinda Rajapaksa
Executive President
Democratic Socialist Republic of Sri Lanka

"Develop a Youth who can see the World over the Horizon"

"We have the Opportunity to make this Country a Knowledge Hub within the South Asian Region. I will Develop and Implement an Operational Plan to make this Country a Local and International Research and Training Centre for Knowledge"

Mahinda Chintana 2010 (President's Mandate)

Our Vision of Ministry of Higher Education

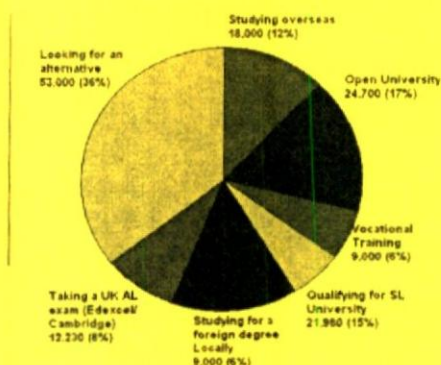
To be an International Hub of Excellence for Higher Education by 2020

Challenges and Opportunities

State sector HE structure

- 15 National Universities
- 2 Buddhist Universities
- 17 HE Institutes
- 12 Advance Technological Institutes
- 8 degree awarding institutes
- 27 professional institutes
- 36 non-state HEIs providing Degrees, Diplomas and Certificates programs locally

Post Advanced level Study Options



Supply vs. Demand

Major Programs

Few New Programs

- Responsible HEIs
- Globally Employable Graduates & World Class Universities
- 100% Employable Graduates
- Improving Leadership & Soft Skills
- Professional Graduates
- Enterprising Graduates
- ICT – Based Management



Responding to Challenges



1. Responsible HEIs

In 2010 Hon Minister of Higher Education - S.B. Dissanayake declared that;

“As Universities and Other HEIs, We should Proactively accept the Responsibility of our own Graduates regarding their Quality and Employability”

Its moving from Ministry to UGC, then Universities – VCs, Deans and HODs



2. World-Class Universities & Globally Employable Graduates

- All the Universities should Produce “Globally Employable Graduates – GEGs”, not limiting to Local or Regional Markets
- Research, Innovation & Commercialization
- World Ranking has been Improved Drastically.
- What is Your World Ranking?

www.webometrics: Sri Lanka – World Ranking

World Rank (2011 Jan vs 2012 July)			University	
2011	2012	Change	(No 1 -South Asian Rank – No. IIT – Bombay – World Rank - 492)	
2185	1681	+ 504	University of Colombo	(12)
2198	2010	+ 88	University of Moratuwa	(14)
3005	2466	+539	University of Peradeniya	(27)
5330	2758	+2572	University of Sri Jayaward.	(38)
6217	3047	+3170	University of Kelaniya	(48)
3848	3293	+ 555	University of Ruhuna	(54)
9309	5662	+ 3647	Jaffna University	

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Where SEU? 2012 – July

- **South – Eastern University – 16,003**
- As a Newly Established University, its Not Bad but;

You should try to Achieve the Level of – 5,000

3. 100% Employable Graduates

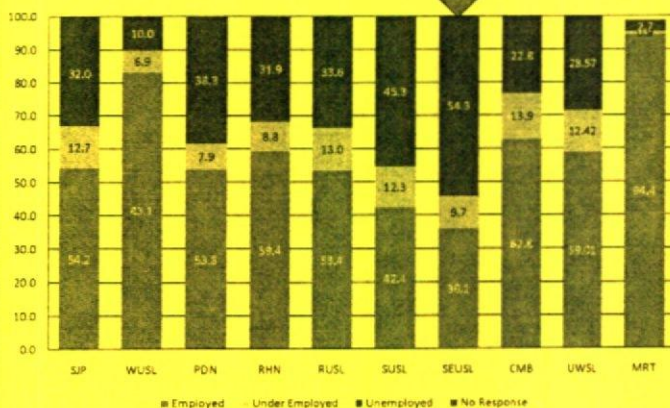
- No matter What is the Faculty or Department- They should Produce 100% Employable Graduates
- It is Compulsory to Calculate the ER by all HEIs
- From Year 2012 it is Implemented
- Can Measure Where are We Now?
- Can Measure the Success of their Strategy Annually ?

Employment Status by University

KPI - 60% by 2015 after 6 M.

