



Institute of Human Resource Advancement (1)

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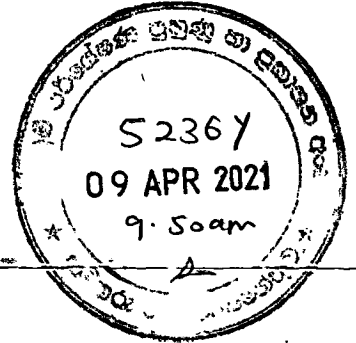
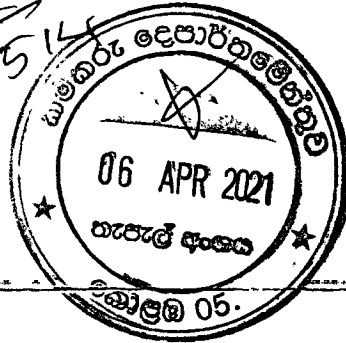
மனிதவள மேம்பாட்டு நிறுவகம்

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කොழும்පු පල்கலைக்கழகம்

Buddhaloka Mawatha, Colombo 07. Sri Lanka
275 බෞද්ධාලෝක මාවත, කොළඹ 07
பௌத்தாலோக்க மாவத்தை, கொழும்பு 07

My Number: IHRA/SMGT/21

23rd March 2021



Dear Sir/ Madam,

Calling Applications for Diploma in Service Management – 2021

It is with great pleasure that I announce you the Institute of Human Resource Advancement (IHRA), University of Colombo is calling application for the Diploma in Service Management - 2021.

The IHRA which is attached to the University of Colombo, has been recognized as one of the first 1000 universities in the world. While IHRA engages in the development of human talents for a progressive society, it values freedom of education, thus actively engages in expanding accessibility of higher education for all. Diploma in Service Management forms a part of the curricula of the University of Colombo which seek to bring human talents into a center of a progressive society as it is what capable of making a progressive organization a reality.

A copy of the programme details are enclosed with this letter. We would like to bring to your kind attention that the application submission deadline is scheduled to be on 10th April, 2021.

Thank you in advance for disseminating brochures for the potential applicants. A digital copy of the brochure and more information could be found on our website: <https://www.ihra.cmb.ac.lk>.

For further inquiries, please contact Service Management Unit / IHRA via 070 -1172536 / 070 -1172537 / 0770416800

Thank you.

Ms. KP Mathotaarachchi
Senior Lecturer/IHRA
Coordinator / Service Management Programme

Prof. HD Karunarathne
Director
IHRA

Ishara circulate

Telephone No.	General 2 503 393	Director 2 587 245	Senior Assistant Bursar 2 581 569	Senior Assistant Registrar 2 505 893	Assistant Registrar 2 554 724
Fax No.	2 501 924		2 581 569		2 501 924

Minimum Qualification for Diploma in Service Management

Applicants must possess any one or more of the following qualifications:

- 1.1. GCE (A/L) Examination in four (04) subjects under the old syllabus. (prior to 2000) OR
- 1.2. GCE (A/L) Examination in three (3) subjects under the new syllabus. (after 2000) OR

1.3. Foundation Program equivalent to the GCE (A/L)

AND

2. Demonstrated competence in the relevant field and potential for future career development.

AND

3. A sound knowledge of the language in which the program is conducted.

OBJECTIVES OF THE PROGRAMME

1. To develop the knowledge, skills and attitudes related to the service facilitation
2. To promote customer oriented service competencies
3. To develop entrepreneurial skills in service competencies
4. To improve the ability of identifying new the trends in service environment
5. To support the performance and the quality of human resources in a given establishment
6. To appreciate service differentiation in competitive business environment

Medium - Bilingual (Sinhala & English) Duration - One Year

Application Fee : Rs. 1,500/-

Course Fee : Rs. 100,000/-

(Could be paid in two equal installments)

Application Closing Date - 10 April, 2021

Diploma in Service Management

Semester - I

Course Code	Course Name	No. of Credits
DSM 1001	Principles of Management	03
DSM 1002	Fundamentals of Marketing	03
DSM 1003	Business Communication	03
DSM 1004	Information Systems for Business	03
DSM 1005	Comprehensive Examination	03

(Case Based)

Total Credits of Semester - I 15

Semester - II

DSM 2001	Introduction to Services and Service Management	03
DSM 2002	Fundamentals of Customer Care and Customer Relationships	03
DSM 2003	Operation Management in Services	03
DSM 2004	Managing Service Quality	03
DSM 2005	Comprehensive Examination	03

Total Credits of Semester - II 15

Total Number of Credits Offered under the Program 30

How to apply

Application forms should be submitted online. Please log into www.ihra.cmb.ac.lk to fill the online application.

Before submitting the application, please make sure that you have made the application fee using the voucher that can be downloaded from the same website and attach a copy of it while submitting the application online. Once submitted, please keep a copy of the application for your reference.