

ADVERTORIAL

Economical Pathway to a World Recognized Hospitality and Tourism Qualification through 'Singapore Informatics'

Hospitality and tourism industry is fast becoming a thriving business in the world. We are now living in an era where recreation is considered one of the most essential parts of life. As much as people do

earn hard they do also spend hard on recreation. This has created a hitherto unknown growth in the hospitality industry. Many countries in the world are finding their own themes attractive to the tourists who want to

spend their hard earned money to get the best of their vacations. For some of the countries in the world tourism has now become their major foreign exchange earner. Singapore which always has been an attraction to

tourists and having a thriving hospitality industry has broad plans to expand its tourism industry. Planning to create the high end 'Integrated Resorts' which will comprise of 1800 rooms spread across 6 hotels, Singapore

will be a place with abundant job opportunities in the tourism industry in the near future. It is expected that 45,000 new job opportunities will be created in these integrated resorts, and 10 million visitors are expected by 2015.

In this sense Singapore needs workforce, specially trained workforce in the Hospitality Industry. 'Informatics Campus' in being one of the largest Private Education Organizations in Singapore recognizing this need few years back has introduced their programme in "Hospitality and Tourism Management" which leads upto Bachelors Degree in Hospitality and Tourism. The programme being a great success among the local students of Singapore, it has decided that the programme be extended to the students in Sri Lanka and some other countries too.

'Singapore Informatics' in Sri Lanka, being a fully owned subsidiary of 'Informatics Education Ltd.' In Singapore has responded to this call positively and has adopted a low cost alternative to support the students in Sri Lanka to complete the programme. The Sri Lankan students



interested in the programme now has the opportunity to complete halfway through their 'Diploma in Hospitality and Tourism Management' programme right here in Sri Lanka, and can proceed to complete the other half and the Industrial Attachment in Singapore, effectively reducing their cost by 60% than if they were to complete the whole course in Singapore.

The course 'Hospitality and Tourism Management' offered by 'Informatics' has following as its objectives.

- Providing the student with a sound theoretical knowledge and practical skills relating to the hospitality and

tourism functions

- Providing an adequate level of competency in general management skills as well as hospitality and tourism operations
- Making the student knowledgeable on the general management of operations, service and sales functions in the hospitality and tourism industries and can be expected to effectively formulated and implemented business plans of various natures
- Making the student aware how the knowledge gained in the theory-based modules blends into the practical working environment of the hospitality and tourism industry

A recognized qualification in the hospitality industry paves way to a suc-

cessful career in the hospitality trade, in Sri Lanka, in Singapore or anywhere in the world. Job opportunities in areas like 'Hotel and Resort Management', 'Concierge Management', 'Ticketing Consultancy', 'Event Planning' and 'Travel Product Planning' are easily available to a graduate in the 'Hospitality and Tourism' trade.

Informatics Education, being a premier multinational Private Education Provider with its 113 centers spread across 22 countries in the world. Informatics Group also owns NCC Education UK, which is one of the largest UK Based global education providers with 300 centers spread across 45 countries in the world.

With this vast background Informatics is instrumental in training students to be globally competitive in any field, with a universal curriculum. Singapore Informatics, in Sri Lanka follows the same core values and competencies, giving the student a holistic education to enable him or her to be a globally acceptable employee.

CIMA wins Accountancy Body of the year award

CIMA (Chartered Institute of Management Accountants) has won the prestigious Accountancy Body of the Year award at the annual PQ Magazine awards, held recently at Quaglino's in London.

According to PQ Magazine, CIMA students applauded the recent move to more exam sittings, and reduced waiting times for exam results. The institute was also praised by students for promoting the CIMA brand and furthering their future.

PQ magazine editor Graham Hambly said: 'CIMA has become the listening body. The 2010 syllabus is a breath of fresh air.'

Melding the case study and practical experience requirements shows the institute's commitment to producing competent accountants for the future.'

Robert Jelly, Director of Education at CIMA, commented: 'It is an honour to accept this award on behalf of CIMA and we are pleased to see our hard work in reducing exam result waiting times recognised.'

VACANCY ANNOUNCEMENT



The Regional Center of UNDP located in Colombo and serving around 37 UNDP country offices in the Asia and Pacific Region invites applications from highly qualified, energetic, proactive and experienced Sri Lankan professionals for the post of **Web Master**. This post provides unique and attractive opportunities for candidates to serve with UNDP and gain experience at the regional level.

