



Unleash
your true
Potential



Imperial College
of Business Studies

GET TO KNOW US

Imperial College of Business Studies (ICBS) boasts of a rich history that dates back to 1985 when it was established as Colombo Business School (CBS) and has since grown into a leading Business School in South Asia with operations across India, Maldives and Bangladesh.

Through partnerships with globally recognised Professional bodies, Universities and Qualification awarding bodies Imperial College offers a variety of Academic and Professional qualifications that cater to the needs of students worldwide. Imperial College has built a legacy of 38 years of undisputed quality education provision which has been influential in building its phenomenal past alumni of over 50,000 students both locally and internationally.

Imperial College offers students with aspirations of a Postgraduate qualification a range of unique options from HR, Analytics and Marketing with advanced entry and Top-up options enabling students to earn a qualification while learning at a pace of their choosing.

Imperial College focuses on molding 360° employable, work ready graduates by inspiring students to Dream, Believe and Transform!

38

years
of excellence
in education

95%

Graduate
Employment

2,000+
Graduates

15,000+
Professionals

100+

Faculty &
staff with
Masters or PhD

A world class

LMS

Connecting learners
Across the globe

12

Affiliated
Professional
Bodies



MESSAGE FROM THE ACADEMIC DEAN



Imperial College of Business Studies (ICBS)

serves the nation as a pioneer higher educational institute in Sri Lanka since its inception in 1985. Imperial College offers both undergraduate and postgraduate qualifications from the University of West of Scotland (UWS), and Queen Margaret University (QMU), in addition to training students for qualifications of Chartered Institute of Management Accountants (CIMA), Association of Chartered Certified Accountants (ACCA) and Scottish Qualification Authority (SQA) in the UK.

The MBA programme of UWS and the MBA & MSc programmes of QMU delivered by Imperial College is unique in terms of its curriculum design,

delivery, evaluation and accreditation by professional bodies. The course modules are carefully designed catering to the needs of a professional to unlock his or her career potential with high caliber skills, enabling them to face challenges in the contemporary business world. The MBA and MSc programmes are delivered through a hybrid system of face to face classes as well as virtual meetings using digital platforms. The teaching methods deviate from traditional lecturer centric to student centred methods often taking the form of discussions, debates and critical reviews of relevant issues and problems. The recordings of lectures and discussions have been made available to students as additional support. The evaluation methods are also different from traditional examinations. The evaluations include more modern practical testing methods which are heavily dependent on writeups, reviews, video essays, assignments, presentations, debates, and research theses. In brief, these Master's programmes are different when compared to the traditional Masters programmes available in the market

Students experience a conducive, comfortable and immersive environment for learning at the college, where in addition to academic activities they are create networks that last a lifetime. Furthermore, the academic staff guide students step-by-step towards successful completion of the Master's degree programmes.

We have produced thousands of graduates thus far, all of whom are excelling in their relevant professions in Sri Lanka and overseas. As the Dean, I welcome you to Imperial College of Business Studies and congratulate you for considering our undergraduate programme to make a lifelong change.

DR. M. Ganeshamoorthy Ph.D

UNIVERSITY PARTNERS

UWS UNIVERSITY OF THE WEST of SCOTLAND

UWS is a truly international University with origins dating back to 1897. One of the country's largest modern universities that aims to have a transformational influence on the economic, social and cultural development of graduates. UWS is an International University with over 2,000 international students drawn from over 70 countries across the globe.



70th

(2022) for Accounting & Finance In the UK
The Complete University Guide

70th

For Business Studies (2022) In the UK
The Complete University Guide



Queen Margaret University EDINBURGH

Founded in 1875, Queen Margaret University (QMU) offers the optimum balance of theoretical and practical learning, preparing graduates at its student friendly campus to make a real difference to society. A University without borders where 31% of the student population is drawn from international communities.

75th

for Business Studies (2022) In the UK
The Complete University Guide

64th

for Business and Management Studies (2022)
Guardian University ranking



ENTRY CRITERIA

**BACHELOR'S
DEGREE**

**PROFESSIONAL
QUALIFICATION**

**PART QUALIFICATION +
THREE YEARS OF
WORK EXPERIENCE**

**5 YEARS OF WORK
EXPERIENCE AT A
SUPERVISORY LEVEL**





Mastering leadership, strategy and building business acumen, This MBA empowers tomorrow's leaders to thrive in the dynamic corporate landscape.