36.1% 528 - After 16-21 months

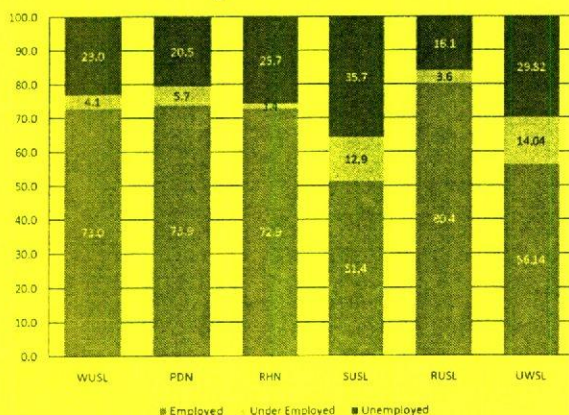
Overall - 58.3%



University	No. Response	Eff. Dates (months)
SIP	2,946	3-14
WUSL	321	3-11
PDN	2,111	1-15
RHN	1,479	5-16
RUSL	463	6-15
SUSL	505	1-14
SEUSL	528	16-21
CMB	2308	1-15
UWSL	161	8
MRT	1035	5

Employment Status by University

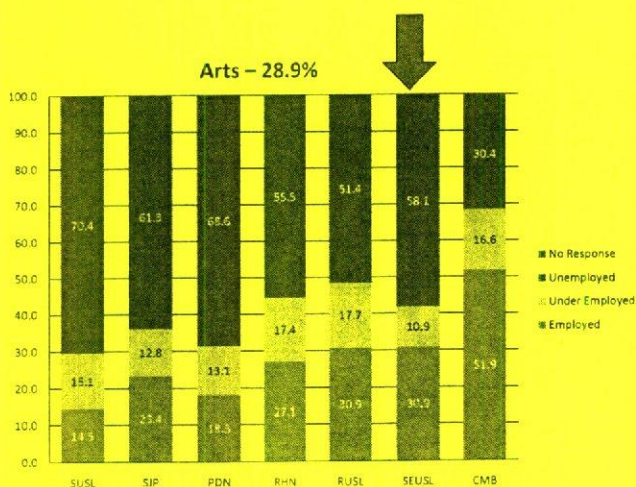
Agriculture – 69.6%



University	No. Respondents	Eff. Dates (months)
WUSL	74	7
PDN	176	3
RHN	143	5
SUSL	70	2
RUSL	56	6-15
UWSL	58	8

Employment Status by University

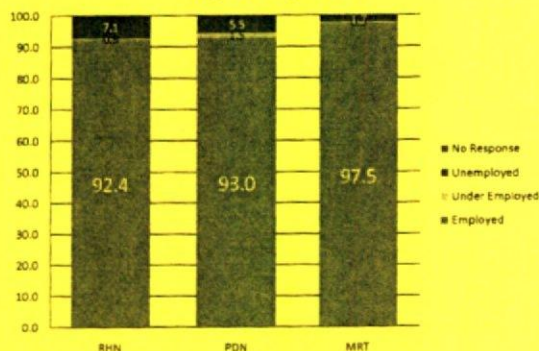
Arts – 28.9%



University	No. Respondents	Eff. Dates (months)
SUSL	188	1.5
SJP	853	3
PDN	778	4
RHN	535	17
RUSL	175	12
SEUSL	214	21
CMB	565	6-13