Web Master

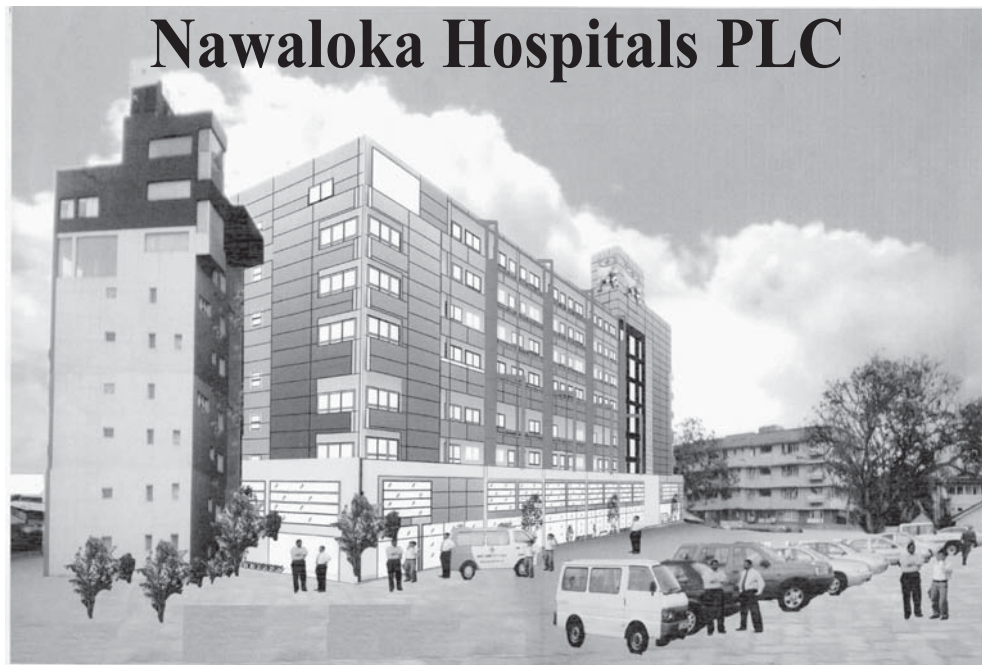
The Web Master will support the establishment and maintenance of RCC's "knowledge sharing infrastructure" for enhanced knowledge management and collaboration capabilities. This will include the design and implementation of systems, processes, standards and IT tools for knowledge and content management, with a focus on user experience. The Web Master will coordinate the portal/extranet, and work in partnership with UNDP sister regional centres in Asia-Pacific. The Web Master will be expected to support other activities related to UNDP's knowledge sharing agenda in Asia-Pacific, and to support other responsibilities of the Knowledge Services Team.

Candidates must have a Bachelor's degree in IT or equivalent in the field. Appropriate training in web site design, development and Javascript, PHP and ASP programme would be an added advantage and combined with 5 years of working experience including at least 3 years in Internet based document handling. Knowledge and experience in the field of user experience, system design principles and information architecture. Proven ability to implement content management systems. Experience with Content Management Systems (CMS) and frameworks, such as Sharepoint, Plone, others. Knowledge of emerging knowledge avenues. Advanced proficiency with HTML, including style sheets, templates, complex tables, frames and image maps. Must possess working knowledge of basic composition, page layout, art and office/web software packages such as MS Word, Excel, Dreamweaver, Adobe PageMaker, Illustrator, Photoshop and Acrobat (or Free/Open Source Software equivalents). Knowledge of W3C standards such as XHTML, accessibility standards, content sharing standards such as RSS/RDF and Open Archives Initiative. Advanced knowledge of programming in relevant scripting languages and the willingness to learn new development environments and should be Fluent in English and Sinhala or Tamil.

Potential and interested candidates for the above post are invited to send their application to the HR Unit, with a cover letter, CV, references and full address along with contact telephone number/e-mail by 16 March 2009. For detailed TOR, visit our web site www.undprcc.lk.

United Nations Development Programme, Regional Centre Colombo,
23, Independence Avenue, Colombo 07.
E-mail: vacancy_rcc@undp.org.

Nawaloka Hospitals PLC



Nawaloka Hospitals PLC is Sri Lanka's largest private hospital with 23 years of service excellence. Winner of many National awards including the National Quality award and the only ISO certified hospital in Sri Lanka.