DURATION - 12 MONTHS

TRIMESTER 1

MODULES	CREDITS
Leadership & Change Management	20 Credits
Crisis Management	20 Credits
Research Methodologies and Objectives	20 Credits

TRIMESTER 2

MODULES	CREDITS
Entrepreneurial Finance	15 Credits
Strategic Marketing	15 Credits
Project Management	15 Credits
Strategic HRM	15 Credits

TRIMESTER 3

MODULES	CREDITS
Dissertation	60 Credits

MBA HUMAN RESOURCE MANAGEMENT

Utilizing predictive analytics, optimising performance, this MBA equips leaders to build thriving workplaces by nurturing talents, and unleashing the potential of teams

DURATION - 12 MONTHS

TRIMESTER 1

MODULES	CREDITS
Leadership & Change Management	20 Credits
Crisis Management	20 Credits
Research Methodologies and Objectives	20 Credits

TRIMESTER 2

MODULES	CREDITS
Strategic HRM	15 Credits
Reward & Talent Management	15 Credits
International HRM	15 Credits
Human Resources Analytics	15 Credits

TRIMESTER 3

MODULES	CREDITS
Dissertation (focused on HR)	60 Credits

MBA BUSINESS ANALYTICS

Data driven decisions, optimizing business strategies, this MBA, equips business leaders with techniques and KPI's that drive innovation in today's competitive landscape

DURATION - 12 MONTHS

TRIMESTER 1

MODULES	CREDITS
Leadership & Change Management	20 Credits
Crisis Management	20 Credits
Research Methodologies and Objectives	20 Credits

TRIMESTER 2

MODULES	CREDITS
Applications of Machine Learning	15 Credits
Ethics in AI and Decision Making	15 Credits
Application of Analytics in Modern Business Environments	15 Credits
Novel and Emerging Technology	15 Credits

TRIMESTER 3

MODULES	CREDITS
Dissertation (focused on Business Analytics)	60 Credits

MSc STRATEGIC MARKETING

Unleashing marketing expertise and strategic brilliance, This MSc prepares graduates to lead impactful campaigns in the competitive business realm.

DURATION - 12 MONTHS

TRIMESTER 1

MODULES

CREDITS

Strategic Marketing

20 Credits

Entrepreneurial Marketing & Change Management

20 Credits

Marketing communication & Media Management

20 Credits

TRIMESTER 2

MODULES

CREDITS

Strategic Brand Management & Corporate Reputation

20 Credits

Digital Marketing Strategy

20 Credits

Data Analytics & Measuring Marketing Effectiveness

20 Credits

TRIMESTER 3

MODULES

CREDITS

Dissertation / Marketing Consultancy

60 Credits

PANEL OF LECTURERS



MR. INDIKA LIYANAHEWAGE

MBA (PIM SriJ), BSc (Hons) Mgt Sp (SriJ), FCMA (UK), CGMA, Certified NLP Practitioner & Coach (Aus), Timeline Therapy Practitioner & Hypnotist (Aus)

Director/CEO – Eskimo Fashion Knitwear (Pvt) Ltd, Chairman – Sri Lanka Apparel Exporters Association, Non-Executive Director – Independent Television Network (ITN) (Pvt) Ltd.

Corporate Experience – Over 20 years of experience in Strategy, Finance, Marketing, Human Resource Management and Operations at MAS Holdings, ODEL PLC and Trelleborg Lanka.



MR. MAHEN MUTTIAH

Masters in Development Studies Reading (Colombo), MSc (App Stats) (Peradeniya), MSc (Mgt) (SriJ), MSc (Mkt) (Malaysia), Pg Dip. Mkt (CIM) (UK), MSLIM, B. Com (Col)

Director – Research – Vanguard Survey (Pvt) Ltd, Corporate Trainer, Consultant, Economic Analyst

Corporate Experience – Over 15 years of experience in research related to Management, Marketing, Human Resources, Economic Development & Operational Strategy in World Bank, A.C Nielsen International, Embassy of Japan (SL)



MR. CHARAKA PERERA

MBA (New Bucks UK), CMA (Aus), CPM (Asia), Pg. Dip. Mkt (SLIM), MSLIM,

General Manager (Marketing) – SLT MOBITEL (Pvt) Ltd, Project Chair – National Initiatives of SLIM, Renowned Speaker

Corporate Experience – Over 20 years of experience in Strategy, Sales, Marketing, Operations, Distribution & Channel Management at Laugfs (Pvt) Ltd, Hassani Group of Companies (Dubai), Delmege Forsyth & Co, Cargills Food City and Ceylon Breweries.



MRS. NETHRANJALI VIDYARATHNE

PhD Reading (University of South Wales), MSc (HRM) (Kelaniya), BSc (HRM) (Dublin)

Human Resource Administrator for a UK based organisation

Corporate Experience – Over 15 years of experience in Quality Assurance, Human Resource Management at Carlton Sports Network, Quantum Intimates, Ernst & Young



MRS. GUNATTHMA DAHANAAYAKE

PhD Reading (KDU), MBA (India), FIB (SL), AIB(SL), CPM (SL)

Manager Branch and Branch Credit – Pan Asia Bank PLC, Lecturer in Postgraduate Research Methodologies and Finance, Examination panel member – IBSL, Corporate Trainer

Corporate Experience – Over 25 years of experience as a banker at Nations Trust bank PLC and Seylan Bank PLC.