Employment Status by University

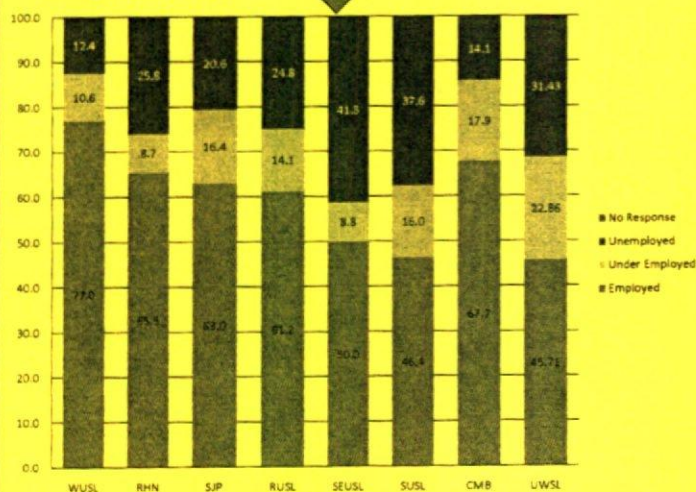
Engineering – 95%



University	No. Respondents	Eff. Dates (months)
RHN	198	5
PDN	327	5
MRT*	635	

Employment Status by University

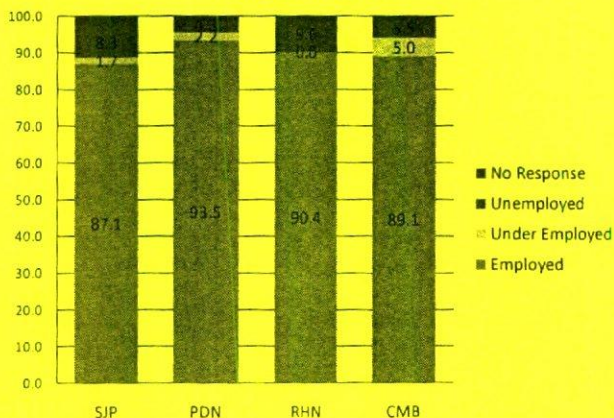
Management- 64.5%



University	No. Respondents	Eff. Dates (months)
WUSL	113	11
RHN	287	11
SJP	1,521	3
RUSL	121	11
SEUSL	56	21
SUSL	125	2
CMB	341	6-7
UWSL	35	8

Employment Status by University

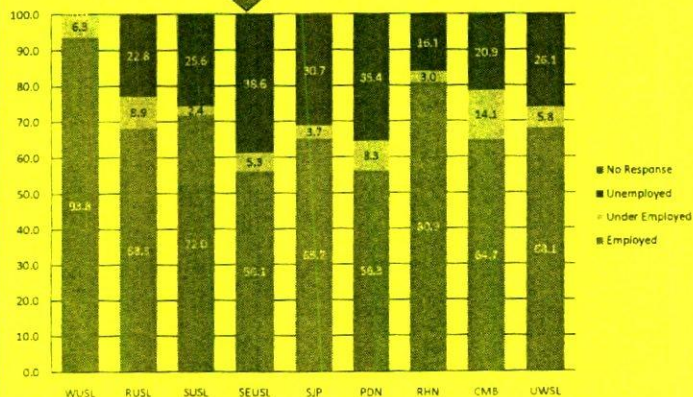
Medicine-89.5%



University	No. Respondents	Eff. Dates (months)
SJP	302	6-14
PDN	185	5
CMB	220	13-15
RHN	52	9-13

Employment Status by University

Science - 68.5%

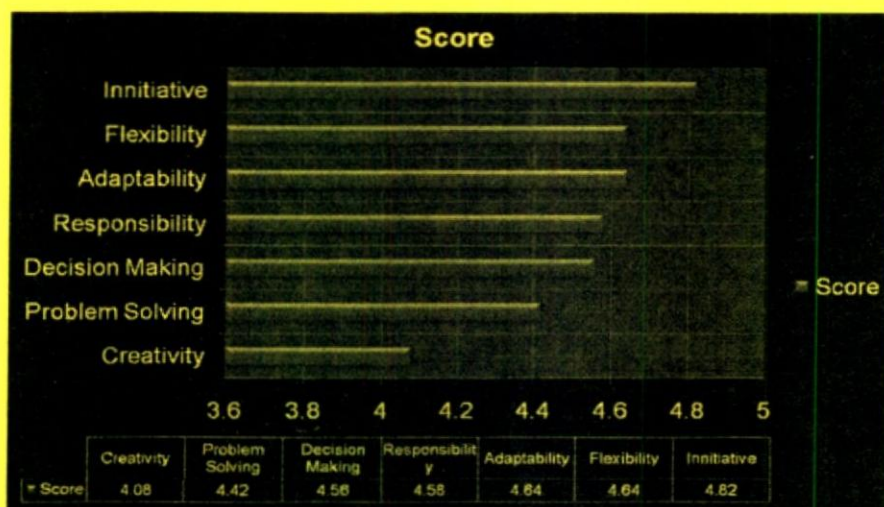


University	No. Respondents	Eff. Dates (months)
WUSL	64	3
RUSL	101	12
SUSL	82	1-14
SEUSL	57	16
SJP	270	5
PDN	350	5
RHN	236	3-16
CMB	363	7
UWSL	69	8

