



**UNIVERSITY OF COLOMBO, SRI LANKA**

**POST OF POST OF LECTURER (PROBATIONARY) / LECTURER (UNCONFIRMED) /  
SENIOR LECTURER GRADE II/I  
IN THE DEPARTMENT OF MARKETING  
FACULTY OF MANAGEMENT & FINANCE**

The University of Colombo will entertain applications from suitably qualified persons for the above posts up to **26<sup>th</sup> August 2024**

*Preference : Senior Lecturer Grade III/I*

*(Preference will be given to candidates with teaching experience in Information Technology, Information Systems, Data Sciences, E- Business, Digital Marketing, Marketing Analytics, Marketing, Innovation & Technology and Social Media Marketing)*

**01. EDUCATIONAL QUALIFICATIONS**

**(A) Lecturer (Probationary) :**

(1) A Bachelor Degree Honours in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics** (SLQF 6 or equivalent) with First or Second Class (Upper Division).

**OR**

(2) A Bachelor Degree Honours in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics** (SLQF 6 or equivalent) with Second Class (Lower Division).

**OR**

(3) A Bachelor Degree in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics** (SLQF 5 equivalent) or any other Degree with at least Second Class {(SLQF) 6 or equivalent}

**and**

(i) A Doctoral Degree in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics** or in the relevant field

**or**

(ii) A Masters Degree in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation

**or**

(iii) A full-time Masters Degree in **Information Technology/ Applied Sciences/ Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation {\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}

**OR**

- (4) Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**NOTES:**

- (i) Candidates eligible under category (A)(1) above will be interviewed and evaluated first.
- (ii) Candidates eligible under categories (A)(2) and (A)(3) above could be invited for an interview only if applicants qualified under category (A)(1) above are either not available or found to be unsuitable by the Selection Committee after the interview and evaluation. Appointment of candidates under categories (A)(2) and (A)(3) would require the approval of the University Grants Commission.
- (iii) Candidates eligible under category (A)(4) above will be invited for an interview only if there are no suitable candidates under categories (A)(1), (A)(2) and (A)(3). Appointment of a candidate under category (A)(4) requires the approval of the University Grants Commission.
- (iv) All candidates are required to make a presentation before the Selection Committee in order to prove their teaching ability as a Lecturer (Probationary).

**(B) Lecturer (Unconfirmed) :**

- (1) (i) A Bachelor Degree Honours in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with First or Second Class (Upper Division).

**OR**

- (ii) A Bachelor Degree Honours in **Information Technology/ Applied Sciences/ Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with Second Class (Lower Division).

**OR**

- (ii) A Bachelor Degree in **Information Technology/ Applied Sciences/Digital Marketing/Marketing Analytics (SLQF 5 equivalent)** or any other Degree with at least Second Class {(SLQF) 6 or equivalent}

**and**

- (a) A Doctoral Degree in **Information Technology/ Applied Sciences/ Digital Marketing/Marketing Analytics** or in the relevant field  
**or**
- (b) A Masters Degree in **Information Technology/ Applied Sciences/ Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation  
**or**
- (c) A full time Masters Degree in **Information Technology/ Applied Sciences/ Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation  
*{\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}*

**OR**

- (iv) Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (2) (i) (a) A Doctoral Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field  
**or**  
A Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation  
**or**  
(b) A full time Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation {*\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)*}

**OR**

- (ii) Such professional qualifications and experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (3) **Less than (06) years** of experience in one or more of the following:-  
(i) Teaching at University Level,  
(ii) Professional experience,  
(iii) Research in a recognized Institution,  
(iv) Postgraduate Studies to acquire the qualifications stipulated at (2) above.

**Notes :**

- (a) An applicant who qualifies only under (B)(1)(iii) above may be exempted from (B) (2) (i) above if he/she has a Doctoral Degree in the relevant field.
- (b) An applicant who qualifies only under (B)(1)(iii) above may be exempted from (B) (2) (i) above if he/she has evaluated research and dissemination of knowledge for a minimum total of 15 marks. Section 2 (Research and Creative Work) and sub-section 3.1 (Dissemination of knowledge) of the Marking Scheme for the Posts of Associate Professor/Professor should be used for this purpose.

**Special Notes:**

1. A Lecturer(Unconfirmed) [Non-(Medical/Dental)], who has completed the three-year period of satisfactory service and the induction training course within a period of one year from the date of appointment, may be confirmed in the post of Lecturer[Non-(Medical/Dental)], provided such Lecturer has fulfilled all other requirements specified in the letter of appointment.
2. The confirmed Lecturer[Non-(Medical/Dental)] may be considered for promotion to Senior Lecturer Grade II[Non-(Medical/Dental)] upon fulfilling 5 years of experience (along with the experience as defined under Post No. 06) and satisfying the other requirements as specified in the Scheme of Recruitment under Post No. 07 of Commission Circular No: 721.
3. The effective date of the promotion to the post of Senior Lecturer Grade II of **only** those appointed as Lecturer(Unconfirmed)[Non-(Medical/Dental)] based on a Doctoral degree, may be backdated to the the date on which they have completed 6 years of experience as per Post No. 6, by placing them on the

relevant salary step, with no back wages being paid.

**(C) Senior Lecturer Grade II :**

- (1) (i) A Bachelor Degree Honours in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with First or Second Class (Upper Division).

**OR**

- (ii) A Bachelor Degree Honours in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with Second Class (Lower Division).