Nawaloka provides out patient and in patient care in strict conformity to professional ethics with its mission of "Healing with Feeling". The 4th expansion project has added another 80,000 sq. ft. to our existing 250,000 sq. ft. area of services, and have commissioned a 12, modern general operating theatre complex with 2 additional dedicated theatres for obstetrics & gynaecology in the maternity complex with a modern private delivery suite.

We have a progressive working environment and a dedicated team of over 1800 employees. With the inauguration of these facilities, we require the services of the following professionals:-

• A FULL TIME RESIDENT OBSTETRICIAN & GYNAECOLOGIST

Should be Board certified/member or Fellow of the Royal College of Obstetrics & Gynaecology/eligible to be registered with the Sri Lanka Medical Council.
Should have a minimum of 10 years experience in invitro fertilization techniques.

• NURSING STAFF

Qualified Staff Nurses with experience in Intensive Care, Operating Theatre, General Ward Nursing and Obstetrics & Gynaecology.

In addition to the professionally conducive working environment the selected candidates will be offered an attractive remuneration package with other benefits.

Please apply on or before 15/03/2009 with a complete CV to:-

Director/General Manager
Nawaloka Hospitals PLC - PQ 78
23, Deshamanya H.K. Dharmadasa Mw
Colombo 2

Fax: 0112 430393

Email: nawaloka@slt.lk
dgmnh@sltnet.lk



THE WORLD BANK

Colombo Office

Position of Senior Rural Development Specialist

The World Bank, Colombo Office, is seeking to recruit an outstanding person with proven operational and analytical experience in the Agriculture and Rural Development sector (ARD) to support our teams from the local office in the preparation and implementation of the agriculture and rural program.

Main Duties and Responsibilities

The ARD program covers agriculture policies and programs, agriculture technology and competitiveness, food security, water/irrigation, community driven development and rural livelihood, natural resources management and forestry, land administration, rural finance, general rural development. The candidate would assist in:

- Formulation and analysis of ARD policies and in the provision of analytical and advisory services as required;
- Participate in the preparation of projects in the areas mentioned above;
- Participate in the supervision of projects as a technical expert and contribute to missions through the preparation of technical notes, aide memoires, project documents, supervision of consultants, etc.;
- Follow up on pending issues with Government and the various implementing agencies and serve as liaison between the client, civil society, donors and the World Bank teams based in HQ;
- Provide sector perspectives within country team discussions and country documents;
- Encourage knowledge sharing and provide insight in the functioning of local institutions and partners.

To achieve the above he/she will have to interact and coordinate with Government, civil society, development partners (bi-laterals, multi-laterals, associations) and professional organizations on issues pertinent to the Bank's assistance.

Selection Criteria

- At least a Masters degree in a relevant subject: Agriculture economics, agriculture, rural development, natural resources management, irrigation.
- A minimum of eight (8) years experience in working on agricultural and rural development issues in development projects.
- Demonstrate operational skills and applying knowledge for results on the ground.
- Strong technical background in agricultural and rural development production and sustainable management of natural resources.
- Private sector experience is an advantage, given the importance of linking community based livelihood program with agro-business.
- Strong communication skills, good understanding of participatory approaches to rural development.
- Knowledge or some exposure to Bank operations would be an advantage.
- Ability to work in teams and proven client and people skills.
- Good understanding of the governance and institutional challenges facing the country.

The World Bank offers a locally competitive package. The current assignment will be a Term position for a period of two years. The World Bank is committed to attract and maintain a diverse, highly qualified and dedicated work force.

We are aiming at changing the staffing profile at all levels to reflect a better representation of women and people with disabilities. Deadline for applications will be **Monday 23rd March, 2009**. Only shortlisted candidates will be notified. Candidates should submit their resume online to www.worldbank.org/jobs_referring_to_job#090277 wherein a detailed job description is posted.

Another innovative concept

mLearning supplements the teaching and learning process through the use of mobile and hand held devices

Sri Lanka Telecom Mobitel, the national mobile services provider provided Tissa Vitharana, Minister of Science and Technology the platform to make presentations to exhibitions held at Dambulla and Matugama at its boardroom recently.

This was possible through the use of mLearning, which is a Mobile Learning tool that supplements the teaching and learning process through the use of mobile and hand held devices such as mobile phones, Personal Digital Assistants (PDA), laptops and tablet Personal Computers. This innovative concept was launched under the partnership between the University of Colombo and Sri Lanka Telecom Mobitel, with an objective of addressing traditional learning shortcomings through the utilizing of advanced technology.