4. Improving Leadership and Soft-skills of the Graduates

Through various research we have found that **“Employers”** Expectations are Different from the available **Graduates Quality and Skills.**

Ranking of Personality Attributes Private Sector Look For “Soft Skills”



Top 10 Most Important Skills and Capabilities when Recruiting New Graduates (Graduate Employability – Archer & Davison, p. 7)

- **Communication skills** - 86%
- **Team-working skills** - 85%
- **Integrity** - 83%
- **Intellectual ability** - 81%
- **Confidence** - 80%
- **Character/personality** - 79%
- **Planning & organizational skills** - 74%
- **Literacy (good writing skills)** - 71%
- **Numeracy (good with numbers)** - 68%
- **Analysis & decision-making skills** - 67%

K- SAM



Knowledge



Skills



**Attitudes
& Values**



Mindset

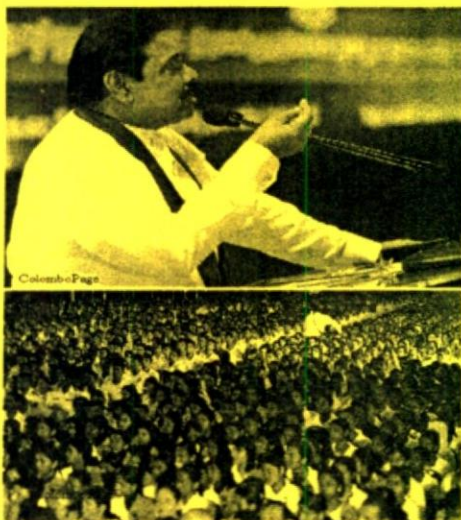
K- SAM

Knowledge	Skills	Attitude & Values	Mindset
<ul style="list-style-type: none">• Theory• Practice	<ul style="list-style-type: none">• Fundamental• Specific	<ul style="list-style-type: none">• Daily Behavior• Relationships	<ul style="list-style-type: none">• How do you see the world / perception

Leadership Training - All New University Students

First Day on 23rd May, 2011

- May 23, Colombo, Sri Lanka
President Mahinda Rajapaksa at the Temple Trees



Jointly with Defense Ministry

30 Training Centers

The National Program is launched by the **Higher Education Ministry** with the **coordination of Defense Ministry** in a bid to build Leadership Skills and Positive Attitudes in students entering Universities.



What is Management

Leading a Team

to Achieve

Planned Objectives

Leading is the Key..



English & IT Training – for all new students

English

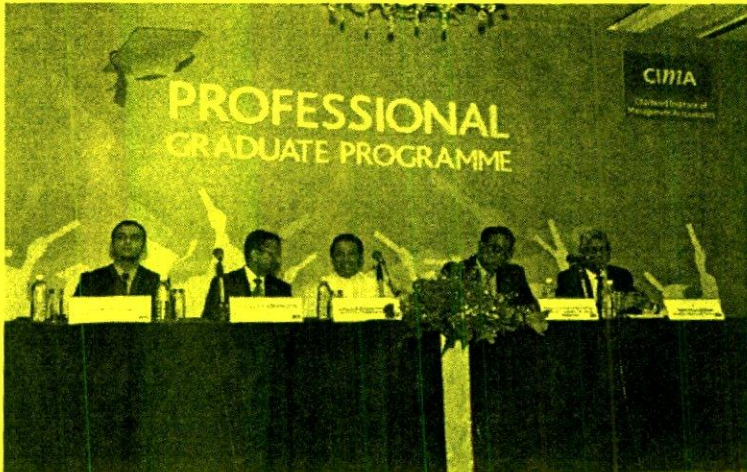
- Jointly developed by **University of Kelaniya, Colombo and Jayawardenapura English Experts**
- Tested & Improved by **British Council** and Trained the lecturers by British Council

ICT Program

- **UCSC of University of Colombo** developed and Implemented the program
- **Computer Driving License** is the Level student gain through this training



Professional Graduates



Professional Graduate programme with Professional Institutes

- To increased the employability of the graduates
- up-skilling and the building capacity of the undergraduates
- professional courses at the university with discounts, full scholarships, wave off, and other facilities like lecturing
- To equip the undergraduates with a world recognize Professional Qualification