**OR**

- (iii) A Bachelor Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 5 equivalent)** or any other Degree with at least Second Class *{(SLQF) 6 or equivalent}*

**and**

- (a) A Doctoral Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field  
**or**  
(b) A Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation  
**or**  
(c) A full time Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation  
*{\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}*

**OR**

- (iv) Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (2) (i) (a) A Doctoral Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field  
**or**  
(b) A Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation  
**or**  
(c) A full time Masters Degree in **Information Technology/ Applied Sciences**

**/Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation *{\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}*

**OR**

- (ii) Such professional qualifications and experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (3) **At least six (06) years** of experience in one or more of the following:-
- (i) Teaching at University Level,
  - (ii) Professional experience,
  - (iii) Research in a recognized Institution,
  - (iv) Postgraduate Studies to acquire the qualifications stipulated at (2) above.

**Notes :**

- (a) An applicant who qualifies only under (C)(1)(iii) above may be exempted from (C) (2) (i) above if he/she has a Doctoral Degree in the relevant field.

**(D) Senior Lecturer Grade I**

- (1) (i) A Bachelor Degree Honours in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with First or Second Class (Upper Division).

**OR**

- (ii) A Bachelor Degree Honours in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 6 or equivalent)** with Second Class (Lower Division).

**OR**

- (iii) A Bachelor Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics (SLQF 5 equivalent)** or any other Degree with at least Second Class *{(SLQF) 6 or equivalent}*

**and**

- (a) A Doctoral Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field
- or**
- (b) A Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation
- or**
- (c) A full time Masters Degree in **Marketing** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation  
*{\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}*

**OR**

- (iv) Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (2) (i) (a) A Doctoral Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field  
**or**  
(b) A Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field obtained after a full-time course of study of at least 24 months duration (or an equivalent part-time course of study) with a research component by way of thesis/dissertation  
**or**  
(c) A full time Masters Degree in **Information Technology/ Applied Sciences /Digital Marketing/Marketing Analytics** or in the relevant field of a minimum of 18 months duration with at least 60 credits\* of which not less than 15 credits\* of research by way of thesis/dissertation *{\*One credit considered per course unit/module should be in accordance with the Sri Lanka Qualifications Framework (SLQF)}*

**OR**

- (ii) Such professional qualifications and experience as may be approved by the University Grants Commission upon the recommendation of the University of Colombo.

**AND**

- (3) **At least twelve (12) years** experience {of which not less than six (06) years should have been after obtaining qualifications stipulated in 2 above} in one or more of the following:  
(i) Teaching at University level,  
(ii) Professional Experience,  
(iii) Research in a recognized Institution,  
(iv) Postgraduate Studies.

**Notes :**

- (a) An applicant who is recruited under (D) (1) (iii) above may be exempted from (D) (2) (i) above if he/she has a Doctoral Degree in the relevant field.

**02. SALARY AND OTHER CONDITIONS OF APPOINTMENT :**

**Salary Code: U-AC 3** (for Lecturer (Probationary)/Lecturer (Unconfirmed)/Senior Lecturer Gr. II/I)  
Rs. 54,600 – 10x1,1335; 13x1,630; 8x2,170 – 106,500 p.m. *(as at 01.01.2020)*

**U-AC 3(IV)** : Lecturer (Probationary):  
Rs. 54,600 – 10 x 1,335 – 67,950 p.m. *(as at 01.01.2020)*

**U-AC 3(III)** : Lecturer (Unconfirmed):  
Rs. 69,580 – 5 x 1,630 – 77,730 p.m. *(as at 01.01.2020)*

**U-AC 3(II)** : Senior Lecturer Grade II:  
Rs. 79,360 – 11 x 1,630 – 97,290 p.m. *(as at 01.01.2020)*

**U-AC 3(I)** : Senior Lecturer Grade I:  
Rs. 91,310 - 7 x 2,170 – 106,500 p.m. *(as at 01.01.2020)*

**In addition, the Government approved allowances applicable to the University system will be paid.**

The selected candidate will be a member of the Universities Provident Fund as well as of the Universities Pension Scheme. He/She will contribute 10% of his/her monthly salary to the Universities Provident Fund and at the same time, the employer will make a total contribution of 15% of his/her salary, of which 8% will be credited to the Universities Pension Fund and 7% to the Universities Provident Fund. Three percent (3%) of the salary will be contributed by the University to the Employees' Trust Fund in terms of the provisions of the Employees' Trust Fund Act, No. 46 of 1980.

The appointment will be on probation for a period of three years which may be extended at the discretion of the Council of the University of Colombo.

The other conditions of appointment will be in accordance with provisions of the Universities Act No. 16 of 1978, Universities (Amendment) Act No. 7 of 1985 and Universities (Amendment) Act No. 1 of 1995 and Ordinances, By-laws, Regulations and Rules, etc. made thereunder.

### **IMPORTANT**

**Applicants from Higher Educational Institutions, Government Departments and Government Corporations should apply through the Heads of such Institutions. Applications that do not conform to this requirement will be rejected. Such applicants are strongly advised to submit an advance copy to the address given below.**

It is **compulsory** to send the hard copy of the **same** generated PDF document with the signature of the Candidate. Any alterations made to the original document and non-submission of the hardcopy of original PDF document cause disqualification from the selection process.

Additionally certified copies of relevant educational (including transcripts), professional, extra-curricular, and service certificates are also required to be enclosed to the said complete application and be forwarded the same under the registered post & e-mail ([recruit@ace.cmb.ac.lk](mailto:recruit@ace.cmb.ac.lk)) to the **Deputy Registrar/ Academic Establishments, University of Colombo, 94, Cumaratunga Munidasa Mawatha, Colombo 03** on or before the deadline.

The application ID and the post applied for should be indicated on the left-hand corner of the envelope.

**Applications received after the closing date will not be considered. Incomplete applications will be rejected.**

### **For Registrar**

94, Cumaratunga Munidasa Mawatha, Colombo 03.  
29<sup>th</sup> July 2024.