6. Enterprising Graduates

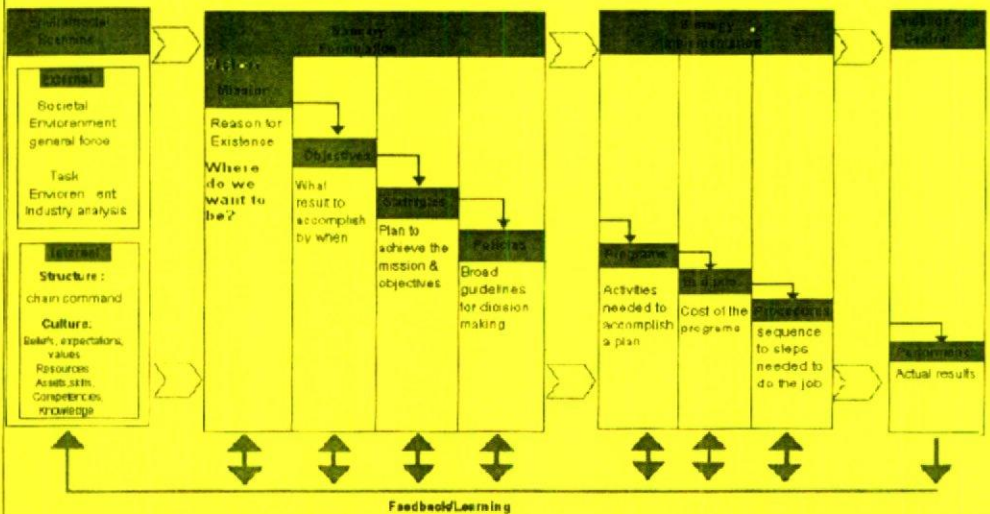
- Universities should produce not only **job seekers but also employment generators or providers**
- With YESL – **Young Entrepreneurs of Sri Lanka** we do a program in all the universities
- Target is to produce **1,500 entrepreneurs** from all 15 universities
- Private Participation is also their
- **HSBC – NDB also funding this**

7. Improving Effectiveness and Efficiency of University Administration

Following things have been introduced during the past two years:

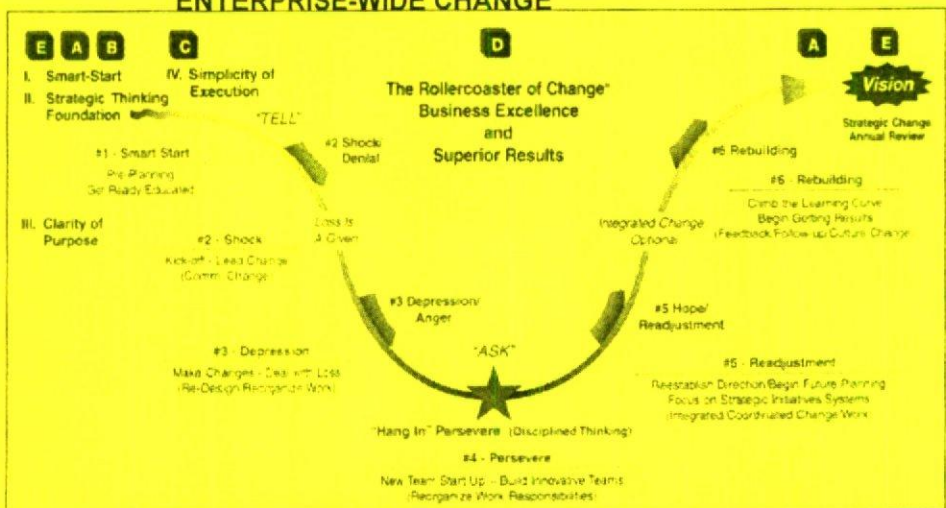
1. Introducing ICT based management – U-HEMIS
2. BPR – Business Process Reengineering
3. Introducing new Organizational Cultures
4. Introducing Strategic Management and KPIs

Strategic Management Model



SIX STAGES TO SUPERIOR RESULTS

ENTERPRISE-WIDE CHANGE



Change Management

Systems

- 80% Importance
- Not understood

Human

- 20% Importance

Key Performance Indicators (KPIs)

No	indicator
01	World University Ranking
02	No Of Foreign Students in the Country
03	Foreign Exchange Earned
04	Dependency of Treasury Funds
05	Income Earned by the Universities
06	No of Students left the country to do their higher studies
07	Foreign Exchange transferred to overseas
08	No of Students entered to Higher Education (Univ + Professional + Other)
09	No of students graduated in each field and the demand gap
10	Employability of Graduates
11	Student's satisfaction

8.

Market Oriented Degree Programs

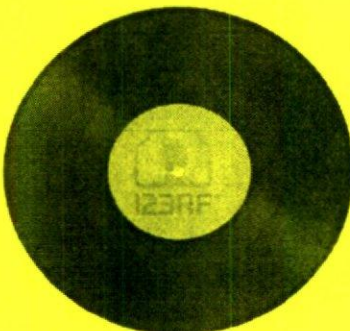
Example
from

Hospitality
Industry

**It is Unfair to say that all are producing GDs &
all are out-of-date**

Gramophone Disk – Some are producing

Cassettes – Some faculties / Departments



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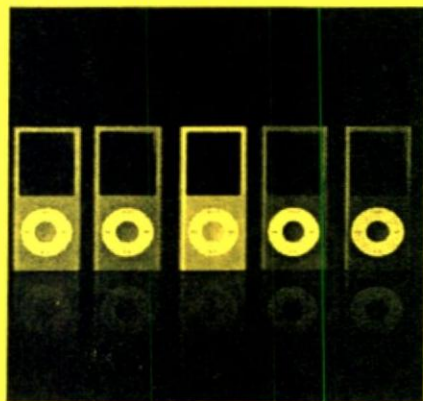


Some May be producing

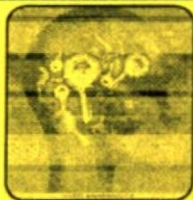
Compact Disk - CDs



MPEG = MP 3 / 4



Are you're a K- SAM Graudate?



**Knowl
edge**



Skills



**Attitude
&
Values**



Mindset



R – V – Ready?

	2009 Status	2016 Requirement
No of Tourists	448,000	2,500,000
Hotel Rooms	14,000	50,000
Workforce	125,000	500,000

- Growth rate of tourist arrival during first six months of 2010 is 48%
- By the end of 2012 we will reach closer to 1 million tourists
- When no of tourists reach 850,000 we may run out of capacity
- We need to create capacity of 35,000 new rooms to meet the target



Degrees / Diplomas commonly

offered other countries

- Tourism Management
- Hotel Management
- Fares and Ticketing
- Travel & Tourism Operations
- International Language
- History, Heritage and Archeology
- Cargo & Courier Management
- Airhostess, Flight Steward Training
- Research /Marketing/Accounting

Basic Knowledge
Specialized Knowledge

Other Areas to be

IT and BPO sector

Banking and Insurance,

Shipping and Logistics etc.

RATE OF CHANGE IN THE WORLD

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

—Jack Welch
*Former Chairman and CEO
General Electric Corporation*

Effectiveness & Efficiency

		Effectiveness Do the right things	
		✓	✗
Do the things right	✓	✓	✗
	✗	✓	✗

Paradigm

- A paradigm may be defined as "a set of assumptions, concepts, values, and practices that constitutes a way of viewing reality for the community."
- Typically, we do not see paradigms, rather we see *through* paradigms, thus remain unaware of their influence. Awareness of our paradigm is necessary for critical thinking.

Old vs New Higher Educational Paradigms

Present Paradigm

1. Not accepting responsibility
2. Self oriented
3. Locally employable grads
4. Teacher centered
5. K – focused
6. Only job seekers
7. Partly un-employable
8. Do not scan the Ex. Env.
9. Input oriented
10. Local students focused

New Paradigm

1. Accepting responsibility
2. Market Oriented
3. Globally employable
4. Student centered
5. K-SAM focused
6. Both job creators + JS
7. 100% employable
8. Scan the EE & change
9. Out-put+ outcome oriented
10. Local + Foreign students

What Kind of Graduates Do We Need?

Digital not Analog Graduates



- **Globally Employable**
- **Most Up-dated & Appropriate knowledge**
- **Theory + Practice**
- **Practical and Pragmatic**
- **Results Oriented**
- **Innovative & Creative**
- **Not complaining about problems but problem resolving**
- **Good in Communication**
- **With Leadership & Team work**

Congratulations to all the grandaunts

**Good luck for
your brighter
Future**

Be a K-SAM

**Lets Change to
Produce
K - SAMs**

